



**BF**  
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NOV63

NEWSPAPER

**ING**  
AND RADIO

JUNE 17, 1963

FCC and FTC serve notice to broadcasters:  
play it straight with ratings ..... 27

NAB formulates its plans to stop the FCC  
from taking over the codes ..... 34

The Mid-South is a bustling, industrial  
complex—SPECIAL MARKET STUDY .... 67

H-R will move into data processing in '64;  
forms new division ..... 44

COMPLETE INDEX PAGE 7



RADIO NEW YORK WORLDWIDE  
**WRUL**

the only commercial world-wide short wave station  
in the United States, reaching more than 200 million  
people in Latin America, Europe and Africa,  
is now represented by

RADIO DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

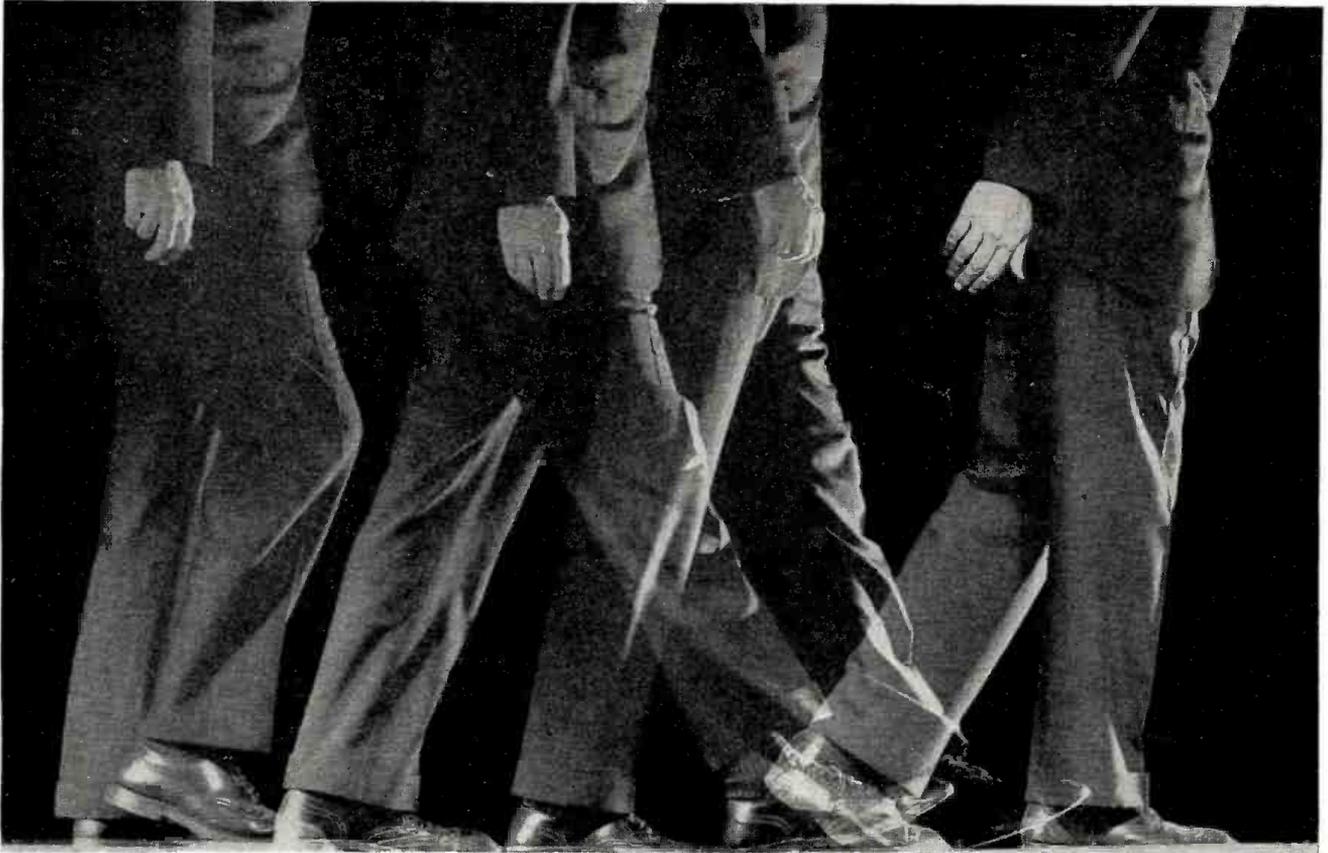
# WWDC radio salutes Washington's finest

In a city where landmarks require a dramatic rendezvous with history to rate recognition, the block-long edifice of Perpetual Building Association is a magnificent exception. Or is it? In its own way it also stands as a solid testimony to the American way of life. Since 1881 Perpetual has been operated by the people and for the people. Today, over 170,000 people are customers of this outstanding thrift institution—the largest insured, state chartered mutual savings and loan association in the United States. We thank Perpetual and its agency, Kal, Ehrlich & Merrick, for having placed the major portion of its radio advertising budget with us for the past six years. Maybe one of the reasons is that we're "the station that keeps people in mind"—perpetually.

*Represented nationally by John Blair & Company*

**BLAIR  
GROUP  
PLAN  
MEMBER**





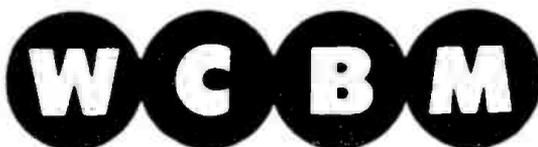
# **WCBM LEGMEN** *deliver the radio* **news-in-depth adults prefer!**

WCBM listeners hear it first! WCBM's staff of legmen are first on the scene . . . in Baltimore . . . surrounding counties . . . and at the state capital in Annapolis. They have scored many notable newsbeats!

This kind of intensive local and regional coverage . . . international news-services . . . CBS news and commentators . . . give WCBM listeners

a total of 32 hours of news every week! No wonder the adults in this area—men and women interested in what is happening in the world today—prefer WCBM news.

This, plus quality music, personalities, and interesting features *consistently* delivers the adults . . . the people with the money to spend for *your* products and services!



*National Sales Representative*

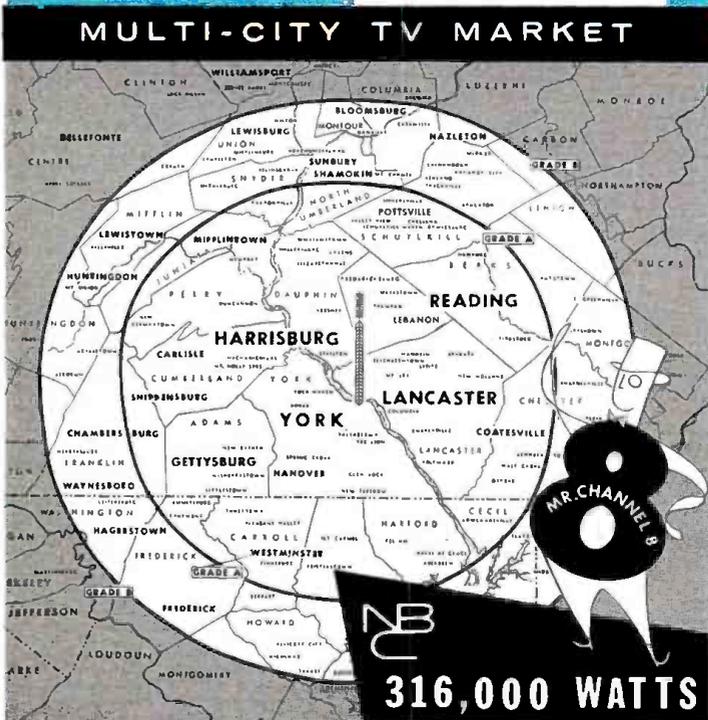
**Metro Radio Sales**

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



**WGAL-TV**  
*provides the  
 power that  
 makes the sale*



In this multi-city market, an advertising schedule without WGAL-TV is like a **JET AIRPLANE WITHOUT ENGINES**. Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**  
 STEINMAN STATION • Clair McCollough, Pres.

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

## Writer at work

Ashbrook P. Bryant, chief of FCC's network study staff, hasn't been idle since last winter when he submitted Part I of report on TV network programming (BROADCASTING, Dec. 3, 1962). Besides working on Part II—detailed documentation of statements in earlier report—he has been drafting proposed legislation to implement one of staff's most controversial recommendations—that all broadcasters be required to belong to government-approved and government-supervised trade association. Already completed is draft bill to give FCC authority to regulate networks. It's doubtful whether commission will act on these or other staff recommendations before August hiatus—although some may start appearing as items on FCC meeting agenda in weeks ahead.

## Syndication stirring

As sequel to abolition by FCC of television network option time, one important syndicator is pitching first-run program series to regional advertisers. It's Four Star Distribution Corp., subsidiary of Four Star TV. Two series are in planning stages—neither is action-adventure, backbone of first-run product in past—but Four Star reportedly will not move with either show until at least one substantial regional sale is made.

## Collins still sniffs Senate

NAB President LeRoy Collins is still talking about returning to Florida politics. Newspapers in his home state reported last week that former governor strongly indicated he would run for Senate, if opportunity arises, but that he wasn't interested in return to governorship.

*Mr. Collins, who served as governor from 1955-1961 and assumed NAB presidency in January 1961, had stated he wouldn't run for Senate against incumbent, Spessard L. Holland if latter decides to run for new six-year term in 1964. Aides expect Senator Holland to run. Junior senatorship is held by George A. Smathers, who was re-elected for six-year term last year. Report last week that Senator Smathers would be appointed to next vacancy on Supreme Court and thus create Senate vacancy was denied by senator.*

## Cigarette action deferred

NAB TV code board got status report last week on code staff discussions with ad agencies about rescheduling cigarette commercials in hours when few youngsters are viewing TV, but no action was taken. At

# CLOSED CIRCUIT®

NAB main board meetings next week subject will come up again, in accord with promise made to Representative Morris K. Udall (D-Ariz.) by Robert D. Swezey, NAB code authority director, few months ago. Mr. Udall agreed to postpone introduction of restrictive legislation. Best guess is that NAB board will decide to await release of United States Surgeon General's report on smoking and health—which isn't expected until end of year—before doing anything about cigarette advertising.

## Radio wants in

Georgia Association of Broadcasters' letter urging National Association of Broadcasters to get behind Radio Advertising Bureau's plan for separate radio audience research project (see page 128) may be just beginning of pressures NAB will feel. Number of NAB members, including some board members, are grumbling semi-openly about NAB's non-committal attitude and may try to force showdown at NAB radio board meeting next week. RAB meanwhile has been trying to get permission to present its plan to NAB at or before board meeting, but still had received no reply late last week.

*New, formal request for hearing before full NAB radio board was sent Friday by RAB President Edmund C. Bunker to NAB President LeRoy Collins. Telegram expressed belief that "vast majority" of radio broadcasters agree with RAB that there's urgent need for study of how to measure complete radio audience—and that RAB feels it can convince NAB board, too, if given chance. At this point, Mr. Bunker said, important thing is agreement on need. Details of methodology, he said, can be worked out in partnership between NAB and RAB if NAB will hear—and heed—RAB's presentation on need to get some such study rolling without delay. Mr. Bunker offered to meet with NAB board morning, noon or night.*

## Reps want in

Some station representatives are beginning to bridle over what they regard as second-class citizenship in broadcasting affairs. They feel they are part of business management of stations they represent and for that reason deserve better status than associate membership in National Association of Broadcasters on premise that since they're on sales firing line, they could provide important counsel and guidance, particularly in these

troubled times. Reps are represented on both Radio Advertising Bureau and Television Bureau of Advertising boards, and some of them feel they should serve on NAB board along with appointed network representatives and elected broadcasters.

## Loevinger's first speech

FCC's newest member, Lee Loevinger, will make his first public appearance since his assumption of office June 11 before banquet of convention of National Association for Education in Journalism at University of Nebraska, Lincoln, on Aug. 26. While he hasn't selected topic, it is expected to relate to broadcasting as journalistic medium. Judge Loevinger, former assistant attorney general in charge of antitrust division, has writing background and avid interest in journalism.

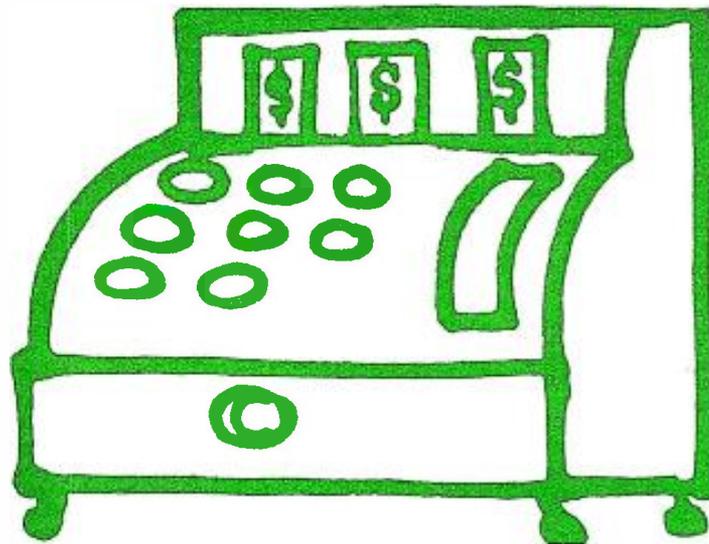
## Line begins to form

First symptoms of nationwide demand for federal funds to use in starting new educational TV stations are appearing at Health, Education and Welfare department. HEW has \$1.5 million of 1963 fiscal year funds and hopes for \$5 million in 1964 budget. Starting off what may be flood of fund requests for UHF stations are Penn State University, a community group in Glen Ridge, N. J., and WTTW(TV) Chicago which is already on channel 11 and wants to start second station on channel 20.

## Some think it's prying

Some broadcasters are protesting inclusion by FCC in its annual financial report of new questions on "nepotism" i.e., amounts paid to members of ownership families. One senator, who had raised question in behalf of constituent, was formally advised that new questions were included because almost two-thirds of radio stations reported losses or profit of less than \$15,000 in 1961. With additional information from stations operating close to break-even point, FCC said it could better analyze "overall health" of industry.

*Senator also was informed that after there had been objection to disclosure of "sensitive" information, FCC revised item to exclude individual amounts, names and positions of person to whom payments were made and believed that this "adds to the confidentiality of the data." In spite of response, some broadcasters are still protesting on ground it's none of government's business.*



## ACQUISITIVES\* . . . spend more in Cleveland

7th TV market . . . 2nd with incomes over \$10,000. That's why WJW-TV is programmed for acquisitives with money to spend.

\*Acquis'-'i-tive—given to desire, to buy and own.

LOS ANGELES KGBS	PHILADELPHIA WIGB	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

ACQUISITIVES WATCH

# WJW-TV

# WEEK IN BRIEF

Trade commission announces start of investigation into use of ratings by stations, agencies and advertisers, with unfair or deceptive complaints possible. FCC warns licensees they are responsible for claims. See . . .

## CONTROL OF RATINGS USE . . . 27

Two advertising agencies urge use of ARF as basic element in auditing of rating services. Compton and FC&B ask NAB to consider advertisers' research group as key in overseeing unit one way or another. See . . .

## WANT ARF IN RATINGS ACT . . . 28

Politz moves into ratings field; announces establishment of two services—a media survey to be published annually, and a TV service to be issued seven times a year on audience demography. See . . .

## POLITZ MOVES IN ON RATERS . . . 29

Broadcasters find themselves in thick of politics as Capitol Hill warms up for 1964 elections. Senate committee to look over Sec. 315. House group to consider endorsement of candidates by broadcasters. See . . .

## TRYING TO CLEAR THE AIR . . . 58

NBC sets up arrangement with MCA to run feature films first on television; subsequently as second-run in theaters. Move may upset historical pattern of movie exhibition. See . . .

## FIRST-RUNS FOR TV PLANNED . . . 48

NAB reacts to threat of government imposition of commercial time limits. Tactical moves include TV Code Review Board's recommendation that numerical limitations be changed to percentages. See . . .

## WAY OUT OF TRAP? . . . 34

CATV operators gloomy at outlook for independence from government regulation; hear lawyers tell them Carter Mountain court decision means FCC can and probably will protect local TV station. See . . .

## CATV IN SECOND PLACE . . . 124

First quarter spot TV billings surge upward by 20%; national and regional grosses reach almost \$220 million. Bristol-Myers doubles spending in period—from \$3.3 million last year to \$6.6 million this year. See . . .

## SPOT TV BILLINGS UP 20% . . . 36

# SPECIAL REPORT: THE MID-SOUTH

Life on the Mississippi today is far cry from Mark Twain. Farewell to yesterday's magnolia-scented cotillions, singing on the levees and King Cotton. Now it's petro-chemicals, manufacturing, textiles. See . . .

## SUDDENLY SOUTH IS BUSTLING . . . 67

Negro market in South is viable and thriving. Share of discretionary income often exceeds that of whites, and in many instances spending for higher value products surpasses that of white neighbors. See . . .

## IMPACT OF NEGRO MARKET . . . 96

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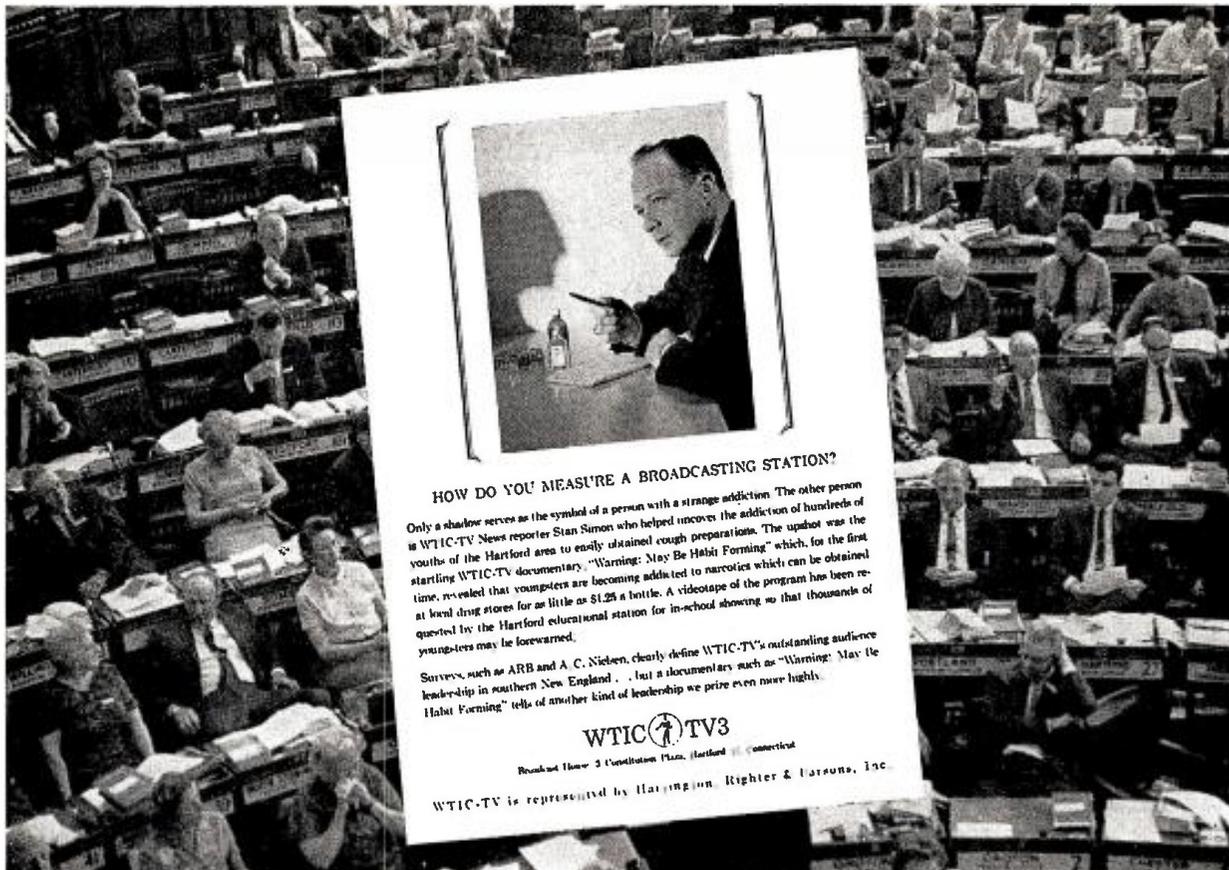
## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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



## WE ANSWERED OUR OWN QUESTION!

This ad posed a question of its readers last February. We'd like to tell you the result of the WTIC-TV documentary which alerted viewers to the fact that youngsters were becoming drug addicts through easy-to-obtain cough medicines, available without prescription. Before the 1963 Connecticut General Assembly adjourned, it enacted legislation which now makes it virtually impossible for persons to purchase such preparations without a physician's prescription. In fact, Governor John N. Dempsey stated that the program, "in no small measure was responsible for this law." So we'd like to answer our own question. It seems to us that one measure of a broadcasting station is the positive action its programs inspire.



Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

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

## Politz charges RAB with rigged bidding

### CLAIMS VARIED FIGURES QUOTED ON RATINGS STUDY

Alfred Politz Research Inc., New York, took issue with Radio Advertising Bureau in statement and letter released today (June 17) by charging RAB with "misleading" implication in saying RAB had "selected" Audits & Surveys Co. to start RAB's \$200,000 radio ratings methodology study in September.

Politz's affiliate, Universal Marketing Research, initially was contacted for its research plan but on basis of \$75,000 budget rather than \$200,000, Politz charged.

Letter, signed by Alfred Politz, president of parent research firm, points out study proposal was limited because of smaller budget figure, but alleged in effect that other firms (A&S) made presentations on \$200,000 estimate. When Universal revised its plan on larger-budget basis, full consideration was too late, Politz said, and Universal

withdrew, therefore leaving only one firm and thus no "selection" had been made. Said Politz in letter June 6 to RAB President Edmund C. Bunker: "We must conclude that we cannot expect objective judgment on the merits of a proposal to RAB."

**RAB Replies** ■ RAB expressed surprise at Politz's stand, saying under American business system, "the buyer is usually entitled to a choice without public comment from a disappointed supplier."

Said spokesman for the bureau: RAB had said it couldn't choose company that had identity with any radio measurement so identified. RAB noted that Politz has just announced new measurement service (see story, page 29) and that bureau doesn't feel firm so engaged could "objectively assess methodology for a new radio measurement."

## NOT A 'MEGAWATTER'

### New Costa Rica station won't be as big as rumored

"Mystery" of 2 million watt standard band radio station in Costa Rica (BROADCASTING, June 10) was dispelled last week when Wilbur C. (Bill) Windsor Jr. KJIM Fort Worth, acknowledged he was principal interested in TIRICA, Voz de la Victor in San Jose, Costa Rica, operating on 625 kc and that station had ordered 50 kw transmitter to replace present 10 kw equipment.

If directional array is used, Mr. Windsor stated—and there's no certainty yet that it will—maximum power will reach about 80,000 w. With non directional, radiated power will remain 50 kw.

Reports of purported multimillion watt outlet began circulating month ago (CLOSED CIRCUIT, May 20), impelling appeals to Costa Rican international and U. S. government officials by Herbert Evans, Peoples Broadcasting Co. president, and NAB delegate to Inter-American Association of Broadcasters, to help prevent "ruinous" interference to Latin American and U. S. standard broadcasters.

Mr. Windsor's Trinity Broadcasting Co., licensee of KJIM, bought 40% interest in Costa Rica station. Remaining 60% owner is Daniel Comacho, who was full owner previously. Price for 40% reported about \$60,000.

TIRICA also operates 3 kw short-

wave outlet on 9615 kc (31 meters). With 50 kw transmitter, it could radiate 250 kw. Both transmitters have been ordered from Continental Electronics, Dallas.

Voz de la Victor (named after RCA trademark) has been operating for 30 years on commercial basis, Mr. Windsor stressed.

KJIM is 250 w daytimer on 870 kc. Mr. Windsor bought station, and companion FM outlet, last year, paying \$300,000. KJIM is applicant for UHF channel 20 in that city.

Much same information was contained in letter by FCC Commissioner Frederick W. Ford to Mr. Evans, released Friday. Mr. Evans had asked Mr. Ford to investigate.

## FCC fills new post; appoints 5

FCC made five staff appointments in special meeting Friday afternoon. Appointments, effective July 1, include:

Hyman H. Goldin, chief of research and education division, to newly created post of assistant chief of Broadcast Bureau for policy and planning.

Wallace E. Johnson, chief of broadcast facilities division, to assistant chief of Broadcast Bureau for engineering. He succeeds James Barr, now chief of Safety and Special Services Bureau.

Thomas Fitzpatrick, acting chief of Hearing division, to chief. He had been assistant chief under Robert Raw-

## NAPD formed in Chicago

Program directors from 60 TV stations were to meet in Chicago Saturday (June 15) for formal organization of National Association of Program Directors, Group, which seeks to improve TV programming by idea exchange, stems from earlier meeting during NAB convention.

Organizing committee: Stan Cohen, WDSU-TV New Orleans; Roy Smith, WLAC-TV Nashville, and Tom Jones, WFIL-TV Philadelphia.

son, now chief of renewal and transfer.

Louis Stephens, former assistant chief of rules and standards who has been in private practice since 1961, returns to commission as assistant chief of renewal and transfer.

John Bass, attorney in rules and standards, to assistant chief of that division. He succeeds Sol Shieldhouse, who has been appointed hearing examiner.

Creation of new position of assistant chief of Broadcast Bureau for policy and planning was recommended by Booz, Allen & Hamilton after survey of FCC organization.

In job, Mr. Goldin will advise bureau chief and commission on policy for rules and standards and research and education divisions, and office of network study.

## Community makes bid for Miami channel 7

Community Broadcast Corp. of Miami filed application last week to compete with Sunbeam TV Corp. for Miami channel 7.

Sunbeam (WCKT-TV) has been operating on channel on four-month license which expires July 1.

Community's application was only one submitted other than Sunbeam's before deadline for filing.

Community's 12 principals each own 8 1/3% of corporation, and all are Florida residents. They are: Tally Embry, Harold E. Kendall, Robert Uricho Jr., John McGeary, Guy B. Bailey, Fred H. Billups, Dr. James J. Griffiths, Herbert H. Johnson, William F. Koch Jr., W. Allen Markham, James F. McKillips Jr. and Clifford Russell.

None of principals have broadcast connections.

## WEEK'S HEADLINERS



Mr. Windsor



Mr. Dugan

**Walter M. Windsor**, for past nine years general manager of KTAL-AM-FM-TV Shreveport, La., elected executive VP and general manager of West Texas Network group (KLBK-AM-TV Lubbock; KWAB-TV Big Spring; KPAR-TV Sweetwater-Abilene; and KICA-TV Clovis), with headquarters in Lubbock. **James S. Dugan**, KTAL sales director, succeeds Mr. Windsor as general manager. Mr. Windsor is veteran of 28 years in broadcasting including management posts at WKNB Hartford, WDA Danville, Va., and WGBA Columbus, Ga., before joining KTAL in early 1954. Mr. Dugan was formerly in sales posts with KETV-TV Omaha, KWVL-TV Waterloo, KVOO-TV Tulsa, and KOOL-TV Phoenix.



Mr. DeLaney

**C. Glover DeLaney**, resident manager of KOVR (TV) Stockton-Sacramento, Calif., appointed general manager of WHEC Inc. (WHEC-AM-TV Rochester, N.Y.), effective July 1, replacing **John L. McClay**, who has resigned. In Mr. McClay's absence, his duties have been handled by **Richard K. Blackburn**, technical director of Gannett broadcast properties. Mr. DeLaney began his broadcast career in 1933 as announcer at WESG Elmira, N. Y. After service with WFBL Syracuse, and in Williamsport, Pa., he joined WHT Hartford, Conn. (now Hazelton, Pa.), in 1938 as commercial manager. Mr. DeLaney was appointed WHT manager in 1941 and remained in that

post until joining Gannett Co. in 1953 as WHEC manager. He became manager of KOVR several months after its purchase by Gannett in 1957. When company sold station to Metromedia in 1960, Mr. DeLaney remained as manager.

**Robert M. McGredy**, executive VP of Television Advertising Representatives, named managing director of TVAR, station representative firm owned by Group W, Westinghouse Broadcasting Co. Mr. McGredy succeeds **Larry H. Israel**, who recently was appointed executive VP for station operations of Group W (WEEK'S HEADLINERS, June 3). Mr. McGredy joined TVAR in 1961 and earlier had been national TV sales manager for Westinghouse Broadcasting from 1958 until 1961. He had been sales executive with various stations since 1946, including WTOP Washington; WPAT Paterson, N. J. and WCAU-TV Philadelphia.



Mr. McGredy



Mr. Scherick

**Edgar J. Scherick**, VP in charge of sales for ABC-TV, appointed VP in charge of programming. Mr. Scherick became network's sales VP in February 1961, under then president of network, **Oliver Treyz**. Prior to joining ABC-TV, Mr. Scherick worked closely with network as head of own company, Sports Programs Inc., negotiating for and producing live sports shows. Mr. Scherick's appointment follows resignation of **Dan Melnick** as ABC-TV's VP in charge of nighttime programming to become executive vice president at Talent Associates-Paramount Ltd. (WEEK'S HEADLINERS, June 10).

tions in particular markets.

Attending committee meeting besides Mr. Hatch were Carl Lee, Fetzer Stations; Merrill Lindsay, WSOY Decatur, Ill.; John F. Patt, WJR Detroit; Cecil Woodland, WEJL Scranton, Pa.; H. Randolph Holder, WGAU Athens, Ga., and Ray Johnson, KMED Medford, Ore. Absent were John F. Box Jr., WIL St. Louis, and Loyd Sigmon, KMPC Hollywood.

**Ben Strouse**, WWDC Washington and NAB radio board chairman, sat with committee, whose report will be submitted next week to NAB directors.

### House gives USIA \$163.5 million for '64

U. S. Information Agency was voted \$44.8 million less than it asked from House Appropriations Committee, but still got \$6.7 million more for 1964 operations than it has for current fiscal year. Altogether, agency was okayed for \$163.5 million. Committee report released Friday (June 14) shows major cuts from request were in two radio facilities construction projects, but agency had told Congress it could get along without most of money it asked and still get projects started this year.

Only Voice of America was allowed additional personnel and got all it asked. Voice is continuing to expand its service to Latin America and Africa.

### Capital Cities offer sold out first day

**White, Weld & Co.**, New York, reported Friday (June 14) sale of 250,000 shares of common stock of Capital Cities Broadcasting Corp. was oversubscribed on first day of offering on Thursday (June 13). Stock was offered at \$22.75 and, spokesman for White, Weld said, has been selling for prices between \$22.75 and \$23. Sale was secondary offering by stockholders including **Lowell Thomas** and **Chase Fund** of Boston (BROADCASTING, May 20).

### Eastman Kodak radio drive

Eastman Kodak, it's understood, is breaking with new radio campaign this summer on multi-market basis. Eastman Kodak was first blue-chip advertiser to sign with Radio Advertising Bureau under RAB's Radio Test Plan (RTP), which started year ago and is continuing. **J. Walter Thompson** is Eastman Kodak's agency.

### SDIG to strike Tuesday

Strike against Wilding Inc., Chicago TV-film producer, ordered beginning Tuesday (June 18) by Screen Directors International Guild (midwest) on grounds studio has "repeatedly canceled scheduled meetings" and delayed contract negotiations. Wilding Friday had "no comment."

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

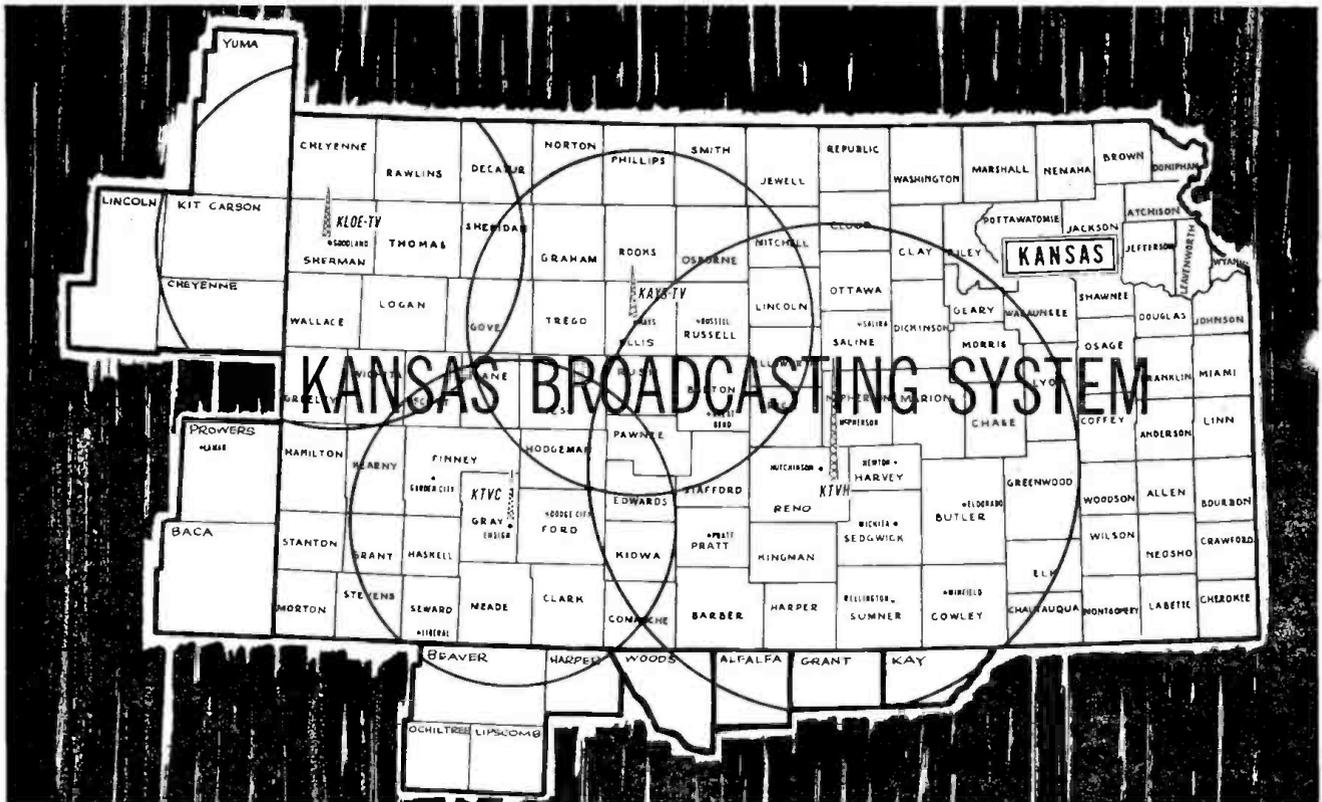
### NAB birth control group wants FCC deadline delay

Series of engineering studies dealing with FCC's birth control plan for aural broadcasting will require postponement of July 17 deadline for filing of comments, NAB Radio Development Com-

mittee indicated after Friday (June 14) meeting in Washington.

Committee, headed by **George C. Hatch**, KALL Salt Lake City, objected to inclusion of FM in FCC's proposed rules governing station assignments (BROADCASTING, May 20). It opposes numerical limitation of number of sta-

# 91 COUNTY MAJOR MARKET



## LOW COST PER 1000!

Local, regional, and CBS programs of the Kansas Broadcasting System penetrate an atmosphere of prosperity in 91 key counties of Kansas, Oklahoma, Colorado, and Texas. Simultaneous concentration by four interconnected progressive Kansas television stations provides thorough exposure of your product to viewers of this 86,000-square-mile expanding new major market in the heart of America. Diversified income of more than two and a half billion dollars from agriculture and manufacturing accentuates potent buying potential of the area, including three of Kansas' five largest cities. You'll note increased vitality of your advertising dollar — intensified impact of your sales message by focusing on this impressive new mid-America market area — where most of Kansas' money is made and spent.

Population	1,407,000
% of U. S.	.6723
Households	436,950
Consumer Spendable	
Income	\$2,709,761,000.00
Per Family	\$ 5,308.01
Total Retail Sales	\$1,916,702,000.00
Food	\$ 407,135,000.00
Drug	\$ 65,876,000.00
General Mdse.	\$ 163,458,000.00
Apparel	\$ 81,949,000.00
Home Furnishings	\$ 76,540,000.00
Automobiles	\$ 467,318,000.00
Filling Stations	\$ 201,362,000.00

# KBS

ONE BUY COVERS KANSAS!

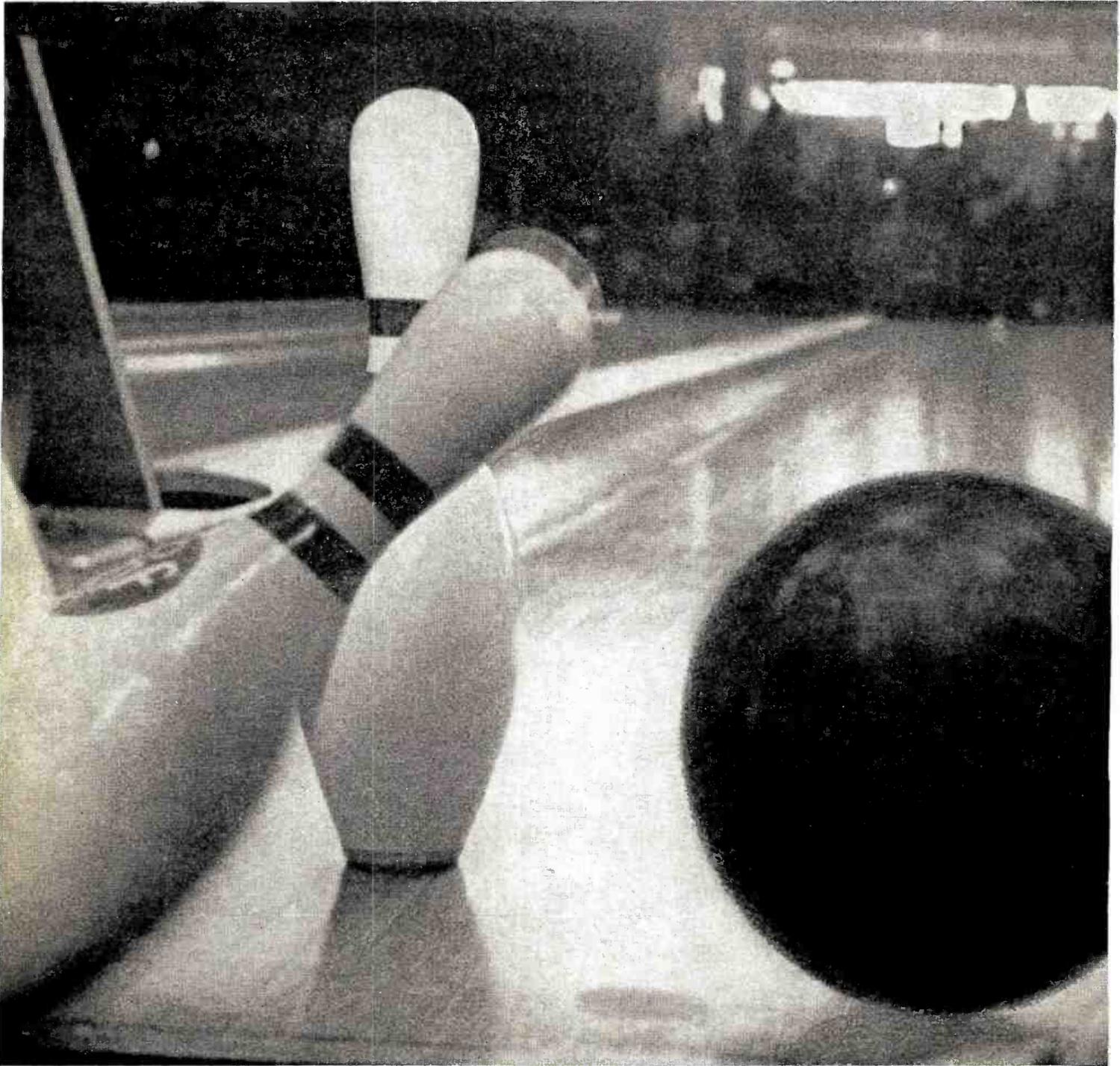
**KANSAS BROADCASTING SYSTEM**  
 KTVH — WICHITA-HUTCHINSON      KTVK — ENSIGN  
 KAYS-TV — HAYS                      KLOE-TV — GOODLAND

**BLAIR TELEVISION**  
 National Representatives



*We think we are entitled to be proud!*

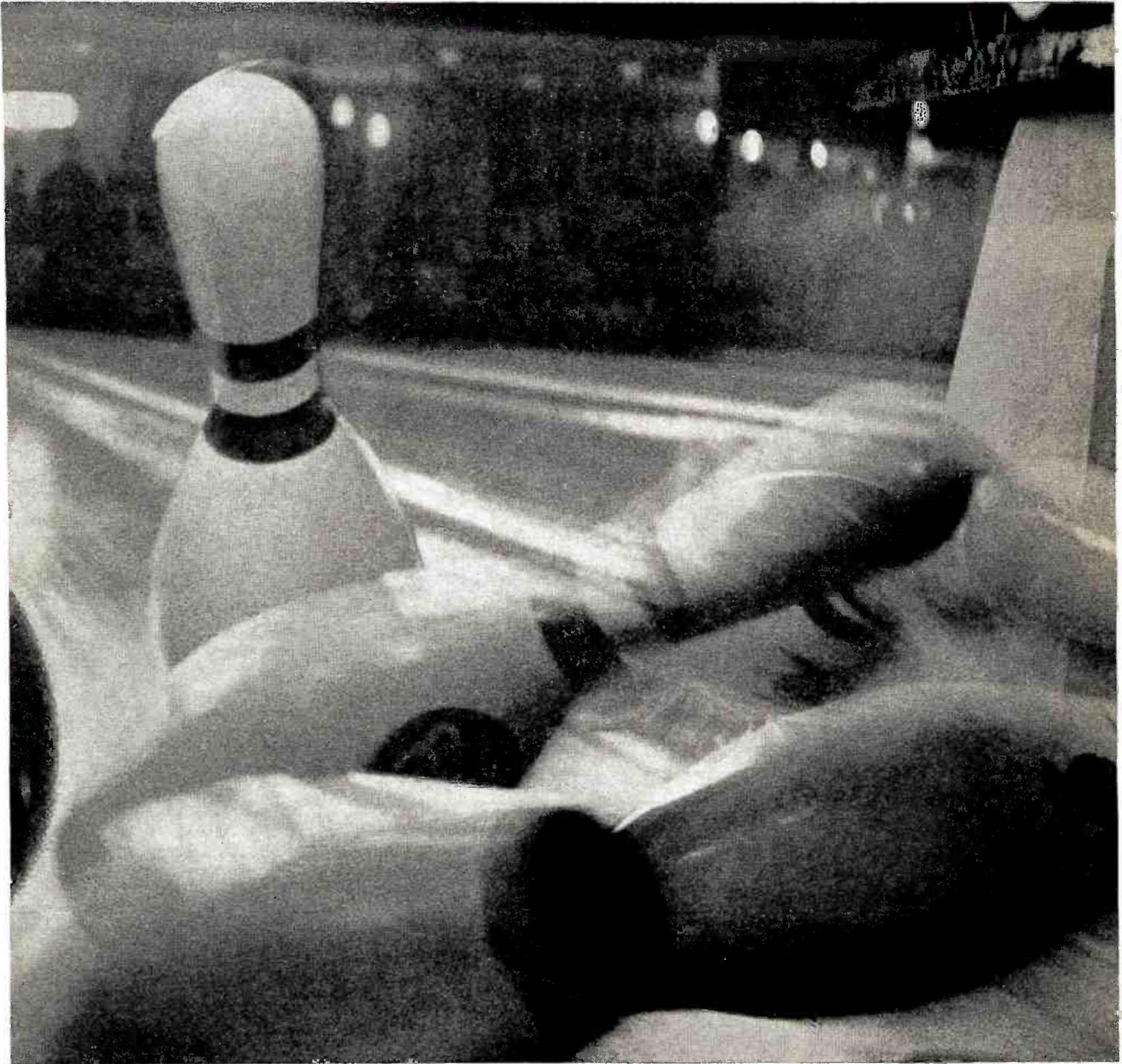
# CHAMPIONSHIP BOWLING



26 brand-new one-hour shows (for a Fall start) have been completed with the world's greatest bowlers . . . the finest shows in our history. Fred Wolf, tops in bowling sportscasting, will be at the mike as usual. Stations and sponsors—we still have availabilities.

P.S. **Firestone**  
will be one of our  
important sponsors  
in 150 markets  
for 26 weeks.

*... is going into its 10th straight year—a record for filmed shows. We are not only the No. 1 Bowling Show in America, we have proved that we are the No. 1 program series in the history of TV syndication.*



---

**WALTER SCHWIMMER, INC.**

75 East Wacker Drive, Chicago 1, Illinois • FRanklin 2-4392  
527 Madison Ave., New York 27, N.Y. • EL 5-4616

---

CHAMPIONSHIP BOWLING  
Produced in cooperation with  
AMF PINSPOTTERS INC.



# EVERY ACCOUNT

We know of every account on every station in the markets we rep... and we call on them all through the year... not just when a buy is coming up.

Our salesmen visit our stations.

Station Reps

## BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.  
CHICAGO LOS ANGELES SAN FRANCISCO

WMT-TV

is first in homes reached in all measured time periods from sign-on to sign-off Sunday thru Saturday.

—March, '63, NSI.

WMT-TV

CBS Television for Eastern Iowa  
The Vaward Station

## DATEBOOK

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

\*Indicates first or revised listing

### JUNE

June 15-19—Annual convention of Advertising Federation of America, Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, Atlanta Constitution; Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

June 16-18—Annual spring meeting of the North Carolina Association of Broadcasters, Holiday Inn, Durham. Speakers include North Carolina Governor Terry Sanford; C. Alden Baker, president of WGAI Elizabeth City, and Pasquotank county representative in the General Assembly; and Voit Gilmore, director of the U. S. Travel Service.

June 15-Aug. 6—Summer workshop in closed circuit television teaching by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—Hollywood Ad Club luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of American Marketing Association, Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations in the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weilbacher, C. J. LaRoche & Co. "Innovations in Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley, management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

\*June 18—TvB Sales Clinic; Chicago, Los Angeles.

\*June 18—Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, speaks on ratings to Sales Executives Club in New York.

June 18-20—Annual convention of Electronic Industries Association, Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of Virginia Association of Broadcasters, Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programming and sales-audience promotion. Speakers include FCC Commissioner Frederick W. Ford.

\*June 20—TvB Sales Clinic, Fresno, Calif.

June 20—Association of National Advertisers' workshop on "How to Gear Co-operative Advertising into an Effective Marketing Program," Savoy Hilton hotel, New York.

June 20—Southern California Broadcasters Association luncheon meeting at Michael's Restaurant, Hollywood. Russ Hare and Alan Berger, account executives at Tilds &

Cantz, Los Angeles, will discuss the newspaper and radio aspects of media buying in the Los Angeles market.

June 20-22—Florida Association of Broadcasters convention, Robert Meyer hotel, Jacksonville, Fla. Speakers will include LeRoy Collins, president of National Association of Broadcasters; Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Edmund Bunker, president of Radio Advertising Bureau; Arthur G. Gilbert, FCC field engineer in charge of district 7; FCC Commissioner Robert T. Bartley; Michael J. Minahan, vice president and general manager of Radio Press International; Robert Heald, Spearman and Roberson; and Tom Wall, Dow, Lohnes and Albertson.

\*June 21—TvB Sales Clinic; San Francisco, Monroe, La.

June 21—Colorado AP Broadcasters Association meeting, Durango, Colo.

June 21-22—Colorado Broadcasters Association convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—Twenty-First Stanford Radio-Television Film Institute, sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—Advertising Association of the West annual convention at Ambassador hotel, Los Angeles. Junior conclave. June 22: business sessions. June 24-26: president's dinner. June 26: golf tournament. June 27.

\*June 24—TvB Sales Clinic, New Orleans.

June 24-28—Meeting of National Association of Broadcasters radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—Ninth annual Writers' Conference, McKendree College, Lebanon, Ill.

June 24-29—International Telefilm Show, within framework of 13th International Film Festival Berlin (Germany) 1963.

\*June 25—TvB Sales Clinic; Baton Rouge, La.; Winston-Salem, N. C.

June 25—Stockholders meeting, The Jerrold Corp., Jerrold Building, Philadelphia.

\*June 26—FCC Chairman E. William Henry is first witness as Senate Commerce Committee opens hearing on proposals to suspend equal time requirements during 1964 political campaigns. Broadcaster comments are invited.

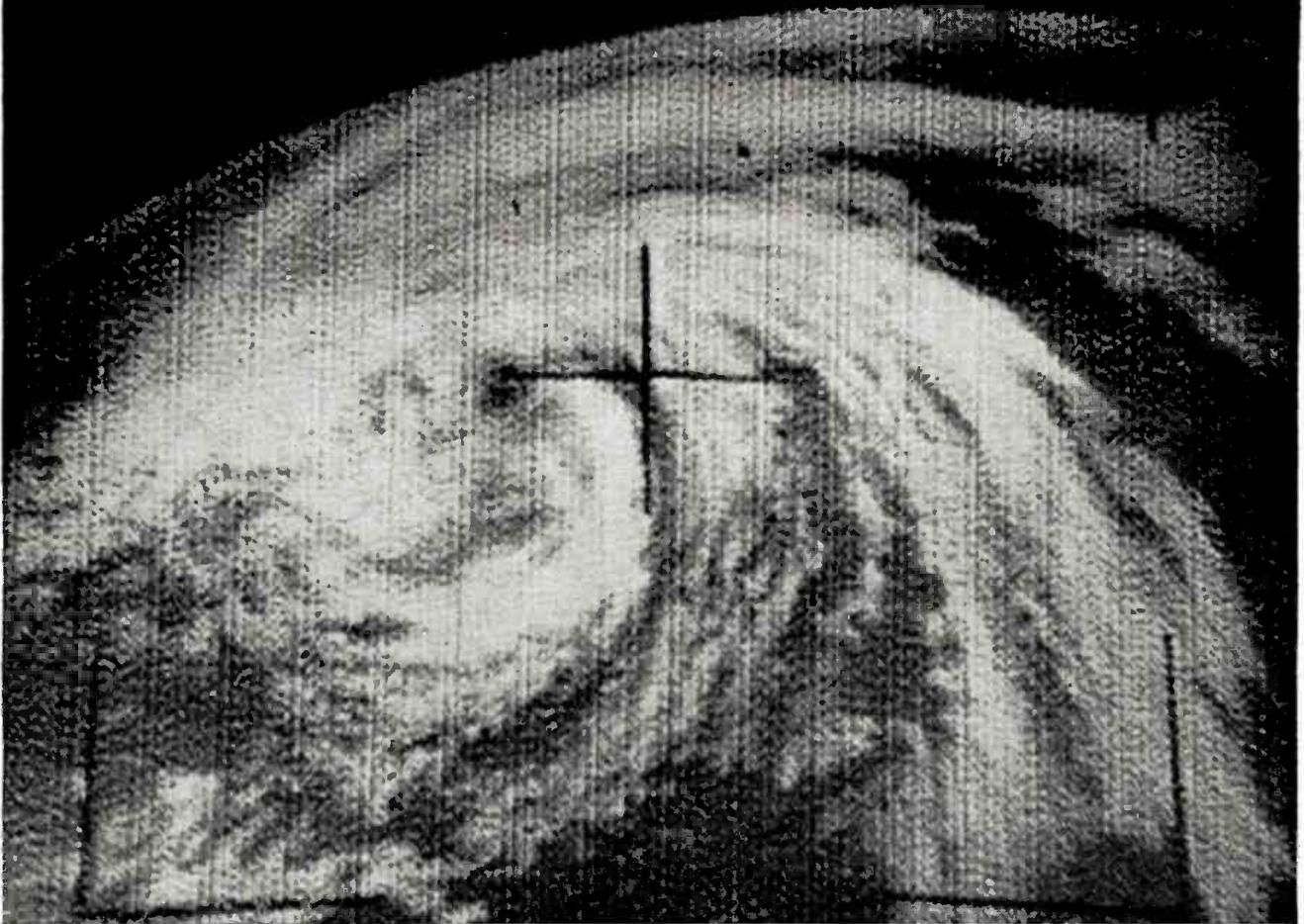
June 26-29—Second annual executive conference of New York State Broadcasters Association, Gideon hotel, Saratoga Springs, N.Y. Panelists include Joseph Morris, editor of Advertising News of New York; Arthur Perles, editor of Radio-TV Daily; Ed Bunker, Radio Advertising Bureau; Ward Dorrell, John Blair Cos.; Kenneth Cox, FCC commissioner; and Robert M. Booth Jr., Booth, Tierney, Hennessey, Washington communications law firm.

\*June 27—TvB Sales Clinic, Hattiesburg, Miss.

June 27—Annual loudspeaker conference. Electronic Industries Association, Pick Congress hotel, Chicago.

June 27-29—Wisconsin Broadcasters Associated meeting, The Northstars, Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Huribut, owner-manager of WVMC Mt. Carmel, Ill.

# HOW WEATHER SATELLITE PHOTOS LIKE THIS ARE IMPROVING DAILY FORECASTS FOR YOU



TIROS SATELLITE PHOTOGRAPH of a typhoon in the Pacific Ocean shows huge pinwheeling system of white clouds. Photo was taken from a height of 450 miles; cross in center and angles at corners are reference points.

## **Swift Bell System communications help the Weather Bureau collect and distribute weather information from outer space and around the world**

The latest weather information is important to everyone.

It affects farmers and their crops, airlines and their passengers, businesses of all kinds. It affects people planning trips and vacations—in fact, everyone.

Knowledge about the weather begins with raw data collected around the world by observers, ships at sea, planes and most recently, satellites which can photograph large areas of the earth below.

To be useful, this data must be collected rapidly for analysis. Fast Bell System communications speed torrents of it into the National Meteorological Center near Washington, D. C., every hour around the clock.

At the Center, the data is fed into a

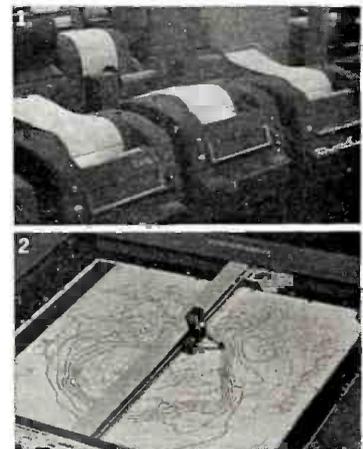
computer which analyzes it electronically. The computer's output is plotted automatically into maps of the weather conditions in the Northern Hemisphere—doing in a few minutes what previously took hours by hand.

The maps, as well as other reports and forecasts, are then flashed to field stations, where they form a basis for local and regional forecasts. The Bell System plays a major part in rushing these forecasts to such users as newspapers and radio and television stations.

With the help of fast, dependable Bell System communications, you get the benefit of the nation's progress in the techniques of collecting, studying and distributing weather information.

1. Weather information from the world over flows to Washington's National Meteorological Center and is printed out by banks of Bell System teletypewriters.

2. After a computer has processed the information, it guides this electronic plotter which automatically draws the all-important weather maps on which forecasts are based.



**BELL TELEPHONE SYSTEM**

Owned by more than two million Americans



## *Boone Companions*

The phrase "repertory company" is enough to frighten a mediocre actor right out of his buskins.

Repertory requirements (an actor may star as an international playboy one week and be seen briefly as an introverted librarian the next) call for exceptional versatility.

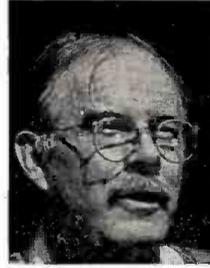
It's significant, therefore, that there have been

no signs of fright among the players now preparing for next season's "Richard Boone Show."

But that figures, considering the kind of group that star-host Richard Boone has assembled as network television's very first full-season repertory company.

Like Boone, most of his new colleagues have had leading roles in successful television series. On this program, their dramatic materials will be super-

## THE RICHARD BOONE SHOW



HARRY MORGAN



GUY STOCKWELL



ROBERT BLAKE



LAURA DEVON



JUNE HARDING



FORD RAINEY



WARREN STEVENS



JEANETTE NOLAN



BETHEL LESLIE



LLOYD BOCHNER

intended by Clifford Odets, one of America's most respected playwright-scenarists.

Besides guiding the efforts of such hand-picked dramatists as Robert Dozier, Don Mankiewicz and James Poe, Odets will write at least six of the series' 30 original plays.

What sort of story-lines is the show planning for its Tuesday-night viewers? Well, there's a drama about a Hollywood triangle's effect on a teen-age

son. There's a gentle comedy about a status-hungry father who becomes a victim of indiscriminate installment-buying. There's a touching tale about a poor fisherman's discovery of a pearl—and the event's influence on himself, his family and his fellow villagers. To put things in an oyster-shell, the new NBC-TV series will be as diversified as the '63-'64 lineup to which it belongs.



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



**View from the Lion's Den**

**Egg In The Audience's Beer**

■ Some people don't wait until the flag is all the way up the pole before they salute. These people ought to be given more note and credit. Call them "the perceptibles." They look an idea in the eye and see that it can lead to new opportunities. Like the idea that full sponsorship of a brand-new-to-TV feature film market-by-market can make a spectacular special. Be a treat for the audience, sales force and sales curve.

■ This idea had a precedence of sorts. But in particular, could it be done for a specific advertiser, and most important, what product (pictures) was available? Things began moving when the new 30/63 MGM-TV feature listings came on the market. Our Chicago office noodled with MacFarland, Aveyard, and their client, *Drewrys Beer*. They picked the pictures and the "event days." They presented the pictures and the plan to the sales force. Promotion was set. The idea became a reality. Is already working in the market place. Audiences in 15 markets are being treated to top features on summer weekends—courtesy of a single sponsor. Big time entertainment presented with maximum care and minimum interruption for the viewer (5 commercials). That's egg in their beer and a competitive edge in *Drewrys*.

■ *Details.* *Drewrys* picked these first-run post '48 features: "Angels in the Outfield," "Green Fire" and "Tender Trap." They picked the weekends prior to Memorial Day, July 4th and Labor Day. They picked 15 stations in: Chicago, Detroit, Toledo, Lansing, Flint, Grand Rapids, Cadillac, Marquette, Fort Wayne, South Bend, Indianapolis, Terre Haute, Rock Island-Davenport, Cedar Rapids and Des Moines. *Drewrys* bought the features directly from MGM-TV for ten markets. In the others, deals were made directly with the stations which had previously licensed the features from MGM.

■ *A tangent observation here.* A good movie has a long life in bringing the public entertainment. This was pointed out in a recent look at Nielsen figures on a great MGM movie, "The Wizard of Oz." It has now been televised five times on CBS. Each was a smash. The rating has never been below 32.5, nor the share below 52. No other repeated special comes close to this performance. "The perceptibles" will continue to see new ideas in the yet unreleased features for television.

**OPEN MIKE**

**More than antitrust**

EDITOR: I appreciated the interesting story on option time (BROADCASTING, May 27). An otherwise excellent article left the impression that the "Report on Network Broadcasting" limited the basis of its recommendation that option time be prohibited to a conclusion that the option time practice violates the antitrust laws. Actually, the report . . . based its recommendations on findings that the option time practice limits the freedom of the broadcaster to exercise his non-delegable duty to select programming; limits local, regional and national advertisers to compete with national advertisers using network television; limits the opportunity of independent program producers and suppliers and independent station representatives to compete with the networks in their respective fields, and option time is not necessary to healthy network operations. The antitrust basis was in addition to the foregoing public interest objectives.—*Roscoe L. Barrow, dean, Law School, University of Cincinnati, Cincinnati.*

**Just what is the BBC?**

EDITOR: It is both disappointing and sad to read in a professional publication . . . regarding the forthcoming visit of Governor LeRoy Collins to England [that he] "will study both privately owned and government TV systems in Britain." (CLOSED CIRCUIT, May 27). I assume that by the former you mean the British commercial operation, and the BBC by the latter. If I am right—then you are wrong. . . . In fact the BBC is no more of a government system than the broadcasters here [in the U. S.]—indeed perhaps less so.—*Denise Scuse, BBC representative in the U. S., New York.*

[The BBC is a public corporation established by Royal Charter and supported by a license fee on sets collected by the Post Office. Lord Allen of Hurtwood, in an article in the 1933 *BBC Handbook* described the BBC as "an instance of a nationally owned and controlled activity."]

**A sobering question**

EDITOR: I read with interest Mr. Mason's letter and prayer for broadcasters (OPEN MIKE, May 27).

I am heartily in accord with this prayer and I think it is one which should be read and digested by every broadcaster—most particularly the networks whose reporting at times seems to be a little out of balance.

I have only one sobering question to make to Mr. Mason. Has he checked with the Supreme Court on this?—*Harlan G. Oakes, Harlan G. Oakes & Associates, Hollywood 28.*

BROADCASTING PUBLICATIONS INC.

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Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington 6, D. C. Telephone: Area code 202 Metropolitan 8-1022.

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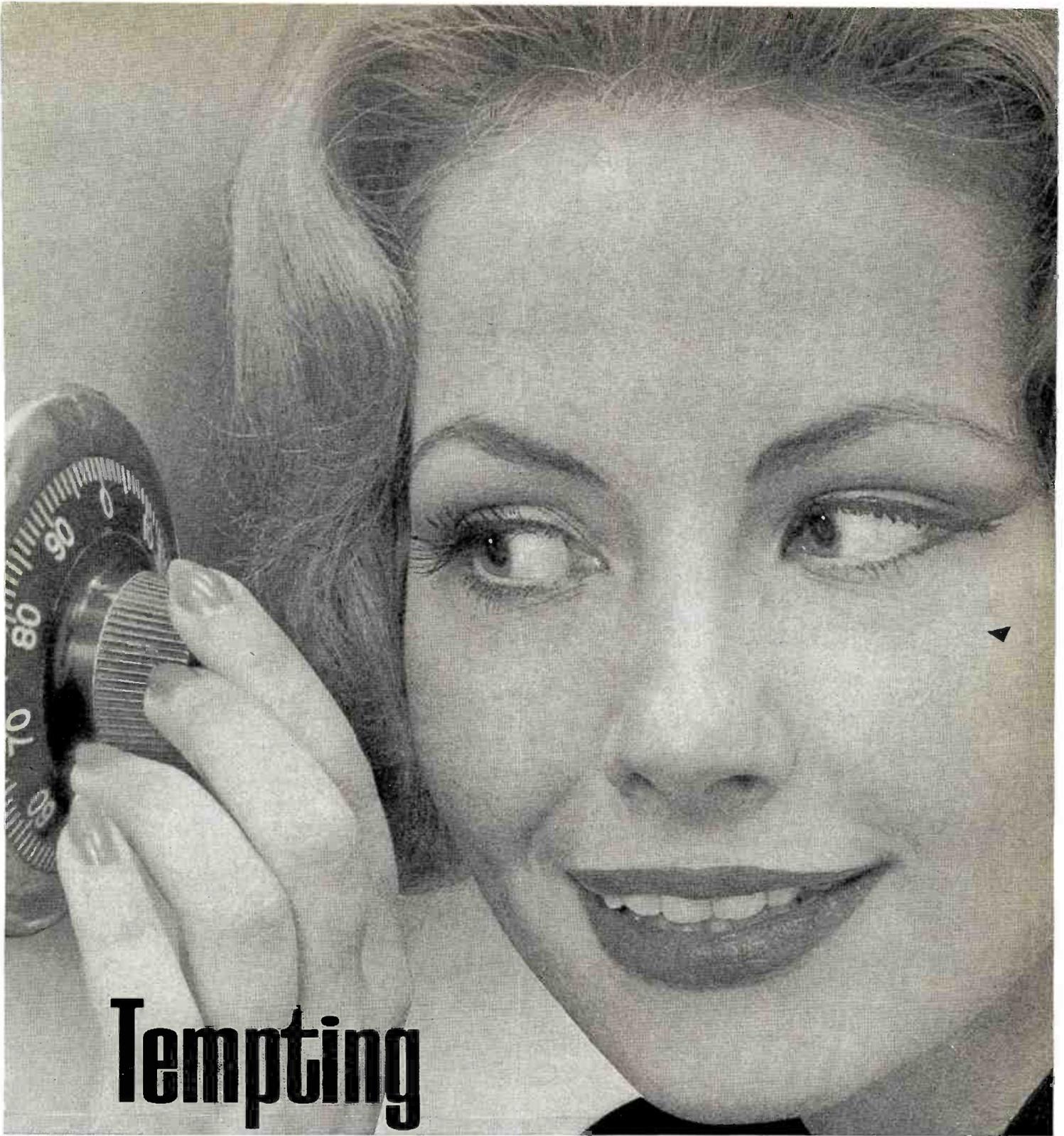
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# Tempting

# Totals

You don't have to rob a bank to strike it rich. Just take a peek at North Carolina's Golden Triangle Market: Total retail sales, over \$1 Billion. Total consumer income, over \$1½ Billion. Total population, over 1,360,000. And it's all yours when you buy WSJS-Television.

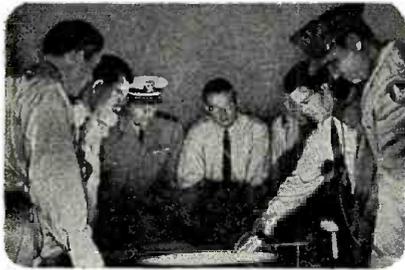
North Carolina's  
Golden  
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

**WSJS**  
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward,



**U.F.O.** (1956)  
Tom Powers



**LADY OF VENGEANCE** (1957)  
Dennis O'Keefe, Ann Sears, Anton Diffring



**MACUMBA LOVE** Eastman color (1960)  
Walter Reed, Ziva Rodann, William Wellman, Jr.

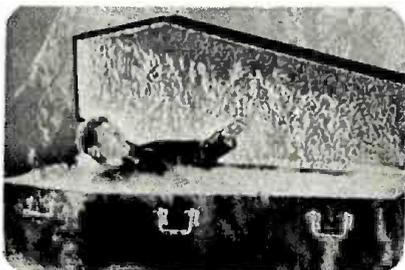


**MONSTER THAT CHALLENGED THE WORLD**  
(1957) Tim Holt, Audrey Dalton, Hans Conreid

Here are the great science-fiction, horror, and monster hits... all from **United Artists Associated!** Whatever your time spot, whatever your market, count on these chillers to hold your viewers on the edge of their seats... and send your ratings up! **United Artists Associated** scores again with the unusual... and the profitable... in television entertainment!



**PHARAOH'S CURSE** (1957)  
Mark Dana, Ziva Rodann, Dianne Brewster



**CURSE OF DRACULA** (1958)  
Francis Lederer, Norma Eberhardt, Ray Stricklyn



**DESTINATION MOON** (1950)  
John Archer, Warner Anderson



**MARK OF THE VAMPIRE** (1957)  
John Beal, Coleen Gray, Kenneth Tobey



**I, BURY THE LIVING** (1958)  
Richard Boone, Theodore Bikel, Peggy Maurer



**FLAME BARRIER** (1958)  
Arthur Franz, Kathleen Crowley, Robert Brown



**THE LOST MISSILE** (1958)  
Robert Loggia, Ellen Parker, Larry Kerr



**TERROR IS A MAN** (1959)  
Francis Lederer, Greta Thyssen

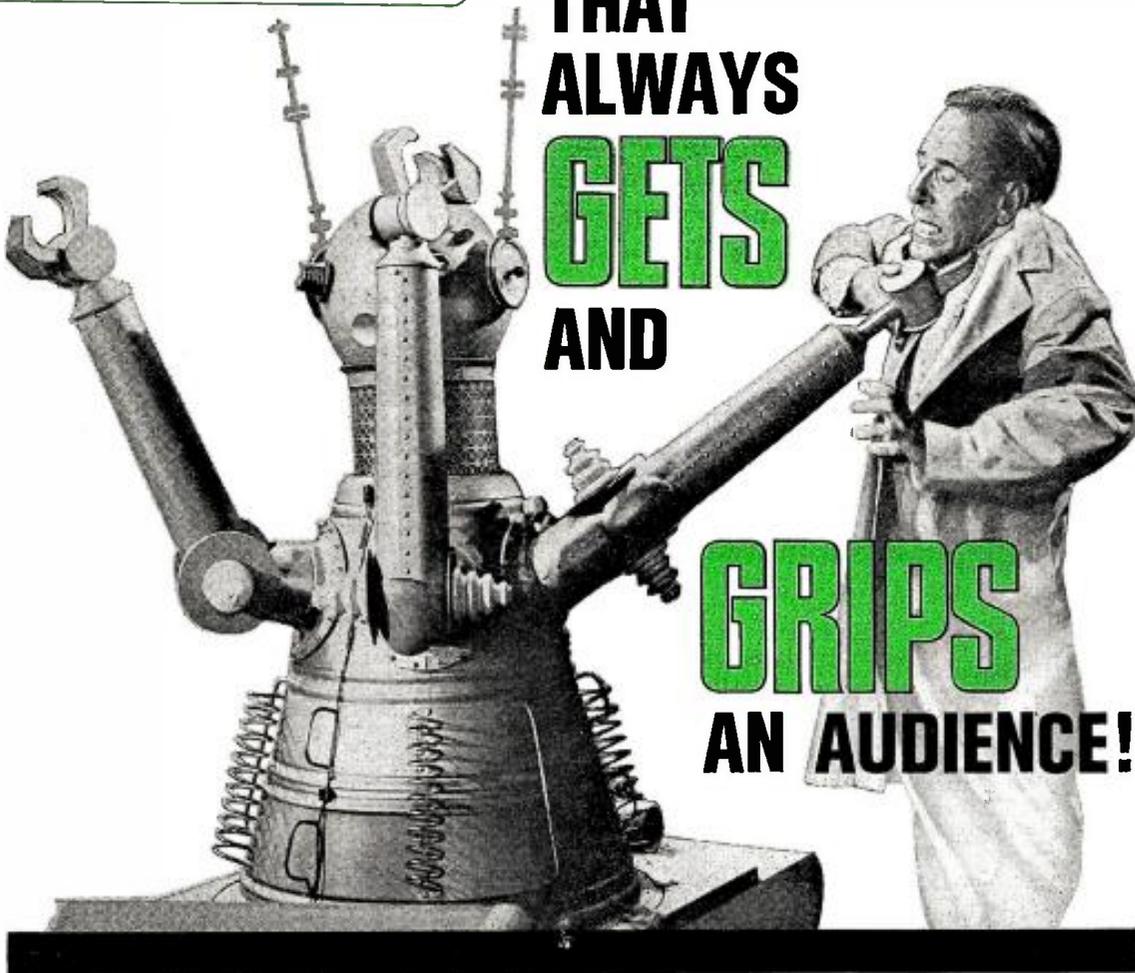


**THE MANSTER** (1962)  
Peter Dyneley, Terri Zimmern, Jane Hylton

**BULLETIN!**  
**31 MARKETS**  
**SOLD**  
**THE FIRST**  
**MONTH!**

**HERE'S THE**  
**KIND OF**  
**SHOCK**  
**MOTION**  
**PICTURE**  
**ENTERTAINMENT**  
**THAT**  
**ALWAYS**  
**GETS**  
**AND**

**GRIPS**  
**AN AUDIENCE!**



NEW YORK 855 Madison Ave., MU 8-4700  
CHICAGO 520 N. Michigan Ave., 467-7050

**u.a.a.**

UNITED  
ARTISTS  
ASSOCIATED  
INC.

DALLAS 2015 Young Street, RI 7-8553  
HOLLYWOOD 1041 N. Formosa Ave., Ho 6-3420

## Yes, TV still has room for the small sponsor

There has been a lot of discussion in advertising recently that television is pricing itself out of the market and that the manufacturer with the small budget no longer can afford television. We do not agree.

Neither does one of our well-known clients, the Phonola Phonograph Division of the Waters Conley Co., Rochester, Minn., and its national sales and advertising manager, Howard Kovin. Historically a low budget print media advertiser until it got its feet wet in broadcasting recently with radio, Phonola this year is putting its entire consumer media budget into participations on NBC-TV's *Today* program starting in the fall.

It is not always entirely a question of how much TV exposure you buy. True, the more the better if you can afford it. But for some companies, whose advertising allotment might be called rather small potatoes in many circles, even a modest amount of TV exposure can do a great deal in helping increase sales volume.

**The Whole View** ■ Many smaller companies, considering their present volume or their current position in their long-range growth pattern, have become aware that TV can provide important factors for them which possibly are more important than exposure volume alone. These factors may include how effectively you use that amount of TV which you do buy, how thoroughly you merchandise this campaign and how well you communicate the meaning of the TV buy within the trade—the significance of the media impact for the dealers you do business with.

Waters Conley Co. is America's oldest phonograph manufacturer. The company was founded in 1899 and it has been manufacturing the Phonola phonograph line since 1916. Victor Talking Machine Co. pre-dated Phonola but subsequently was acquired by RCA.

Phonola is a relatively small member of the giant electronics industry, but Waters Conley long has been recognized as a respected "manufacturer's manufacturer" because of its prestige line of private label merchandise. If the top-name firms which presently are private customers could be disclosed, their brand labels would be recognized immediately by the average consumer.

**Big, Tough Market** ■ Waters Conley's own Phonola line and its private label lines together are said to place the firm in a leading position in the portable phonograph market. They rank it as

but one of many in the highly competitive total phonograph field, however. Compared to last year's sales total for the industry of some 4.75 million phonographs, sales in 1963 should hit the 5 million mark according to the present estimates by Phonola officials.

Through the years, apart from its important private label output, Waters Conley has endeavored to maintain the prestige identity of its own Phonola line in the market too, even though the Phonola business has been the smaller portion of its total volume. Through these years the traditional media for Phonola were small space campaigns in magazines and local newspaper co-op.

When Rosenbloom/Elias & Associates acquired the Phonola account about five years ago, the total advertising budget was \$32,500. Out of this had to come all consumer media advertising, dealer brochures, trade advertising and other merchandising plus a little for point-of-purchase. Local newspaper co-op always has been separate. The advertising budget is usually based on about 5% of sales.

**Broadcast Impact** ■ As the years passed after we started on the Phonola account, it grew and worked up to full pages and spreads (all black-and-white) in top consumer publications. The dollar volume of sales worked upward too. As it turned out, 1961 was to be the last year for Phonola's basic buy in print media. The total budget that year: \$75,000. Traditionally Phonola's ad campaign starts in the fall and runs through December.

Late in the season in 1961 after the print schedules were running, it was decided to quietly make a test of local radio spot in about eight midwestern-Southern markets. An extra push seemed to be advisable there to help some of the major accounts move unusually heavy inventories.

The agency's creative ingenuity had a unique challenge because of the low budget situation. We also needed something to dramatize the full fidelity features of Phonola, a key sales point. The spot that evolved cost but \$900, complete with pressings, and featured a marching chorus of nine plus drum and fife. They marched into and out of the 50-second spot singing Phonola lyrics written by our creative director, Joseph Del Papa. The music was original by Marty Rubenstein of Shield Productions. The other 10 seconds enabled local tie-in.

**Radio's Test Success** ■ We ran this spot for four to six weeks in Chicago, Minneapolis, New Orleans and five other markets for as much as our \$8,000 radio time budget would allow. Everyone considered the radio test an "unqualified success."

Phonola's dollar sales total in 1961 jumped 35% over the previous year.

Naturally we and Phonola became very broadcast-minded deciding what to do with our advertising budget in 1962. The budget was upped to \$100,000. So we put a reasonable amount into the nonconsumer necessities like brochures etc., took \$9,750 for a black-and-white spread in the October issue of *Esquire* and plunged all the rest into four participations a week for 13 weeks on NBC Radio's *Emphasis* series.

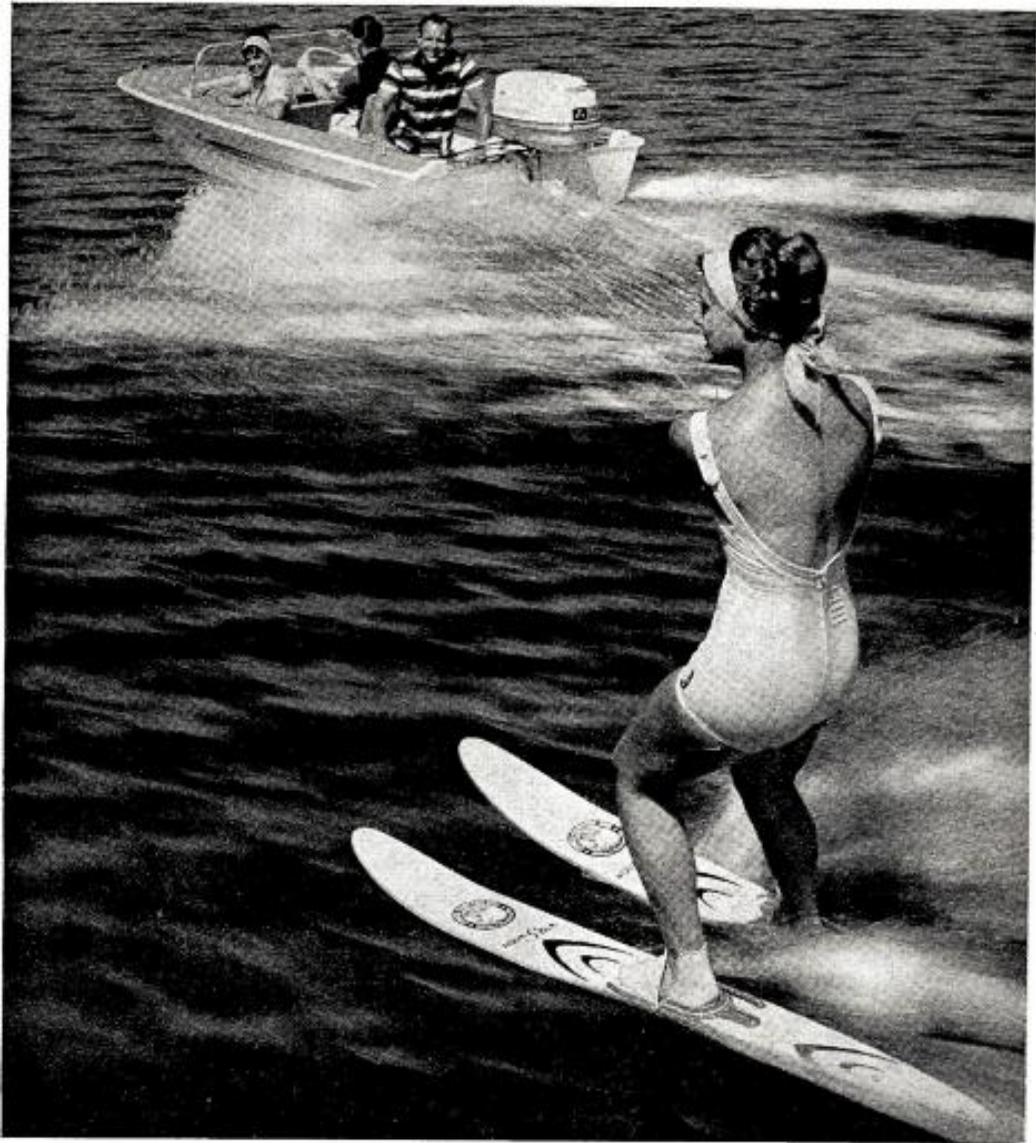
Phonola's sales volume for 1962 went up a spectacular 60%.

**TV's Turn Now** ■ It is logical Phonola should move on into television in 1963. The budget has increased to \$200,000, of which two-thirds will go for the purchase of a minute live spot weekly for 13 weeks on *Today*.

Yes, that's small for TV. But for Phonola it will go a long way considering all the other factors besides volume. This is why we feel there's still room in TV for the small budget advertiser.



Richard X. G. Irwin, since 1961 senior vice president of Rosenbloom/Elias & Associates, Chicago, has been with that agency since 1957. For a dozen years before that he was account executive with Ruthrauff & Ryan there. Besides Phonola, Mr. Irwin's account responsibilities include Krim-Ko Corp.'s broadcast-active Bireley's soft drinks, Beep for Breakfast and P.D.Q. Chocolate Flavoring. He's pioneered spot radio advertising for Mercury Records and an FM spot drive for Cusenier Cognac.



## It Takes RPM To Move The Goods!

Ratings ...

Programming ...

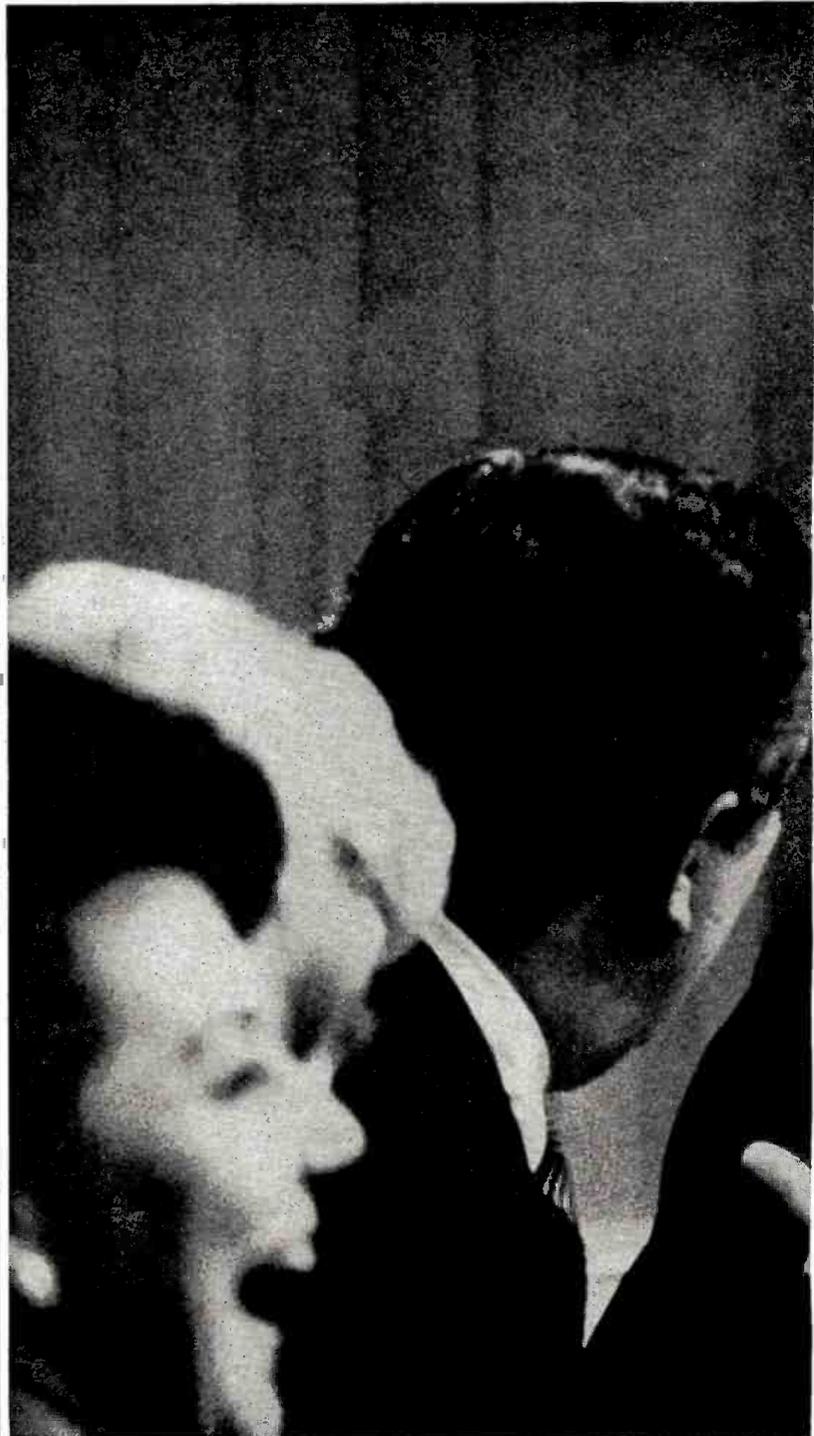
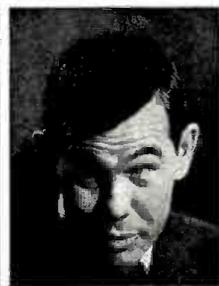
Merchandising ...



... the three-way push that moves  
the goods over WELI's RPM Radio!  
Depend on BIG-Buy WELI to  
deliver the rich, New Haven-centered  
market!

National Sales: H-R Representatives,  
Inc.; Boston: Eckels & Co.

**WELI** <sup>5000</sup> WATTS / THE SOUND OF NEW HAVEN / 960 K.C.



## *No More Pigeons*

When the city of Omaha began an anti-pigeon crusade some years ago, Nebraska radio reporters were content simply to relate the facts. Except for young Johnny Carson. He not only broadcast the story, but conducted an exclusive interview with one of the intended victims.

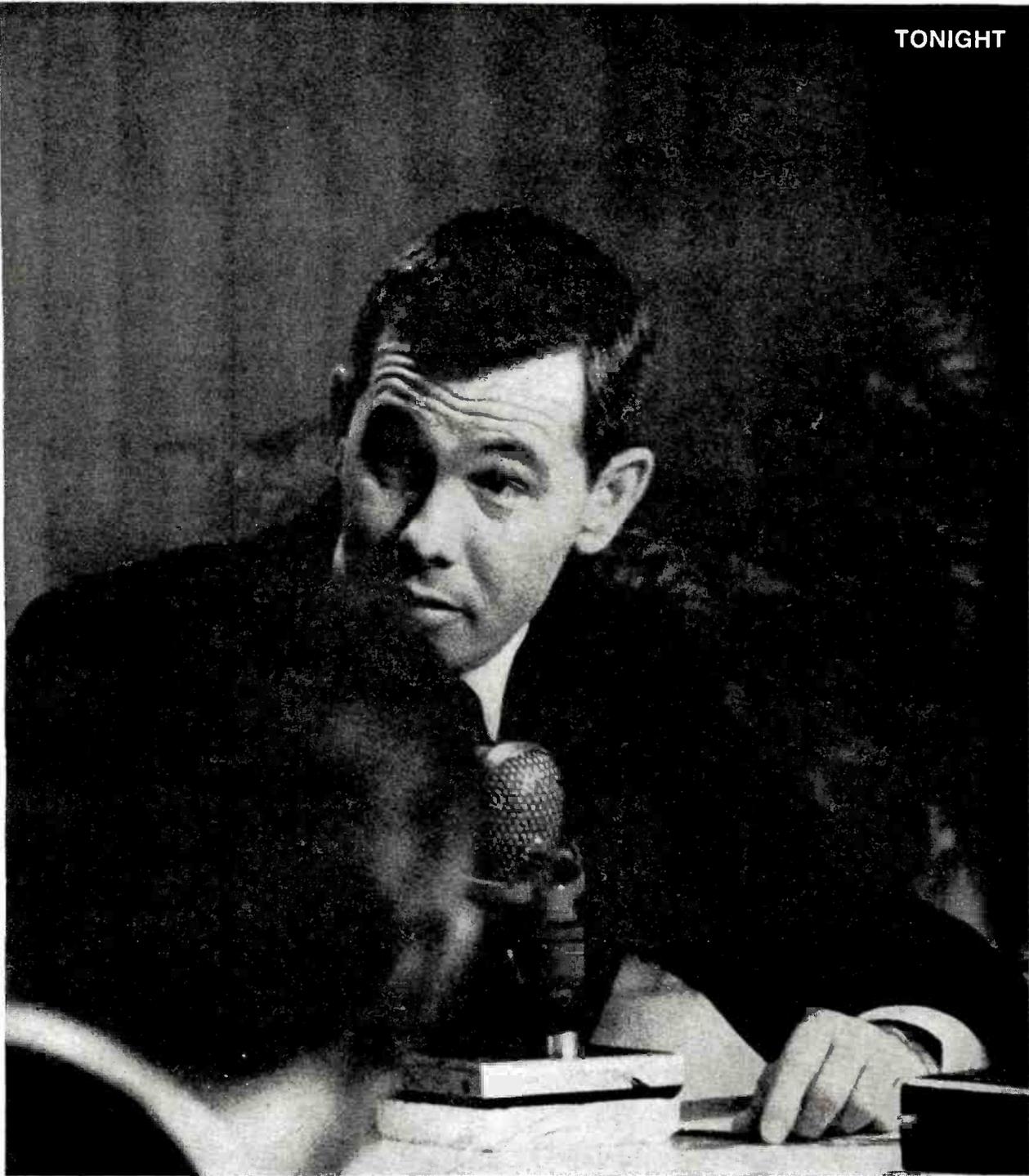
To get his pigeon coup, Johnny had to play both parts, of course. One measure of his progress is that he now plays just one part: star of NBC's five-

nights-a-week, colorcast "Tonight" show.

What's more, his conversational partners now include such formidable personalities as Bob Hope, Bette Davis, Peter Ustinov and Tallulah Bankhead. No pigeon English spoken here.

How well Johnny has been playing his part is evidenced by the fact that each week-night some nine million viewers turn on "Tonight" well before turning in for sleep. (And the nice thing is that Johnny—brand-new contract in his pocket—and his show will continue as the nightcap on a '63-'64

TONIGHT



schedule that ranges from newcomers like "The Robert Taylor Show" and "The Lieutenant" to such returnees as "Bonanza" and "Hazel.")

Glittering as "Tonight's" conversation may be, it is far from the program's only lure. Such sights as these—typical of the show's free-wheeling informality—have kept viewers joyously attentive:

"Chicken" Carson boxing with heavyweight contender Cassius Clay.

Carson, announcer Ed McMahon and orchestra leader Skitch Henderson offering a wild (if not

expert) demonstration of limbo dancing.

And Johnny managing to be casual as ever as a formally-gowned Greer Garson whips a harmonica from her purse to play a swinging chorus of "Old MacDonald Had A Farm."

"I always carry it with me," explained the gracious Miss Garson a few moments afterward. Which was another surprise, for explanations are hardly necessary on this program. Even if you're not a pigeon, around Johnny Carson you just wing it.

The NBC peacock logo, consisting of the letters "NBC" in a stylized font, with the "N" and "B" stacked vertically and the "C" to the right.

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

From 111th to  
85th to 68th!

Sales Management says the South Bend metropolitan market has just jumped from 111th to 85th in population with 336,800 people.\*

Add 113,000 next-door neighbors in Elkhart County and you get a total of 449,800. That's more people than the 68th metro market!\*

\*SOURCE: SALES MANAGEMENT'S "SURVEY OF BUYING POWER, 1963."

WSJV-TV, South Bend-Elkhart, *belongs* on your schedules! Call Advertising Time Sales today!



**WSJV-TV**

SOUTH BEND-  
ELKHART **28** ABC

A MEMBER STATION OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT

## NEW TUMULT IN THE RATINGS GAME

Several big sticks started stirring up the ratings mess last week, just as it began to look as though things were quieting down.

The biggest sticks of all were wielded by two agencies of government. The Federal Trade Commission and Federal Communications Commission announced a combined operation to make the users of ratings abide by the facts the raters provide. And if those facts are questioned, the user himself will have to prove they're right. The FTC-FCC campaign threatens to change broadcasting's basic selling practices.

Two big advertising agencies took a poke at the National Association of Broadcasters' plan to clean

up the ratings problems. Obviously piqued at being left out of what they think is a broadcaster-only project, the agencies want the Advertising Research Foundation to get in the act. If this view spreads to other agencies, the NAB plan could be in for hard times. See page 28.

As if present rating services weren't in enough trouble, they got a new—and tough—competitor last week. The Alfred Politz service, which has done custom research for blue-chip clients, announced a regular audience measurement service that will do everything the present operators do—"and then some." See page 29.

# Now government control of ratings use

## NEW RULE: STICK TO THE FIGURES; BE READY TO BACK THEM UP

Broadcasters who use ratings to sell their stations to advertisers are now on notice that they're going to have to prove their claims. And if they claim that all they're doing is quoting a rating service, this will be no defense—they're going to have to prove that the data can be substantiated.

The new purity in sales promotion stems from the announcement last week that the Federal Trade Commission has ordered an investigation of the use of audience ratings by broadcasters, advertising agencies and advertisers.

At the same time the FTC issued its announcement, the FCC issued a special warning to broadcasters to watch their step in the use of ratings in their advertising or promotion, particularly those claims which stretch survey results out of context.

Although neither agency spelled out any particulars, knowledgeable sources at both cited disclosures by the House investigations committee that stations engage in hyping programming and promotion during survey weeks. They also cited the wide margin of error inherent in some of the rating services data.

**What It Means** ■ A significant element in weighing the reliability of the ratings used in support of a claim by a station, it was pointed out, would be a determination whether during the survey week stations larded their schedule with especially attractive programs and

intensified their program promotion. This would, it was noted, invalidate the ratings and also any selling efforts based on the ratings.

Similarly, it was emphasized, a claim of first position in a market, based on a survey showing a station has a share of, say, 20% of the audience (whereas the second station has an 18% share and a third station 17%), would be meaningless because the range of error in most rating services is larger than the spread among the three stations.

The action of the two agencies follows the completion of the first phase of the public investigation of the ratings services by Representative Oren Harris (D-Ark.) and his Special Investigations Subcommittee of the House Commerce Committee (BROADCASTING, Feb. 18 et seq.).

Both the FTC and the FCC, in fact, referred to disclosures during the ratings hearing as one of the main reasons for their interest in the subject now. Although the FCC statement referred specifically to complaints it claims it has received and the FTC announcement does not, it's understood the trade agency also has received several allegations of the misuse of surveys by broadcasters.

**FTC Enforcement** ■ The investigation will be conducted by the Bureau of Deceptive Practices of the FTC. Charles A. Sweeney, chief of the bureau's divi-

sion handling radio and TV matters, will be in charge of the investigative task force.

A finding that a broadcaster has stretched the truth may be determined to be an unfair competitive practice, or at the least, it's presumed, unfair and deceptive advertising.

Although the FTC announcement stated it was going to investigate the use of audience ratings by broadcasters, agencies and advertisers, it will primarily concern itself with broadcasters, it's learned.

This is on the assumption that although agencies and advertisers use ratings, they don't use them to sell time or space, but to buy.

Broadcasters, however, use ratings to sell time and it is this usage that lends itself to FTC jurisdiction. Presumably this is true also of station representatives who use rating information to sell their client's station to agencies and advertisers.

**Dixon Warns** ■ Paul Rand Dixon, chairman of the FTC, explained: "If a broadcaster claims that a survey proves that he has a certain percentage of the listening audience in his territory, and investigation discloses that the claim is false and deceptive, the commission will take vigorous action to prohibit the claim."

The FTC recalled that last December three of the largest ratings services

# Agencies want ARF in ratings act

## TWO OF THEM FEEL LEFT OUT IN NAB'S GO-IT-ALONE PROJECT

Moves apparently aimed at countering the three-part ratings research plan of the National Association of Broadcasters were offered last week by two major advertising agencies in New York.

Separate recommendations from Compton Advertising and from Foote, Cone & Belding brought the Adver-



Mr. Cummings

tising Research Foundation into the picture as an instrument of auditing and evaluating the ratings services.

Compton, in a letter from its president, Barton Cummings, to NAB President LeRoy Collins, asked that ARF be included among those organizations to be consulted concerning plans for the NAB ratings research plan.

Foote, Cone & Belding went a step farther in a letter from its vice president and media director, Frank J. Gromer Jr., to A. C. Nielsen Co. and American Research Bureau, recommending to the two ratings services that ARF be used in place of the proposed rating auditing service of the NAB BROADCASTING, May 27).

"The NAB proposal is not a bad one," said Mr. Gromer in an interview last week, "but it has one serious limitation. It does not represent the interest of anybody but the broadcasters."

**NAB Plan** ■ The NAB-proposed ratings council would consist of representatives from NAB, and the presidents (or designees) of the Radio Advertising Bureau and Television Bureau of Advertising, with "advisory liaison representation" from the American Association of Advertising Agencies and the Association of Na-

tional Advertisers.

Mr. Gromer called advertising representation on the council "oblique," and "only so much window-dressing."

"I believe in ARF and feel that it is a highly competent and well-regarded organization. All it needs in this respect is some push, and I feel that there is considerable agency sentiment in favor of such a push."

The Compton proposal, a copy of which was sent to representative Oren Harris (D-Ark.), chairman of the House subcommittee that has been investigating ratings, suggested that "among those whom you intend to consult concerning your plans, you would include the Advertising Research Foundation."

He called the ARF "an existing experienced technical facility that can immediately consult with you on proposed plans." Mr. Gromer also pointed out the convenience element, saying, "It would be difficult setting up a whole new organization, and that's a hard way to run a railroad."

**Role For ARF** ■ Under Mr. Gromer's plan, ARF activity would not be drastically different from the plans laid out by the NAB for its ratings auditing service. "We are quite sure that ARF can expand considerably so that it can encompass all of the serv-

signed consent orders promising to cease and desist from misrepresenting the accuracy or reliability of their measurements, data or reports. Those signing the orders were A. C. Nielsen Co., The Pulse Inc. and American Research Bureau (BROADCASTING, Jan. 7).

How broadcasters and others use these measurements was not included in those orders, the FTC noted.

It continued:

"Hearings by the Special Subcommittee on Investigations of the House Committee on Interstate and Foreign Commerce have developed substantial information concerning the ratings and the manner in which they are used. The commission intends to base its investigation on that information and correct any misrepresentation or other practice violating the Federal Trade Act."

It added that it would conduct the

investigation in coordination with the FCC "and that agency will be advised of any findings of law violations by broadcasters."

**Yellow Light** ■ By far the stronger statement was made by the FCC which virtually told broadcasters they were putting their licenses on the line if they used ratings measurements without being able to prove their correctness.

The FCC statement said:

"The commission recognizes, of course, that audience research is an important selling tool in efforts to obtain advertiser support. It is not the intention of the commission to discourage valid audience research or its proper use by broadcast licensees in their selling campaigns.

"In using audience research, however, the licensee must act responsibly. He therefore has an obligation to take

reasonable precautions to insure that a survey which he uses in an advertising campaign is valid (e.g., that is properly conceived, reasonably free from bias, has an adequate sample). He also has an obligation to act responsibly in the use he makes of the survey."

Referring to the FTC notice, the FCC concluded its statement with this warning:

"In determining whether a licensee is operating in the public interest, the commission will take into account any findings or order to cease and desist of the Federal Trade Commission concerning the use of broadcast ratings by a licensee."

The House Special Subcommittee on Investigations, the group which set off the ratings row, has set Wednesday (June 20) to hear the FCC's position from Chairman E. William Henry.

ices now provided by the NAB suggestion," Mr. Gromer said. His plan for ARF would encompass these services

- The establishment of minimum criteria and standards for ratings services.
- Operation as an accrediting agency.
- Supervision of auditing.
- Exploration of the development of new methods and improvements of others.

But if the agencies were not so much concerned over *what* would be done in ratings auditing and evaluation, as they were concerned over *who* would be doing it, the apprehension was reversed among three leading ratings services. Their concern was more with what and how the service would be done, and not by whom.

**Raters' Reaction** ■ A. C. Nielsen Jr. said that he "welcomes the advice of both groups [NAB and ARF] but I suggest that neither, when taken alone, offers broad enough representation." Mr. Nielsen called it a problem of representing all interests, "and since we are syndicating a service to varied clients [agencies and media], we are trying to satisfy a number of different requirements. Some bigger advertisers might want a more expensive and thorough research job, which smaller ones obviously can't afford."

As for an auditing service, Mr. Nielsen felt such a job would be better handled by a "well-established firm of certified public accountants."

Lawrence Roslow, of The Pulse Inc., felt that ARF could handle the auditing job: "As far as that's concerned, we wouldn't object to AAAA, ANA, ARF, or any of them auditing us."

But, he said, "I'm not really certain I'd be willing to go along with an evaluation service by ARF. They would be inclined perhaps to set up one technique as best, where there might be three best techniques, for instance. It would be too theoretical."

He then referred to ARF's "Recommended Standards for Radio and Television Program Audience Size Measurements" in 1954, which Mr. Roslow said was "not practicable and never got off the ground."

Mr. Gromer, commenting on the 1954 ARF report, said, "ARF, like all of us, has learned a lot since then."

The reaction of James W. Seiler, president of ARB, who along with Mr. Nielsen received Mr. Gromer's letters, favored ARF over the NAB group, saying, "ARF would be a logical group to do this, with advertisers, agencies and broadcasters in the group."

He added, however, that he favored this procedure only if all ratings services submitted to such examination. If it is done on an industry-wide basis, he said, ARB "would be happy to cooperate."

**ARF's Available** ■ ARF announced as long ago as 1960 the availability of a new facility to evaluate the word of any research organization willing to pay the costs and furnish the necessary information (BROADCASTING, April 22).

Not until last week, however, when W. R. Simmons and Associates engaged ARF to analyze its market and media study on 1963 magazines was the service used.

Another proposal for an auditing and evaluation service came from Dr. Sydney Roslow, director of The Pulse, who recommended April 17 an industry-wide "standards and auditing committee." The Pulse is currently employing an interim committee on standards and techniques composed of research directors of station representative firms and advertising agencies.



Mr. Gromer

## Politz moves in on broadcast raters

### HE'LL MAKE REGULAR MEASUREMENTS FOR TV, RADIO, OTHER MEDIA

Two major new audience-measurement services were announced last week by Alfred Politz Media Studies, widely known independent organization which in the past has concentrated on custom-designed research.

Alfred Politz, head of the firm, said the new services will provide detailed information on not only the sizes and composition but also the buying habits of the audiences of television, radio, magazines, newspapers and newspaper supplements.

The services were described as follows:

- Politz Media Audit (PMA) will

cover the five media in annual reports showing the audience of each medium in terms of more than a dozen demographic characteristics and also in terms of the purchase and use of more than 100 consumer goods and services.

- Politz Television Audit (PTA) will supplement the PMA service's TV data by providing seven reports a year, each describing in terms of sex and age the audiences of all national network TV programs during a specific two-week period. For non-subscribers to the five-media PMA, the television-only service will also offer an annual report covering TV demographic and buying data

similar to that in PMA.

First reports of the Politz Television Audit are expected late this year. The first PMA report is expected early next spring.

**A Big Bundle** ■ Mr. Politz stressed that unlike most existing services, PMA and PTA will report audiences in terms of individuals rather than homes. He also emphasized that the services will provide a foundation for obtaining "regular and dependable" local audience measurement through supplemental studies available at additional cost.

He said his new services will provide as much information as all existing au-

## COMMERCIAL PREVIEW: Seven-Up with a bossa nova beat



Seven-Up's new 60-second and 30-second spots use a bossa nova beat with a combination of squeeze action, animation and live photography.



The "Cool Note! Seven-Up 'Float!'" campaign starting this month, was produced by Keitz & Herndon Inc., Dallas. Seven-Up agency is J. Walter Thompson, Chicago.



dience research services combined—"and then some."

His entry into the syndicated research field was influenced by the Washington ratings hearings but was also based on "many months of discussion" with advertisers, agencies and media.

"These discussions," he said, "have convinced us of the need for regular, comprehensive and dependable information about viewing, reading, listening and purchasing behavior of consumers. Advertisers and agencies want and need to know the ability of different media vehicles to reach the individuals who are the prime prospects for the advertisers' goods and services."

**10,000 Sample** ■ In the PMA service, based on a survey of 10,000 individuals in 245 U. S. counties, the television measurement will cover all national network programs. Daily programs will be reported in terms of average telecast and one-week and four-week cumulative audiences. Weekly programs will be reported in terms of average telecast audience and four-week cume. Projections of cumulative audiences up to 13 weeks or more may also be obtained.

Radio stations will be measured from sign-on to sign-off, with reports showing weekday, Saturday and Sunday audiences; weekly cumulative audiences; separate AM and FM audience reports, and audiences within day periods as follows: 6-9 a.m.; 9 a.m. to noon; noon to 3 p.m.; 3-6 p.m.; 6-8 p.m.; 8-11 p.m. and 11 p.m.-6 a.m.

Audiences within day-parts are to be reported by place of listening: at home, in car, and in "other" places. Special tabulations may be obtained for specific radio schedules involving combinations of stations and time periods.

The PMA service will also cover 36 magazines and supplements a year; 18 every year and 18 others on an alternate-year basis. Each publication's audience will be reported on an average-issue basis, with four week cumes also shown for selected ones.

Newspaper audiences will be reported on a daily, Sunday and weekend basis; morning vs. evening; five-day cumes,

and daily audiences according to number of newspapers read per day.

**A Deep Look** ■ The audiences of all media will be described in terms of 16 demographic characteristics including sex, age group, income, education, occupation, geographic region, farm or nonfarm, household size and position in the household.

Audiences also will be reported in terms of their usage (heavy, medium or light) and purchase of brands in more than 100 different product and service categories including foods, beverages, etc.

Brand data will not be included in the PMA report but may be obtained

### Nielsen wants federal court to sit on suit

The A. C. Nielsen Co. of Chicago, world's largest broadcast research firm, goes into federal court today (Monday) for the first skirmish in a legal battle with WAME Miami, which is suing the research company over its ratings service for \$250,000. Nielsen is trying to move the suit from a state court into federal jurisdiction.

The WAME action is one of a pair of suits brought by WAME Broadcasting Co., the station licensee, following an investigation of audience research companies by the House Special Subcommittee on Investigations this spring (BROADCASTING, June 3, May 6). In what is believed the first litigation to grow out of the investigation, WAME is seeking \$250,000 damages from Nielsen and The Pulse Inc. of New York. Both suits were filed in the Circuit Court of Dade county, but the Nielsen firm prefers to defend itself in a federal court. WAME, since it has two similar cases to prosecute, would prefer to fight both in the same jurisdiction.

A Pulse motion to dismiss the WAME action will be heard in the state court on Aug. 1.

WAME says the ratings companies misrepresented their reports for metropolitan Miami between 1959 and 1962.

from special tabulations at extra cost.

The Politz Television Audit's seven reports a year will show average audiences per program, plus one-week and two-week cumes for day programs and two-week cumes for night programs.

The information for PMA will be based on a probability sample of 10,000 persons in 9,500 households in 245 counties throughout the U. S. Of the total, 9,500 respondents will be over 18 years of age; 500 will be in the 13-17 age group. A fresh sample will be drawn each year, "assuring that population shifts will be reflected properly in each study" and as "protection against the possibility of so-called 'tampering.'"

Television, radio and newspaper audience data will be gathered by a combination of interviewing and record-keeping; magazine and supplements data, by interviewing. The field work will be done from mid-October through mid-January without Christmas week.

**TV Reports** ■ The more frequent TV reports of the PTA will be based on a sample of 2,000 individuals 13 years of age and older. For three of the seven reports, sub-samples of the PMA's total 10,000-individual sample will be used; for the four other reports, entirely new samples will be drawn. The two-week survey periods will fall during the months from October through April, plus July.

Subscriptions to each service are offered on a two-year minimum basis. PMA subscribers can buy the demographic data without buying the marketing information, but the marketing data is not available without the demographic. In each service the subscriber's annual billings (or advertising investments in the case of the advertisers) form the base for computing subscription cost.

Politz officials estimated the cost of both services to a company spending \$10 million a year in advertising would range between \$15,000 and \$25,000 a year. The cost to media and agencies, they said, would be higher. "Substantial" discounts were reported available now to charter subscribers.

# H HARVESTERS REAPS TWO MARKETS WITH WSB



\*NSI Nov.-Dec. '62; NCS 1961  
\*\*Census of Agriculture, 1959

**YIELD:** International Harvester reaps sales from WSB's domination (37.3% tune-in share\*) of Metro Atlanta, where \$9,800,000\*\* is spent annually on feed and farm petrol products alone.  
**YIELD:** 132 counties\* where annual sales of feed and farm petrol products amount to over \$172,800,000\*\*.

Buy the one that gives you two . . .

## WSB RADIO

Georgia's 50,000 watt clear channel station



NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

# Stations should do more audience research

## THAT'S THE VIEW OF LEO BURNETT AGENCY RESEARCHER

Local stations should get busy and do a lot more research and analysis of their audiences, Dr. Seymour Banks, vice president in charge of media, creative copy and research at Leo Burnett Co., Chicago, said in talks last week to two broadcaster groups meeting there. One group concerned TV, the other Negro radio.

His reasons in summary:

▪ The advertiser and his agency need greater and more precise information about product consumers and prospects in the station audiences. With the advent of computers, this data becomes increasingly vital to media buying decisions. His primary target—adults.

▪ Stations need to research their audiences more to determine more accurately what programs are best. Actually knowing instead of guessing what audiences want enables the station to program better and become a more attractive advertising vehicle.

Dr. Banks told the second annual programming conference of the Television Affiliates Corp. on Thursday that stations should greatly increase the "value" they place upon local research as compared to station promotion. It is far more important to spend a few hundred dollars to research audience reaction, he said, than to "send out ballpoint pens at the year's end in order to develop a promotional feeling for the station as a whole."

Urging local stations to develop their own means to inexpensively study audience responsiveness, Dr. Banks said that the job can be done effectively with simple printed questionnaires. It doesn't always require costly electronic computers, he indicated, although there are many occasions where qualified research and psychological experts may be needed.

In spite of the inaccuracies which might be encountered, it would be better for the local station to make an effort to research every program to determine what each audience wants, Dr. Banks said, than to rely exclusively on the judgment of perhaps one or two who decide what programs will be aired. Nearly three dozen TAC station program directors attended the Thursday-Friday meeting.

Speaking earlier in the week before a Negro radio programming conference sponsored by Bernard Howard & Co., station representative, Dr. Banks said that "by and large broadcasting is one generation behind in supplying data to agencies." Radio in particular is guilty, he said. Yet radio cannot afford to neglect this need, he indicated, since television today is the "power" medium and radio, based on the amount of time people spend with media, has become only a "peripheral" medium.

Two Questions ▪ "Your audience represents a marketplace tied together

by your communication vehicle"—programming—as far as the agency or advertiser is concerned, Dr. Banks explained. The sponsor is interested in your station only if you can answer two basic audience questions affirmatively, he said. The questions: "Is economic potential there?" and "will they respond to your communication vehicle?"

The agency executive pointed out that there is a great void in research about the composition of the local radio audiences, their programming loyalties and interests. "Yet you are selling the respect and affection of your audiences," Dr. Banks said. When stations contact the agencies they will comment on these factors, he said, but they will supply "not a stitch of evidence."

Dr. Banks said "the basic unit for us is people. Here radio has shortchanged itself. The emphasis on measuring sets is wrong." Adults represent the "major purchasers," he continued, "Yet you can't even tell if a listener is male or female." Even when you know the listener is female, he observed, it makes a lot of difference whether you are reaching the busy housewife of 35 or "merely the aunt who is living there."

If stations want more business from the big spenders, Dr. Banks concluded, they must come armed with data that will tell the agency this is an important market not being reached otherwise or if reached the listeners are "still yours exclusively." If not exclusive, "they respond in a way not possible with the majority medium."

Bernard Howard informed the two dozen station managers attending his two-day session that an in-depth study of the \$20 billion Negro market will be made available to them about September. He indicated that many of the points raised by Dr. Banks would be answered in the study.

Principal conclusions of the Negro programming conference included the view that Negro radio is on the threshold of great and expanding opportunity for both service and business. They agreed they must increase news as well as editorials in areas where this is economically and otherwise possible. The empathy inherent in Negro radio is growing every day, they observed, since the Negro wants the Negro point of view and not the white man's.

### Xerox buys news shows

Xerox Corp., New York, has bought six NBC News TV specials and one 90-minute *Project 20* program on the network.

Xerox, which made the buys through Papert, Koenig, Lois, is expected to spend approximately \$4 million in television in the coming year (AT DEADLINE, June 3).

## Create demand through advertising

Economists and business prognosticators today are lost in a confusion of economic theories of saturated markets, lack of real needs, lack of purchasing power and reliance on government expenditures.

Arno Johnson, vice president and senior economist, J. Walter Thompson, chided businessmen for acceptance of these pessimistic theories in an address to the Sales Executives Club of New York last week.

Mr. Johnson proposed that the answer to the country's surplus labor problem is in "creation of demand" through an increased advertising effort. He estimated that in the next decade some 20 million additional nonagricultural jobs will be in demand by the labor force and that consumption capacity will increase by \$200 billion over the same period.

He said this "vast latent ability to expand consumption to match production goes unrecognized. . . ."

Mr. Johnson suggested that the

average business consider a step-up of 15% in its selling and advertising efforts.



JWT's Johnson



## Have you ever heard of our "Party Line"?

**W**E don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere *near* the great Red River

Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at \$1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

# WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

# Is this the way out of the trap?

## HOW THE NAB HOPES TO KEEP THE FCC FROM TAKING OVER CODES

A serious strategy problem faces the National Association of Broadcasters' board of directors next week—what to do about the FCC's proposal to adopt as government rules the commercial time standards of the NAB's radio and television codes.

Last week the outlines of the strategy were beginning to take shape, in advance of the board meeting that begins June 24. The NAB is building a defense on these grounds: (1) Government restrictions on commercial time would be inflexible and unresponsive to changing conditions. (2) The length and number of commercials may be of less importance in shaping audience reaction than the placement and content of commercials are. (3) Through the NAB code apparatus radio and television are capable of regulating themselves.

To bolster the last argument, the NAB may be obliged to recruit more subscribers for both codes, to which only 38% of all radio stations and 70% of television stations belong. Last week the NAB television code review board took action that was plainly intended to induce recruitment.

**Easing Up** ■ At a meeting in New York the TV code board voted to loosen the television commercial time standards. Under the new proposals, which must be approved by the NAB's television board of directors, a station could devote as much as 30% of any hour outside prime time to commercial presentations, although total time devoted to advertising could not exceed 20% of any broadcast day. The commercial

limit in three prime hours would be 17.2% per hour—the same as it is now.

The effect of the code board's proposal would be to give stations a chance to load commercials into some non-prime periods that advertisers think desirable and to compensate by carrying less advertising in periods that fewer advertisers want.

Under present standards, specific time limits for commercials apply through the day. Some stations are known to have stayed out of the code because they cannot command high enough rates to make a living from the number of commercials now permitted per program period. The TV code board said the net effect of the change to a percentage ceiling would be a reduction of permissible commercial time over a full broadcast day.

At a meeting in Washington May 29 the NAB radio code board deferred action on a proposal to loosen the commercial limitations in the radio code, but it appointed a committee to consider the matter.

**ANA Appeal** ■ The NAB television code board took action on commercials after hearing an appeal from members of the Association of National Advertisers that commercial volume ought to be reduced.

There was some feeling after the closed NAB-ANA meeting in New York last week that advertisers haven't been staying awake nights worrying about the broadcasters' private conflict with the FCC, despite the impact federal control over commercial standards would have on sponsors themselves.

There was some advertiser feeling, too that broadcasters, by lax enforcement and inadequate standards, had left the door open for the government to do the job.

On several occasions the advertiser representatives suggested the TV time standards weren't strict enough, especially in non-prime time when programs are short and there are a lot of commercials. Code enforcement should be strengthened, according to several advertisers.

Afterward an ANA member recalled FCC reports of public resentment against clutter and over-commercialization, adding that TV stations should be concerned about such criticism. But it appeared advertisers aren't anxious to have the government mixing in the routine conduct of advertiser buying of media and they wanted the industry to regulate itself.

Advertisers and NAB representatives found they couldn't agree at times on interpretation of specific code provisions.

**It's Media Problem** ■ One advertiser said afterward that sponsors don't have to worry too much about the problems that plague TV or any other medium. He said advertisers will look around and buy media as opportunities are available. But he emphasized the benefits of mutual discussion of advertiser-television problems.

Representing ANA at the meeting, according to an unofficial guest list, were John W. Burgard, Brown & Williamson Tobacco Corp., who acted as chairman; Peter Allport, ANA president; Joseph Beech Jr., Procter & Gamble Co.; H. Allan Dingwall Jr., General Foods Corp.; E. P. Genock, Eastman Kodak Co.; Howard Gray, R. J. Reynolds Tobacco Co.; William Kistler, ANA; Gregory T. Lincoln, Colgate-Palmolive Co.; John Morris, Campbell Soup Co.; Alfred Plant, Block Drug Co.; Samuel Thurm, Lever Bros. Co.

Members of the NAB TV code board and NAB staff officers represented broadcasters.

**Clutter Discussed** ■ Mr. Burgard, whose tobacco firm is one of the nation's top TV buyers, had sharply attacked clutter, triple-spotting and inadequate product protection at the ANA's spring meeting (BROADCASTING, May 27). He also had called again for "guaranteed circulation" in television—a direct relation between the cost and the size of audience for shows of the same type. It's understood he brought

### Headaches, yes; hemorrhoids, no

The Ted Bates agency tried again last week to get official acceptance of television commercials for Preparation H, but was rebuffed.

David C. Loomis, vice president of the agency, appealed to the National Association of Broadcasters' television code review board to lift its ban against advertising for the hemorrhoid remedy. Several years ago the board's ruling against Preparation H precipitated a crisis. Sixteen stations resigned from the code, and 19 had their memberships canceled. The board voted last week to retain the ban.

The Bates agency made headway with the code board on another matter. After an appeal by William H.

Kearns, vice chairman of the agency, the board gave reluctant approval to the use of the phrase, "like a doctor's prescription; that is, a combination of ingredients," in Anacin commercials.

The code board explained: "The phrase has, we are informed by the advertiser's agency, been recently reviewed by the Federal Trade Commission and found acceptable. The code board reaffirms the question of this commercial copy acceptability raised by its New York code office but feels that in view of the specific government approval, it is not appropriate to disagree with official government action in this particular instance."

up the clutter problem at the ANA-NAB meeting last week.

At the ANA spring session he had submitted studies showing that effectiveness of a commercial is enhanced 32% to 40% when presented by itself rather than as one of a series of credits, promos, commercials and billboards. He had cited data showing a commercial may be 24% to 64% more effective alone than within 15 minutes of a competitor's message in the same program.

All members of the NAB TV code board took part in last week's two-day meeting in New York. They were: William D. Pabst, KTVU(TV) Oakland, Calif., chairman; Roger W. Clipp, Triangle Stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ernest Lee Jahncke, NBC-TV New York; Douglas L. Manship, WBRZ(TV) Baton Rouge, La.; Joseph H. Ream, CBS; Lawrence H. Rogers II, Taft Broadcasting Co.; Alfred R. Schneider, ABC-TV, and George B. Storer, Storer Broadcasting Co.

NAB staff members attending were Robert D. Swezey, code authority director; Edward H. Bronson, TV code manager; Harry H. Ward, TV code assistant manager; Stockton Helffrich, New York manager; Frank Morris, Hollywood manager; John Couric, public relations director, and Jerry Lanser, New York office.

**Evaluation** - In acting on tv code time standards, the TV code board instructed the code staff to study ways of improving the content, production, technique and placement of commercials. The board specified that "evaluation of placement of commercials include those in island positions (single commercials inside programs) interrupting program content and commercial messages in piggyback positions (usually 60-second commercials advertising more than one product) or adjacent to billboards, credits, public service announcements, promotion announcements, other commercial messages, station break announcements, and other material of like nature."

The TV board wound up its two-day meeting in New York by commenting on the FCC's plan to incorporate NAB code time standards. It said, "The interest of the public will be poorly served if time standards are sought to be imposed by any governmental agency, in that such action, even if legally sustainable, would be fraught with rigidity and unresponsive to changing needs and improved knowledge in the field, would not (and of necessity could not) deal realistically or adequately with the most important criteria of content and placement of commercials, would delay and hence deny timely attention to the problems of stations in small markets,



Mr. Clipp    Mr. Ferguson    Mr. Jahncke    Mr. Manship    Mr. Pabst



Mr. Ream    Mr. Rogers    Mr. Schneider    Mr. Storer    Mr. Swezey

Focal point of the industry's self-regulation crisis last week was NAB's TV code review board, which proposed

revision of commercial time standards. Code board held a joint meeting with an advertisers' group.

and finally would substantially reduce, if not totally destroy, the incentive of most broadcasters for continued improvement, and experiment in improvement, in the entire area of commercial and related messages."

**Radio Position** - The NAB Radio Code Board stated at its May 29 meeting that inclusion of the code's commercial time standards into FCC rules would be a disservice to the public, freeze into government fiat commercial standards that should be revised to reflect changing industry conditions and place total emphasis on the quantity of commercials rather than recognize that quality and other factors are important (BROADCASTING, June 3).

No changes in radio time standards

were proposed at the radio code board meeting but a committee was appointed to conduct a study of the time provisions.

In a talk to the American Council for Better Broadcasts in Chicago June 12, Mr. Swezey as code authority director said the most effective way broadcasters can use to know they are programing objectively is audience response to favorably received programs as well as to those that fall short.

"Broadcasters must operate for the good of the community," Mr. Swezey said. "They must dispense with mediocrity, constantly improve their services and have the daring to experiment. Otherwise they are inviting further government control, which is undesirable."

## PLAN FOR TAPE TRANSFER PROBLEM

Radio commercials may be made with cartridges

Advertising agencies seemed near a solution to their problem of quality control over radio spot announcements last week with the report from two tape cartridge manufacturers that a cartridge can be made on a mass basis to fit most tape equipment used by individual stations.

The companies were not identified, but an agency spokesman said: "It seems we have hurdled the problem of tape transfers. Of course, it will still be some months before it can become practicable, but I believe it is now possible to go from the original tape to the tape cartridge, without using a tape-

to-transcription-to-tape method."

Agencies had expressed concern over loss of quality control in advertising messages when local stations transferred the message from the agency-supplied transcription to tape. A D. P. Brother & Co. survey of 476 radio stations revealed that 406 of them did make transfers from the transcription to tape (BROADCASTING, June 3).

At that time it was felt that, at best, agencies would only be able to make recommendations to the individual stations advising them on the proper methods of making the transfer.

Since then, however, agency repre-

representatives have met with sound studios, tape cartridge producers, and tape equipment manufacturers, and have discovered that cartridges that fit all currently produced tape machines, and some older equipment, are now in production. The disclosure that the tapes can be reproduced on a mass basis for distribution to the individual stations means that the agencies themselves, instead of the stations, can produce the tapes and thus supervise sound quality.

**Useful Meeting** ■ A number of agency men met last week in New York with representatives from studios and tape cartridge and equipment manufacturers. Mel Furney, who directed the station survey for D. P. Brother, described the session as encouraging. "We feel we are close to some real solution

now, and we were especially pleased at the cooperation from all parties," Mr. Furney said.

It was the first time that the different elements have gotten together since the study was begun several weeks ago. Mr. Furney said that "it was mostly an exploratory-type meeting—one in which everyone asked a lot of questions, and found out what the other parties needed to know."

One result of the meeting was the formation of a committee of various New York recording studios "to assist the agencies in the establishment of standards of quality for this type [tape cartridge] broadcasting." Participating companies are A&R Recording Inc., Bell Sound Studios, Film Recording Inc., Gotham Recording Corp., Na-

tional Recording Corp., Olmsted Sound Studios and RKO Sound Studios.

Mr. Furney said the agency group expected soon to call in the American Association of Advertising Agencies to inform all agencies of the tape cartridge study. Sound studios would also be advised, he added.

The group hopes that a study that has been in progress by the National Association of Broadcasters into setting technical standards for tape cartridges will be completed within a month to afford technical data for the cartridge manufacturers.

"We must tread softly right now," Mr. Furney said. "We should have some answers within two weeks, and perhaps can begin using the cartridges within six months."

# Spot TV billing up 20% in first quarter

## BRISTOL-MYERS LEADS GAINERS WITH \$3.3 MILLION BOOST

Spot television gross billing in the first quarter of this year scored a substantial increase over the like period in 1962.

The Television Bureau of Advertising is reporting today (June 17) that gross time billings of national and regional spot increased 20%, from \$182,098,000 in the January-March period last year, to \$219,771,000 for the same three-month span in 1963.

Bristol-Myers Co. had the greatest boost, moving that advertiser from fifth

to third place in the top 100 spot TV list. The advertiser billed more than \$6.6 million in spot compared to \$3.3 million for the like quarter of a year ago.

The TvB report, based on N. C. Rorabaugh's compilations, covered an analysis of the same 331 stations reporting billings in both years.

Other advertisers showing increases in first-quarter spot placement: Colgate-Palmolive from \$5.2 million to \$7.3 million; Campbell Soup from \$1.9 mil-

lion to \$3.4 million; Menley & James Labs from \$954,200 to \$2.6 million; Simoniz Co. from \$755,800 to \$1.7 million; Alberto-Culver from \$1.9 million to \$4.1 million; Hudson Pulp & Paper from \$479,800 to \$1,079,800 and Eastern Air Lines from \$70,300 to \$647,200.

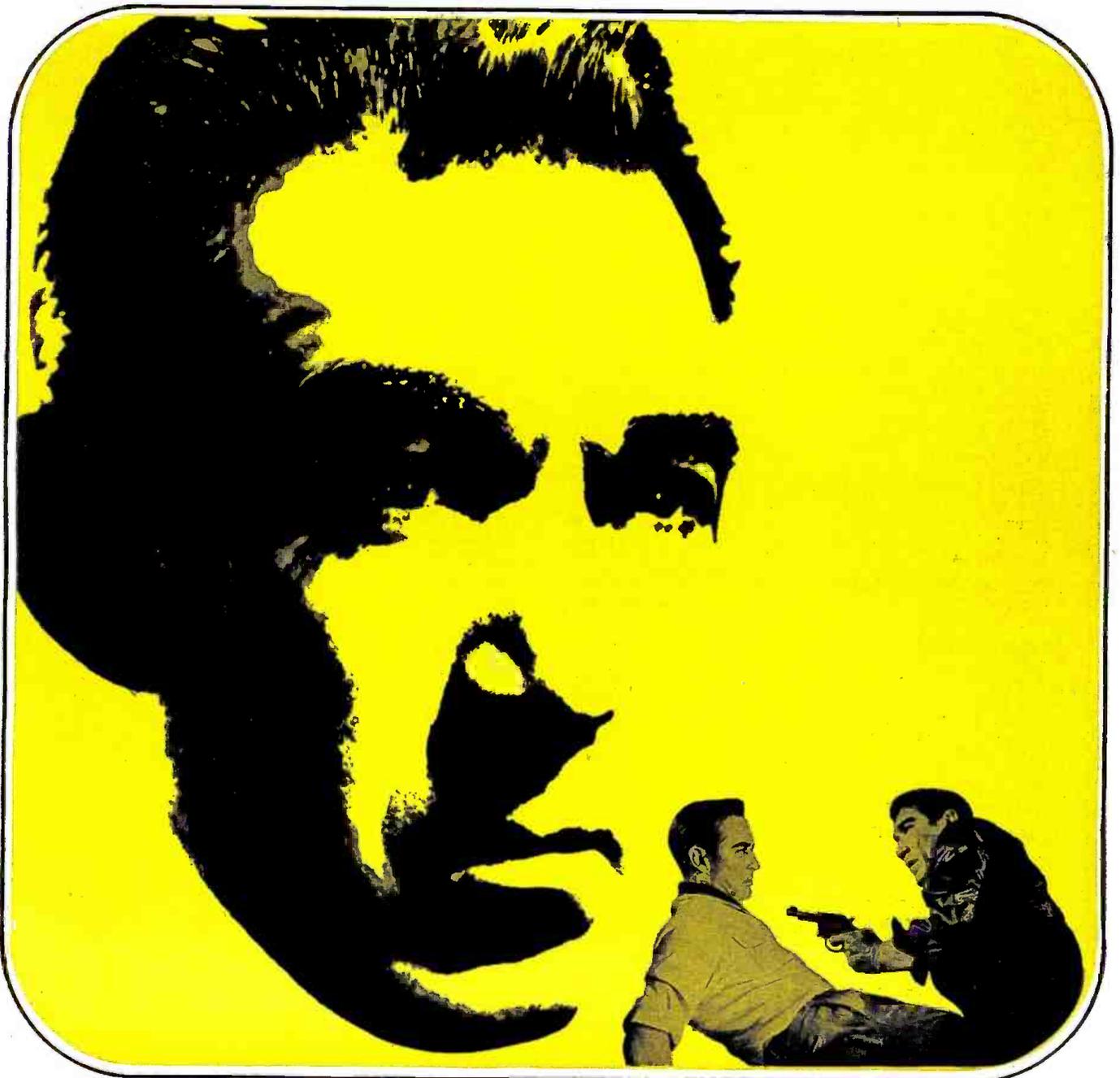
In the breakdown of dayparts, \$62,175,000 was placed in prime time; \$56,484,000 in early evening; \$55,363,000 in day periods and \$45,749,000 in late night.

### TOP 100 SPOT TV ADVERTISERS FIRST QUARTER 1963 (Source: TvB-Rorabaugh)

1. Procter & Gamble	\$16,954,900	34. Gillette	\$1,155,400	70. Eastern Air Lines	\$647,200
2. Colgate Palmolive	7,391,900	35. Richardson-Merrell	1,100,000	71. Pharmcraft Labs	637,700
3. Bristol-Myers	6,691,500	36. Helene Curtis	1,089,400	72. Phillips Petroleum Co.	636,700
4. General Foods	5,067,400	37. Hudson Pulp & Paper	1,079,800	73. Humble Oil & Refining	634,700
5. Lever Brothers	4,935,200	38. Peter Paul	1,079,100	74. Sterling Drug	622,000
6. William Wrigley Jr.	4,685,800	39. Chrysler Dealers	1,067,900	75. National Fed. of Coffee Growers of Colombia	618,700
7. Alberto-Culver	4,194,400	40. Liggett & Myers	1,062,600	76. The R. T. French Co.	609,400
8. American Home Products	3,789,200	41. Canadian Breweries	1,008,500	77. Kayser-Roth Hosiery	608,600
9. Warner-Lambert Pharma.	3,760,300	42. Chrysler	992,200	78. Theo. Hamm Brewing	608,300
10. Campbell Soup	3,402,800	43. Armour	990,700	79. National Dairy Prods.	608,000
11. P. Lorillard	3,402,700	44. Sears, Roebuck	965,100	80. Maybelline	602,800
12. General Mills	3,278,300	45. United Vintners	939,900	81. S. B. Thomas Inc.	601,000
13. Miles Laboratories	2,978,400	46. Van Camp Sea Food	932,100	82. Quaker Oats	596,400
14. International Latex	2,759,300	47. Hills Bros. Coffee	869,400	83. Gerber Products	587,600
15. Coca-Cola Co./Bottlers	2,722,900	48. R. J. Reynolds	861,400	84. Helena Rubinstein	564,800
16. Menley & James Labs	2,612,600	49. Merck & Co.	847,000	85. American Oil	557,700
17. Standard Brands	2,612,500	50. Andrew Jergens	843,700	86. Socony Mobil Oil	549,100
18. Kellogg	2,345,700	51. E. & J. Gallo Winery	839,900	87. J. H. Filbert	535,700
19. Continental Baking	2,220,600	52. General Electric	815,500	88. Noxzema Chemical	518,000
20. Corn Products	2,102,500	53. Scott Paper	804,600	89. Pacific Tel. & Tel.	513,300
21. Avon Products	1,867,200	54. National Biscuit	795,300	90. Ward Baking	506,800
22. J. A. Folger	1,791,600	55. U. S. Borax & Chemical	788,300	91. Beech-Nut Life Savers	496,400
23. Simoniz	1,708,900	56. American Bakeries	785,300	92. Hanes Hosiery	495,800
24. Food Mfrs. Inc.	1,706,100	57. American Motors Dealers	770,100	93. Foremost Dairies	493,800
25. Anheuser-Busch	1,705,200	58. Carter Products	748,900	94. Miller Brewing	492,400
26. Philip Morris	1,512,000	59. Frito-Lay	725,700	95. Welch Grape Juice	487,400
27. General Motors Dealers	1,493,300	60. Green Giant	721,300	96. Johnson & Johnson	486,300
28. Ford Motor Dealers	1,442,800	61. Royal Crown Cola Co./Bottlers	708,500	97. F. & M. Schaefer Brewing	480,800
29. Pepsi Cola Bottlers	1,438,100	62. Kimberly-Clark	688,900	98. Stroh Brewery	473,700
30. Ralston Purina	1,374,700	63. Fels & Co.	684,800	99. M. J. B. Co.	448,400
31. Jos. Schlitz Brewing	1,277,100	64. American Tobacco	678,400	100. Kfoger	435,400
32. Pabst Brewing	1,254,400	65. Plough	671,300		
33. Chesebrough-Pond's	1,183,800	66. Falstaff Brewing	667,400		
		67. Brown & Williamson	656,400		
		68. Brillo Manufacturing	656,300		
		69. Pillsbury Co.	651,400		

Spot TV spending by product classification on page 38.

# THE RIVER'S EDGE



ANTHONY QUINN, RAY MILLAND  
DEBRA PAGET

**VOL. 7—"FILMS OF THE 50's"—NOW FOR TV**  
FIFTY OF THE FINEST FEATURE  
MOTION PICTURES FROM SEVEN ARTS

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

# SEVEN ARTS

# VOLUME SEVEN



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 200 Park Avenue 972-7777  
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.  
STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

# First quarter spot TV by product classes

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT  
TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION  
1ST QUARTER 1963

AGRICULTURE	\$ 418,000	Fruits and vegetables, juices	2,665,000
Feeds, meals	149,000	Macaroni, noodles, chili, etc.	1,625,000
Miscellaneous	269,000	Margarine, shortenings	3,857,000
ALE, BEER & WINE	16,270,000	Meat, poultry and fish	4,545,000
Beer and ale	13,902,000	Soups	2,538,000
Wine	2,368,000	Miscellaneous foods	4,528,000
AMUSEMENTS, ENTERTAINMENT	330,000	Miscellaneous frozen foods	804,000
AUTOMOTIVE	7,456,000	Food stores	2,328,000
Anti-freeze	12,000	GARDEN SUPPLIES AND EQUIPMENT	573,000
Batteries	.....	GASOLINE AND LUBRICANTS	5,643,000
Cars	6,679,000	Gasoline and oil	5,453,000
Tires and tubes	332,000	Oil additives	163,000
Trucks and trailers	122,000	Miscellaneous	27,000
Misc. accessories and supplies	311,000	HOTELS, RESORTS, RESTAURANTS	248,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	548,000	HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	7,293,000
Fixtures, plumbing, supplies	8,000	Cleaners, cleansers	4,520,000
Materials	178,000	Floor and furniture polishes, waxes	2,180,000
Paints	173,000	Glass cleaners	99,000
Power tools	96,000	Home dry cleaners	103,000
Miscellaneous	93,000	Shoe polish	70,000
CLOTHING, FURNISHINGS, ACCESSORIES	4,240,000	Miscellaneous cleaners	321,000
Clothing	2,549,000	HOUSEHOLD EQUIPMENT—APPLIANCES	1,725,000
Footwear	450,000	HOUSEHOLD FURNISHINGS	782,000
Hosiery	1,238,000	Beds, mattresses, springs	251,000
Miscellaneous	3,000	Furniture and other furnishings	531,000
CONFECTIONS AND SOFT DRINKS	16,309,000	HOUSEHOLD LAUNDRY PRODUCTS	15,993,000
Confections	10,272,000	Bleaches, starches	2,773,000
Soft drinks	6,037,000	Packaged soaps, detergents	11,544,000
CONSUMER SERVICES	6,257,000	Miscellaneous	1,676,000
Dry cleaners and laundries	.....	HOUSEHOLD PAPER PRODUCTS	4,982,000
Financial	879,000	Cleansing tissues	1,318,000
Insurance	1,613,000	Food wraps	1,244,000
Medical and dental	61,000	Napkins	128,000
Moving, hauling, storage	291,000	Toilet tissue	450,000
Public utilities	2,787,000	Miscellaneous	1,842,000
Religious, political, unions	251,000	HOUSEHOLD GENERAL	1,136,000
Schools and colleges	82,000	Brooms, brushes, mops	33,000
Miscellaneous services	293,000	China, glassware, crockery, containers	298,000
COSMETICS AND TOILETRIES	21,283,000	Disinfectants, deodorizers	285,000
Cosmetics	3,638,000	Fuels (Heating, etc.)	138,000
Deodorants	1,773,000	Insecticides, rodenticides	124,000
Depilatories	52,000	Kitchen utensils	158,000
Hair tonics and shampoos	7,202,000	Miscellaneous	100,000
Hand and face creams, lotions	1,700,000	NOTIONS	35,000
Home permanents and coloring	1,472,000	PET PRODUCTS	2,874,000
Perfumes, toilet waters, etc.	94,000	PUBLICATIONS	1,017,000
Razors, blades	565,000	SPORTING GOODS, BICYCLES, TOYS	1,535,000
Shaving creams, lotions, etc.	764,000	Bicycles and supplies	34,000
Toilet soaps	2,330,000	Toys and games	1,446,000
Miscellaneous	1,693,000	Miscellaneous	55,000
DENTAL PRODUCTS	4,477,000	STATIONERY, OFFICE EQUIPMENT	45,000
Dentifrices	3,008,000	TV, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	111,000
Mouthwashes	1,317,000	Radio and television sets	69,000
Miscellaneous	152,000	Records	38,000
DRUG PRODUCTS	22,898,000	Miscellaneous	4,000
Cold remedies	7,467,000	TOBACCO PRODUCTS AND SUPPLIES	8,835,000
Headache remedies	9,098,000	Cigarettes	8,067,000
Indigestion remedies	1,403,000	Cigars, pipe tobacco	745,000
Laxatives	1,313,000	Miscellaneous	23,000
Vitamins	1,713,000	TRANSPORTATION AND TRAVEL	3,479,000
Weight aids	270,000	Air	2,466,000
Miscellaneous drug products	1,459,000	Bus	476,000
Drug stores	175,000	Rail	283,000
FOOD AND GROCERY PRODUCTS	\$60,570,000	Miscellaneous	254,000
Baked goods	7,938,000	WATCHES, JEWELRY, CAMERAS	425,000
Cereals	6,897,000	Cameras, accessories, supplies	18,000
Coffee, tea and food drinks	10,680,000	Clocks and watches	5,000
Condiments, sauces, appetizers	4,260,000	Jewelry	.....
Dairy products	3,120,000	Pens and pencils	389,000
Desserts	945,000	Miscellaneous	13,000
Dry foods (flour, mixes, rice, etc.)	3,840,000	MISCELLANEOUS	1,984,000
		Trading stamps	152,000
		Miscellaneous products	754,000
		Miscellaneous stores	1,078,000
		<b>TOTAL</b>	<b>\$219,771,000</b>

# SALESMEN

Give them a good product. They'll give you results.

A sales organization such as Blair Television is only as good as its personnel, particularly its sales personnel. We know this. For years we've been selecting top-quality men and in that time we've come to recognize the characteristics that make them top-quality.

The truly outstanding salesman brings an enthusiasm to his work that is missing in lesser men. Partly because of his own personal incentives, partly because of the pride he must feel for the product he sells.

We've given Blair men a superior product to sell. They've given us results. They recognize and accept the fact that their job requires more than eight hours a day—it requires years to develop the knowledge and skill necessary to sell their product effectively and they give these years. (If you've

worked with Blair Television, you know the permanence and stability of our personnel. Our turnover is the lowest in the industry.)

What do we give them in return? Once a Blair man chooses us and we choose him, he is made a stockholder in the company. His already strong incentive is boosted even more.

Perhaps the agencies and advertisers Blair Television serves don't know about the incentives of John Blair men. But they do know their results. They know that the intimate knowledge Blair men have of their stations and markets will get them the information they want, get it quickly, and get it accurately.

These qualities and abilities of our sales organization, together with the tools with which they are supplied, have established our company as the outstanding one in our industry.



## BLAIR TELEVISION

## Commercials in production . . .

Listing includes 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.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Peelers Co., one 60 for radio (jingle). Al Rinker, production manager. Agency: Bauerlin Inc. Hughes Drumm, account executive.

Hotpoint, one 60 for radio (jingle). Bud Smalley, production manager. Agency: Cole,

Fisher, Rogow & Williams. Joseph Denker, account executive.

Continental Car Distributors, one 60 for radio (jingle). Edwin Hubbard, production manager. Harry Hoenig, account executive.

Fed Mart, one 60 for radio (jingle). Ernie Bernhardt, production manager. Agency: Advertising Arts. Irving Alexander, account executive.

Charles Chips, one 60 for radio (jingle). Jodie Lyons, production manager. Gerald Talbot, consultant.

De Falco's, one 60 for radio (jingle). Hub Atwood, production manager. Joe Warshauer, consultant.

Nationwide Insurance, one 60 for radio (jingle). Ronnie Tutt, production manager. George H. Hunter, consultant.

## Crime sells in Houston

One of every three cars stolen in Houston is a Chevrolet, according to Houston Police Department statistics, and that fact was turned into a successful radio advertising campaign by The Berkeley Agency Inc.

Ten spots trumpeting "a steal of a deal" and urging the purchase of a "get-away car" were created by Berkeley on behalf of Joe Prichard's Courtesy Chevrolet, one of the agency's clients. The spots were run on three Houston radio stations simultaneously, and Berkeley reported that the success of the announcements was assured by the addition of such sound effects as sirens and the pounding of the judge's gavel.

# WKOK

*A New Voice In Pennsylvania*

**1070 on your AM dial.**

*After 30 years as a 250 watt AM  
broadcasting station, WKOK proudly  
announces its transformation to a:*

**10,000 watt clear channel outlet  
affiliate of CBS.**

*(night time—1000 watts.)*

This new station supplies complete service to Central and North Pennsylvania. It gives continuous programming to state highway routes passing Sunbury where traffic count exceeds 15,000 cars daily. It will offer like coverage to a large part of the East-West shortway now being built across Pennsylvania. Weather and timely road condition reports feature WKOK programming.

This station is the sixth most powerful AM voice in Pennsylvania. WKOK offers keystone coverage of the Keystone state.

SUNBURY BROADCASTING CORPORATION

## WKOK - AM - FM

**1070 on your AM Dial**

**SUNBURY, PA.**

*Homer R. Smith, Manager*

## CBS Radio Spot Sales adds KTRH Houston

For the first time in nine years, CBS Radio Spot Sales is adding a non-CBS-owned station to the list it represents.

The station is KTRH Houston, a subsidiary of the *Houston Chronicle*. It operates with 50 kw on 740 kc and is a CBS Radio affiliate. Its appointment of the CBS Radio division's spot sales arm was announced last week, effective in October.

Spot sales representation firms affiliated with networks have tended over the past decade to cut back rather than increase the number of non-network-owned stations they represent.

The FCC investigation which a few years ago required network-owned sales firms to stop representing non-network-owned TV stations started out, in the late 1940's, as a radio proceeding. But by the time the FCC issued its order, television had become dominant and network representation of radio affiliates was permitted to continue.

CBS Radio Spot Sales currently represents three affiliates: WCCO Minneapolis and WTOP Washington, both of which were once owned by CBS, and KOIN Portland, Ore. KOIN was the last to join the list, in 1954.

CRSS spokesmen said last week the addition of KTRH does not signal the start of an expansion drive. They said that for several years CRSS has had a policy of screening prospects with the possibility of representation in mind, and that this policy will continue.

CBS Radio and NBC Radio both maintain spot sales organizations for their owned stations and a few affiliates. ABC-owned radio stations are repre-

# Look what the mail brought:



**GARFIELD ADVERTISING Associates**

15481 James Couzens, Detroit 38, Michigan - 864-0441

April 5, 1963

Mr. Frank Steltenkamp  
Sales Development Manager  
WWJ-WWJ-TV  
622 West Lafayette  
Detroit 31, Michigan

Dear Frank:

Specializing in food products as we do, it's women we want to reach, and the women we want to reach are housewives. We must persuade them to buy our products at the grocers, or to ask for them when they aren't on grocers' shelves.

Here's what we did in the case of Progresso Foods.

We bought similar schedules from seven major Detroit stations, all in housewife time, and offered to save Mrs. Homemaker 60¢ on her next week's food bill if she would just send in her name and address. We explained that we'd send her six coupons . . . each good for 10¢-off on six different Progresso products. It was our feeling that by her active reply to our offer she was involving herself and would use the coupons as intended.

As soon as the mail started coming, it became evident that WWJ and stations A, B, and C were doing the biggest job in motivating housewives. We therefore added to the schedule and, as of this morning, here is the tabulation:

STATION	RETURNS	ANNOUNCEMENTS	RETURNS PER ANNOUNCEMENT
WWJ	2504	33	75.8
A	580	24	24.1
B	475	20	23.7
C	278	22	12.6
D	151	14	10.8
E	79	14	5.6
F	54	14	3.9

Needless to say, we're gratified with this tremendous showing. Since WWJ pulled in over 60% of the returns with 23% of the total announcements, I feel you've got something to be proud of. Not only have you proved that WWJ's fine programming reaches women, but that women reach for WWJ. My congratulations to the programs and personalities who made this possible.

Sincerely,  
GARFIELD ADVERTISING ASSOCIATES, INC.

*S. C. Garfield*  
S. C. Garfield

SCG/a

Mail pull? Look what S. C. Garfield, president of Garfield Advertising Associates, says about his schedule for Progresso Foods on WWJ:  
With 23% of the total announcement schedule, WWJ-Radio was responsible for 60% of the returns from seven Detroit-area stations.  
WWJ's active audience will respond to your product-message, too.

**WWJ** ◀ THE NEWS STATION ▶ **AM and FM RADIO**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

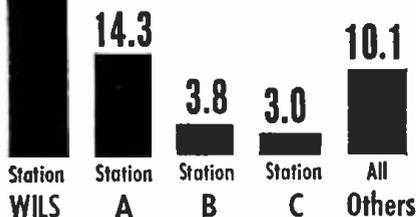
BROADCASTING, June 17, 1963

RADIO  
**WILS**  
ANSING  
1320

WHOOPING  
NEW 1963  
HOOPER JAN  
MAR '63  
...

68.8%\*

More than three times the total audience of all other commercial Lansing Metro Radio stations combined.



\* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

**LANSING Metro (3 counties)**

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

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

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

Representatives:

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

mented by independent reps, supplemented in some cases by station salesmen.

KTRH's appointment of CRSS was announced by Frank Stewart, KTRH general manager, who at the same time announced the start of a new format emphasizing "locally oriented informational programing."

The switch to more talk and less music features a 10 a.m. to 3 p.m. information segment that includes a block of CBS Radio programs; a panel show of general interest to women; news and listener comment on the day's topics; a talk show about Houston and similar programs.

**Business briefly . . .**

**Mutual of Omaha Insurance Co.** will sponsor *Mutual Omaha's Wild Kingdom*, a color TV series starring naturalist Marlin Perkins and featuring films of wild animals and primitive people, on NBC-TV, Saturday, 5-5:30 p.m. EDT, starting Oct. 20 through March 8, 1964. The series was on NBC-TV for 13 weeks last season. Bozell & Jacobs, Omaha, is the agency.

**Carling Brewing and R. J. Reynolds Tobacco** will sponsor the Sports Network Inc. telecast of the Cleveland Open golf tournament Saturday, June 29 (5-6 p.m. EDT) and Sunday, June 30 (5-6:30 p.m. EDT). A hookup of 157 television stations will carry the event, and Sports Network said national advertising spots are still available.

**Philco Corp.**, Philadelphia, will sponsor a series of four one-hour special film programs, titled *Philco Presents The World Over*, on ABC-TV on various dates in 1963, starting on Sept. 9. The programs will cover such subjects as the present and future of dethroned royalty and the world-wide international festivals. Agency: BBDO, New York.

**Procter & Gamble**, through Leo Burnett Co., will sponsor CBS-TV's *The Jo Stafford Show*, an hour musical variety special Sunday, Aug. 18 (9-10 p.m. EDT). Guests include singer James Darren and Bob Hope, who appears next fall on NBC-TV.

**P. Lorillard** (Newport and Kent cigarettes) through Lennen & Newell, New York, will extend planned 19-week schedule on six Los Angeles FM stations to 29 weeks. Renewal calls for 10 spots a week per station. **Texaco** through Benton & Bowles will renew FM group buy in Chicago and add FM groups in Los Angeles and San Francisco, purchasing 14-week schedule on total of 17 stations with average of 10 spots a week per station. Station groups included in the Lorillard and Texaco buys are represented by FM Group Sales.

**Agency appointments . . .**

■ Kraft Foods has named Clinton E. Frank Inc., Chicago, as agency for unidentified line of consumer convenience products. Frank already handles advertising for Kraft industrial products. Kraft's other consumer product agencies are not affected by the new assignment. These include J. Walter Thompson Co.; Needham, Louis & Brorby, and Foote, Cone & Belding.

■ Commerce Drug Division of Maradel Products has assigned Zotox, a poison ivy remedy available in ointment and new aerosol form, to Ted Gotthelf Associates Ltd., New York.

■ Louis M. Rubin Co. has appointed Geyer, Morey, Ballard Inc., New York, to handle its advertising. The company, which builds and manages deluxe multiple-unit apartment centers and mobile-home parks, has not previously retained an advertising agency.

**Rep appointments . . .**

■ WGAR-AM-FM Cleveland: Blair Radio, New York, as exclusive national representative.

■ Hometown Network and Stuart Stations: C. A. Larson as Omaha representative effective July 1. Hometown Network stations are KFOR Lincoln, KRGI Grand Island, KODY North Platte, KCSR Chadron, WJAG Norfolk, KOLT Scottsbluff, KVSH Valentine, all Nebraska, and KMNS Sioux City, Iowa. Stuart Stations are KFOR, KRGI, KODY, KMNS, KSAL Salina, Kan., and KOEL Oelwein, Iowa.

■ WSGN Birmingham, Ala., and WTOB Winston-Salem, N. C.: Robert Eastman, New York, as national representative.

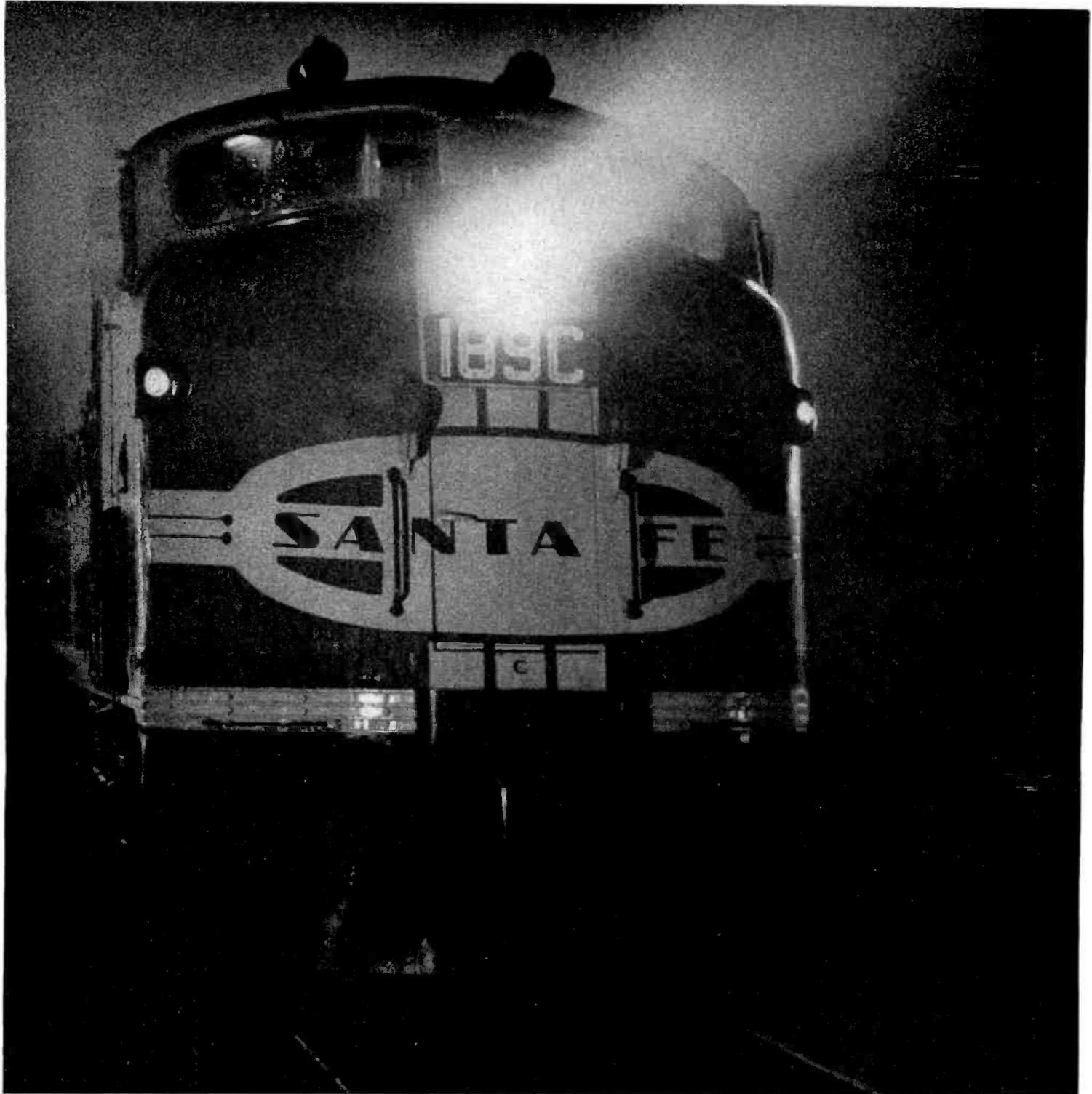
**Eight ABC-TV shows bought by Mentholatum**

Mentholatum Co., Buffalo, has purchased sponsorship in six evening and two daytime programs on ABC-TV during 1963-1964 season.

Evening programs bought by the patent medicine company are *Wagon Train*, *Breaking Point*, *The Price Is Right*, *77 Sunset Strip*, *Burke's Law* and *Pro Bowlers Tour*.

Mentholatum, in daytime, will sponsor *The Price Is Right* and *Major Adams: Trailmaster*. Scatter-plan schedule in several ABC-TV daytime series also was purchased by the firm. Advertising agency: J. Walter Thompson.

Beginning July 1, Abbott Laboratories, Chicago, will sponsor ABC-TV's *Ron Cochran with the News* (6-6:15 p.m.) and *Murphy Martin with the News* (11-11:10 p.m.). Advertising agency: Tatham-Laird.



## Take the Santa Fe to Charlotte?

It's the right market, but the wrong way to reach it. How about your approach? Is your advertising plan aimed at your greatest market potential?

The profit squeeze in today's economy forces advertisers to put a premium on efficiency. With Spot TV you advertise where you want to and when you want to. Spot TV doesn't waste money because it can be made to match your individual marketing plan.

Spot TV is the versatile medium. It bolsters sales in one market, and meets the challenge of new competition in another. It enables you to test a program, a product, a merchandising idea. It's the most effective way to apply seasonal control or timing to your advertising.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buy-

ing on a spot-your-market basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons" give the exact status of over 500 brands in our eight represented markets.

There are three simple steps to modern, specialized advertising. Spot your markets. Use the flexible medium, Spot TV. And call on the personalized service of TvAR.

TELEVISION ADVERTISING  REPRESENTATIVES, INC.  
REPRESENTING

WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS)  
WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (WESTINGHOUSE BROADCASTING COMPANY)  
TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

# DATA PROCESSING AT H-R IN '64

## H-R Facts division formed to handle computer operation; television sales, development and research first objectives

An electronic data processing center is expected to be installed and fully operational at H-R Television and H-R Representatives by March 30, 1964.

The computer system will be operated by H-R Facts Inc., a new division being formed by the station representation firms.

Details of the new division and its operation of a computer system—heart of the new installation will be the No. 1401 International Business Machines computer—are being announced this week by Frank M. Headley, Frank E. Pellegrin and Dwight S. Reed, who are partners and principal officers of the H-R companies.

**Agency Response** ■ The H-R decision sparked favorable response of three leading agencies that have pioneered computer development in the advertising field (see opposite page).

H-R Facts initially will program the computer center to concentrate on tele-

vision sales, related sales development and research. Also at the outset, data processing that can be applied to radio sales will be centered on the radio rep firm's group selling plan (H-R uniplan). In time, it was said, the 1401 will be programmed to handle a complete range of sales needs for both radio and television.

essing center will be used to speed up and add flexibility to the time consuming paper work necessary in compiling spot availabilities, ratings information and other media data necessary in the time buying and selling function. It also will permit the handling of central billing for stations represented by H-R. This is a more sophisticated system than the automated equipment a station representative—Peters, Griffin, Woodward—operated in late 1957 but aborted after a year or so. PGW's equipment, using the principles of Univac and featuring data processing (punch card), was similar to what stations use when they automate for billing purposes. The IBM process, using the computer, works on a theory of "random access" permitting a search for information at fantastic speeds. IBM notes the H-R system was not practical until developments just this year—IBM seeing "a significant breakthrough" in

tion.

It is envisioned that the new computer system will be linked with stations represented by the firms by transmission units (1001 data transmission units) or by a teletype relay and translation of the information for the computer.

**The Cost** ■ Reportedly the annual investment to H-R firms will come to about \$250,000, including equipment rental, costs of operating the new center, salaries and miscellaneous supplies.

H-R said the "hub" of H-R Facts will be the station reps' 22-man sales development team (includes "creative" sales, research, promotion, sales promotion and new business development).

The installation of the electronic equipment will boost the total force to an estimated 45 by adding a data processing manager, programmers, console and key punch operators and research personnel.

The formation of the division came after 18 months of study and planning. The division will be headed by Avery Gibson, vice president in charge of sales development. She will be assisted by Martin E. Goldberg, who is research director at the rep firms.

Edward P. Shurick, senior vice president of H-R Television who is in charge of forward planning, will direct coordination with advertising agencies and the represented stations.

**Philosophy** ■ Mr. Headley, who is board chairman of H-R, and other associates involved in the formation and operation of H-R Facts have issued statements explaining the philosophy behind and the workings of the electronic data system in the selling of broadcast time (particularly spot TV). A summary:

Mr. Headley said more than 50% of the major advertising agencies are using or experimenting with computers in media evaluation and selection, billing and other aspects of advertising and marketing. "Proper and effective exchange of information" between rep and agency in the future, he said, will be possible only if the rep matches "computerization" with the agency.

Mr. Pellegrin, president of H-R Television, noted that the rep firm sees, in the move, a way of raising the level of "creative selling" by putting "salesmanship back into selling." The computer, he commented, will free salesmen from paperwork that has multiplied at "an alarming rate over the past few years."

Mr. Pellegrin predicted the repre-



IBM 1402 card-read-punch unit is inspected by Frank E. Pellegrin, H-R Television president, foreground. Looking on (l-r): Frank M. Headley, H-R

board chairman, Edward P. Shurick, senior vice-president, Avery Gibson, vice president in charge of H-R Facts, Inc., and J. J. Kenny, of IBM.

vision sales, related sales development and research. Also at the outset, data processing that can be applied to radio sales will be centered on the radio rep firm's group selling plan (H-R uniplan). In time, it was said, the 1401 will be programmed to handle a complete range of sales needs for both radio and television.

Essentially the electronic data proc-

this respect.

The new installation will be housed in space to be acquired in the mid-Manhattan area. Completion of the first phase—installation—is expected by the end of this year.

The H-R team of specialists who will handle the new center has been enrolled at IBM's data processing school in New York for several-month instruc-

## Step-by-step of how the processing center works

1. Salesman receives a request for availabilities from a media buyer. The salesman then codes this request answering all necessary questions that might be raised.

2. The coded request is then brought to an editor. The editor checks for completeness and correct coding.

3. The edited request is then sent to be key punched and verified to produce request cards.

4. The request cards are batched (about five requests per batch) and

then are processed in the 1401. The station avail tape, rate card tape, ARB/Nielsen tape and client tape associated with requests are used. An availability listing is printed and availability cards are punched for each request. These cards are placed in an availability file.

5. The availability listing is sent to the salesman. He chooses the spots which he wants to submit to the agency.

6. The agency relays their choice of spots to the H-R salesman who

relays this information to the station for confirmation.

7. When confirmation is received from the station, the corresponding avail cards must be pulled from the avail file. These avail cards are then edited and key punched to show which of the submitted information was accepted by the agency and confirmed by the station.

8. These edited avail cards will serve as input for writing contracts. As the contracts are being written, the station avails will be revised.

representative armed with electronic processed data, would be in a position to demonstrate the need for market lists to be extended, why one market compared to another may be better for a product or why a combination of markets may be better than others. He said the firm would be able to show "advertisers the greater value of spot broadcasting over print media."

**Sales Data Analyses** — Mr. Reed, president of H-R Representatives, saw the computer as a source of more complete analyses of sales data and in terms of determining request percentages for a year and month as against past periods and the percentage of orders as against submissions.

In a matter of minutes, he said, the rep will be able to make sales forecasts and reports on revenue by share of market, while enabling the firm to handle central billing for stations (agencies will receive one bill).

Mr. Shurick asked other reps to take a careful look at H-R's concept and said his firm was encouraging the extension of electronic data processing throughout the representation business "so that we can further the efficiency and sales results of spot advertising" for advertisers and agencies.

Miss Gibson pointed out that 10 years ago when she joined H-R two people handled the supply of research and promotion material for stations, agencies and salesmen but that the 22-man team now "pushes hard to keep up with the demand" and saw the computer revolutionizing this capability by taking over "routine drudge work" and freeing people for creative assignments. At the same time, she said, the computer will enable the team to tackle important jobs considered "impractical" in the past.

Mr. Goldberg saw the computer's advantages in terms of effects in "inter-and-intra" market accumulation and a simplification of market lists as advertisers begin thinking of sales territory penetration by different market combi-

nations in place of standard metro areas or TV market areas.

**System's Innards** — In addition to the central processing unit, the card-reach-punch unit, and 600-line-a-minute printer, the transistorized system incorporates four magnetic tape drives, and two of IBM's new 1311 "disk storage drives." Both magnetic and disk storage components will be used for storage as well as for inserting and retrieving data from the central processing unit.

In an announcement of its computer concept, H-R assembled comments from several stations it represents as indicative of favorable response. Among the executives quoted: C. Wrede Peters-

myer, president of Corinthian Broadcasting Corp. and Don Kearney, Corinthian's sales director; Ward D. Ingram, KTVU(TV) Oakland-San Francisco; Paul Peltason, KTVI(TV) St. Louis; Vance Eckersley, WTEV(TV) Providence, R.I.; Gordon Gray, WNTV(TV) Utica, N.Y., and George Kapel, WTOH-TV Toledo.

Norman E. Cash, president of Television Bureau of Advertising, in commenting on the move by the H-R companies, said it was significant "that the most modern medium, television, is embracing the most modern means of doing business." Mr. Cash stressed the speed computers will provide in serving clients, in increasing the rep's efficiency and reducing workloads.

## AGENCIES PRAISE H-R MOVE

### Pioneers in computer use hail company's plan as benefit to buyers and sellers of spot

The decision of the H-R companies to install a computer system is regarded by media executives at three major advertising agencies as a step forward and of promising benefit to the buyer as well as to the seller of spot.

The agencies—Young & Rubicam, BBDO and Leo Burnett—have been in the fore among agencies developing their own computer systems as aids to the media function.

H-R received formal reaction from Joseph St. Georges, vice president, manager and director of computer application at Y&R; Herb Maneloveg, vice president and media director of BBDO, and Dr. Seymour Banks, vice president of Leo Burnett.

Mr. St. Georges said he was "encouraged" by the development, felt it was a "sound business venture" and intimated that others in advertising, including more agencies, should enter into computer activity. Both Mr. Maneloveg and Dr. Banks noted that computer usage in the field would be "good"

for the business of advertising placement.

Their statements in part:

**Mr. St. Georges:** "When efforts in this area are limited to just a few agencies, the dollars available are restricted, and equally serious, so are the number of talented people working on computer problems.

"... One of the most difficult problems we've had to face in this area has been the acute shortage of people who understand both computers and advertising. The fact that H-R will be adding to the industry's talent pool, particularly in the area of individuals who understand the complex problems of spot broadcasting, is very reassuring. For example, one of the problems which has not been completely resolved, due to its complexities, is the storage of rate card data. Hopefully, H-R's developmental work in this important area will result in a breakthrough.

"... There can be no question that H-R will make advances that will bene-



Dr. Banks

Mr. Maneloveg

Mr. St. Georges

fit all of us. We hope that other rep firms will follow suit. The potential for combining agency use of computers in processing spot availabilities and purchases with computer programs operated by rep firms would appear to be almost limitless. The results should be greater efficiency, greater accuracy, and very importantly, greater speed in processing that highly perishable commodity—spot availabilities.”

**Mr. Maneloveg:** “Too much emphasis has been put on the computer, rather than its uses. H-R computer usage should prove that electronic data processing is as important to the seller as it is to the buyer.

“Computerizing is good, sound business practice. H-R, in providing the

agencies with the most accurate, up-to-date availabilities, coupled with the most complete data available on its stations, will free BBDO buyers to consider rather than calculate; and it will allow H-R salesmen to paint the broader spectrum of the non-quantitative aspects of the H-R station.

“In five years, computer usage will be as common to good business as the typewriter. Naturally, the new inventive leaders in the field will receive, as we did, negative reactions from their competitors at the outset. But, taking pot shots at innovation has always been a popular pastime; after all, it keeps you securely fastened to the past.”

**Dr. Banks:** “This is obviously the most significant step forward in broad-

cast data processing since computers were introduced into the advertising business by those of us who have pioneered in the field.

“We have been waiting for support from the spot representative industry, and H-R’s announcement is naturally good news. The addition of another member to the electronic data processing ranks—particularly one from the other side of the street—is an important breakthrough. Hopefully, it will only be a matter of time until we will be efficiently and effectively computerized on an industry-wide scale.

“The application of data processing is as perfectly natural and necessary to the future growth and well-being of the representative, as well as the stations it represents, as it is to the advertising agency. Currently, the whole subject continues to be one of substantial debate by some who have either failed to thoroughly investigate it in full perspective, or simply have not wished to. Just the same, the handwriting on the wall is clearly legible.

“The reason why this computer work is so important is not merely to save paperwork—although this is obviously important. The real value to clients is that we’re regarding media as the means of reaching pre-designated marketing targets. We want to make clear that while we are interested in the markets made up by the viewers of TV programs, with data in considerable detail, this does not complete the picture.

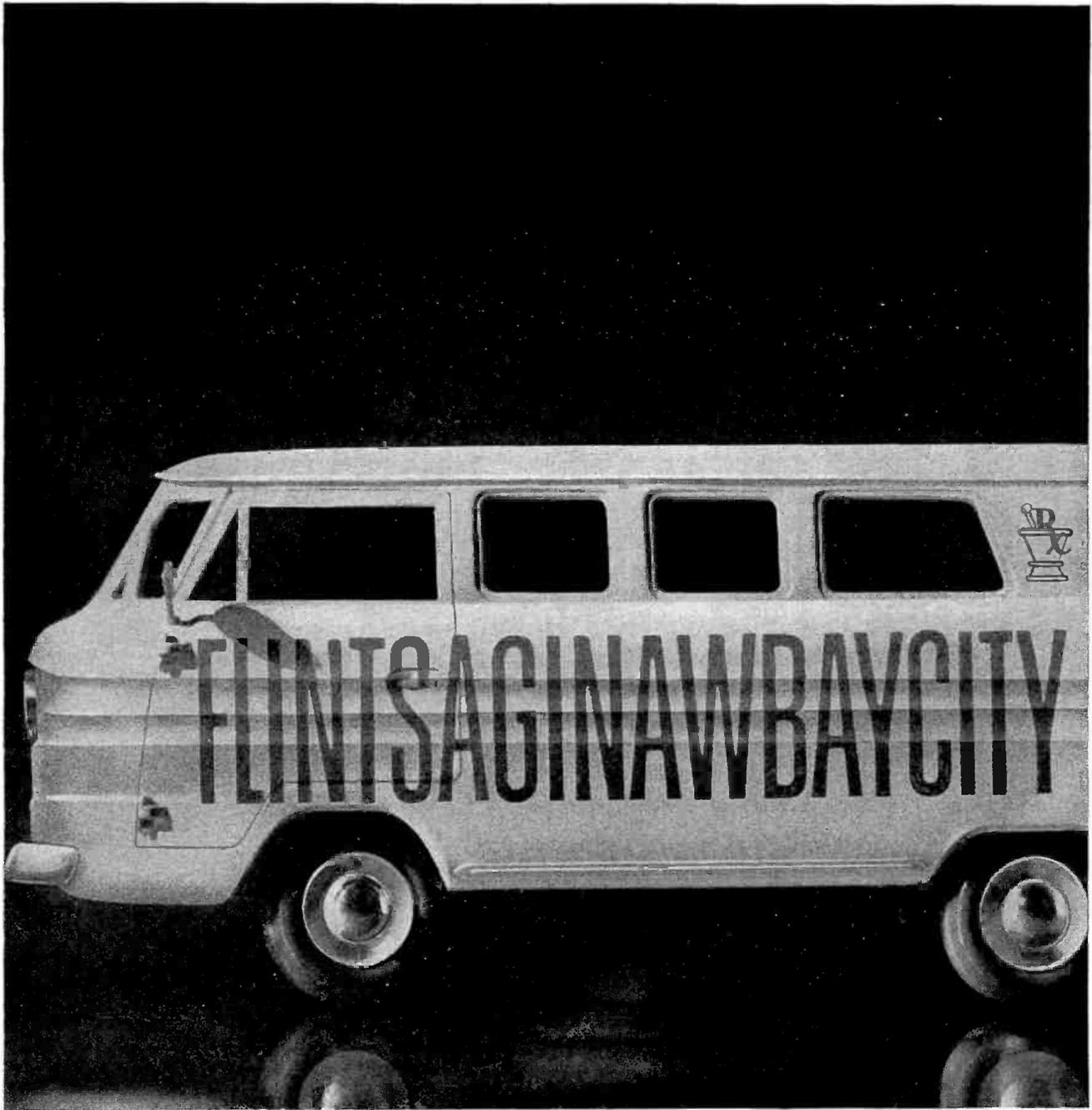
“Once freed of the necessity for looking up figures and multiplying and dividing them, the agency timebuyers and the station representatives will be free to devote themselves to a discussion of the emotional values of the programs, listeners’ respect and response to station personalities, etc.; in other words, the vital information we have not utilized as much as we would prefer because we were drowned in paperwork.

“Those who take a position of leadership in data processing quite frankly take some knocks doing so. That’s the price of pioneering. But they will also be the first to realize the full benefits accruing from it. The plans which H-R is outlining for its system will substantially benefit both the H-R companies and their stations, and more important, it will benefit the entire industry. The application of the equipment to the processing of availabilities alone should be worth the price of admission. We look forward to the exchange of information, because eventually, I think it’s very reasonable to assume that the rep and the agency will directly tie-in into one another’s installations in this and other areas. When we do arrive at that point, it will be through the pioneering reports of those such as H-R.”

*wtcn Radio offers the most efficient daytime ADULT listener buy in the Twin Cities market—nine a.m.-noon \$1.13 CPM; noon-three p.m. \$1.38.\**

*As a matter of fact, wtcn offers the best buy in the market—ALL ages—during these daytime hours. Call your nearest Katz office for details.*

\*—Source SRDS—January-February 1963 Pulse.



## You're writing up \$37 million in drug sales when you write it down like this

And you're writing "37th metropolitan television market" when you spell it out like that.

For when our transmitter goes on, Flint, Saginaw and Bay City all come together as a single advertising buy. But it's not simply this that makes metropolitan FLINTSAGINAWBAYCITY so impressive for advertisers. It's also that each household in this market spends

about \$275 more every year than the national average on retail goods. And that can add up to a lot of purchases at the corner drugstore.

Get the prescription for increased sales from Harrington, Righter & Parsons. Ring them up and ask for FLINTSAGINAWBAYCITY. WJRT/Channel 12/ABC Primary/Division: The Goodwill Stations, Inc.

# WJRT

# SRDS-Data Inc. moves into computer age

## NEW OPERATION WILL LINK AGENCIES VIA TELETYPE

An additional step into the computer age in advertising was unveiled last week by SRDS-Data Inc., New York, the research and data processing subsidiary of Standard Rate and Data Service Inc.

SRDS-Data demonstrated a data communications system which links a computer to a nationwide teletype network to permit agencies anywhere in the country to obtain immediate media, market research and other information.

Heart of the system is a Honeywell

400 computer.

The new service is called "Consumer-Audience Profile Service," combining research data on the buying habits of media audiences with published media rates.

Various analyses were shown along with an actual transmission of a request for data (spot TV budget estimates as well as cost efficiency breakouts on combination spot buys).

Herbert Zeltner, senior vice president and media director of Lennen & New-

ell, New York, took part in a demonstration of the use of the computer system for spot television. An associate at Lennen & Newell, located some distance away, requested coded information directly from the computer over the teletype network. The computer located and processed the information in about 15 seconds.

Also shown were high-speed computation of pertinent rate information and a print-out of a complete cost breakdown for each spot TV schedule.

In addition to L&N, Doyle Dane Bernbach and Geyer, Morey, Ballard are agency clients using the new service.

## PROGRAMING

# First-run features for TV planned

## NBC-TV AND MCA WOULD SHOW FILMS ON TV FIRST, THEN IN THEATERS

NBC and MCA Inc. are collaborating on a far-flung TV project under which first-run feature films would be exhibited initially in the United States on NBC-TV and subsequently in theaters here.

The target date for this venture is the fall of 1964. Another significant aspect is that the feature films would

be released for showing in theaters in foreign countries at the same time they are being shown on TV in the U. S. They would be shown in U. S. theaters on a second-run basis, a radical departure in the marketing of feature films.

Neither NBC nor MCA made an official announcement of this project,

but a network executive confirmed last week that the venture is "taking shape" and the details of a proposed agreement will be revealed shortly. Present plans are to schedule a feature film produced by Universal Pictures, on NBC-TV each week in prime time during the 1964-65 season. Universal is a subsidiary of Decca Records, of which MCA is the controlling stockholder.

The NBC executive would not discuss the budgets for each feature or the types of films that might be produced. He pointed out this project is "extraordinary" and the stage of development at present is "still embryonic."

He reported that the concept of producing features for TV exposure initially has been discussed over the past two years by Robert Kintner, NBC president, and Lew Wasserman, MCA president. Mr. Kintner has been in the vanguard of advancing the proposal.

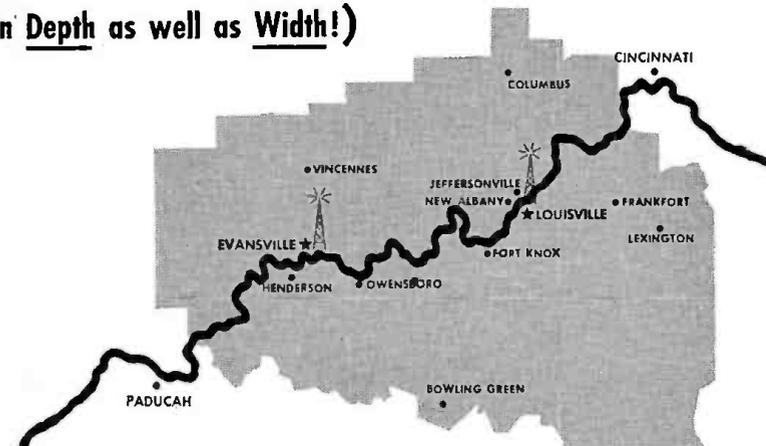
**Modest Budgets** ■ It was believed that the proposed features, two hours in length, will be made on budgets that are considered modest in motion picture terms. It is probable that performers who have made their mark in TV but are not regarded as "stars" in the picture industry will be utilized. In this connection, it was pointed out, MCA recently announced a new talent program under which it signed more than 30 young performers to be used by Revue Studios in TV programs and by Universal Pictures in features.

One knowledgeable motion picture source said that it is conceivable that a feature could be produced for \$600,000 to \$800,000. On that budget it could make a profit from first-run TV and overseas theater exposure and second-run presentation in theaters here. He stressed that many features shown

## WAVE-TV and WFIE-TV

### Cover 383.1 miles of the Ohio River Valley!

(in Depth as well as Width!)



**WAVE-TV, Louisville**  
**WFIE-TV, Evansville**  
**WAVE Radio, Louisville**  
**WFRV(TV), Green Bay**

**ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY**

INITIAL APPLICATION

CBC

USES

"T-1"

USS

T-1

A441

A36

AND

A7

STEELS  
FOR

FM

VHF

AND

UHF

TV

TOWER

On top of Mt. Royal in Montreal, the Canadian Broadcasting Company is building a communications tower to support what is believed to be one of the most complex antenna systems in the world . . . to say nothing of the initials involved.

It will meet the needs of five TV stations operating at maximum power, six FM stations, 18 VHF and UHF communications channels, and several microwave and miscellaneous channels. The 294-foot tower is the first application in a free-standing structure of the new USS "T-1" and "T-1" type A Steel quenched and tempered rolled structural shapes, plus three other USS structural steels, A441, A36, and A7.

These USS Steels have tensile strengths ranging from 33,000 to 100,000 psi, and possess individual physical properties that make each best suited for certain applications. By combining these different steels, using the properties and strength levels of each to best advantage in various parts of the tower, the designers were able to reduce the weight of the tower and cut fabrication and construction costs. This "combination of steels" concept is a new design idea that is gaining rapid acceptance in the construction of bridges, buildings and equipment. It permits stronger construction, frequently at less cost. It's a good example of the way new ideas and new and better products from U. S. Steel are being put to use throughout America to improve all types of structures and equipment and make the dollars spent for them go farther. USS and "T-1" are registered trademarks.

United States Steel 

## 'Ringo' making appearance on WFIL-TV

The latest in a series of attempts to bring a bingo-type game to U. S. television is underway in Philadelphia over WFIL-TV. The program, *Ringo*, has been carried on an experimental basis each weekday (11-11:30 a.m.) since March 18, and the station has been sufficiently impressed to sign for a 13-week renewal, effective today (June 17).

Negotiations now are being completed to place *Ringo* in four other major markets by this fall. An announcement of details is expected within a few weeks.

The program made its debut in Canada in five major markets almost two years ago and is still on the air there. *Ringo's* producers, Leland

Publishing Co. Ltd.-Group Four Productions, Toronto, claims it has licked a problem that has plagued other bingo-type shows—the jamming of telephone lines to stations by viewers anticipating a winning number. The solution: the telephone number is changed frequently during the program so that the player cannot dial *before* a potential winning number is called.

The producer franchises the live show on an exclusive basis in a market, supplying instructions, electronic equipment and supervisory personnel. The cost to the station is said to be modest. Leland Publishing-Group Four makes its money on playing cards sold in area supermarkets.

in the U. S. are made for \$1 million or less but the public is made aware primarily of the expensively made productions.

Until two years ago, the showing of feature films on TV was restricted to local TV stations, except for occasional special films. In September 1961, NBC-TV introduced features on a network schedule in prime time, followed by ABC-TV in April 1962. This past winter, NBC-TV added a second feature film program and will continue with both these movie programs during 1963-64. On the other hand, ABC-TV has no plans to show feature films on the network next season.

Other networks declined to comment on the NBC move, but indicated there would be no interest in emulating NBC.

## Loser to Von Nardroff belatedly seeks damages

Old scandals never die, and they don't even seem to fade away very gracefully.

A suit seeking damages of over \$500,000 was filed in the New York State Supreme Court last week by Joseph L. Morrison, one of the contestants on the rigged quiz show *Twenty-One*. He alleged that his opponent on the show, Elfrida Von Nardroff, who eventually amassed winnings totaling \$220,500, was given advance answers to questions, hampering Mr. Morrison's chances of winning. The suit named as defendants Mrs. Von Nardroff, NBC, Barry-Enright Productions and the producers of the show.

Last week's court action comes in the midst of FCC contemplation of renewal of the license of WGMA Hollywood, Fla. (BROADCASTING, May 6, AT DEADLINE, June 10). The character qualifications of Jack Barry and Dan Enright,

who own the station, is the question in the renewal proceedings.

Mr. Morrison, an associate professor of journalism at the University of North Carolina, was paid \$1,500 for his part in *Twenty-One*.

## TV show based on 'Life' issue to be on NBC-TV

A 90-minute show that will be based on the year-end "double issue" of *Life* magazine and devoted to the motion picture field will be on NBC-TV, March 20 (9:30-11 p.m.). The program will be produced by Sextant Inc., New York, in association with the editors of *Life*.

Sponsorship also has been arranged for *Inside the Movie Kingdom—1964*. Advertisers are Colgate-Palmolive Co., the Best Foods division of Corn Products Co. and P. Lorillard Co., all represented by Lennen & Newell, New York.

Sextant, an independent TV and motion picture production company, has an exclusive arrangement with *Life* that gives the company access to stories, story and film materials and sources and staff in exchange for a share in profits. *Life* also provides pre-sell and promotion.

The production company next spring will start filming "Young Cassidy," based on the autobiography of Sean O'Casey, as a motion picture. Sextant has completed 26 episodes of *FDR* for ABC-TV. Principals of the firm are Robert D. Graff, president; Robert Emmett Ginna and Milton A. Fruchtman, both vice presidents.

The double-issue of *Life* at the end of the year will be devoted to the world of motion pictures. Mr. Fruchtman will produce the special.

## Liebman to produce syndicated series

With Max Liebman signed as producer, Harold Goldman, a founder of National Telefilm Associates and Hank Saperstein, motion picture and television packager-distributor, have joined forces to produce and syndicate a series of 39 90-minute programs titled *This Is Vaudeville*. The series will be sold in individual markets and is being produced specifically for Saturday night late showing.

The youth fund of the American Guild of Variety Artists will participate in the series which will enjoy the full cooperation of AGVA in terms of production, Messrs. Saperstein and Goldman revealed. First segment of the series is currently being taped at MGM Teledios in New York. Larry Peerce is directing for producer Liebman, with Bernie Green as musical director. Among acts to be featured in the initial segment are Gene Krupa, Frank d'Rone, Willa Jackson, Steiner Brothers and Rosetta Shaw.

A talent pool of 90 acts have already been lined up with 500 acts to be employed during the first season's output. An average of 10 to 12 acts will be needed for each program according to the producers. A majority of the shows will be taped in New York and the remainder in Hollywood.

Messrs. Saperstein and Goldman are currently partners in the syndication of four TV series, *Racket Squad*, *Telephone Time*, *Passport to Danger* and *Code Three*.

## Mars to syndicate Veeck radio show

Mars Broadcasting Inc., Stamford, Conn., announced last week it has purchased a new radio sports show, *On Deck With Bill Veeck*, for \$100,000 from the sports personality and his associates and will syndicate the package nationally with a July 15 starting date.

The programs will star Mr. Veeck, former owner of the Chicago White Sox and syndicated columnist, who will comment on all sports as well as topical current events. Each program runs 1 minute 20 seconds. The package includes up to 10 programs daily, five days a week.

Mr. Veeck's associates include Chicago public relations counselor Aaron Cushman and Harriet (Sis) Atlass, daughter of the late H. Leslie Atlass, former CBS vice president there. Mars Broadcasting's other properties include Demand Radio, *Fun Test*, *Star Test* and the recently introduced *Dick Clark Show*.

# What Station Men are saying about THE RCA "TRAVELING WAVE" ANTENNA

**At WMTW-TV, Poland Springs, Me.  
Parker Vincent, Chief Engineer, says:**

"We decided on our Travelling Wave TV Antenna for the specific purpose of operation under the severe icing conditions we encounter on Mt. Washington (N.H.). We could not operate without it. Aside from the special properties of strength and ability to operate within a radome, the field of the antenna is very uniform."

**At KROC-TV, Rochester, Minn.**

**Robert W. Cross, Chief Engineer, says:**

"During installation and erection of our Travelling Wave Antenna, I was most favorably impressed with the mechanical simplicity and ease of assembly. Subsequent electrical check-out of the antenna and its 1300-ft. transmission line proved it to have the lowest VSWR of any system encountered."

**At KTSM-TV, El Paso, Texas  
Karl O. Wyler, President, says:**

"I believe that KTSM-TV was one of the first stations to order the RCA Travelling Wave Antenna. It has been in service on Range Peak since December 1959, and we are completely pleased with its performance. We like it because there is practically no maintenance, no bolts to tighten, and fewer inspections. Overall efficiency is very good."

**At WLOS-TV, Asheville, Greenville, Spartansburg  
Mitchell Wolfson, President, says:**

"WLOS-TV is extremely well satisfied with the Travelling Wave Antenna installation. Physical and electrical advantages met every promise and the increased signal strength throughout the station's 82-county, 6 state area exceeded all expectations."

**At KGIN-TV, Grand Island, Nebraska**

**D. Raymond Taylor, Chief Engineer, says:**

"Field strength measurements show that the signal far exceeds the predictions of the FCC 50/50 Field Strength Curve. Reports from viewers on the fringe area substantiate these measurements. The standing wave ratio is very good and no ghosting is present."

**At KOAM-TV, Pittsburg, Kansas  
Leo S. Stafford, Chief Engineer, says:**

"I have viewed KOAM-TV from some 85 miles away and was amazed at the picture quality. The antenna has increased our area coverage by 63 percent, while at the same time it gives us 316 ERP on less transmitter power. This reduces primary power requirements and increases tube life."



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KOAM	WKBT	WAFB	WCBB	KGIN	KFVS	KOVR
WNAC	WMTW	WWTW	WIS	WBAL	KNMT	KSOO
WPBN	WOOD		WLBN	WLWA	KTVH	WGAN
WTRF	WQAD		WPTT		KVAR	WIBW
WXYZ	WXGA				WEAT	WJZ
					WMEB	WLOS
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						WOOD

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The Most Trusted Name in Television

# SAG wants pay TV clause in screen contract

## WOULD REOPEN SUBJECT WHEN MEDIUM BECOMES REALITY

Officials of the Screen Actors Guild are adamant in their demand that a pay television clause be written into their new contract with the Association of Motion Picture Producers. They told a membership meeting on June 9 at the Hollywood Palladium that after a searching investigation, they are convinced that guild negotiators must insist in current negotiations on a protection clause and the right to reopen the subject when pay TV becomes reality.

President George Chandler, in making a report on current negotiations, asked the guild membership to give full support in two key measures:

"1. The contract to provide that the producer give SAG the right to negotiate basic terms of employment for actors in a picture aimed primarily at the pay TV market—before any actor is employed in such a picture—and that the guild shall have the right to withhold the services of its members from any producer who does not negotiate before hiring actors for a picture made primarily for pay TV.

"2. If after the present experimental era pay television is ended and commercial pay television has arrived, any

theatrical picture made after Jan. 31, 1963, is released to pay television, the guild shall have the right to reopen its entire contract for the purpose of negotiating compensation for pay TV, and failing agreement, to strike if necessary."

Members were told that SAG and AMPP have agreed on a "non-discrimination" clause in the new contract; also that 3% of the 5% now contributed by producers to the pension and health-welfare fund henceforth go to the pension plan. SAG hopes to increase the amount of pensions paid and reduce qualifying standards so that more members may be eligible. There will be other modifications in the contract, tightening provisions for collection of pension and welfare payments. SAG, in its new contract with producers, wants talent credits listed at the end of each picture. AMPP has not agreed to this.

## AFM convention hears progress report

A progress report given to members of the American Federation of Musicians' convention in Miami last week reveals that virtually every significant

TV producer today is party to an agreement that the soundtrack for domestically produced films shall be originated by live musicians in the U. S. and Canada.

President Herman Kenin also told the union's 66th annual convention that the AFM has obtained increases in wages and fringe benefits in the fields of TV film production in agreements with networks and producers and in radio and TV film commercials under agreements with advertising agencies and their clients.

He also reported that the union operated "in the black" in 1962, and noted that its comparatively new pension fund has grown to \$6.5 million.

Re-elected as AFM officers were Mr. Kenin; George Clancy, treasurer, and Stanley Ballard, secretary.

## Writers win decision in Universal case

Writers Guild of America, West, won a sweeping arbitration decision June 10 in its dispute with Universal Pictures over a contract signed in 1960 on payments to writers for work on theatrical films sold to television.

The dispute agreement provides for a percentage of the gross for writers of post-1948 motion pictures sold to free TV and pay TV. It was signed when Universal withdrew from the Association of Motion Picture Producers during the long writers-actors strike which hit all the major companies in January 1960. Universal, at that time, independently signed an agreement with both WGAW and the Screen Actors Guild.

The three-man panel assigned as arbitrators ruled 2-1 that the separate agreement which runs to February 1965 must remain in force and that Universal had elected in February 1960 to keep its own pact and not take the "favored nation" clause of the contract it had signed; that it had made its decision to keep the contract instead of taking one similar to that signed in June of that year by the guild and major studios.

The "favored nation" clause provided that Universal could go along with the same kind of agreement signed by the other majors when they and the guild eventually reached agreement.

Under the Universal contract writers will get a percentage of the gross receipts of post-1948 pictures going to free TV and pay TV. The agreement gives it 1.2% of the gross or 2% of 60%, the latter allowing for distribution costs and other expenses.

The WGAW contract with other studios calls for a percentage of the take only of post-1960 movies going to TV. Under the Universal agreement, writers' minimums are higher in comparison



## IN A ROW FOR CHANNEL 4 KTIV-SIOUX CITY!

From the ARB Area Study for the Fall of 1958, to the latest for the Spring of 1963, KTIV has been first. That makes ten in a row! This continuing audience loyalty, plus proven sales ability makes KTIV the best station for your Siouxland schedule. Here are the figures that prove your message is delivered at lowest cost per thousand on KTIV:

Station Average Homes Reached  
(ARB Mar-April '63)  
All shows Monday through Sunday

	KTIV	Sta. B
6 p.m. to 10 p.m.	40,700	28,900
10 p.m. to midnight	19,900	14,900
6 p.m. to midnight	33,900	24,300
9 a.m. to midnight	19,700	17,300



NBC • ABC  
Sioux City, Iowa

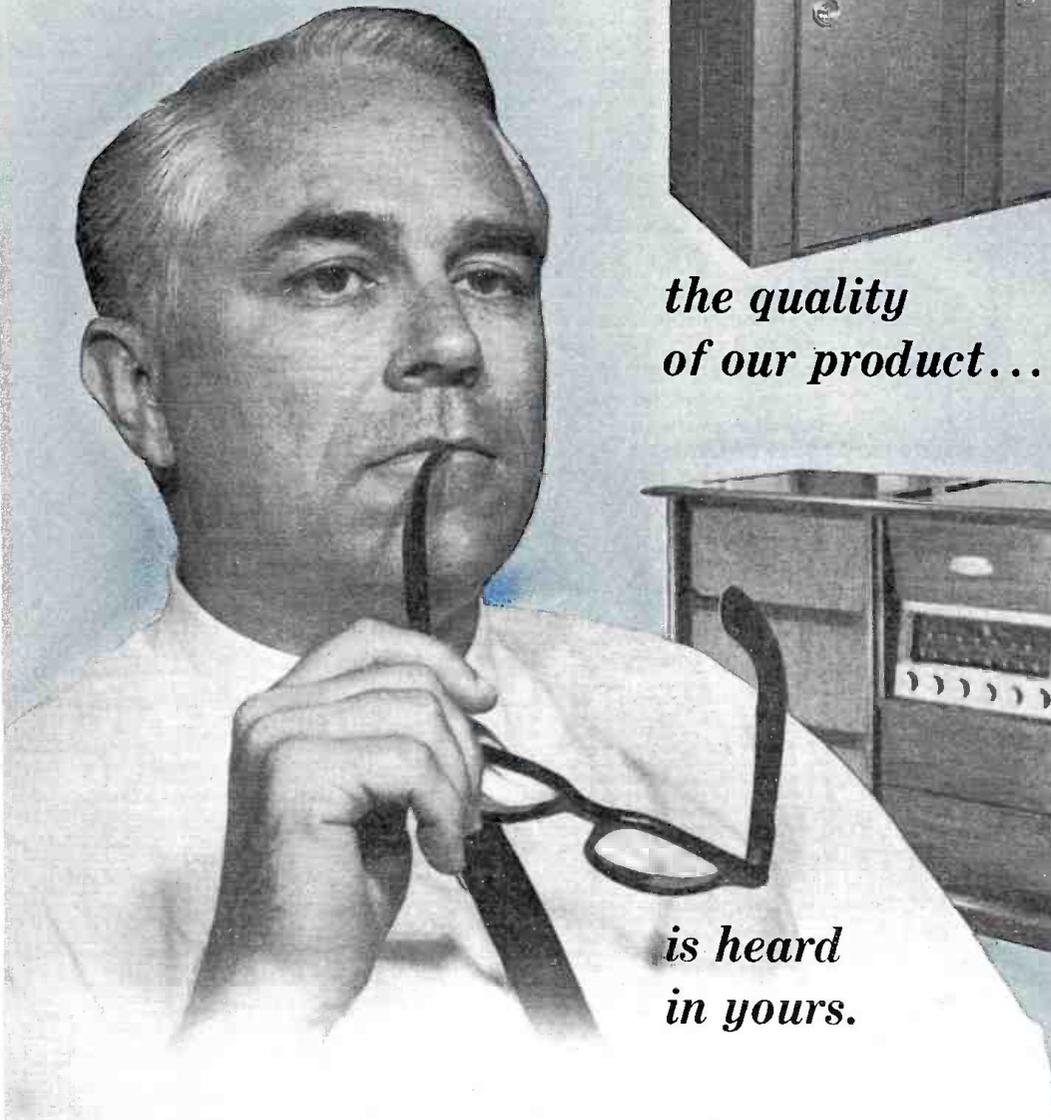
NATIONAL REPRESENTATIVE:  
George P. Hollingbery Co.

REGIONAL REPRESENTATIVES:  
Harry S. Hyett Co., Minneapolis  
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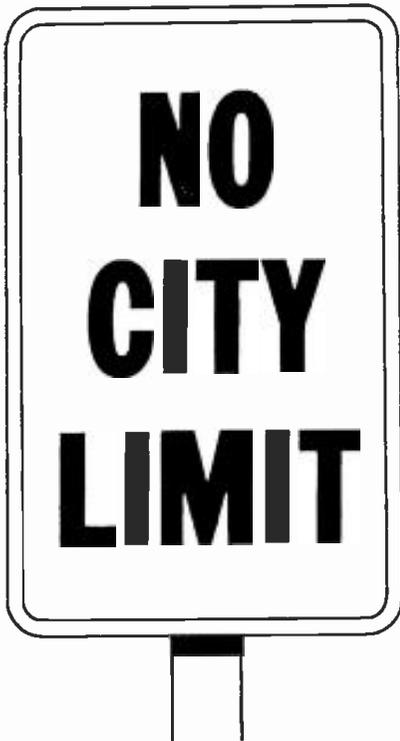
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So call the WLW-I Man! You'll be glad you did!

**WLW-I**  
INDIANAPOLIS



WLW-C WLW-D WLW-T WLW  
Columbus Dayton Cincinnati Radio  
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with other theatrical film contracts, it was pointed out. When working there writers fall under provisions of the old motion picture industry pension plan rather than under the separate writer-producer pension plan.

The arbitration board, which took the case under a federal court order, consisted of Lester Roth, impartial participant; Paul Selvin, named by WGAW and Frank Ferguson, named by Universal, with the latter dissenting. The arbitration panel had been in session for about three months.

### Joe Louis TV biography planned by Metropolitan

WNEW-TV New York will present a two-hour biography of former heavyweight boxing champion Joe Louis Sunday, July 21 (9-11 p.m. EDT) and will repeat the show July 22 (8-10 p.m. EDT), the evening of the heavyweight title fight between champion Sonny Liston and Floyd Patterson.

The biography, entitled *In This Corner—Joe Louis*, will also appear on Metropolitan Broadcasting's other TV stations—WTTG Washington; WTVH Peoria and WTVF Decatur, both Illinois; KOVR Stockton, Calif.; KTTV Los Angeles, and KMBC-TV Kansas City, Mo.

The program will feature films of various Louis fights, still photos of all the boxers he fought and guest appearances from Mr. Louis and other former heavyweight fighters.

### Space shots help sell UAA's science features

A United Artists Associated package of 60 science features has been sold to 31 TV stations in the first month of selling. And Erwin H. Ezzes, executive vice president of UAA, says the focus on scientific and technical developments, notably in space achievements, is largely responsible.

Among the stations buying the package are WNBQ-TV Chicago; WAGA-TV Atlanta; WTCN-TV Minneapolis; WIIC (TV) Pittsburgh; WOKR-TV Rochester, N. Y.; WPRO-TV Providence, R. I.; WDSU-TV New Orleans; WFAA-TV Dallas; KTRK-TV Houston, and KOTV-TV Tulsa, Okla.

### Over 40 news specials set

NBC-TV's news and information programming for 1963-64 season will include over 40 hour-length nighttime specials covering topical events as well as varied educational subjects.

In an announcement last week, William R. McAndrew, executive vice president, NBC News, said these would be in addition to NBC *Special News Reports* and *Instant Specials*.

### Film sales . . .

*Adventures in Paradise* (20th Century-Fox TV): Sold to WTTV-TV (TV) Bloomington - Indianapolis; WNYS-TV Syracuse, N. Y.; KATV-TV Little Rock, Ark.; WSTV-TV Steubenville, Ohio and WAST-TV Albany. Now sold in 68 markets. Sales on series now total \$3 million with one-third of revenue from foreign markets.

*Science Fiction Features* (Allied Artists TV): Sold to KGNC-TV Amarillo, Tex.; WSB-TV Atlanta; WMAR-TV Baltimore; KBMT-TV Beaumont, Tex.; WNAC-TV Boston; KBOI-TV Boise, Idaho; WTVG-TV Chattanooga; WKRC-TV Cincinnati; KKTU-TV Colorado Springs; WSJV-TV Elkhart-South Bend, Ind.; KEZI-TV Eugene, Ore.; WIIC-TV Pittsburgh; KATU-TV Portland, Ore.; WREX-TV Rockford, Ill. and KIRO-TV Seattle. Now sold in 90 markets.

*Bomba The Jungle Boy* (Allied Artists TV): Sold to WSB-TV Atlanta; WMAR-TV Baltimore; KBMT-TV Beaumont, Tex.; WNAC-TV Boston; WANE-TV Fort Wayne, Ind.; WKBT-TV La Crosse, Wis.; KATU-TV Portland, Ore.; KWTU-TV Oklahoma City and WHEC-TV Rochester, N. Y. Now sold in 79 markets.

### ASCAP members suing KSGM

The American Society of Composers, Authors and Publishers announced last week that 19 members have filed suit in the U. S. District Court at Ste. Genevieve, Mo., for copyright infringement against Elmer L. Donze and Donze Enterprises Inc., which operates KSGM Ste. Genevieve. Plaintiffs allege that their 26 copyrighted songs were performed by the radio station without authorization. Plaintiffs are seeking an injunction and damages of at least \$250 for each unauthorized performance, plus costs and attorney's fees.

### Program notes . . .

**Maharis kept from TV** ■ Actor George Maharis, who was scheduled to make his return to TV on CBS-TV's *The Ed Sullivan Show* yesterday (June 16), did not appear because of a legal action. Lancer Productions, which states it has Mr. Maharis under contract for the *Route 66* TV series, filed a motion for an injunction in New York State Su-

SEE page 103 for  
a POWERFUL  
wDAM Story!



preme Court to prevent the performer from working for any other company except Lancer. An answer to the motion is returnable by June 20.

**Two stations buy Dick Clark** ■ Mars Broadcasting Inc., Stamford, Conn., reports that two additional stations, wcvb Springfield, Ill., and wbow Terre Haute, Ind., have bought the *Dick Clark Radio Show*. The two-hour, daily syndicated program now is sold in 39 markets.

**Big fight on pay TV** ■ RKO General Phonevision Co. reports it has made arrangements to telecast the championship bout between Sonny Liston and Floyd Patterson over the company-owned subscription TV system in Hartford, Conn., on July 22. The rematch will be "blacked out" on commercial TV throughout the U. S.

**Comedian signed** ■ Dick Van Dyke, TV performer, has been signed by Master Artists Corp. of Hollywood to star in a series of 10-minute comedy shows on radio. In addition to *Here's Dick Van Dyke*, Master Artists has signed Louis Nye, Peter Lorre, Jimmie Rodgers, Mel Torme and Liberace for its *Golden Age of Radio* series.

**Pilot for CBS-TV** ■ Talks are underway between CBS-TV and Goodson-Tod-

man Productions regarding a pilot film for a proposed 1964-65 situation comedy series, *Halfway House*. Scripts are being prepared by Elaine May, based on an idea by Harold M. Austin, Goodson-Todman vice president.

**New role for 'Chester'** ■ NBC-TV reports that Dennis Weaver, "Chester" of the *Gunsmoke* series, has been signed to star in the pilot of a new series titled *Kentucky's Kid*. The series will be the first venture of Felix Jackson since his promotion to vice president, NBC Productions, last month. The new series centers around a retired horse trainer and a Chinese boy.

**UA-TV pilot for CBS-TV** ■ United Artists Television and Rock Pony Productions will co-produce a pilot film for CBS-TV based on the life of a free lance journalist. Filming begins next month in New York City with tentative presentation planned for the 1964-65 season. Arthur Hill has signed to play the main character, a "new breed journalist."

**Second time around** ■ National Telefilm Associates has put the last two series of *The Third Man* into rerun distribution, with WABC-TV New York and KABC-TV Los Angeles among the stations now broadcasting the series for

the second time. The series was sold in 146 markets for its first run, with Anheuser-Busch Brewing Co. sponsoring it in 80 cities for Budweiser.

**New films added** ■ Showcorporation has added six new films, five of them in color, to its *New Million Dollar Movies* series. The new color shows are "Mutiny," "Drums in the Deep South," "Carnival Story," "Gorgo" and "The Brave One." The new additions bring the series' roster to 42 films, 27 of which are in color.

## Ziv-UA studio sold for \$1 million

At a price of approximately \$1 million, the four acre Ziv-United Artists studios lot at Santa Monica Boulevard, and Fuller Street in Hollywood, was sold last week to Ellis and Selden Ringer, investors. Adjacent to the Goldwyn Studios, the property will be razed shortly and a modern shopping center erected. Including property, the overall investment will be in the neighborhood of \$4 million dollars, Selden Ringer said.

The property had been under long time lease to Ziv-TV, but subsequently United Artists absorbed the TV production firm and a policy change was made. Ziv withdrew from production with UA-TV expanding on an independent basis under the United Artists banner. UA had but recently acquired the acreage, although it had never actually been interested in owning the property. It had been acquired because of the Ziv lease.

This is the second Hollywood area studio lot to change hands in recent weeks, the old Hal Roach studios in Culver City having been sold at auction.

## NBC-TV revamps its morning schedule

A reorganized weekday morning schedule for NBC-TV next fall was announced last week by Mort Werner, the network's programming vice president.

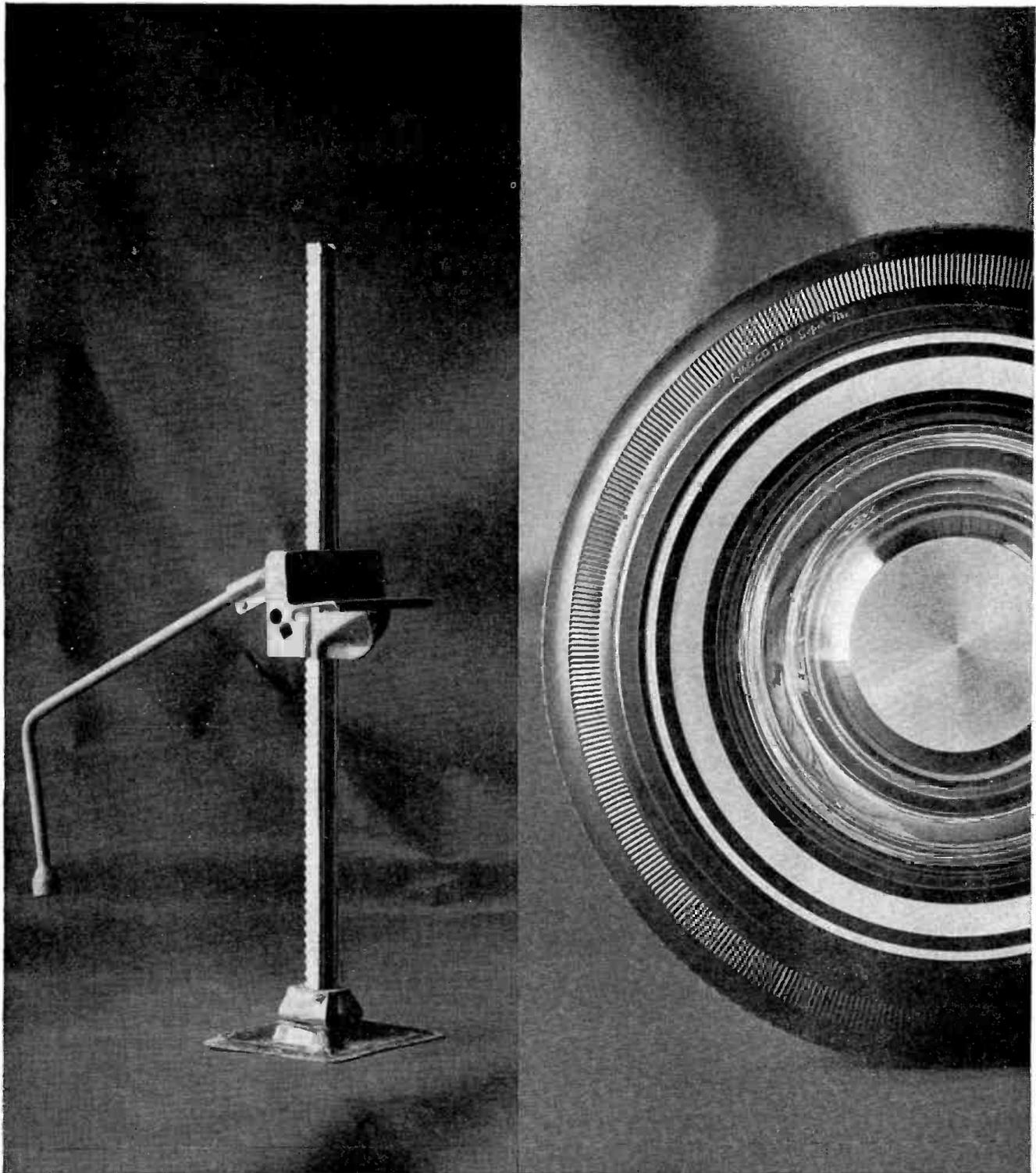
Among the changes is the return of Merv Griffin to the daytime schedule in an audience participation game show called *Shopping Spree*. Mr. Griffin, who had his own show on NBC-TV until last April, will be host of the new half-hour game show to be produced in color.

The Monday-Friday morning schedule (with starting dates): 10-10:25 *Say When*; 10:30-11 *Shopping Spree* (Sept. 30); 11-11:30 *Concentration* (replaces *Price Is Right*, Sept. 9); 11:30-12 *Missing Links* (Sept. 9).

*wtn Radio offers the most efficient daytime ADULT listener buy in the Twin Cities market—nine a.m.-noon \$1.13 CPM; noon-three p.m. \$1.38.\**

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\*—Source SRDS—January-February 1963 Pulse.



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***put this on your car.  
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# Congress trying to clear the air

## EQUAL TIME, 315, ENDORSEMENTS, PARTY FAVORITISM ON AGENDAS

The Congress and the FCC are taking advantage of the time between major elections to try to clear up some recurrent political broadcasting problems and to establish ground rules for 1964 contests.

Already the subject of one House hearing this spring, political broadcasting will be considered by the Senate Commerce Committee next week. Next month another House unit will go into a related area—political endorsements by licensees.

The House itself was scheduled to take up a resolution on Wednesday (June 19) which would suspend equal time requirements for presidential and vice presidential candidates in 1964.

Meanwhile, the FCC last week officially transmitted to the Senate Commerce Committee its report on 1962 political broadcasting activity (BROADCASTING, June 10).

And there were these other developments last week:

- Senator Vance Hartke (D-Ind.) reintroduced a bill to repeal Section 315.

- A top Republican leader told broadcasters that his party colleagues weren't getting a fair amount of exposure on national television public affairs programs.

- New York television stations answered a Democratic congressman's charge that his colleagues weren't getting a fair shake on shows featuring New York political figures.

**Rules Gives Okay** ■ The House Rules Committee last week cleared H.J. Res. 247—the equal time suspension proposal which would set up the same ground rules for the national races next year as prevailed in 1960—and sent it to the floor for an hour's debate with an "open rule." This means the resolution may be amended on the floor, something one of its key opponents hinted he will try to do.

Skillful and friendly handling of the legislation by Representative William H. Avery (R-Kan.), now a rules unit member but formerly on the Commerce Committee, smoothed its progress during a rules hearing Wednesday.

An ailing back also helped. Representative Clarence J. Brown (R-Ohio), ranking Republican on the rules committee and at times a bitter foe of legislation which would give broadcasters greater freedom in handling controversial matters, was hospitalized for observation in Washington the day be-

fore the hearing and was not present Wednesday.

Another break for the legislation was the absence of any witness to oppose it. None of the four congressmen who signed minority views against the suspension showed up to explain their position. (BROADCASTING, May 27).

Representative John Bell Williams (D-Miss.), one of the minority signatories, said Thursday (June 13) he would fight the suspension idea on the floor. "I'm going to do everything I can to kill it," he said.

A last-minute campaign to defeat the



Representative Avery  
Skillful handler

bill was launched at week's end by the American Civil Liberties Union, which opposed the legislation during a hearing in March.

In letters to all 435 members of the House, the union said, "We are unequivocally opposed to this measure because its effect will be to deny a hearing on the air to any minority parties which have legally qualified candidates for the presidency and vice presidency. . . The exact effect of the 1960 legislation. . ."

The ACLU urged Congress to consider instead its own proposal "of providing some time, although not necessarily equal time to all legally qualified candidates." If that's not adopted, the group proposes an amendment: ". . . a statutory requirement that some free time be accorded by the radio and TV networks and stations to all legally qualified candidates for public office."

Repeal "and not just suspension" is

the real goal of broadcasters, the union warned.

**Henry Is First** ■ The Senate Commerce Committee begins its consideration next week (June 26) by hearing FCC Chairman E. William Henry. The committee will have before it two proposals to suspend Section 315. One is similar to the House measure; the other would include congressional and gubernatorial races in a suspension of equal time requirements.

When the senators sit down to hear witnesses, however, they'll be armed with a stack of statistics on what happened in political broadcasting last year (see tables, page 60 and 61). Gathered from practically all licensees (5,274), the document brings together for the first time statistical data on political broadcasting unaffected by either a suspension of the section or a presidential contest.

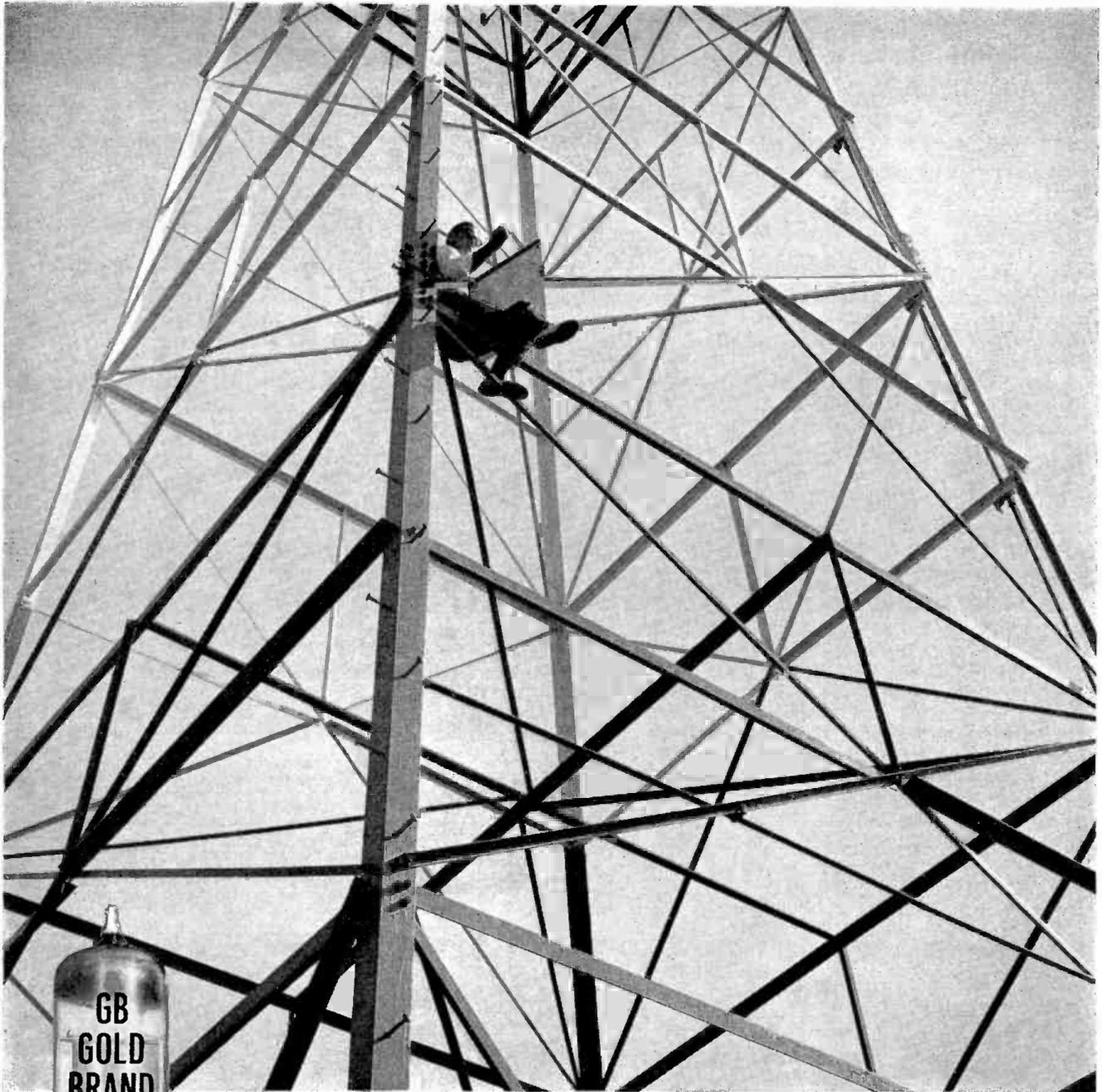
Aside from the campaign costs attributed to the electronic media (\$20 million), the survey shows what was spent in each state—and how. It also reveals information available before only in the form of estimates—how much free time broadcasters provided for political candidates. The figures show that almost 5,300 stations carried paid political broadcasts, but only about 1,200 donated time. "Only about half" of the TV stations (284) gave time, the FCC said, and less than one-third of the AM's (965).

**315 Repeal** ■ A member of the Senate commerce unit, Senator Hartke renewed his efforts to free broadcasters of equal time requirements by introducing S. 1696—a bill which would repeal Section 315. Offered unsuccessfully in the 87th Congress, the proposal is certain to be discussed in next week's hearing.

"The station operators' legal obligation to serve the public interest would continue to require presenting a fair cross-section of opinion in covering public affairs and controversial matters" if Section 315 were repealed, the senator commented.

"It is time we recognize maturity of the radio and television broadcasting industry and by repealing this provision, give it a vote of confidence," he said. Made available for other senators to co-sponsor, the bill had no additional supporters by Thursday (June 13).

**Too Few Republicans?** ■ Representative E. William Miller (R-N. Y.),



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chairman of the Republican National Committee, complained Monday (June 10) that Democrats appear two-to three-times as often as Republicans on national public affairs programs. So he asked broadcasters to do something about it—invite more and younger Republicans.

Speaking to the Georgia Association of Broadcasters convention (see page 128), Representative Miller said a GOP survey of guests on three network programs “disclosed a number of imbalances” between January 1962 and the middle of May this year. According to the survey:

- NBC’s *Meet the Press* offered “two spokesmen for the Kennedy administration or other members of the Democratic Party” for each Republican who appeared.

- ABC’s *Issues and Answers* gave

viewers one Republican for every “three spokesmen for the opposition.”

- CBS’s *Washington Conversation* (which went off the air last September) gave Democrats a two-to-one edge.

Representative Miller acknowledged that Democrats control the executive branch, have a majority in Congress and hold almost two-thirds of the governorships.

But he told BROADCASTING last week that during a similar period of the Eisenhower administration (January 1954 to mid-May 1955) the ratio was three-to-two for the party in power on *Meet the Press*, five-to-four on *Face the Nation* (CBS) and eleven-to-eight on *College News Conference* (ABC).

“. . . Broadcasters may have permitted themselves to be led by the nose by the print media [in seeking interviewees] . . . forgetting that television

exposure can build a political personality more rapidly and effectively than any amount of newspaper coverage,” the national chairman said.

He challenged broadcasters to “seek out some of the younger Republicans to tell our story for you.” Newspapers may follow this lead, he suggested.

**Democrats Gripe** ■ In the wake of a similar complaint from the other side (BROADCASTING, June 10), New York City TV stations reacted with disbelief and denials last week to claims made by Representative Hugh L. Carey (D-N. Y.) that the city’s Democrats in Congress are not getting equitable exposure on their hometown stations.

Representative Carey sent letters to six of the city’s TV stations requesting a “balanced presentation of issues” and asking that an “appropriate member of your staff” meet with a member of the

## How politicians spent \$20 million in 1962

The FCC’s breakdown of how \$20 million was spent on broadcasting time in 1962 elections not only shows how it was apportioned by party and state but also reflects appearances by candidates on programs with commercial sponsorship vs. those that were sustaining program and indicates the number of programs on which opposing candidates appeared together.

The commission’s survey of 1962 political activity in broadcasting is given for television, AM radio, FM stations associated with AM and independent FM stations.

An analysis of editorial endorsements of candidates in 1962 showed 148 stations took sides. Almost all who did said they had offered opportunities for “reply” statements.

The survey was contained in a

comprehensive statistical report on 1962 political broadcasting compiled by the FCC staff at the request of Senator John O. Pastore (D-R.I.), chairman of the Communications

Subcommittee of the Senate Commerce Committee (BROADCASTING, June 10). He had requested the material last fall for use as background information.

### What parties spent for radio-TV and where

	Total	Republican	Democratic	Other
Alabama	\$ 712,715	\$ 46,846	\$ 661,447	\$ 4,422
Alaska	136,734	75,539	60,397	808
Arizona	428,438	164,379	243,532	20,527
Arkansas	274,156	26,256	245,637	2,263
California	2,243,066	814,643	1,151,989	276,434
Colorado	212,205	117,759	89,339	5,057
Connecticut	236,728	115,365	117,538	3,825
Delaware	11,942	6,130	5,610	202
District of Columbia	144,347	27,959	115,704	684
Florida	671,494	79,481	574,060	17,953
Georgia	667,393	25,511	640,355	1,517
Hawaii	320,216	184,189	135,827	200
Idaho	170,713	94,442	75,440	831
Illinois	586,773	325,703	256,372	4,698
Indiana	519,603	224,388	294,206	1,009

### Program time free of charge to candidates or supporters

	AM		AM-FM		FM		TV	
	No. of Stations	Time or No. of Programs	No. of Stations	Time or No. of Programs	No. of Stations	Time or No. of Programs	No. of Stations	Time or No. of Programs
1. On programs primarily devoted to appearances of candidates or their supporters:								
a. Total amount of program time paid for by commercial sponsors (in minutes).....	331	66,722	51	8,979	4	210	58	10,763
b. Total amount of time of sustaining programs (in minutes).....	965	152,937	189	31,516	31	4,229	284	50,460
c. Number of programs on which opposing candidates appeared together.....	533	1,706	125	368	14	40	223	737
2. On programs not primarily devoted to appearances of candidates or their supporters:								
a. Number of appearances by candidates or supporters on programs paid for by commercial sponsors.....	202	2,810	33	469	3	20	57	436
b. Number of appearances by candidates or supporters on sustaining programs.....	363	2,925	49	341	9	36	74	454

Note: Excludes data for 92 AM, 9 AM-FM, 2 FM, and 7 TV stations because of inconsistencies in their reports.

New York City Democratic delegation to discuss the problem.

And in a public statement he named WOR-TV and WNEW-TV as the subjects of an audit made on weekends during May which revealed that programs featuring congressional personalities gave Republicans 205 minutes of exposure compared to 60 minutes for Democrats.

Each of the six New York stations receiving the complaint indicated surprise at the congressman's public statement but expressed willingness to comply with the requests of his letter.

Robert Leder, general manager, WOR-TV said "Representative Carey is barking up a very strange tree." Mr. Leder termed the letter "polite," but said he resented the public release which "demonstrates a lack of understanding as to our allocation of programing." In grouping WOR-TV and WNEW-TV pro-

graming the congressman seemed to forget that each station licensee stands on its own record, said Mr. Leder.

"In coordinating congressional exposure we have dealt with Congressmen Emanuel Celler (D-N. Y.) and John V. Lindsay (R-N. Y.) for the past four years," he said. Referring to TV appearances of Republican Senators Kenneth B. Keating and Jacob K. Javits, Mr. Leder suggested that in the past it has been recognized that senators have been accorded the courtesy of more exposure than representatives.

Bennet Korn, president, Metropolitan Broadcasting Television (licensee of WNEW-TV) replied that "a review of our presentation of issues before Congress indicates that there is no imbalance as alleged in your letter."

Mr. Korn said that "as a station serving the Tri-State area, WNEW-TV,

in accordance with its responsibilities as a licensee serves the entire area, consequently time is allotted to the New Jersey and Connecticut congressmen and senators, as well as the New York legislators." On this basis, Mr. Korn points to omissions in Representative Carey's survey, of appearances on the station by Senator Harrison Williams (D-N. J.) and Senators Thomas J. Dodd and Abraham A. Ribicoff of Connecticut, both Democrats.

Mr. Korn's letter also claims several instances in Representative Carey's public statement of erroneous mention of Republican appearances on the station. The reply stated further that "on our *Opinion in the Capital* telecasts (Sunday, 8-8:30 p.m.), an analysis of the guests between May 5th and June 9th indicates a preponderance of Democrats."

One New York TV station official said the note from Representative Carey "is not an unusual letter." He said similar requests are made year after year and "it has almost become a form letter." "The difference," he said, "is that this year it was accompanied by a public statement."

## Senate committee agrees on time uniformity bill

Convinced it should do something to provide uniformity for the nation's inconsistent time zone laws, the Senate Commerce Committee last week passed up a stronger measure and settled for one that provides a little gentle persuasion.

The passed bill says how and when daylight saving time should operate and sets up new time zones to include Alaska and Hawaii. Federal agencies and federally-regulated business, such as broadcasting, would be required to adhere to the bill's provisions, and the Interstate Commerce Committee would be authorized to make it work.

The committee considered several bills and agreed on a version of S. 1033, introduced by Senator Warren G. Magnuson, chairman. Hearings were held late in April (BROADCASTING, May 6). The bill provides for new zones, including subzones within major zones which would observe daylight saving time between late April and the end of October; it includes public hearings, judicial review and enforcement procedures.

The committee pointed out that enactment of the bill would not increase federal expenditures and said witnesses had testified it would save upwards of \$1 million a year in schedule publishing costs (for transportation businesses).

Measures rejected by the committee would have forced federal legal time standards on all states for all business and civil relations.

	Total	Republican	Democratic	Other
Iowa	149,955	76,585	69,908	3,462
Kansas	172,770	116,088	55,316	1,366
Kentucky	180,159	87,239	90,749	2,171
Louisiana	502,684	21,602	480,468	614
Maine	55,459	37,593	16,946	920
Maryland	446,907	103,417	330,221	13,269
Massachusetts	533,882	220,758	286,334	26,790
Michigan	573,329	321,119	234,808	17,402
Minnesota	347,240	186,141	118,498	42,601
Mississippi	46,347	2,149	43,910	288
Missouri	353,829	185,777	157,242	10,810
Montana	137,550	70,563	53,908	13,079
Nebraska	119,689	53,445	47,475	18,769
Nevada	349,995	125,018	203,165	21,812
New Hampshire	67,410	45,908	20,482	1,020
New Jersey	68,081	28,418	33,226	6,437
New Mexico	171,111	73,528	94,913	2,670
New York	1,413,410	931,937	470,090	11,383
N. Carolina	199,150	57,950	141,131	69
N. Dakota	130,481	69,633	47,403	13,445
Ohio	557,328	329,860	202,943	24,525
Oklahoma	798,655	144,567	644,835	9,253
Oregon	228,423	101,166	116,704	10,553
Pennsylvania	1,147,758	535,511	609,409	2,838
Rhode Island	136,631	54,270	81,241	1,120
S. Carolina	389,539	85,278	303,698	563
S. Dakota	69,814	39,593	29,936	285
Tennessee	452,026	76,100	340,427	35,499
Texas	1,795,714	353,628	1,428,924	13,162
Utah	145,654	72,095	72,314	1,245
Vermont	24,163	12,642	11,179	342
Virginia	66,980	20,832	32,119	14,029
Washington	235,701	124,977	94,855	15,869
W. Virginia	134,616	46,253	83,084	5,279
Wisconsin	544,922	310,530	226,121	8,271
Wyoming	111,097	69,042	40,269	1,786
U. S., Total	\$20,194,982	\$7,519,802	\$11,981,754	\$693,426

## Editorials for or against political candidates

	AM	AM-FM	FM	TV
Stations reporting broadcast of editorials in support of or against any political candidate	114	17	2	15
Stations reporting broadcast of "reply" statements	47	12	0	7
Stations reporting no broadcast of "reply" statements but reporting efforts to encourage replies	63	5	1	8
Stations reporting no broadcast of "reply" statements and no efforts to encourage replies	4	0	1	0



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## CHURCHMEN TAKE SLAP AT RADIO-TV

### National Council of Churches wants tighter FCC control

A proposal by the National Council of Churches for tighter government control of broadcasting was greeted favorably last week by FCC Chairman E. William Henry.

The pronouncement, passed by the general board of the council Saturday (June 8) in New York, called for FCC regulation of networks; FCC adoption of commercial limitations in the National Association of Broadcasters' television and radio codes; further FCC regional hearings for "reappraisal of performance" of local stations; a requirement that stations make periodic statements to the commission on community service, and action by the FCC and other agencies to insure "integrity of advertising on radio and television."

The NAB tried but failed in its attempt to dissuade the churchmen from taking action.

Speaking to the general board on Friday (June 7), Paul B. Comstock, NAB vice president, said "adoption of these recommendations would commit the national council . . . to favor extreme changes in our system of governmental regulation of broadcasting. Some of these proposed innovations in the law would greatly increase federal control in the vital area of freedom of expression on the air."

In an attempt to have the pronounce-

ment tabled, Mr. Comstock urged the board to "at least defer consideration" of the proposals until the NAB and the council could get together and review them.

**Enforce The Act** ■ However, the board passed the pronouncement 55-6.

Mr. Comstock's reference to increased federal control appeared to be directed at the board's resolution recommending "enforcement of the Federal Communications Act of 1934 to place networks under the oversight of the FCC."

The original pronouncement had recommended congressional "amendment" of the Communications Act to give the FCC power to control the networks. However, Orrin G. Judd, attorney for the board, said the commission already has the power, but has not implemented it. He advised changing "amendment" to "enforcement" before the document was read before the board.

Mr. Judd cited two statutes and a Supreme Court ruling, which he says give the FCC its regulatory powers.

One statute, he said, "gives the commission the authority to make special regulations applicable to radio stations engaged in chain broadcasting." Another statute, he added, contains "provisions limiting the duration of the net-

## Minow's new job now official

Former FCC Chairman Newton Minow was officially appointed to the executive staff of the Encyclopaedia Britannica Inc. last week but he won't appear for work until July 8, the Chicago firm said Thursday. Mr. Minow resigned from the FCC effective June 1.



The Encyclopaedia Britannica board of directors Wednesday elected Mr. Minow executive vice president and a director. In the same action the board also appointed Mr. Minow as general counsel.

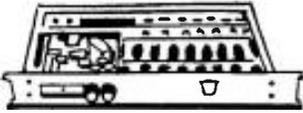
Maurice B. Mitchell, president, reported Mr. Minow will coordinate the firm's legal activities, "which now involve not only our various enterprises in the United States, but also

relate to the rapidly growing Britannica affiliates in England, Canada, Australia, New Zealand, Europe and elsewhere in the world." Mr. Mitchell said that in addition Mr. Minow will be active once again in "new areas of investigation and activity" for the parent company and its subsidiaries.

Encyclopaedia Britannica presently has in syndication a series of 13 half-hour TV programs featuring Hans Conried which is based on one of the firm's literary products, a set of volumes called *Great Books of the Western World*.

The TV series is called *Great Voices From Great Books* and is distributed through Television Affiliates Corp. Local stations may obtain sponsors for the program but they must be prestige institutional accounts and not products. The series began Sunday on WBKB(TV) Chicago, the 23d outlet to sign so far.

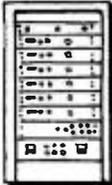
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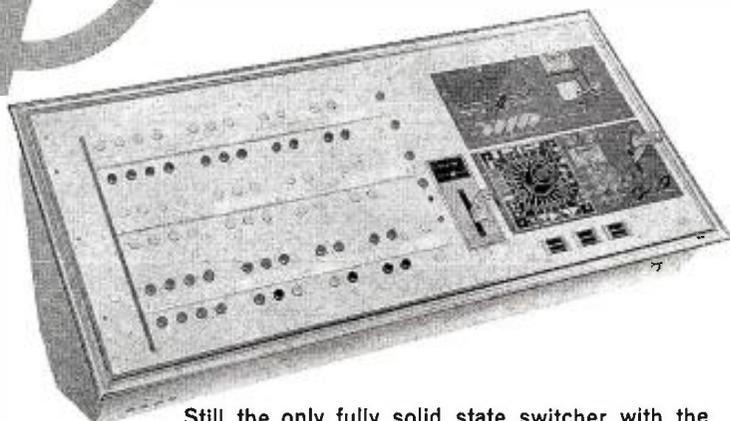
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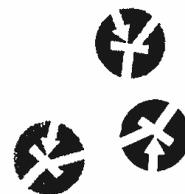


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work contract, limiting the amount of time for which a network may retain options, and limiting 'block booking,' but there is room for additional regulation in this field."

Mr. Judd then referred to the 1956 Supreme Court case of the "United States vs. Storer Broadcasting," which, he said, approved "the multiple ownership rules, dealing with one feature of network operation."

The court statement reads: "The growing complexity of our economy induced the Congress to place regulation of business by communication in specialized agencies with broad powers. Courts are slow to interfere with their conclusions when reconcilable with statutory direction."

While Mr. Judd maintained the FCC has the power to regulate the networks, Chairman Henry said he thought "it desirable to have legislative authority to require furnishing of information to the FCC on a periodic or demand basis."

The Rev. Everett C. Parker, chairman of the subcommittee which drew up the pronouncement, admitted that the legality of the issue could be a matter of interpretations, "but I think the FCC should look into it, and then if the power is not there, it should take steps to have the legislation enacted."

The commission in the past has re-

### Automatic logging delayed

The FCC last week stayed from June 17 to July 18 the effective date of its new rules permitting the use of automatic logging devices (BROADCASTING, Feb. 25).

The time extension on the controversial rule, which also would require that transmitters be inspected 5 days a week by a first-class engineer, was made, the FCC said, to allow the commission "to complete its study of various petitions seeking reconsideration of the amended rules."

quested from Congress authority to regulate the networks.

Both Mr. Parker and Dr. Harry Spencer, chairman of the joint committee which presented the resolution, emphasized that the pronouncement was not intended primarily to increase government control of broadcasting.

Mr. Parker, a former broadcaster and author of several books on the church's relation to broadcasting, said churches "do want some kind of action on the part of the networks in diversification of programing and upgrading of quality." He called some net-

work programing practices "immoral."

A further resolution in an earlier draft of the pronouncement calling for "divorcement of advertisers and their agents from control of program content," was stricken from the final draft. According to Dr. Spencer, the committee appeared satisfied with a statement by Chairman Henry that advertiser influence over what goes on in television is waning (BROADCASTING, June 10).

## FCC holds up AM processing

The FCC last week agreed to hold up temporarily the processing of AM applications which may be in conflict with applicants seeking to have their applications accepted by the commission despite the AM freeze.

The commission's promise was made to the U. S. Court of Appeals which two weeks ago had issued a show cause order proposing to have the agency maintain the status quo pending resolution of litigation brought by nine would-be applicants whose applications were refused by the FCC (BROADCASTING, June 3, 10). All argued that the freeze deadline date, May 15, should not apply to them since they were following the FCC's regular cutoff date of May 25 announced by the commission when it issued its list of AM applications ready for processing.

In acceding to the court's request, the FCC urged that the order not force it to hold up processing of pending applications designated for action prior to May 11 (when the cutoff date list was issued).

## More opposition voiced to FCC commercial plan

Broadcasters in Missouri and Oklahoma last week voiced opposition to the FCC's proposal to place limits on commercial time.

The Missouri Broadcasters Association told the commission that if the agency adopts arbitrary commercial time standards it will have a policy contrary to broadcasting's system of free enterprise, MBA said that it opposed the FCC's proposal to adopt the National Association of Broadcasters' radio and television code time standards as part of the commission's rules (BROADCASTING, May 20).

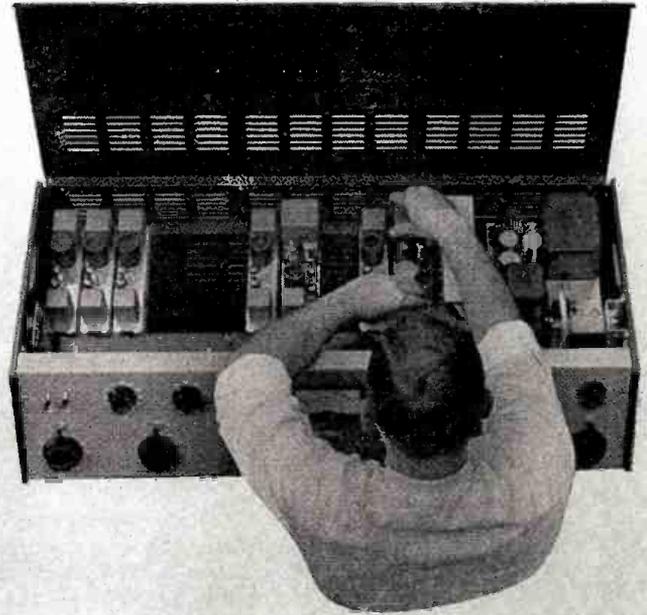
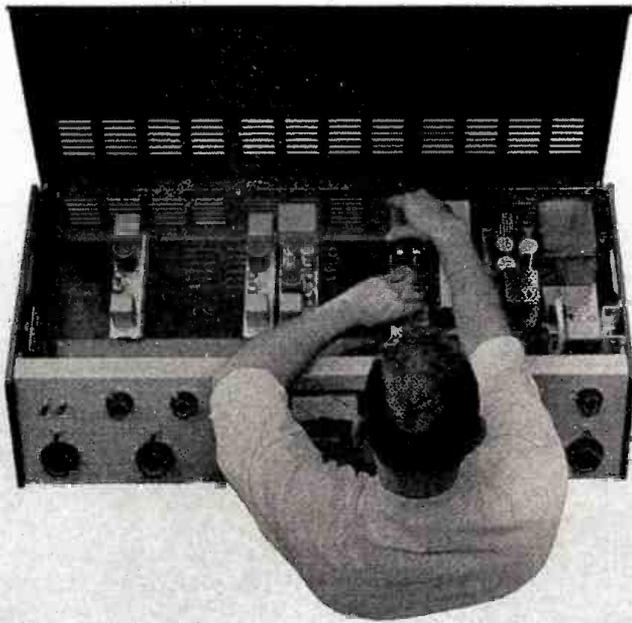
MBA said that it did not believe "there is any adequate basis for adoption" of the code standards. The association told the commission that enforcement of the code would require policing to such an extent that it would be harmful to the industry.

MBA concluded that the decision as to what amount of time will be used

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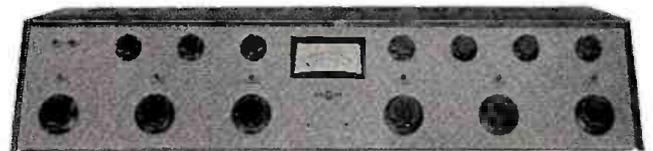


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for commercials is a decision that must be made individually by broadcasters. The association said the public will censor those who go overboard. The broadcaster "needs no government regulation to convince him he is not serving the public well."

The Oklahoma Television Association, which said it represents eight of the nine stations in that state, also vehemently opposed adoption of NAB codes as commission rules. The association said that it is advising the Oklahoma congressional delegation that it opposes the rulemaking.

## HANDS OFF PROGRAMS

### Gannett president says on-off switch best TV control

"One's own choice" is the best control over television programming and the FCC should keep hands off, according to Paul Miller, president of the Gannett newspapers and broadcast stations (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and W DAN Danville, Ill.) and president of the Associated Press.

Speaking last week before the Washington Professional Chapter of Sigma Delta Chi, professional journalistic fraternity, Mr. Miller praised newly ap-

pointed FCC Commissioner Lee Loevinger for his testimony before the Senate Commerce Committee on his confirmation a fortnight ago (BROADCASTING, June 10). "He [Loevinger] was asked about the 'need' for more control over 'crime, shooting, and what-not on TV,'" Mr. Miller reported. "He said, 'my own private solution is just not to watch the darn things.'"

"The right to make one's own choice," Mr. Miller said, "—whether to look at cowboys or panelists; whether to read editorials or Abbie Van Buren; whether to pour through *Hotrod* or *Harpers*—the right of personal choice still rules in this country, I hope.

"Turn the set off! Throw the paper down and write a letter cussing out the editor! Cancel the magazine subscription! In short, and again, just don't watch the darn things. . . ."

The Poor FCC ■ Referring specifically to the stresses in broadcasting Mr. Miller commented: "The FCC—and it has my sympathy—is under heavy pressure from many sources for even more program control.

"Only last weekend, the general board of the National Council of Churches, some of whose groups may want more prime time for religious programming, urged the commission to exercise stronger control over networks un-

der licensing powers that now apply only to individual stations (see story, page 62).

"Don't misunderstand me! Programming must continue to improve, as it assuredly has, and as it will continue to do with or without the FCC.

"There are always those who would tell us what to read, what to see, what to hear and what to think.

"Such people, however well-meaning, have the American public underrated. What I see and hear from readers, viewers and listeners makes clear that the public always has had far better taste than it has been given credit for.

"Moreover, and aside from the matter of taste, the public won't read, view or listen if it doesn't wish to. Specific availability doesn't guarantee specific attention. For example, no amount of prime-time TV religious programming will get a man to look—if he doesn't wish to look. Any more than having evening church services will get him into church if he doesn't wish to go."

Headlines And Routine ■ The commission's business procedures were also blasted by Mr. Miller. The FCC should "act with more dispatch on routine business affecting broadcasters," he said.

An application for a station transfer, Mr. Miller said, may lie before the FCC for months and "there seems to have been a back-up in the FCC's processing line while the commission has been making headlines over program control and burdened by man-made staff work."

Not only the FCC, but Congress and other government bureaus and agencies, Mr. Miller charged, "often seem impelled or compelled to be looking for anything to get into aside from the real work at hand."

## Option time ruling is praised by Celler

Representative Emanuel Celler (D-N. Y.) commended the FCC last week for outlawing television network option time (BROADCASTING, June 3).

In a letter to FCC Chairman E. William Henry, Representative Celler said "the commission's action constitutes a salutary step in the direction of one of the principal goals sought by the Congress when it passed the Communications Act of 1934—that of guarding against monopolistic control in the broadcasting field."

Representative Celler said the Antitrust Subcommittee, of which he is chairman, has been interested in option time practices since its 1956 hearing on the television industry. He noted that

## NAB wants no new editorializing rules

National Association of Broadcasters' officials will attempt to convince the FCC this week that it should resist pressure from Capitol Hill for adoption of additional rules on editorializing by broadcasters.

Officials of the NAB and FCC are scheduled to confer in the commission's offices Friday (June 21) in another in a series of meetings the groups have held over the past few years on editorializing by licensees.

But this meeting is regarded as particularly critical in view of the growing demands from some senators and congressmen for tighter rules on editorializing, particularly on political matters (see story this page).

Representing the NAB will be LeRoy Collins, president; Howard Bell, vice president; Douglas Anello, general counsel; and two members of the association's editorializing committee, Daniel Kops, WAVZ New Haven, Conn., chairman, and Frank J. Abbott, WWGP Sanford, N. C.

The FCC will be represented by E. William Henry, chairman, and Commissioners Robert T. Bartley, and Frederick W. Ford, who constitute the commission's committee

on editorializing.

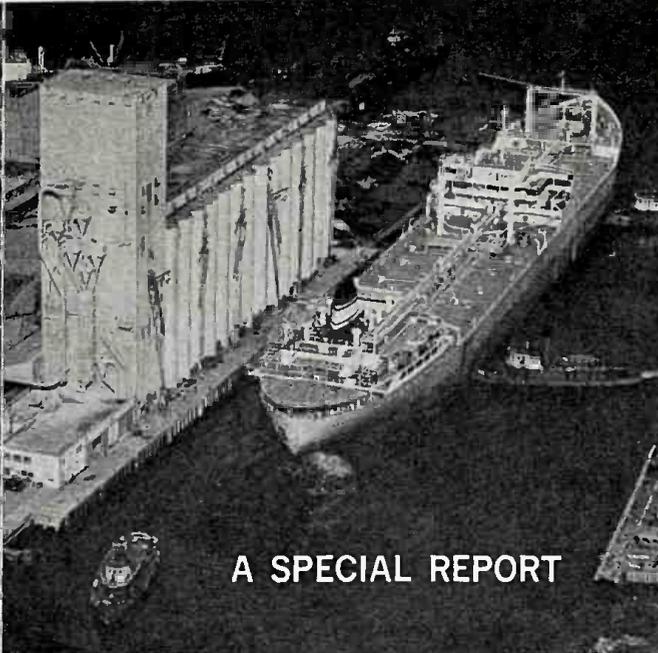
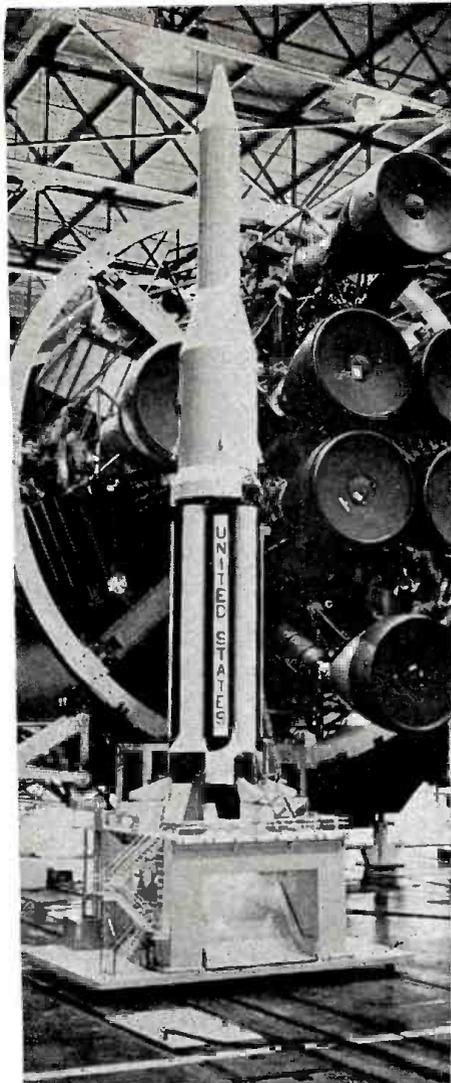
An NAB official said the association is aware that some members of Congress are antagonistic to political editorializing by radio and television stations because of difficulties they have had with individual broadcasters.

But, he added, the NAB hopes to convince the FCC that additional rules are unnecessary. He said the NAB is drafting its own guidelines on editorializing.

He said the NAB would "present the picture of what's been going on" in the field of broadcast editorializing, "with the hope that the commission adheres to its present policies rather than adopting new rules."

Additional regulations, he said, could only hinder what members of the commission have often advocated—the discussion by licensees of controversial issues.

The same official said the NAB had asked for the meeting. He noted that the association had established a liaison with former FCC Chairman Newton N. Minow on the subject of editorializing, and wanted to continue it with his successor, Chairman Henry.



# Suddenly the South is bustling and vital

## EXPANDING INDUSTRY QUICKENS TEMPO OF DIXIE'S HISTORIC CITIES

The lazy, muddy Mississippi, winding hundreds of miles southward from Memphis, achieves two obvious results.

First, it provides the main transportation artery tying together a network of river waterways whose low-cost bulk transportation feeds the industry of inland America and takes much of its production to domestic and foreign markets.

Second, it is the relentlessly moving stream that takes over 300 billion daily gallons of surface water and silt from central United States to the Gulf of Mexico. The surface water is barely utilized; some of the silt has remained in extensive delta areas responsible for much of the Old South's agriculture.

Sometimes Old Man River has an unpleasant odor, sometimes it gets out of hand, pushing ceaselessly against levees and the concrete-asphalt liners that discourage it from eating up shore lines; sometimes it wanders from year to year and decade to decade, around a wide unsettled area of lakes, puddles, oxbow ponds and useless flatlands.

Partially tamed, the Mississippi's banks south of Memphis seldom reveal big riverside industries; they're often a few miles inland because industry simply can't cope with its ubiquitous eccentricities and the mucky flats.

Fortunately the extensive barge fleets that ply the river have learned to utilize this smooth, natural route leading to half of the American economy with the help of modern equipment and the regular channel checks made by federal engineering crews. These fleets moved around 44 million tons of cargo in 1962, double the 1952 figure.

**The Old South** ■ This is the romantic river that teems with legends of pirates, plantations, slaves, the stately balls of old Natchez, the capture of Vicksburg, the cotton docks at Memphis and other glories of the Old South.

But Old Man River's legends are fading as the New South develops. Rounding a 180-degree bend down-bound into Baton Rouge, La., the swift towboat Patsy Chotin—one of scores that push quarter-mile long tows up

and down the muddy waters—suddenly emerged after several days of plodding into a blaze of industrial glory. A few minutes earlier a towering refinery flare high over the flatland had tipped off what was to come.

The river was going all directions, all 300 billion gallons of it. First at the right, then the left as the Patsy Chotin followed the bends, were the glows of chemical, petroleum and metal plants that signified the approach of Baton Rouge. And then came the bridge that crosses the river, blazing at one end with the lights of Kaiser Aluminum, Humble's Esso refinery, Copolymer, Ethyl Corp., U. S. Rubber and others.

Suddenly the Old South became the New South. No industrial scene in America is more dramatic than the illuminated clusters of big industry that line the Mississippi's shores at Baton Rouge, whose 36-foot channel is a starting and ending point for worldwide shipping.

The Mark Twainish thoughts of a

## THE BUSTLING AND VITAL SOUTH continued

long 12-knot downriver trip were quickly forgotten. Huckleberry Finn never saw anything like this. Here was the Mid-South, mid-1963 version, producing the fuel that powers autos, the rubber that goes into tires, the metals that frame buildings and the surface of high-speed highways.

**River Spectacle** ■ The Baton Rouge spectacle was one of eight industrial centers in the area. Dozens of others now line the river all the way to New Orleans and on out along the Gulf Coast. Knoxville, Chattanooga and Memphis in Tennessee are now seaports; Ohio Valley industry is growing (see Ohio Valley story, BROADCASTING, March 18); Brownsville, Galveston, Houston and other cities on the Gulf Intracoastal Waterway running east to Mobile, Ala., are connected; Birmingham in Alabama now has a seaport; Chicago, Minneapolis, Sioux City and Omaha are tied in; a new deep channel from the Mississippi will bring in Tulsa and Fort Smith and Little Rock in Arkansas; a Red River channel from Shreveport, La. is projected; cutoffs to save hours of river

travel are now under way.

These are the transportation routes that take bauxite from Jamaica to Baton Rouge; petroleum from Texas and Lake Charles, La., to the refineries scattered around convenient barge routes; asphalt from Baton Rouge to Nashville; structural steel from Nashville to a Cape Canaveral missile facility; minerals from mines and fields to chemical plants.

For the New South is now getting deep in the tooling and fabricating business. The famed Space Crescent starting at Houston and reaching to Canaveral in Florida has its heart in the Mid-South at New Orleans, Southern Mississippi and Huntsville, Ala.

**Five States** ■ Five southern states in the Mid-South — Alabama, Arkansas, Louisiana, Mississippi and Tennessee — are aggressively seeking, and getting, new industry. Tennessee has a flying start, having just observed the 30th anniversary of the Tennessee Valley Authority. This project, once the butt of scathing ridicule from those opposed to federal sponsorship of area reclamation, is now criss-crossed with water-

ways, has new highways and offers low-cost electricity to homes and industry.

The five states have a population of 15 million.

Alabama has the booming Huntsville rocket center, the south's largest steel mill, processing industries, inland waterways, an active Gulf Coast around Mobile. Arkansas has the fastest income growth rate and an industry-getting state facility that is often called a model development agency. Those who still crack jokes about sleepy Arkansas had better do their economic homework. It's not sleepy any more.

Mississippi has a handsome new \$125 million Standard Oil refinery at Pascagoula, between Mobile and Biloxi, and it's only a few miles to one of the largest space-missile units, a huge test facility near Biloxi-Gulfport. Louisiana keeps alive its traditions and the New Orleans French quarter, but its cities are now more interested in the Michoud missile plant, chemical plants, world and national commerce and the inexorable modernization of slums and facilities.

The Mid-South's transition to a combination of industry and agriculture has been rapid since the war. Its people make more money. They're better educated. They have, according to industrialists, a will to work and the skills to make the gadgetry of sophisticated scientific equipment.

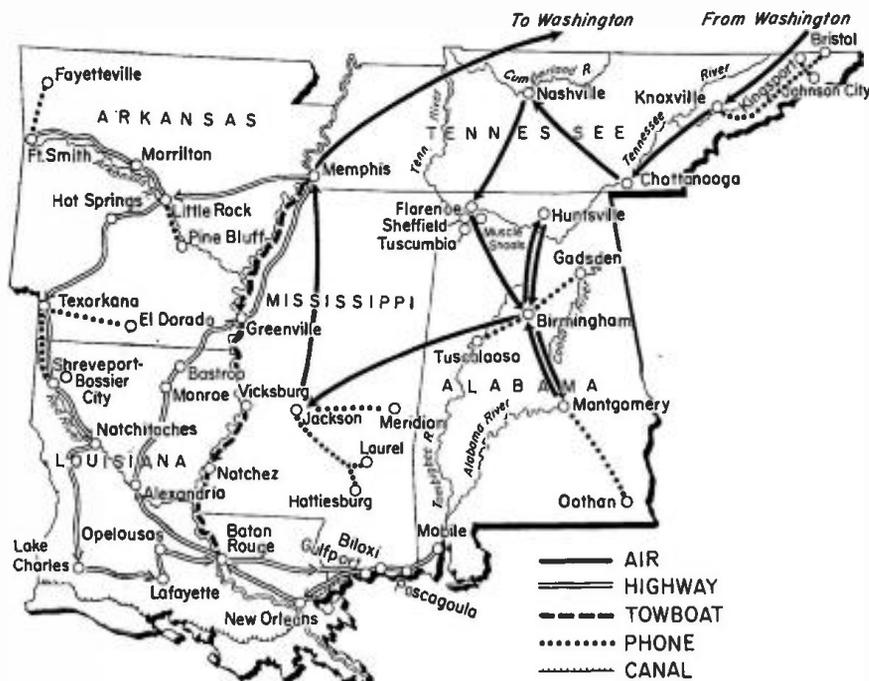
**Racial Tension** ■ But the South, like the rest of the nation, is also deep in a social transition whose impact can't be measured at this date. Local racial disturbances are embarrassing to many but to many hard-core Southerners they're at least partly unnecessary and professionally agitated by outsiders and politicians.

Southerners are quite aware of the potential consequences of the suddenly growing move toward racial equality. Some are reconciled; some never will be because the traditional prejudices and concepts are of long standing.

Whatever their attitude, they repeatedly make several points. First, the extent of agitation often is exaggerated by media in areas that have equally grave racial problems of their own. Second, the effect on current business conditions is temporary and business indices are cited to support this claim. Third, the Negro market is a good one for those who sell merchandise and services—often better than the white market in the same city for many items, particularly quality merchandise (see Negro market story, page 96).

In Birmingham, a recent 17% drop in downtown department store sales draws this explanation—yes, downtown shopping is hurt but the traffic count is up in suburban shopping centers.

What Southerners are saying is that business conditions are not directly



The industrial Mid-South, growing faster than the nation as a whole, must be seen, market by market, to be properly understood.

In its continuing series of regional economic studies, BROADCASTING sent J. Frank Beatty, senior editor, on a 5,000-mile series of inspections that started in eastern Tennessee and criss-crossed this five-state region.

The month-long inspection included interviews with literally hundreds of businessmen and public officials. And it included a 1½-day towboat ride on the Patsy Chotin, down the muddy old Mississippi River from Memphis to Baton Rouge. The mid-April to mid-May trip touched at industries, universities, state agencies and other points of economic interest.

like  
looking  
for  
a  
needle  
in  
a  
haystack



That's what it's like looking for TV homes in the Chattanooga market that are not regular WRCB/TV viewers—we've got the market sewn up! The latest ARB (March '63) shows WRCB/TV winning 88% of the total quarter-hours measured from 6:00 p.m. 'til sign-off, Monday thru Friday, and "that ain't hay" for a three station market! And we're still raking in MORE homes! ARB also shows that since last November's survey, WRCB/TV's audience has increased 19%, while station B's increased only 4.5%, and station C's only 2.1%. For further information about WRCB/TV's outstanding dominance in this powerful industrial center of the South, contact your H-R man!

**WRCB / TV** 

**CHATTANOOGA, TENN.**

*Serving over 40 counties in Tennessee, Georgia, Alabama and North Carolina*



**RUST CRAFT BROADCASTING CO.**

WSTV/TV-RADIO Steubenville, Ohio; WRCB/TV Chattanooga, Tenn.  
WRDW/TV Augusta, Ga.; WPIT Pittsburgh, Pa.; WSOL Tampa, Fla.  
WWOL Buffalo, N. Y.





Formerly a land-locked community, the city of Gunterville, Ala., now rests on a peninsula jutting into Gunterville Lake. A portion of the waterfront is zoned for recreation and other

sections are reserved for industry. The Tennessee Valley Authority's Gunterville Dam impounds the lake. TVA, Alabama and the city joined in developing the city plan.

## THE BUSTLING AND VITAL SOUTH continued

connected with the reportorial intensity of purported dog-biting, fire-hosing and police brutality incidents.

Some merchants who cut back their advertising in mid-May were back in air and print media the first week in June. Birmingham merchants said they were making up for whatever business had been lost during May disturbances.

Spot boycotts in both the North and South were factors and probably will continue to hurt individual firms. But

business as usual was reported by those contacted in spring's final weeks.

**Long-Range Trends** ■ Take a fast look at the longer-range trends in three basic indices—total income, per capita income and manufacturing:

■ As a whole the five Mid-South states match the national average of 6% in total income gains between 1961 and 1962 and they're ahead of the national 4% average increase in per capita income. Between 1950 and 1962

total income of the states rose at this rate — Louisiana 94.4%; Alabama 94.1%; Arkansas 82.4%; Mississippi 81.4% and Tennessee 85.4%.

■ Arkansas topped all states (48 contiguous states) with its 91.1% increase in per capita income. Alabama, Mississippi and Tennessee ran ahead of the national average of 58.1%. These income figures are from the U. S. Department of Commerce (1950-62).

■ The federal agency's latest data on value added by manufacturing shows these 1950-60 increases: Arkansas up 134.5%; Louisiana up 70.7%; Alabama up 89.7%; Mississippi up 150.1%; Tennessee up 118.9%.

A Mid-South banker, Nat S. Rogers, president of Deposit Guaranty Bank & Trust Co., Jackson, Miss., looked at that state's situation this way. "The impetus of industrial development, which has been mounting in the state for some years, does not appear to have been significantly retarded by the unfortunate news treatment which most national media accorded the Meredith case at the University of Mississippi. The state enjoyed another good year in industrial expansion in 1962; 153 new plants and expansions were reported by the Mississippi Agricultural & Industrial Board during the year."

A similar view was expressed by Leonard Beard, director of the Alabama Planning & Industrial Development Board. He said, "The impact of rioting and demonstrations has been exaggerated. Newspapers and magazine writers have made untrue statements. If outside agitators would leave us alone we could work out our problems. I see no evidence that agitation has hurt our industrial development."

General Walter E. Todd, assistant director, added, "In my opinion the problem of race relations has no greater economic impact in Alabama than similar problems have in other sections —Chicago, Idaho, New York, Philadelphia, California, New Jersey, to

	Bell Telephone Growth in Mid-South			Index of Manufacturing Employment in Mid-South*						
	No. phones in service (Dec. 31)	Long-distance messages in year (1,000,000)	Plant investment (\$1 million)		Ala.	Ark.	La.	Miss.	Tenn.	U.S.
Alabama				1950	100.0	100.0	100.0	100.0	100.0	100.0
1952	429,000	15.0	\$113	1951	104.3	109.0	104.5	109.1	107.0	107.6
1962	813,000	28.7	318	1952	104.8	108.6	107.3	110.3	111.2	109.1
Arkansas				1953	108.7	110.0	114.8	114.1	117.8	115.1
1952	216,000	12.0	67.7	1954	104.7	106.7	107.7	110.8	111.6	107.0
1962	379,000	22.9	160.3	1955	108.9	113.2	106.6	121.2	118.3	110.8
Louisiana				1956	111.6	119.3	106.9	123.6	121.6	113.1
1952	570,000	21.2	164	1957	112.8	114.3	104.9	122.8	120.1	112.7
1962	1,090,000	38.5	388	1958	107.6	119.0	102.6	130.8	117.2	104.6
Mississippi				1959	109.7	130.9	102.2	138.1	124.2	109.4
1952	246,000	13.5	80	1960	109.3	135.1	101.3	138.8	127.5	110.0
1962	482,000	23.0	193	1961	105.6	137.4	97.2	137.0	126.4	106.7
Tennessee				1962	108.7	144.0	98.4	146.5	130.2	109.9
1952	632,000	20.0	149							
1962	1,060,000	35.5	382							

\*Sources: Southern Bell Tel. & Tel. Co. (Ala., La., Miss., Tenn.); Southwestern Bell Tel. Co. (Ark.).

\*Source: U. S. Bureau of Labor Statistics

# OF THE BLUE CHIP STATIONS

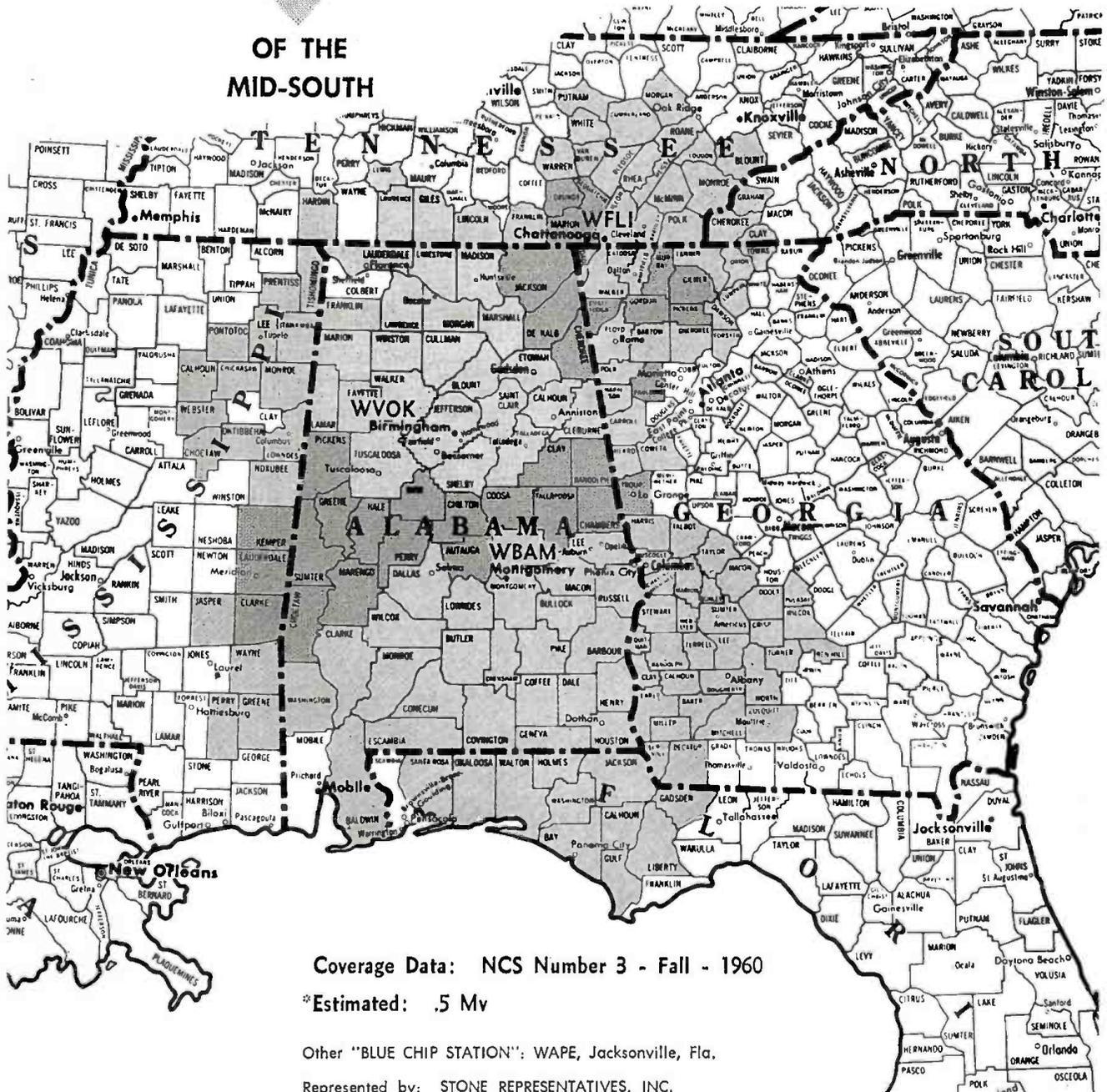
GIVE YOU THE



OF THE  
MID-SOUTH

WVOK Radio, Birmingham, WBAM Radio, Montgomery, and \*WFLI Radio, Chattanooga, cover 1,880,670 Radio Homes.

Weekly penetration: 41% or 446,700 Radio Homes  
Daily penetration: 28% or 303,710 Radio Homes



Coverage Data: NCS Number 3 - Fall - 1960

\*Estimated: .5 Mw

Other "BLUE CHIP STATION": WAPE, Jacksonville, Fla.

Represented by: STONE REPRESENTATIVES, INC.

Livestock and Crops in Mid-South—1962

	Cattle 1,000 head	Hogs, Pigs 1,000 head	All Chickens 1,000 head	Cotton lint 1,000 bales	Rice Million Bags	Sweet Potatoes 1,000 cwt.	Sugarcane 1,000 tons	Corn 1 mil. bu.	All Wheat 1,000 bu.	Pecans 1,000 lbs.	Peaches 1,000 bu.	Lespedeza Hay 1,000 tons
Ala.	1,723	933	11,768	695		522		35.0	840	6,000	900	37
Ark.	1,401	325	9,513	1,450	15.9*	286		6.7	3,080	3,600	1,020	239
La.	1,800	197	3,519	545	15.5	3,410*	5,944*	6.2	720	6,000	40	67
Miss.	2,086	536	10,681	1,700**	1.6	825		20.6	780	8,000	200	162
Tenn.	2,051	1,256	6,097	560		510		39.4	2,461		180	521

\*Leads all states  
\*\*Second ranking state

Source—U. S. Dept. of Agriculture

THE BUSTLING AND VITAL SOUTH continued

mention a few cities and areas.”

**Mid-South Progress** ■ A 5,000-mile tour through the Mid-South qualifies no observer to mouth profound generalities about the moral and practical aspects of the race problem. The elements are deep-seated. But a month-long look around these five states reveals progress in the educational, financial and social side of the South—progress that often is ignored by casual observers.

The automation of agriculture has led Negro farm workers to nearby southern cities and often to the North in search of work. Job opportunity is less for the Negro, but Southerners see progress and hope for more. They point out that only 14% are employed

in agriculture now; a quarter-century ago the figure was 47%.

Whatever the social changes, the Mid-South has absolutely unparalleled waterway, surface and ground water facilities. It can produce a tree crop in 10 to 20 years; forests are being grown twice as fast as they are cut for paper and kraft materials. Highways are wider and faster. Railroads are becoming more efficient as freight haulers and they're in a hot fight with the waterways to get bulk traffic. Private enterprises—the Middle South Utilities group, for example—are telling their story of progress to the world.

Old Man River has stripped much of the North's soil, depositing it on southern deltas and plains that often raise

two crops a year. Mineral resources abound and their use is a modern industrial miracle. Income is increasing; unemployment is declining in many areas.

The Mid-South is a quick, alert market that figures the trend of industrial and marketing growth will continue to move in its direction.

Growth of Per Capita Personal Income\*

	Amount 1957	Amount 1962	Percent Increase 1957 to 1962
Ala.	\$1,325	\$1,538	16%
Ark.	1,148	1,533	34
La.	1,565	1,715	10
Miss.	992	1,282	29
Tenn.	1,401	1,679	20
U. S.	2,048	2,357	15

\*Source: U. S. Dept. of Commerce, Office of Business Economics.

# Tennessee: three decades of progress

## TVA TURNS ONCE-BLEAK STATE INTO THRIVING INDUSTRIAL AREA

Tennessee is Nature plus.

Eons of years before Daniel Boone, Davey Crockett and Sam Houston crossed the Smokies this verdant strip was over-blessed with mountains, valleys, rivers and fertile flatlands.

But within the memory of Tennessee's older parents and younger grandparents the state was studded with acreage bereft of topsoil and frequently flooded as its roaring rivers spilled over their banks. Tennessee was the inspiration for hillfolk lore and many levee legends.

Taking a purely economic perspective, mid-1963 Tennessee is a living demonstration of the miracles that can be achieved by planned reclamation of a region that only three decades ago was a living demonstration of natural blessings abused by the greed and inaptitude of man.

Last May 19, Tennessee took a day off to celebrate the 30th anniversary of the Tennessee Valley Authority. It honored the late Senator George Norris (R-Neb.) and Senator Lister Hill (D-

Ala.), who led the spirited political drive that ram-rodged through Congress a dam-building and river-harnessing project that has soaked up \$1½ billion of federal funds (eventually to be repaid).

**30-Year Transition** ■ In three decades Tennessee has experienced a transition from a half-starved farm state to an industrial economy. Rivers once useless for commerce now are carrying raw materials and industrial products to points all over the globe. One of the biggest industrial plants in the world sits in the rolling hills near Knoxville—the Oak Ridge plant of the Atomic Energy Commission, where the stuff that can shake the world with one pop is produced for military and civilian use.

The Tennessee River transports the engines that hurtle rockets into space, the aluminum that frames the structure of motion industry and the essentials of a mechanized nation. The unspoiled mountains in the east enthrall millions of visitors every year; the harnessed

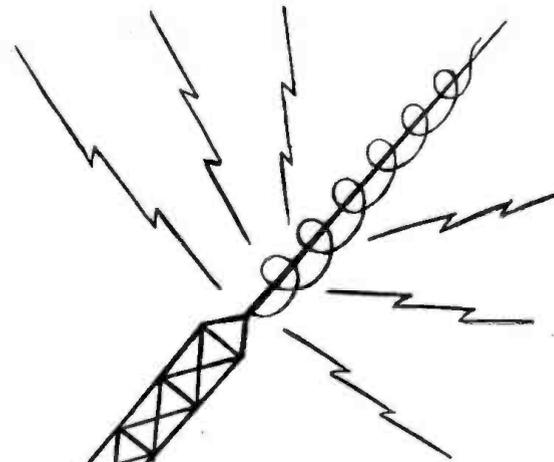
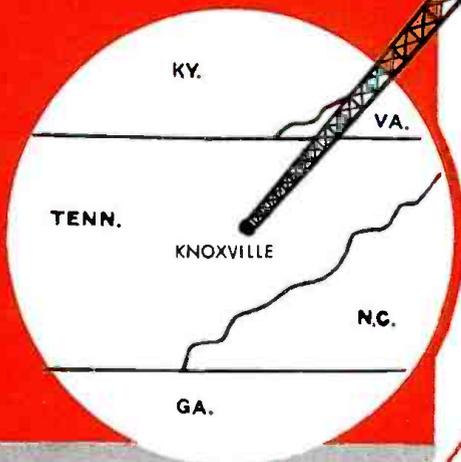
rivers feed a controlled supply of water into the Mississippi Valley; their banks and 10,000 miles of lakeshore line provide sites for nearly \$900 million invested in 175 waterfront industries; the Tennessee River's nine locks provide a route for 45 towboat operators; the dams back up the lakes and provide the energy that produces a third of the 12 million kilowatt generating capacity of TVA's power plants.

Tennessee's industry is diversified. It ranges from Alcoa's aluminum complex in the eastern hills to the fabricating mills of Memphis. Even recreation has become a major industry. Out of the land comes minerals, a dozen important crops and forests that cover half of the state.

Average income has doubled in the three decades of TVA. The area leads the world in residential use of electricity; hardly a farm can be found without electricity. Barge traffic was less than 33 million ton miles in 1933; now its over 2 billion ton miles. Fish and waterfowl thrive. Forage crops provide

**WORLD'S  
TALLEST  
TOWER\*  
TO DELIVER  
LARGER  
AUDIENCE IN  
KNOXVILLE  
AREA!**

\* 1751 feet above ground  
3049 feet above sea level



The Knoxville area is one of the growing markets in the dynamic southeast. WBIR-TV is one of the fastest growing stations in the southeast. The world's tallest tower\*, now under construction, will project the powerful 316,000 watt channel-10 signal to a much larger area in Kentucky, Tennessee, Virginia and North Carolina. Get the facts from your Avery-Knodel man.

**WBIR-TV**

KNOXVILLE, TENNESSEE

CBS **Channel 10**

AFFILIATED  
WITH

THESE OTHER SOUTHEASTERN STATIONS  
*Represented Nationally by AVERY-KNODEL, Inc.*

**WFBC-TV**

NBC CHANNEL 4  
"The Giant of Southern Skies"  
GREENVILLE, S. C.

SERVING THE  
**GREENVILLE, SPARTANBURG  
ASHEVILLE MARKET**

**WMAZ-TV**

CBS, NBC, ABC CHANNEL 13  
MACON, GA.

SERVING THE  
**RICH MIDDLE  
GEORGIA MARKET**

# WLAC RADIO

believes it would  
be more to the  
point to change  
the term "ratings"  
to

## LISTENERS!

Every year  
for more  
than 10  
years the  
postman

has brought over

# 500,000

pieces of

## mail to

# WLAC RADIO

50,000 WATTS

NASHVILLE, TENNESSEE

## TENNESSEE: DECADES OF PROGRESS continued

pasturage for once-eroded waste land. TVA employs 18,000 workers. Fertilizers produced at the dam turbines are used to boost crop yields. Pulp and paper mills crush and process logs cut where no forest existed in the 1930's.

Tennessee now has a population of 3.7 million, over half located in urban areas. Five main markets dominate the urban economy — Tri-Cities (Bristol-Kingsport-Johnson City) in the north-eastern corner; Knoxville east of the Smokies; Chattanooga on the Georgia border; Nashville, the state capital, in mid-state and Memphis on the Mississippi River.

All are throbbing with the industrial spirit of the 1960's; all are located on rivers; all are overhauling their physical facilities to keep or lead the industrial pace of the times.

**Progressive State** ■ The story of agriculture and industry is progressive. Over \$650 million a year is gained from livestock, grains, cotton, tobacco, poultry and other cash products of the land. Memphis is the top cotton market of the nation. Nashville is the second most important music center in the world (BROADCASTING, Jan. 28). Chattanooga has one of the most diversified industrial structures found anywhere. Knoxville has prettied up its downtown, is headquarters for TVA and reaps the benefits of nearby Oak Ridge. The Tri-

Cities area has paper, furniture, chemicals, plastics, printing and tobacco.

Tennessee is the nation's No. 1 zinc, pyrites and marble producer. It's second in phosphate rock, copper, gold and silver; second in the South in output of Portland cement.

The state's hardwood timberlands are the flooring center of the nation, with 43 mills operating along with 10 plywood-veneer and 200 furniture plants. There are 43 colleges and universities; they supplement the research activities at Oak Ridge and the new Tullahoma space center where John Glenn's orbiting vehicle was tested in the elaborate wind-tunnel facilities.

The industrial payroll at 4,500 plants is \$1.35 billion a year; \$2.2 billion value is added by manufacture; personal income totals nearly \$6 billion. Over 23 million tourists soak up the scenery and frolic in the lakes every year, providing \$250 million income and supporting 73,000 employees.

Tennessee decided years ago to cash in on its TVA blessings by offering financial and tax inducements to industry. They've paid off, currently bringing over 20,000 new jobs a year. Now Tennesseans are contemplating the future benefits that can come from deepened waterways, new locks, more power plants and the proposed Tennessee-Tombigbee cutoff to the Gulf.



Upriver bound, a fully-loaded barge carrying petroleum and/or chemicals is headed to points north and is about

to pass under the Mississippi bridge at Memphis. Beyond is the river bank and the skyline of downtown Memphis.

# The silence of Memphis is deceiving

## ITS ECONOMY HAS A LOUD VOICE THAT IS GETTING LOUDER

The city of Memphis must be heard to be appreciated but it's a negative sort of trait. Driving along Union Street, a main downtown artery, the stillness is startling to an auto passenger accustomed to the random, raucous blasts of soulless drivers, thanks to a local ordinance.

Life in Memphis is a versatile sort of existence, even to the visitor in search of the hard facts of markets and industry. The city is pocketbook-deep in a search for both money and good living.

Along the Mississippi the bluff area has been converted into an efficient park that also serves to keep the river out of the downtown streets. A drive around the suburbs passes through handsome residential districts—both white and Negro. One of the outstanding industrial parks of the South is located downriver a few miles.

An attractive new airport was dedicated in early June. It's dolled up in plantation pillars reminiscent of a belle all dressed for a ball. Every few blocks there's another hospital or college—26

hospitals, countless clinics and a dozen colleges and universities. And Memphis is maintaining a busy downtown retail center while adding multi-acre shopping parks in the suburbs.

There are several ways of learning about Memphis. First, of course, is a motor tour along the river park, down to Presidents Island industrial center, around the city's northern and eastern sections and finally across the Mississippi bridge. Or an air view is interesting. There's the sporty way—a water taxi from Frankie and Johnnie's boat store at the foot of the levee to board a moving towboat whose skipper has a specialized fund of facts about the port and riverside industries. But most informative is a series of talks with some of the local leaders who help keep the economy moving.

Here are some of the Memphis points mentioned most by local businessmen:

- Over 800 industries shipping products through elaborate transportation facilities to the whole nation.
- Center of a consumer area cover-

ing 76 counties; over 2½ million people with a \$3 billion income within range of TV signals.

- South's largest producer of mixed feed and meat products.

- World's largest spot cotton market (third of U. S. cotton) and products center; largest inland hardwood lumber market and producer of hardwood flooring.

- Banking, brokerage, insurance, pharmaceutical and medical center.

- Second largest Mississippi River port; handles 6.5 million tons of cargo a year.

The market story comes out a lot different than some of the mossy tales centering around nearby cotton fields, cavorting on Beale Street and ballroom ceremonials. A blend of many Memphis attractions, practical and social, appears during the annual Cotton Carnival. But otherwise Memphis is a business community, the center of commercial and industrial firms serving the adjacent Southeast, Southwest and other markets within reach of air, surface and

*oh, boy, have we got a reputation in*

# MOSCOW

*not to mention*

## PARIS, ROME, WARSAW, TIGER TAIL...

... or any one of the other hundreds of *Mid-South* communities! It's a reputation hard-earned and jealously maintained. One built and based upon a constant program of public service, locally-produced programs of *interest* to this rich area.\* We've been doing this for almost 15 years.

It takes ability plus genuine desire to build a reputation. We don't take ours for granted.

\*NEWS, SPORTS, WEATHER, AGRICULTURE, DOCUMENTARIES, RELIGIOUS, DISCUSSIONS, PUBLIC ISSUES, HIGH SCHOOL, CHILDREN'S, TALENT, COUNTRY AND WESTERN — ALL FROM WMCT STUDIOS!



# WMCT

*"The Big Area Station . . . with the Public Service Reputation"*

Full Power NBC  
Channel 5  
Nat'l. Rep. Blair-TV



water transportation facilities.

Memphis, the city, has a population of around 540,000, based on a mid-1963 estimate. Shelby county has around 675,000. Adding 21,000 in West Memphis, Ark., just across the river, brings the metropolitan population close to 700,000—the nation's 21st or 22d-ranking metropolitan area. Reaching out into the trade area starts the figures ballooning, and Memphis is the largest city between St. Louis-New Orleans and Birmingham-Dallas.

The list of industries includes such giants as Firestone 3,500 employes; International Harvester 2,500 employes; Kimberly-Clark 1,350 employes; Plough Inc., 1,050 employes and E. L. Bruce 1,100 employes.

**Business Up** ■ Practically all main business indicators for Memphis were up during the spring, with one happy exception—unemployment in April had dropped to 4% according to Federal Reserve figures. The extensive harbor and related industrial area are benefit-

ing from a \$50 million improvement project. Seven local banks have over \$1 billion in resources, \$900 million in deposits and 335,000 customers.

The story of Presidents Island involves local and area cooperation. Over 50 industries have picked sites since Sinclair Refining first set up a 9-acre warehouse in 1952. Total cost will involve \$21.6 million federal and \$28.6 million Memphis-Shelby county funds when the project is finally completed—in addition, of course, to the industrial installations.

There's still color in the Cotton Carnival and the cotton exchange on Front Street is informal in spots but essentially Memphis has chosen the prosperity of commerce and industry as its inspiration, mixing it with liberal amounts of the cultural and humane attributes of modern living, and matching the Egyptian word Memphis, meaning Place of Good Abode. Symbolizing the new Memphis is an 834,000 kilowatt plant of Memphis Light, Gas & Water Divi-

sion, located at the harbor door. It's slated for expansion to 1,625,000 kilowatts.

A major Memphis pharmaceutical plant, Plough Inc., grew out of a back-room bottling plant (25 bottles a day) set up in 1908 by Abe Plough, who now heads a company with \$50 million annual sales.

That's a capsule story of a city that was abandoned in the summer of 1878 during a yellow fever epidemic—a city that now ranks third in the U. S. in marketing and 11th in warehousing and distribution. It's being beautified as slums go down. The medical center is the South's largest; 26 hospitals have \$150 million in facilities. The University of Tennessee has colleges of medicine, dentistry, pharmacy and nursing.

Memphis likes to use the title, Capital of the Mid-South as it scans the 800 industries and civic facilities and gazes at Old Man River from the 100-foot Chicasaw Bluff where Hernando de Soto first viewed the river in 1514.

# Nashville is a city of versatility

## INDUSTRY, CULTURE AND GOVERNMENT ARE BIG BUSINESS

There's nothing like a gorgeous new airport to build up a city's image. Nashville has a \$35 million aeronautic palace, complete with long runways for

jets and older and slower prop jobs.

Nashville also has a hybrid municipal decor—a combination of contemporary structures and handsome

landscaping blended with older architecture of a past generation or two or more. Downtown Nashville has two eye-capturing landmarks—the Life and Casualty Building just a few steps from the old site of historic Maxwell House and a Grecian Capitol surrounded by a half-circular park and driveway.

But Nashville offers interesting sights to the dollar-minded visitor in search of economic information. Its industries, financial houses, insurance companies, music industry and publishing firms provide a livelihood for a metropolitan area and adjacent communities with a population of 425,000 or nearly 600,000 within commuting range. And the state capitol, along with other state offices, provides a living for 5,000 employes who get about \$15 million a year in pay.

Largest industries in the metropolitan area are Genesco (Johnson & Murphy, Jarman shoes, fourth largest U. S. shoemaker) 3,000 employes; Avco (components, appliances) 2,800 employes; Ford (glass) 2,300 employes; duPont (textiles, plastics) 2,300; Werthan Bag 1,300; Methodist Publishing Co. 1,175; Newhoff Packing 700; Baird-Ward Printing 700; Nashville Bridge (barges, structural steel) 650; Aladdin (vacuum bottles, electronics) 590.

The assorted facets of Nashville's famed music center add around \$45 million to the local economy (BROADCASTING, Jan. 28). Religious publish-



The face of Nashville is changing. At top are the Capitol and newer state office buildings. At upper right

is the new auditorium. Jutting into the sky, at bottom, is the modern Life & Casualty Building.

## New Memphis Metropolitan Airport

dedicated June 7, 1963 . . . as modern as tomorrow  
. . . symbol of vibrant growth and progress



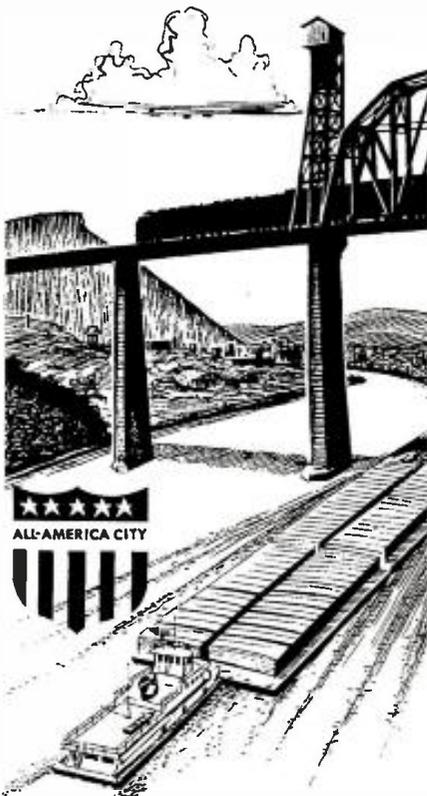
## High Flying Memphis...

### MID-SOUTH'S FIRST...NATION'S 26th TELEVISION MARKET

Yes, Memphis is growing, growing, growing . . . big so many ways . . . *especially big* when you measure it as a television market. On a *total homes reached* basis (A.R.B., January 1963), Memphis is the top TV market in the Mid-Southern states of Alabama, Arkansas, Louisiana, Mississippi and Tennessee . . . *26th on your national list* . . . truly a *must-buy* market! This is WREC-TV Land, where there's more to see on Channel 3 . . . delivering an average of 44% of the total audience in a 3-station market . . . consistently first by every survey.

**WREC|TV**   
CHANNEL **3** MEMPHIS

# CHATTANOOGA



# W D E F

**NB** RADIO TELEVISION 

## Leadership

In The **FAST GROWING** Industrial and Scenic Center of the **SOUTH!**



ers (largest group in the nation) employ 2,000 who have a \$57 million payroll. Last year 3,500 employees were added to the total city payroll. Unemployment ranges between 3% and 4%.

**Industrial Activity** ■ The Ford glass plant, with a \$78 million operational cost, turns out enough auto glass every day to cover a 20-acre field. Often called the printing capital of the South, Nashville has 7,000 employes in 59 plants whose sales run \$70 million and payroll \$21 million a year. The Sunday School Board of the Southern Baptist Convention has a plant investment of over \$9 million.

Industrial Nashville typifies many of the larger Southern cities. A local businessman, Gilbert M. Dorland, president of Nashville Bridge Co., put it this way, "Development of the South's water sources provides the key to the region's industrial boom. Here in Tennessee we see the outstanding example of the marriage of industry and water. Improved towboats and barges take advantage of the 12,000-mile waterway system." The company makes towboats, barges, barge gear, lock gates and structural steel. It produced steel for the first Saturn tower at Cape Canaveral.

The Cumberland River harbor is being improved at Nashville, where 27

barge lines haul commodities. The new Barkley Dam in Kentucky will speed up river traffic; its traffic facilities are to be ready next year. Lakes backed up by dams provide extensive tourism. Expressways are everywhere and the city is a rail center.

Urban renewal projects abound. The Capitol has lost its slummy surroundings and now is graced by the scenic semi-circular drive. A municipal auditorium has been completed. The 13 local colleges, headed by Vanderbilt University, comprise a major economic factor.

Nashville's insurance center is headed by National Life and Accident Insurance Co. and Life & Casualty Co. They have \$10 billion life insurance in force and employ over 2,300. Commercial banking involves a total of 2,500 jobs and a \$14 million payroll. The financiers total business gives Memphis a race except when the latter city's cotton business is at a peak.

While Nashville has its share of suburban shopping centers, it has a new department store, Cain-Sloan, that cost \$12 million. Harvey's department store has just made a major expansion. The East Nashville urban renewal project has been called the second largest in the nation.

## THE PROBLEMS WERE FACED

Chattanooga's updating program for the '60's is a \$250 million city-county project

A few years ago Chattanooga decided to face up to an unhappy situation.

Concededly its scenic charms were exceptional, especially the view from Lookout Mountain and nearby natural unheavals. Man-made Lake Chickamauga, 59 miles long, was great for frolicking. Highways bringing in tourists from all directions were due for the latest in cloverleaves, right in the mid-city area. The General, famed old Civil War engine, proudly gleamed in its shiny brass.

All these were good. So was the Tennessee River's barge facility except it wasn't realizing the predicted potential in local commerce. Industry was exceptionally diversified but there wasn't enough of it.

So Chattanooga reached a major decision. It decided to offer help to existing industries and make an active search for new ones.

Further, it decided to give itself a face-lifting. As a consequence Chattanooga's Committee of 100 proudly states that it has led all Tennessee for four years in the number of new and expanding industries. Now the sweet

clink of pay-window dollars provides an alluring background to the mountain waterfalls and the whistle of the winds through Lovers Leap and beyond into the seven-state panorama.

Tennessee River banks are housing new industries. In all, 500 metropolitan area plants produce 1,500 types of materials from nuclear reactors and nylon thread to boilers, valued at \$850 million a year. The 1960's program in Chattanooga involves a quarter-billion dollars of new physical plant and elimination of old slum areas. Half of the sum is being spent inside the city and Hamilton county is getting its share of traffic and industrial projects. New areas such as the Golden Gateway urban renewal park are under way.

That's why Chattanooga's were extra happy earlier in the year when the city was one of 11 selected for the All America Cities Award of the National Municipal League and *Look* magazine (neighboring Knoxville was one of the others). They appreciated this tribute to the aggressive bootstrap lifting job done by civic leaders, including an outstanding desegregation campaign.

This city of 135,000 (nearly 300,000



# HANGOVER

A few media planners still suffer from a hangover of misinformation. They think of Nashville as a city of slightly over 400,000. Which is true . . . and slightly misleading. The Nashville television market numbers 2,052,300 people in 450,000 television homes. 98% of these homes depend on Nashville television stations for all network TV. 96% of them look to Nashville for *all* TV. So, while Nashville looks like America's 65th city, it's actually the nation's 30th television market.\* Sobering, isn't it?

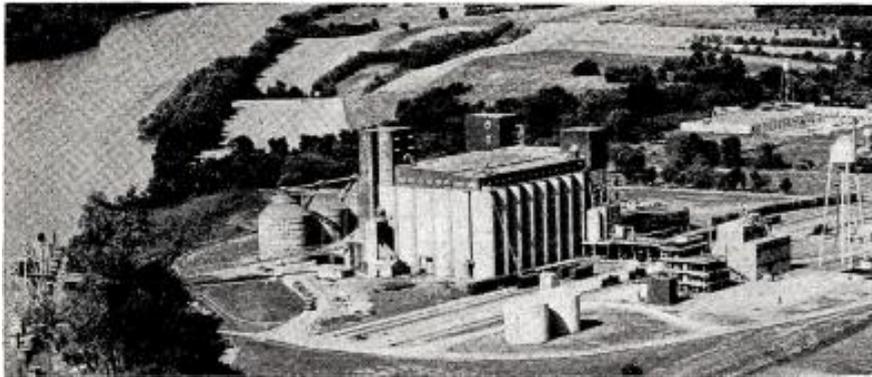
\*ARB, March, 1962

**WLAC-TV**  
CBS-TV Channel 5

**WSM-TV**  
NBC-TV Channel 4

**WSIX-TV**  
ABC-TV Channel 8

N A S H V I L L E , T E N N E S S E E



Grain plants and other industrial facilities are appearing along banks of

the Tennessee River at Chattanooga. Typical is the Central Soya facility.

in commuting range) has 40,000 electrically heated homes served by a municipal power plant hitched into the TVA system. Chattanooga has patiently tolerated the ugly scars of traffic circle and expressway construction in anticipation of imminent traffic blessings that will bring Cleveland and other markets closer.

A big new Seaboard Allied Milling plant has just given a new lift to local economy. Quaker Oats, Dixie Portland and Cargill are among local elevators and milling facilities. A brand new Kenyon Southern plant is turning out parachutes and piece goods. Western

Union makes equipment, Brock makes candy and Combustion Engineering makes boilers and nuclear reactors.

Dixie Engineering and Farmers Chemical Association round out a partial list of larger industries. A farmer co-op is making fertilizer in an old arsenal.

Under pressure, past generations of Chattanooga would admit that northern money started the city's post-Civil War industry. But contemporary Chattanooga is doing its own rebuilding of processing, commercial and distribution facilities, with federal money helping out in highway expansion. The combined projects will bring closer the trade-tied communities in Alabama, Georgia and Tennessee.

Chattanooga is historic, interesting and a tourist attraction. Its combination of natural and man-made facilities promise to make this Tennessee city one of the finer communities in the South.

## KNOXVILLE LOOKING AHEAD

City is making its outward appearance conform to a progressive economic attitude

The civic citations of Knoxville, Tenn., have gone all the way from nadir to zenith in a single decade.

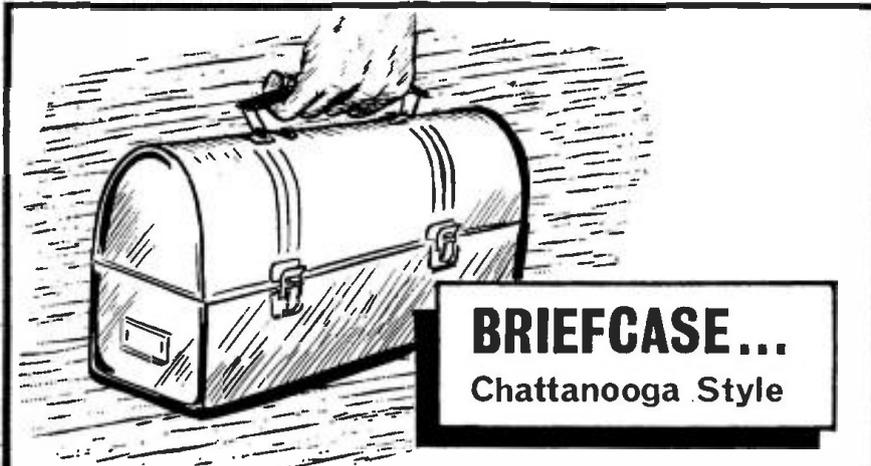
This river city, just beyond the west-

ern slope of the Smokies, had an attack of municipal jitters just a decade ago when a prolific writer and TV lecturer, John Gunther, experienced a shock as he took an owlish, peevish look at the antique Market Square with its gingerbread decor, enhanced by hordes of elderly jalopies parked by the farmers who dispensed fruits of the nearby soil.

"Ugliest City in the United States," author Gunther wrote in his book, *Inside U.S.A.*, an extravagant claim many traveling salesmen could successfully challenge on behalf of hundreds of other communities spawned in past eras of milltown gothic architecture.

Local irritation at the Gunther appellation subsided after a flurry of letters-to-the-editor and civic gripe sessions. It disappeared completely in a blaze of ecstasy just a few weeks ago when Knoxville learned that its drastic civic overhaul in recent years had won it the All-America City Award of the National Municipal League and *Look* magazine.

Knoxville, 1963 model, has two attractive retail attractions right in mid-city—a Promenade and the Market Square Mall. The latter collection of shrubs, young trees, fountains, benches and ornamental concrete perimeter pillars and protective roofing might induce Mr. Gunther to eat his words or at least revise them drastically were he to conduct a 10-years-later tour. And a few years from now there will be such new attractions as a downtown loop; Gay Way, an overhauling of Gay Street, the main artery, complete with covered sidewalks; more annexed territory in



In Chattanooga, an industrial city in the heart of the South, the lunch box outnumbers the briefcase 6 to 1 . . . with more than 500 manufacturers turning out a variety of over 1500 products. This means a huge year-round payroll . . . over a million people with money to spend . . . ready to buy your product in 200,000 plus TV homes reached by WTVC.

Call the man from ADAM YOUNG!

*Test Market  
of the  
South*

**WTVC**  
Channel 9 • ABC  
Chattanooga, Tenn.



# READY

Nashville is ready to buy your product. It's the only major test market in the Southeast with local control of more than 90% of the area's retail food outlets . . . administration, buying, warehousing. Buying power tops \$2,872,648,000. Over 96% of the area's 450,000 television homes are completely dependent on Nashville television stations. Next time you feel a test coming on, make a serious pass at Nashville. It's ready, ready, ready . . .

**WSIX-TV**  
ABC-TV Channel 8

**WLAC-TV**  
CBS-TV Channel 5

**WSM-TV**  
NBC-TV Channel 4

**NASHVILLE, TENNESSEE**



The once shabby market place of Knoxville was a sight that made some eyes sore. Now it's all frilled up and attractive as the result of a rebuilding project. It even has a new name—The Mall. In its local overhauling process Knoxville has converted an old alley behind a group of stores into a sort of covered sidewalk, a project that has stimulated shopping and boosted local pride. Next will be refurbishing of Gay Street, the main artery, into a new Gay Way.

the suburbs and along expressways.

**Its Surroundings** ■ Knoxville is surrounded by big things, natural and man-made. The towering Smokies to the east draw more tourists than any other national park; Oak Ridge to the west has a \$3.3 billion plant devoted to the coddling of atoms; Alcoa has big generators that feed a mile-long smelting plant and the place uses more electricity than the city of New York, according

to local businessmen; Knoxville is headquarters for Tennessee Valley Authority, and finally the city is takeoff point for the Tennessee River and its system of lakes and locks leading to the Great Lakes, the Gulf of Mexico and points everywhere.

Nearly 500 manufacturing plants employ 40,000 in this metropolitan area of 275,000. The city has 180,000 population. Products include plastics, chemi-

icals, textiles, garments, paper, marble, machinery, food, tobacco, cement, fertilizer aluminum—and of course the nuclear materials produced at Oak Ridge.

An industry-hunting drive brought three new plants and 27 expansions in 1961; eight plants and 10 expansions in 1962; two mergers, four new plants and three expansions thus far in 1963. Three industrial parks offer sites. Area research involves expenditure of an estimated \$100 million (including Oak Ridge, University of Tennessee medical and TVA, among others). TVA does research in forestry, fish and hydraulics. The university has more than 15,000 students and means big payrolls and expenditures, especially when the Vols tear up the stadium's autumn turf. Other educational facilities include Knoxville College, Tennessee School for the Deaf and the experimental station of the University of Tennessee College of Agriculture. The university's extensive medical facilities are the scene of isotopic research and work with radiation and cancer.

Oak Ridge has 16,000 employes in its nuclear activities. Their payroll is \$112 million a year; about half the employes live in Knoxville or Knox county. All this has come out of the World War II Manhattan Project. The nuclear plant and its contractors are heavy buyers of local products.

Won't you come back, John Gunther? Knoxville is dressing up.

## EXPANSION IN WIND

Tripartite metropolitan area has just begun to find wings

The three cities in the northeastern corner of Tennessee and southwestern corner of Virginia—Bristol, Johnson City and Kingsport—have everything that industry needs. They have water, forests, agriculture, adjacency to the TVA and transportation. Yet a few decades ago the tripartite metropolis was complaining that industry had over-

# WKGN

# NO. 1

## RADIO IN KNOXVILLE



● **NO. 1 PULSE** ●

KNOXVILLE METRO. AREA      FEB. 1, 1963

6 AM-12 N    12 N-6 PM    6 PM-12 Mid.

**31            46            49**

● **NO. 1 HOOPER** ●

JAN.-MARCH, 1963

7 AM-12 N      12 N-6 PM

**28.0            34.8**

CALL:

**Robert E. Eastman Co.**

# WKGN

KNOXVILLE, TENNESSEE



## **SIN**

It's a sin for any media buyer or market planner not to know that the Nashville market holds buying power in excess of \$2,872,648,000. The area is recession-proof, too. It's the commercial printing capital of the Southeast, the religious printing capital of the U.S., home of the largest shoe-apparel manufacturing corporation in the world, the second largest investment banking house in America, two of the nation's leading insurance companies, and quite a few others. Pick Nashville . . . salvation for many a marketing problem.

**WSM-TV**  
NBC-TV Channel 4

**WSIX-TV**  
ABC-TV Channel 8

**WLAC-TV**  
CBS-TV Channel 5

**NASHVILLE, TENNESSEE**



The beautiful lakes in back of Tennessee Valley dams have a significant economic effect. More than 42 million person-day visits a year are made by vacationers, especially fishermen. Good fishing is reported throughout the year in the valley. Tennessee Valley Authority estimates over 15 million pounds of game and commercial fish are

taken from the lakes each year. Spring and autumn are considered the best months for fishing in TVA lakes, particularly the large storage lakes on tributary rivers. Scenery from the Smokies is outstanding, finally tapering off into gentle, rolling hills. Impoundment of the lakes has given the nation one of its finest recreational areas.

shot it on the way south and west, landing in Knoxville, Nashville and other markets.

Now the cities have an important industrial structure, and the way things

are going the isolated airport, 14 miles from all three, will be city-surrounded right up to the runways. At least that's the feeling around Bristol, Johnson City and Kingsport. Depending on how

big a chunk of the two-state area is counted, the metropolitan area comprises from 100,000 to 130,000 people; a four-county tab will run up the figure to 185,000 and 300,000 live within commuting distance, according to local estimates.

Many of the large industries in this rich triangle are expanding. In Kingsport, Tennessee Eastman, a huge complex with 8,500 employes, recently rerouted the Holston River to make way for expansion. American Saint-Gobain is among the nation's largest glass plants, turning out continuous sheets. J. P. Stevens, Mead Corp., Penn-Dixie cement and Kingsport Press, a gigantic printing plant, are also there. Kingsport has 36,000 people.

Bristol (Va. and Tenn.) is split right down the main street by the Tennessee and Virginia border but otherwise it's a compact community. Industries include Monroe Calculating Machine, Raytheon, Sperry Farragut, Bristol Steel & Iron, Universal Moulded Fiber and S. E. Massengale. Population by late estimate is 39,000.

Johnson City has 35,000 people. Plants include garment mills, Magnavox furniture, Artcraft, Pharmaseal Labs (hospital supplies) and an array of other furniture plants that take advantage of the timber supplies.

An aid to retailing is the single credit card good at major stores in the tri-city area which, for those interested in geographic tidbits, is farther from Memphis (537 highway miles) than the distance from Boston to Washington.

The agriculture is good in this hilly country, including dairy products, beef

**More  
men, women,  
children (& dogs)  
view W J H L - T V than  
the other station in the rich  
Tri-Cities (Johnson City-Kingsport-  
Bristol). Check the ARB ratings. You'll see!**

**ID: Pearson National Representatives knows this too!**



## sell me!

You've got something to sell? So sell me! There are lots of young housewives just like me in the greater Tri-Cities area. (It's the 19th largest market in the Southeast.) All of us buy, when we're sold. How are we sold? Ask Meeker or Jim Ayers. They know. And they have a booklet that gives you the facts briefly on the 22 largest markets in the Southeast, Tri-Cities included. If you've got something to sell, listen: Tri-Cities offers you (1) good size, (2) low entry cost, (3) dominant TV, (4) lots of gals like me who like to be sold. So sell me! Sell us all on **WCYB-TV**



Offices and Studio: Bristol, Tenn.-Va.

*This is the booklet mentioned. Write for it today.*



## The 1963 National Headliner Medal for outstanding local coverage of news events: awarded to WMPS



1963 marks the 30th Annual Headliner Award given for outstanding efforts in the entire news disseminating industry. WMPS was specifically honored for its coverage of the Mississippi University campus riots last fall. This kind of recognition is a tribute to WMPS' thorough, accurate and immediate coverage of the news. It is also a measure of WMPS' programming with a purpose.

### RADIO MEMPHIS WMPS

THE *Plough* STATIONS

RADIO ATLANTA  
WPLO  
AM-FM

RADIO BALTIMORE  
WCAO  
AM-FM

RADIO BOSTON  
WCOP  
AM-FM

RADIO CHICAGO  
WJJD  
AM-FM

RADIO MEMPHIS  
WMPS  
AM-FM

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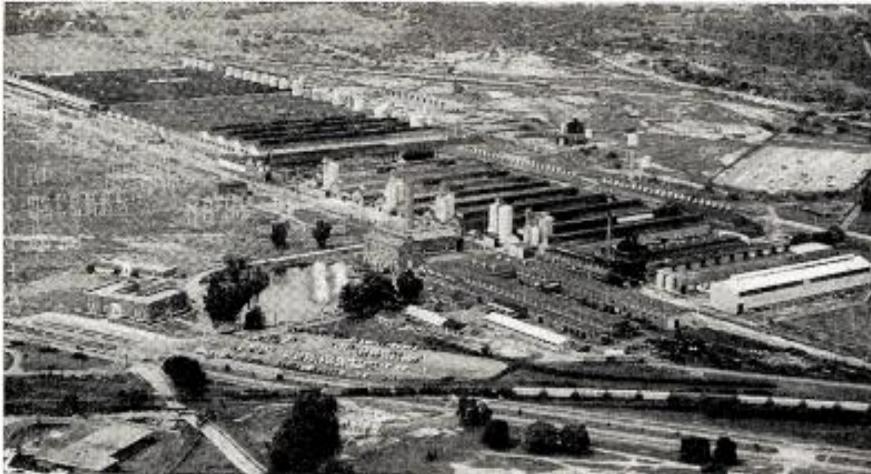
Los Angeles

Boston

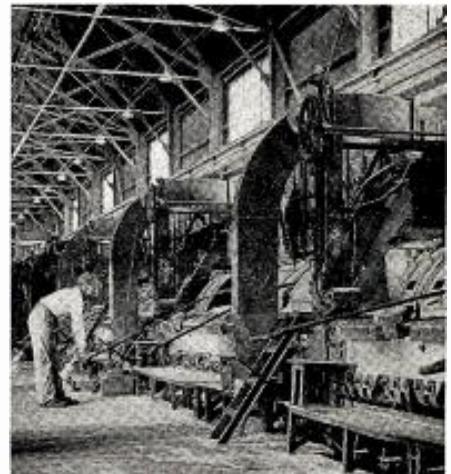
Atlanta

San Francisco

Seattle



Reduction and fabrication of aluminum provide employment for thousands in Tennessee. Smelting plant of Aluminum Company of America (left) is located 15 miles south of Knoxville. Alcoa generates much of the elec-



tricity it uses. Metallic aluminum is produced by an electrolytic process (right). Alumina (partially refined bauxite ore) is converted into aluminum ingots. Impact of aluminum industry is important in TVA area.

cattle and a highly flavored tobacco that's fine for filter cigarettes.

There are four colleges in the area. TVA is a recreational as well as indus-

trial advantage. The Holston River barge channel is slated eventually for enlargement and the TVA ties will be even closer. Transportation facilities

are good, with highway, air, and rail arteries. Urban renewal projects are under way. The tri-cities area is busy planning for the future.

## Alabama resources—rich and abundant

### WEALTH OF BLACK SOIL, PLENTIFUL WATER PLUS IRON, OTHER MINERALS

The state of Alabama, taking a long-range view, boasts proudly that its natural blessings are unsurpassed among the 50 states.

In the north are modest mountains and a chain of man-made lakes belonging to the Tennessee Valley Authority's facilities. There is the man-made Space Capital of the Universe, at Huntsville—zenith of the famed Space Crescent ranging from Houston on the west to Cape Canaveral on the east.

Through one of Mother Nature's freaks, northern Alabama's Tennessee River flows north and west to join the Ohio at Paducah, Ky., in a round-about but low-cost transport facility. On the other hand the south-flowing Coosa River is underdeveloped as a deep-channel barge route from Rome, Ga., to Montgomery, Alabama's central-state capital, on into its Gulf-bound Alabama River.

The natural mixup becomes even more intricate at the state's largest city, Birmingham, located between Montgomery and the northern tier. Birmingham is a few miles east of the Warrior River, which has a 9-foot barge trough tying the city with the Tombigbee, southbound to Mobile, where ocean freighters come from the Gulf of Mexico.

**Many Resources** ■ Alabama has rivers everywhere plus underground water, iron ore, magnesium, limestone, coal and a center-state belt of luxurious

black mud that supports a rich agricultural economy. Onward and southward, Alabama has forests (lumber, paper and pulp), more rivers, a Gulf coast and salt.

Alabama has all this, yet its mid-1963 blessings were haunted by social problems that supplied portents of trouble—temporary, it was hoped—and by the longtime need for sympathetic understanding among racial groups. It hopes that its April and May racial disturbances won't leave serious economic scars.

But much of the thinking of those having the state's future at heart is centered around efforts to solidify local economic gains surpassing the growth rate of the nation as a whole.

Alabamans think of the \$16.5 billion worth of goods manufactured in a decade; of third rank in poultry production; of the nation's third greatest rate of increase in median family income (up 116.3% in a decade). All this, and more, on the plus side.

Alabama's recent growth factors include these symbols of the state's industrial speedup:

■ Its \$81.2 million National Aeronautics & Space Administration allotment is second only to California; Marshall Space Flight Center at Huntsville is NASA's largest facility.

■ Industrial activity in 1962 was up 10% over 1961 compared to 7% for the U. S. as a whole.

■ Retail sales in 1962 up 10% to all-time record.

■ Coal output up 13%; unemployment fell from 7.5% to just under 6%.

■ Bank debits and other finance indexes up 5% to 20%; farm receipts up 5% (cotton 10%); industrial energy consumption up 10%.

The indexes were compiled by the Bureau of Business Research, University of Alabama. Of 29 economic barometers, only three showed declines—cement consumption, trade employment and Birmingham department store sales.

Around the state business activity was good in such markets as Birmingham, Anniston, Dothan, Gadsden, Decatur, Huntsville, Mobile, Montgomery, Selma, Florence (Tri-Cities area) and Tuscaloosa.

Walter Bouldin, president of Alabama Power Co., said 450 large new industries have located in its service area in a decade, with capital investment of \$420 million and 45,000 new jobs. He predicted even faster growth in the next 10 years. In 1962 the company saw \$133 million in new and expanded industry in its area.

In the first quarter of 1963, according to Governor George C. Wallace, nearly \$100 million in new plant investment was reported, twice as much as the entire first half of 1962. Republic Steel announced a \$20 million modernization project in Gadsden, joining the Tennessee Coal & Iron at Birmingham in put-

a whopping  
**69%**  
 increase in  
 three years

WTVY's total homes reached from 6 P.M. to 10 P.M. has increased steadily each year as shown in the following figures taken from the year-end ARB Reports.

**25,500 in 1962**  
**20,000 in 1961**  
**17,800 in 1960**  
**15,100 in 1959**

WTVY operates on Channel 4 at full power from Alabama's tallest tower, 1549 feet above sea level.

WTVY serves nearly 200,000 homes in three states with the best CBS, ABC and local programming.

add up the  
 facts about  
**WTVY**  
 DOTHAN, ALA.

then call:

THE MEEKER CO., National Reps,  
 SOUTHEASTERN REPRESENTATIVES,  
 Southern Rep; or F. E. BUSBY at 205  
 SY 2-3195.

## ALABAMA RESOURCES—RICH AND PLENTIFUL continued

ting in new furnaces. TCI (U. S. Steel) is the largest steel plant in the South; Republic is next. Other 1963 expansion projects are Container Corp., \$20 million; Marathon Southern, \$9.2 million and International Paper, \$4.5 million. Alabama Power Co. announced \$208 million in new and expanded facilities during the next three years. Alabama Power's revenue doubled from \$71 million in 1953 to \$143 million in 1962.

**Rich in Water** ■ Alabamans beam whenever the subject of water is mentioned. The 9-foot Warrior-Tombigbee Waterway is one of the busiest in the Southeast, with over 6 million tons a year moving over its 463-mile route from Birmingham to Mobile. Expressed in ton-mile terms, the figure is 1,561 million. This is more than all the traffic on the nine other inland river systems that flow into the Atlantic Ocean and Gulf from Savannah River, Georgia, in the east to Pearl River, Mississippi, in the west. At its mouth the Warrior-Tombigbee connects with the Mobile ship channel and Gulf Intracoastal Waterway. Mobile port handles 16 million tons of commerce every year.

A state-prepared industrial location map shows 67 major plants that located along Alabama's rivers because of the waterways.

The state's drainage system comprises 26 rivers and a web of smaller streams plus enormous underground water supplies. The river system is next only to the Mississippi-Missouri network, with 1,500 miles of navigable or potentially-navigable waterways. When the Coosa-

Alabama waterway is deepened to nine feet from Montgomery to the Tombigbee and the Coosa becomes a through route from Montgomery to Rome, Ga., and the Tombigbee cutoff from the Tennessee above Muscle Shoals to Demopolis, Alabamans will be blessed with unequalled facilities for continued industrial growth.

**Feeling Muscles** ■ "Alabama is an awakening giant, from its necklace of lakes and dams in the north to its timbered areas in the south," said Leonard Beard, director of the Planning & Industrial Development Board. Banks and department stores have set new records. Airlines, railroads and Southern Bell had a good year.

Total trading (imports and exports) in Mobile customs district was \$275 million. General Walter E. Todd, assistant planning-industrial director, said Alabama went from 18th to 15th place among all states in manufacturers' expenditures for new plant and equipment during the last four years. The rise of 116.3% in median family income during the 1950-60 decade was the third fastest in the nation. Farmers collected over \$500 million last year in the cash market.

The Atlanta Federal Reserve Bank ascribed rising economic activity in the last two years to increased spending and income, expanded production and more employment (nonfarm employment rose 4.7% in 1961-62). Unemployment dropped from 7% to 5.3% in two years as total personal income increased 8.7%.

## BIRMINGHAM WOOS INDUSTRY

180 new firms, employing 20,000 workers added to city's total resources within past 12 years

A thoughtful spot in one of the South's most troubled cities in mid-spring of 1963 was the office of Glenn Taylor, executive director of Birmingham's Committee of 100. This pioneer agency in the field of industry procurement had reason to be troubled as local race agitation hurtled the city into worldwide journalistic notoriety.

If the atmosphere appeared calm, the hearts of Mr. Taylor and his committeemen weren't. Naturally the committee was concerned about the impression local racial activities would make on northern industrialists who were on the list of prospects who might move their plants to Birmingham or start new ones in this metropolitan market of 660,000 and trade center for 1.8 million people.

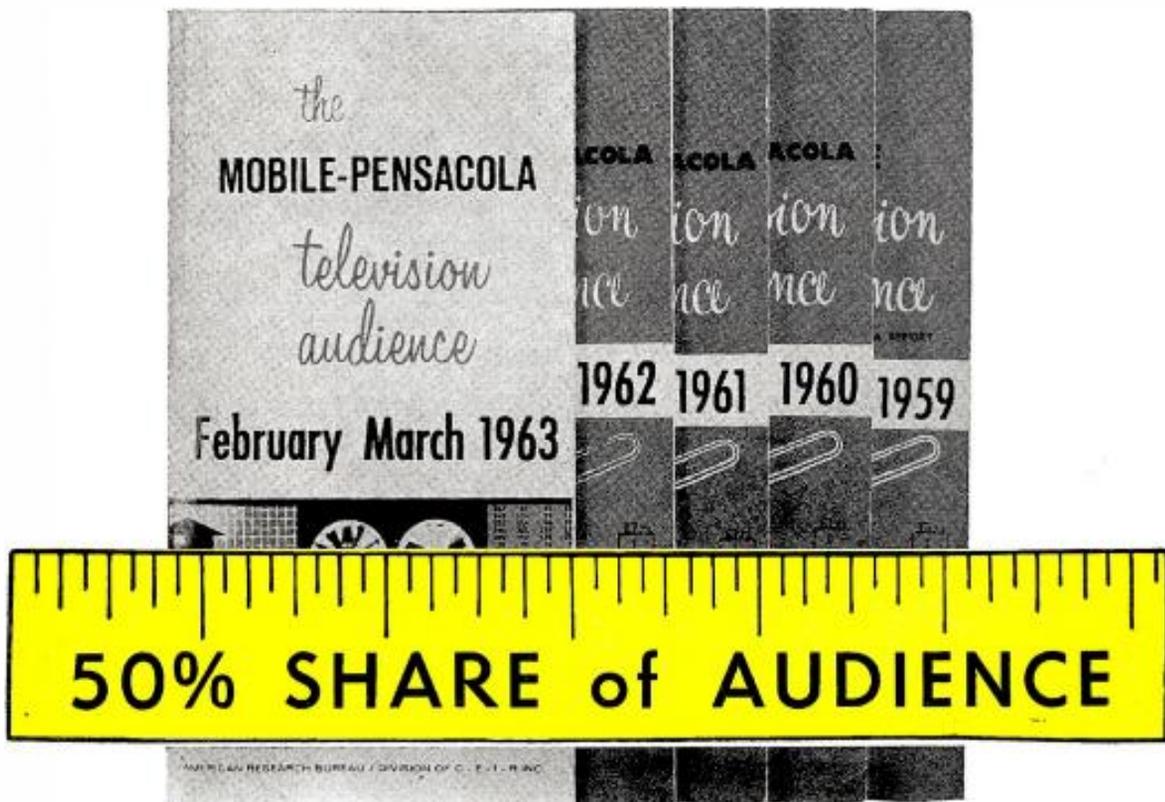
Fresh back from plant-hunting tours

around the nation, Mr. Taylor reported industrial prospects had spoken well of Birmingham until the day a mail man from Baltimore, carrying an integration sign, was fatally shot in the eastern part of the state. That helped trigger Negro incidents in Birmingham. The publicity brought adverse letters from other states and even foreign countries, a few of them violently insulting.

**Move Ahead** ■ At this point the Committee of 100, one of the first industry-getting agencies in the land, had to make a decision. Should it panic, sit tight a few weeks or go right ahead with the drive to bring more jobs to Birmingham. The members reviewed a chart showing department stores down 4% from the first four months of 1963.

"We decided to move right ahead,"

# NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

## WKRG-TV — Mobile — Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.\*



Represented by H-R Television, Inc.  
or call

C. P. PERSONS, Jr., General Manager



\*3 station VHF market.

Mr. Taylor said. "Some of our adverse letters came from northern industries who said they wouldn't consider Birmingham after the agitation, but curiously some of these came from cities where similar racial demonstrations were occurring."

"Dozens of major factors influence an industry's selection of a site," Mr. Taylor explained. One of them, of course, is local racial disturbance. But the Committee of 100 didn't stop. It stayed hot on the trail of new electronics and metal-processing plants that

had been looking favorably on the city, believing the late April and May troubles were temporary and wouldn't seriously impede the city's efforts to diversify and expand industry to support its steel, mining and fabricating structure.

Many of the members of the committee and the related chamber of commerce noted that most business was proceeding as usual and that life in Birmingham hadn't changed except for disturbances confined to a limited area. They observed there had been no

violence between races and many felt journalistic accounts of police tactics had been exaggerated. Finally, they said, that while downtown retailing had suffered, much of the slack had been taken up in the big suburban shopping centers.

**Suburban Shopping Good** ■ The June 1 index of the Atlanta Federal Reserve Board showed sales of selected department stores were down 17% from the same week in 1962. Atlanta was down 9%, New Orleans 3% and Mobile 2%; Miami and Jacksonville, Fla., were up 10% and Tampa-St. Petersburg 18%, at the other extreme. But in Birmingham they contended the department store index did not reflect total sales and they said that business generally was not seriously affected; people still went about their business as usual and suburban shopping, not truly reflected in the index, was described as increasing. The city's department stores showed a decline last year from 1961.

While living in the national spotlight, Birmingham was working on its civic problems. A newly elected city council of nine members took office at the end of May, replacing a former three-man ruling body. Two of the 18 candidates for nine posts were Negroes who were defeated. New housing projects have been going up for Negro groups. Recent expenditures for Negro schools total \$11.8 million compared to \$13 million for white schools (47.5% of school building funds for 44% of the school population). Negroes comprise two-fifths of the local population, many having migrated northward in the last two decades.

As in other southern cities, Birmingham civic leaders plead for moderation in solving a long-standing problem. The city already is planning for its centennial in 1971. Its greeting to the rest of the world at the airport and in promotion material, reads "It's nice to have you in Birmingham."

The excitement over racial problems tends to outweigh in some economic minds the city's important market traits. City population is roughly 345,000; the metropolitan area totals around 660,000 as of mid-1963 with an income of over \$1 billion a year that accounts for 24% of Alabama's retail sales, according to local sources. Incidentally, retail sales went up 55% in the 1950-61 period.

A new \$22 million water system takes advantage of the network of rivers that criss-crosses the state. This water resource is often called Alabama's greatest natural blessing. Combined with local iron ore, coal and limestone, Birmingham naturally developed the biggest iron-steel complex south of Maryland. Tennessee Coal & Iron, a U. S. Steel division, is the largest private employer

most everybody watches

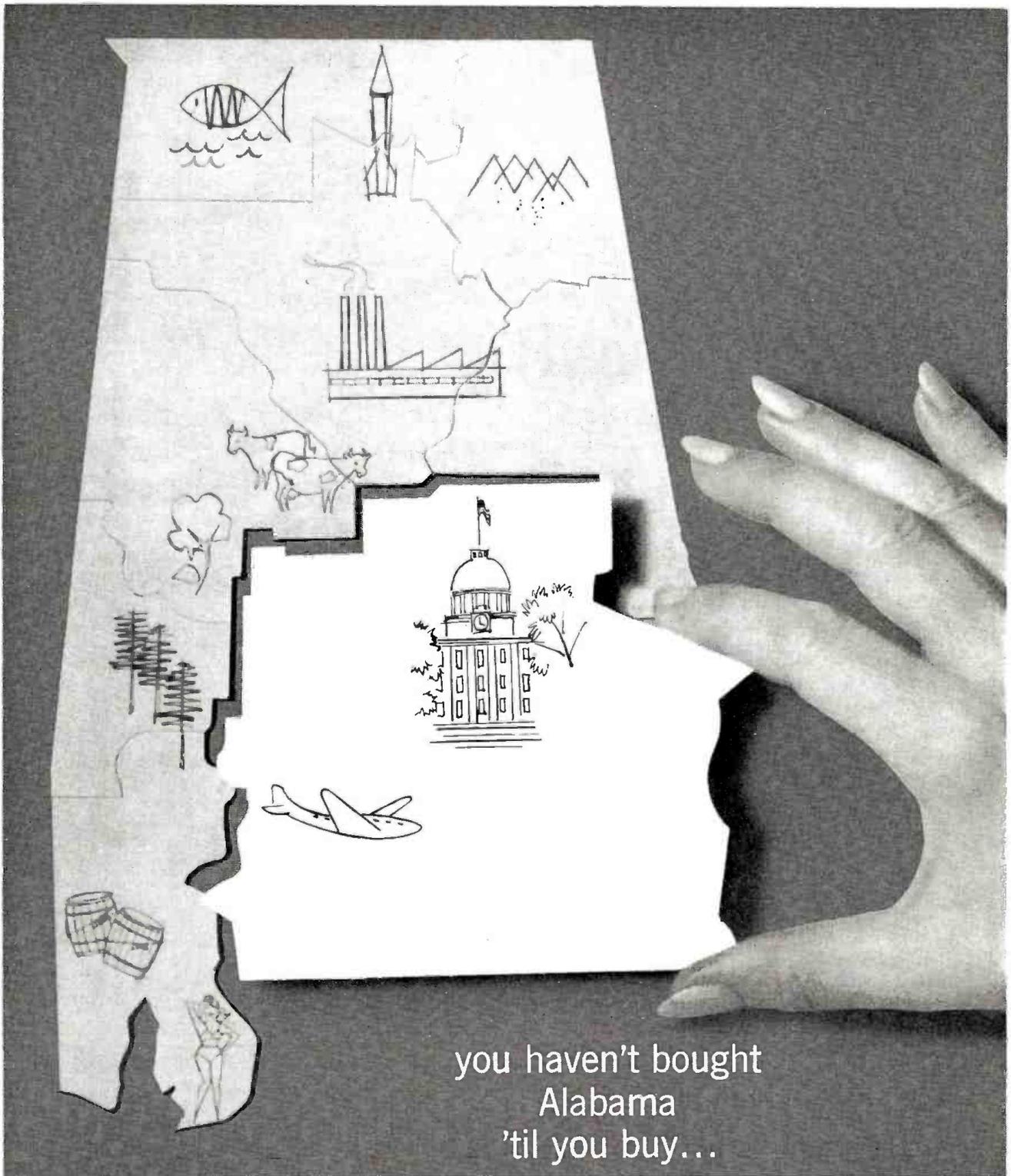
**WBRC - TV**



**BIRMINGHAM, ALA.**

..... IN FACT SOME 73 PERCENT OF ALABAMA'S POPULATION LIVING ON FARMS, IN CITIES AND YEP, IN CRIBS IN 43 COUNTIES WATCH CHANNEL SIX, "THE CLEAR CHANNEL STATION." ADD TO THIS FOLKS IN SEVEN COUNTIES IN MISSISSIPPI AND YOU HAVE A POWERFUL LOT OF LOOKING . . . IN FACT ABOUT TWO AND A HALF MILLION POTENTIAL VIEWERS. DO YOU WATCH?

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(sources: TV Factbook, S.R.D.S.)

NBC — Montgomery, Alabama • Carter Hardwick, Managing Director / A Station of The Broadcasting Company of the South  
G. Richard Shafto, Executive Vice-President Represented by Peters, Griffin, Woodward, Inc.

in Alabama and one of the largest in the South.

TCI has 22,000 employees. Other large Birmingham industries—Hayes International (aeronautics, space) 5,000; U. S. Pipe & Foundry 3,800; Woodward Iron Co. 1,600; American Cast Iron Pipe 1,100; Stockham Valves & Fittings 1,100; Pullman Standard Car, 900. The University of Alabama medical complex employs 3,800.

**Fine Record** ■ In a 12-year period the Committee of 100 was active in acquisition of 180 new firms (employing nearly 20,000) having a \$142 million capital investment. Expansions included 193 plants employing 9,600 with investment of \$118 million. This program, led by transportation equipment, was helpful in meeting the general downward trend in the steel industry.

Birmingham's labor force consists of 250,000, with 57,000 employed in industry. The Warrior coal fields have a 66 billion ton supply. The trade area has a half-billion dollar agricultural income. A 467-mile 9-foot channel in the Warrior-Tombigbee rivers puts Birmingham in direct contact with Mobile, the Gulf Intracoastal Waterway and the whole national waterways system. The Warrior-Tombigbee naturally is the route used for much of Birmingham's consumption and production of heavy materials (the city is the world's

largest producer of cast iron pipe).

From Alabama's steel mills, including TCI, Republic and others, come byproducts such as chemicals and soil-building materials. Steel furnaces are being modernized and capacity increased. The Committee of 100 is shooting for a minimum of 8,000 new industrial jobs a year but would be happier with 10,000 in its second decade. It's doing a job first undertaken more than a decade ago (see Mid-Gulf Story, BROADCASTING, June 27, 1955).

**Symbol of City** ■ This hill-bordered

city is best viewed from atop Red Mountain—or Big Red as it's often dubbed. Birmingham natives and their visiting friends get the full impact from The Club, perched near the famed Vulcan statue that symbolizes the steel industry. The night view from The Club is one of the South's spectacular sights. Old Vulcan, 55 feet tall on a 124-foot pedestal, is the largest iron figure ever cast. With torch in outstretched hand, Vulcan has watched over Birmingham since the 1904 world's fair at St. Louis where it was a city exhibit.

## MOBILE GETS ECONOMIC LIFT

### Growing portion of Gulf commerce shifting eastward to add to port city's prosperity

The eastward shift of new Gulf Coast industry to the New Orleans-Gulfport-Biloxi-Pascagoula-Mobile strip is giving the Mobile metropolitan area another economic lift. Petroleum, chemicals, primary metals, shipping, waterways and new highways are responsible for the freshest outlook it has enjoyed since Fort Louis de la Mobile was built on a Mobile Bay site in 1702.

Mobile has nearly every physical facility a market can use except a snow-capped mountain and ski lift. It's on Mobile Bay with protected docks serving ocean-going and inland waterways traffic. Rainfall is good, surface water is all around and the ground water (deep well) supply seems inexhaustible.

There's Spanish moss dangling from Mobile's old trees, giving the city an aura of antiquity and charm, but there's no moss on the economic structure.

Transportation and heavy industries are basic. A quarter-billion dollars in new plants appeared during the last decade, providing jobs for 10,000. Many are fabricating plants. The area's paper industry is growing fast, supported by a good lumber supply. Agricultural products abound. Like many other southern markets Mobile is drawing closer to major consuming regions to the north as its transport facilities improve.

The main mineral resource is the Citronelle oil field, producing two-thirds of Alabama's oil; 21,000 barrels are pumped daily from 350 active wells. Less than 40 miles away Standard Oil (Kentucky) is completing a \$125 million refinery, which Mobile figures will join salt deposits in giving a boost to its own chemical industry.

**Ship Channel** ■ With the Alabama State Docks as a major facility, the Mobile ship channel is being deepened from 36 to 40 feet. Present port tonnage is over 15 million tons a year. The state docks rate among the nation's best and a terminal railroad ties

into rail lines. Over 100 ship lines serve the port and barge traffic moves over the Warrior-Tombigbee system and Gulf Intracoastal Waterway. New river projects include eventual service to Rome, Ga., along the Coosa-Alabama route and the Tennessee-Tombigbee shortcut from Florence, Ala. Thus Mobile is a key interchange point.

Among major plant investments since early 1955 are International Paper (newsprint) \$20 million; Scott Paper \$18 million; Alabama Power \$30 million at Barry steam plant; Olin Mathieson Chemical \$8 million; Alabama Power expansion at Barry \$11.8 million, and Scott Paper another \$20 million, both in 1959; another Scott project in 1961 totaling \$4.5 million; Henderson Sugar Refinery \$12 million; Diamond Alkali (chlorine and caustic) \$5 million; Stauffer Chemical \$2 million, and International Paper \$4.5 million. In addition Brookley Air Force Base had several major projects and a number of chemical and cement plants were enlarged.

Alcoa's alumina plant is called the largest on the North American continent; capacity is 5 million pounds a day. If smelted, this could be rolled into enough 12-inch household foil to reach over twice around the world.

Mobile's trade area reaches into southern Alabama, southeastern Mississippi and northwestern Florida. A "Let's Build Southwest Alabama" program has been started. Shipbuilding and ship repair are big industries. Interstate highway links are being built. Drydocks are called the largest south of Newport News, Va. A medical center is being enlarged, serving a wide area. A new \$2 million Mobile College is being constructed and the University of Alabama's center in Mobile will move into new quarters.

Brookley Air Force Base employs over 16,000. It has its own navy and docks, serving two aircraft carriers and

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numerous other assorted ships.

**Population Booms** — The population of Mobile (city) aided by annexations, went up 57% from 1950 to 1960, according to the U. S. Census, bringing it over the 200,000 mark. Currently the city's total is estimated over 226,000 and growing. It's about one-third Negro. The census showed a 36% increase for Mobile County from 1950 to 1960, reaching 314,000 (currently 338,000). Some 50-odd miles to the east is Pensacola, Fla., another important market. From a TV service standpoint the Mobile-Pensacola area provides an area of over a million people and is a distribution point for 2 million.

The Mobile visitor with an eye for tourist charm is quickly involved in a maze of historic spots and gorgeous gardens.

But Mobile to the marketer is a growing industrial and transportation community with an air base that feeds \$100 million yearly on top of the civil economy through payrolls and base expenditures. A new auditorium will open next year, joining Mobile College in new cultural facilities. Lying four miles out in the Gulf and 30 miles to the south is Dauphin Island, offering resort and residential facilities. Acutely needed is a proposed second tunnel under the Mobile River.

## Space is Huntsville's not-so-secret weapon

The most exciting business community in all the land could be the miracle city of Huntsville, tucked up in the northeastern corner of Alabama within reach of the Tennessee Valley waterways system.

Huntsville is like no other American city. Once it boasted of its gushing spring, emerging from a cliff in the heart of the city under the First National Bank. Local citizens used to talk about faintly recalled episodes involving the James Boys, who frequented the city in connection with financial forays or perhaps to stand trial before a packed jury. And they spoke with equal reverence of the time John Hunt came south out of Tennessee in 1805, slaked his thirst at the pool and built a log house that spawned a town within a few years.

Now Huntsville is talking about the present and future—the present and future of space exploration. For Huntsville has adopted a label, "Space Center of the Universe." Its recent population growth, due to the George C. Marshall Space Flight Center, is almost too much to record on an old-fashioned adding machine—from 13,000 to 90,000 in 20 years. And public utility officials, who keep a household count,



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**WAPI-RADIO**

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said the figure passed the 100,000 mark June 1.

Local businessmen spoke glibly in terms of billions of dollars as they contemplated the excitement at the Redstone Arsenal's 45,000-acre satellite and missile center. Even school kids knew that Saturn I (No. 7) engine was on the racks in the building where these monsters are assembled.

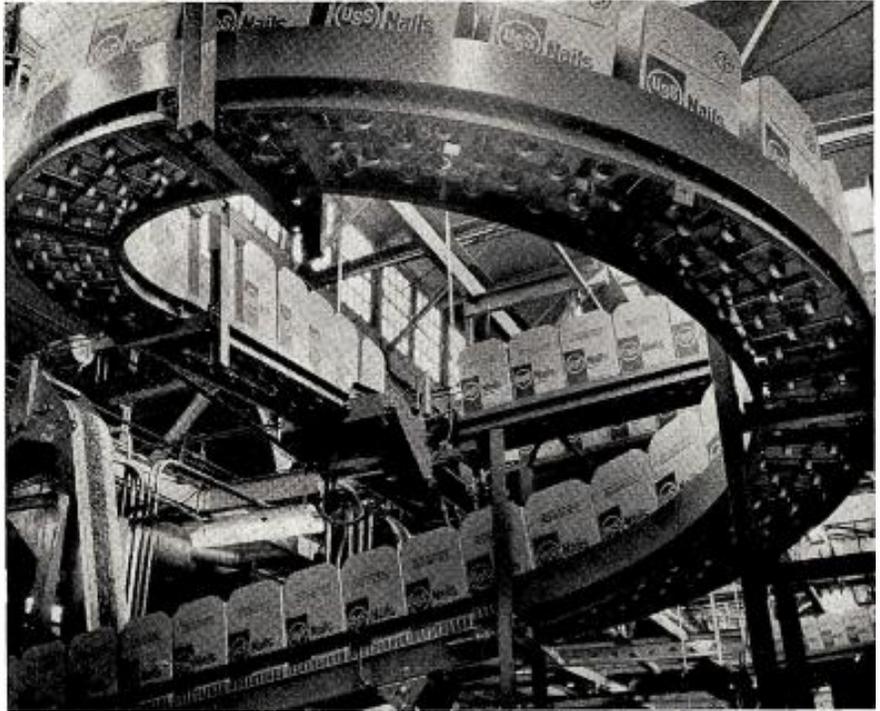
Really it's hard to keep up to date at Huntsville. A \$60 million expansion is planned at the arsenal; total investment is over \$100 million; 7,000 persons with a \$60 million payroll work at the center, largest installation of National Aeronautics and Space Administration. Its job is to provide the giant rockets that will take man to the moon as Dr. Wernher von Braun and his cohorts figure out ways of exploring space.

**Space Age Relatives** — In all, there are 25,000 people at Redstone, NASA and the Army missile school. And around Huntsville are related projects such as a new University of Alabama research center; an adjacent Research Park where 2,500 are eventually expected to work on Redstone contracts; an industrial center, with 4,000 employees and a \$28 million payroll.

Huntsville combines the sophisticated facilities of the space era and the elderly facade of a once sleepy town. Across the street from the old court house are stores painted gaudily with promotional messages typical of a past century. Obviously Huntsville has outgrown its bitches but the local folk are working on a \$6 million urban renewal program plus a new court house and city hall, another \$5 million.

The Tennessee River is 11 miles to the south, providing a smooth barge ride for finished rockets enroute to Cape Canaveral, Fla. Huntsville is the northernmost point in the Houston-Canaveral space crescent.

Among major local employers are Boeing 750, Brown Engineering 2,500, Chrysler 1,900, General Electric 450, Hayes International 700, Huntsville Manufacturing 1,200, Safety First Shoes 725 and Thiokol Chemical 2,000.



Iron and steel provide the heart of Birmingham's economy and have held this rank many decades. But fabricating of steel is becoming more important. Here is a view of a new finishing and packing facility recently installed at U. S. Steel's Tennessee

Coal & Iron Division wire plant. Nails are automatically cleaned and packaged, moving along the conveyor to a device that seals cartons and prints the identification of type and size on each package. All types of steel products are fabricated in Birmingham.

## MILITARY COMPLEX AIDS MONTGOMERY

Millions are added to state capital's growing economy

Eventually most discussions of the Montgomery economy get around to one of its major components—the Maxwell and Gunter complex operated by the Air Force. The luncheon chats of businessmen symbolize the community by their range from the historic, including the inauguration of Jefferson Davis as Confederacy president and the sacking of the city by the Yankees, to the latest in aeronautic and sophisticated missile weaponry.

Alabama's capital, with a metropolitan area population of 181,000 (Montgomery county), gets its income from the military, other federal government agencies, the state and local governments, and some 200 industries whose output includes 80% of all Victorian reproduction furniture made in this country.

The state government's growth has forced some of the staff into available buildings beyond walking distance from the Capitol itself. And the Capitol has been a center of excitement as racial tensions mount with an assist from the militant Governor George C. Wallace.

Originally Maxwell Field flight school was founded shortly after the turn of the century by the Wright Brothers. It now represents an investment of \$114 million with total annual operating costs of \$79 million. The latter figure means that a third-of-a-million dollars is poured every day into Montgomery's economy from this one source.

**Air Force Impact** — One of every 16 employed civilians in the area works at the base; one in seven families is an Air Force family, military or civilian; 6,700 families live off the base, of

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which 43% own their homes; 5,600 people live on the base. Maxwell-Gunter personnel own and operate 12,500 automobiles.

The early history of Montgomery starts with its founding on the Alabama River in 1819 followed by an 1837 charter. It was picked as state capital in 1846. After the Civil War—pardon please, War Between the States—the cotton market was inactive. Things began to pick up in the 1870s and again Montgomery was a cotton trading center as business and industry recovered. The first electric street car rattled down the city's muddy arteries in 1885 and the first cotton mill was set up in 1881.

Modern Montgomery is a city of 149,000, the trading center for a 13-county area of nearly a half-million people and is the largest Central Alabama city. Retail sales this year are expected to exceed \$225 million. The 230 manufacturing firms hire 7,000 people and have a payroll of \$24.5 million. The metropolitan population is nearly two-thirds white.

Steamboats once rounded the Ala-

bama River's bends. There's still important barge traffic with Mobile but the river is less than the 9-foot depth of the Warrior-Tombigbee channel. There is a plan pending to build a channel up the Coosa River to Rome, Ga. This would provide a diagonal waterway across the state, northeast-southwest, and provide a shortcut from northwestern Georgia to the Gulf.

**Meat, Too** ■ Montgomery county is an important livestock area, with the capital city as marketing center moving a quarter-million head a year. Processing plants must import some of their fed cattle. Cash farm income for the county was \$13.4 million last year, headed by beef cattle \$4.5 million, dairy cattle \$4.2 million, poultry \$1.6 million and cotton \$1.5 million. Livestock and horse shows are important events. A year end feature is the Blue-Gray football game.

Educational facilities include Huntington College, 1,000; Alabama State College for Negroes, 1,700; University of Alabama, Montgomery Center, 600; Alabama Christian College, 200.

## Other markets have shared industrial boom

### DOTHAN, MUSCLE SHOALS AREA MOVING FORWARD

One of the major economic uplift achievements of the century, the Tennessee Valley Authority development, provided a setting for the tri-city market of Florence, Sheffield and Tusculumbia in the northwestern corner of Alabama known as Muscle Shoals. Northern Alabama cities were floundering in economic stagnation prior to TVA. The mid-1963 version of this market shows a busy navigable channel dotted with barges and towboats, large and small industries and a series of enticing lakes.

Now Florence and its sister cities are the center of a five-county population estimated at 360,000. Cheap power is available, making the area one of the high per-capita users of electricity. Reynolds aluminum is one of many plants in the area. River traffic moves through the locks and 9-foot channel from Knoxville to Paducah and the Mississippi River at the rate of 2 billion ton miles a year. Wilson Dam supports a lake 16 miles long. Wheeler Dam backs up another lake 74 miles and Guntersville Dam impounds another lake. These supplanted the plunging rapids that once dropped 135 feet in 40 miles. Total shoreline in the area is 1,700 miles.

Florence is the main shopping and distribution area in the tri-cities section. The town of Muscle Shoals is a small community. Besides aluminum and electricity the area is an important producer of textiles, meat, fertilizer, frozen food, lumber and dairy products. Ed-

ucational facilities include Florence State College with 1,500 students.

Decatur's seven-mile industrial waterfront gives the city a waterway via the Tennessee River and strategic waterfront sites for industry. This TVA market touches Wheeler Lake, impounded by TVA's Wheeler Dam. The city has a population of 32,000; Morgan county is around 65,000. Population is 83.6% white. New major plants include Marks Oxygen Co., Electric Autolite, Minnesota Mining & Manufacturing and Fruehauf Trailer. Industries include processing plants for milk, grain, cotton, timber, pulpwood, broilers, poultry products, legumes and livestock. Thirty-five industries with \$100 million investment line the waterfront. They include metal fabricators, chemicals and building materials. Redstone Arsenal, rocket-missile center, is 26 miles to the east.

Dothan's agricultural importance is symbolized every year by its annual National Peanut Festival, an autumn event, but a list of other products brings farm income in the immediate area (Houston county) to \$18 million. Cattle, hogs, poultry, grain, cotton and dairy products are included.

Selma is a farm marketing center in the heart of the Black Soil Belt. It has industries oriented to farm products.

Population of Dothan increased 45% during the 1950-60 decade and the pace continues. Helping the growth are a number of large and small industries, including Dothan Hosiery, Hayes Air-

craft, Hedstrom Union, E. W. Twitchell auto seat fabrics, and Warner Brothers garments. The retail trade territory (14 counties in Alabama, Florida and Georgia) had a 1960 population of 289,000. Dothan proper has 33,000.

Waterway connection to the whole inland system is available from Columbia, 18 miles to the east, via the 9-foot channel of the Chattahoochee at Apalachicola where a tie-in is made with the Gulf system. Alabama has state docks at Columbia. Dothan is circled by a fast highway. Its navigation, power, highway and rail services are cited as reasons for anticipated growth.

**Steel Components** ■ Gadsden and Tuscaloosa, each around 60,000, vie for the title of Alabama's fifth city. Each has claims to economic and cultural fame. Each city is about 55 miles from Birmingham. Gadsden has all the raw materials needed to produce manganese steel—iron, manganese, coal and limestone. This combination led to industrial development. Big plants include Republic Steel, Goodyear Tire and Allis-Chalmers.

Tuscaloosa has refineries, cotton and lumber mills, fabricating and chemical plants, a tire factory and a cotton mill. It is the home of University of Alabama, with an enrollment of 14,000. Stillman College is a Negro institution.

Don't Slam  
Your Mind  
in the Negro  
Consumer's  
Face...

The OK Group has more information on the Negro market than anyone in America. Ask us . . . how to manage this market.

#### ASK ABOUT New NEGRO SURVEY

This latest survey shows the way to more sales and better acceptance in the Negro market. Soon to be released.

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Buy the OK Group in a multiple plan and get the extra discounts. Cover this tremendous market at low cost. One spot on all 6 stations

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# NEGRO IMPACT ON MARKET

Their place in the economy is virile and vital; they're willing to spend to get good quality

It's time to apply a discriminating sense of values to one key aspect of the racial situation—the growth of the Negro market.

While agitators protest lack of equality and current historians report in dramatic detail the fire-hosing of demonstrators, barking of police dogs, the rise of the southern Negro's economic status is submerged if not absolutely ignored in journalism of the day.

Putting it quickly, the Negro—

- Has doubled total personal income in a little over a decade.
- Enjoys faster integration progress in the marketplace than elsewhere in the community.
- Has spendable or discretionary income equal to a white buying unit with a 50% higher financial intake.
- Often buys higher-priced brands of food, garments and nonessentials than white people.
- Does above-average radio listening and TV viewing, and responds to well-conceived advertising messages.

The northern observer who spends a

month in the Mid-South talking to businessmen, civic leaders, cab drivers, store clerks and career salesmen who work the region will return with the conviction that day-to-day portrayals of the integration problem fail to report or to understand the economy of the southern Negro.

And many southern white people contend few of the current reports and commentaries attempt to equate the drama of mob demonstrations with the social progress of the last decade, preferring to emphasize the negative by focusing on equality yet to be attained and the spreading sweep of the integration movement.

The social and moral problems involved in integration are intricate and solemn; by comparison the study of the Negro as a market is simple and encouraging to those who start out with this widely accepted buying factor:

- 20 million Negroes, one-ninth of the population, account for 10% of total U.S. buying.

With this in mind, the blanket grouping of the Negro as a low-income customer shows a serious failure to understand what happens to the household dollar. And it obviously ignores studies showing from 40% to 60% or more Negro families own homes and autos, depending on the southern community.

Serious analyses of the southern Negro market ascribe the higher ratio of uncommitted family income to less spending for recreation such as country clubs, home swimming pools and flossy resort hotels, naturally due to limited opportunities. Housing, too, takes less of the family income. Instead the money goes for quality foods, expensive shoes and autos.

Actual demonstrations in southern cities usually involve relatively few Negroes—a few hundred, say, in a community with 100,000 or more residents. During the agitation Negroes continue to buy at the normal rate; they may change shopping areas or boycott a particular product, but they keep on buying. Most broadcasters contacted in the Mid-South said they had not lost business to any serious extent during periods of agitation, with the exception of some retail accounts.

Those who would sell to the Negro must recognize basic living habits. Many Negro homes are matriarchal, a trait that has existed since the slave days. The mother or grandmother strongly influences spending at the grocery store or haberdashery and often dominates the

family. Nearly half of Negro women work in many cities, leaving the grandmother to take charge of child-rearing.

An interesting and effective approach to the national Negro buyer has been made by Pet Milk Co. with its *Showcase* transcribed radio series in 30 top markets, divided about evenly between North and South. "Surveys show Negroes not only listen to *Showcase* but they recall program content," said Robert W. Vannesse, product advertising specialist at Pet Milk (Garner Advertising Co. is agency).

The program consists of good music, entertainment and interviews with prominent Negroes. "This type of program is appropriate to the Negro market," Mr. Vannesse said. "It provides the proper environment for the commercial message." He said the company, which recently renewed *Showcase* for another year, just hasn't given much thought to local agitation in such cities as Birmingham, Chicago, Greensboro, New York and other areas. "We think *Showcase* is good for us, for Negro radio and for communities," he said. The commercials are not unusual except that a Negro voice is used. Emphasis is placed on use of Pet evaporated milk for infant feeding and table use.

Numerous studies have been done about Negro buying habits. All emphasize brand loyalty (Maxwell House coffee is a favorite) and point to the need for a study of the family characteristics, food preferences and the increases in personal income. One study shows 4.4 persons per Negro family compared to the over-all national average of 3.6.

An estimated 70 radio stations specialize in serving the Negro market. They stress the need for an understanding of the Negro.

What's coming in the national move to raise the Negro's equality can't be predicted. Integration progress is spotty but gains have been made in recent years all around the South. At the moment it would appear that the Negro will continue to equal and often outspend the average white family at the store unless an economic holocaust develops out of the present touchy situation.

The marketing lessons are obvious. Negroes are attaining higher economic levels as their social status improves and as they benefit from moves to provide them with equal job opportunity.

As the cotton-picking image of the southern Negro disappears, more and better media campaigns will be directed to this specialized market. The Negro's pride in his race and his particular preferences in food, clothing and other commodities must be understood by those who allocate marketing money.

Don't Slam  
Your Mind  
in the Negro  
Consumer's  
Face...



Get posted now. We have the facts to show you how to manage this market and avoid pitfalls.

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Of The Gulf Coast

ONE SPOT on all six stations at multiple discounts . . . one bill one booking.

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# Mississippi outgrows poor-folk economy

## INDUSTRIAL GROWTH HAS SET BUSINESS INDICATORS SOARING

An economic observer who tours the state of Mississippi in 1963 is confronted with an industrial transformation that is pushing business indicators upward at a pace far above the national average.

The state is fast getting the processing and fabricating facilities that mark modern prosperity. A half-billion dollars will be spent for a Saturn rocket test facility just off the Gulf coast. The biggest refinery ever built at one time has gone into production at Pascagoula, on the Gulf, and Ingalls shipyard turns out atomic submarines and cargo ships.

Jackson, the capital, is rebuilding its downtown and is getting a jet-age airport; the old one will be turned into an industrial park. Old Natchez, historic Vicksburg and Greenville are taking advantage of Mississippi River barge routes. Gulfport has improved port facilities; Biloxi, biggest city on the coast, is surrounded by wealth-producing industrial, waterway, food and defense installations.

The 2,200,000 people are enjoying a fast-rising average income as more industries appear and the state moves out of the poor-folk economy of a quarter-century back. Cotton is still important; once it was dominant but now it's one of many crops. Little farms are being blended into big ones as automation takes over agriculture.

**Natural Resources** ■ Mississippi is one of the top 10 oil and gas states, a resource that has helped attract industry along with salt domes and other mineral deposits, mild climate, forests, nine major rivers, lakes, the Gulf of Mexico, unlimited ground water and water transportation. A newer industry of importance is the growing tourist business.

Looking ahead, Mississippi contemplates better waterways, new routes such as the proposed Tennessee Tombigbee cutoff, local industrial parks and the statewide appreciation of the need to continue aggressive promotion of new industry.

Business people like to quote an economic quip that goes like this—cattle and chemicals are moving east, cotton west, Negroes north, money and industry south.

The symptoms are apparent around the state. Last year was the best in history from an economic standpoint. Racial incidents at Oxford, where the University of Mississippi is located, and recent demonstrations in Jackson are deeply regretted because of the effect elsewhere on the state's image. But



State-owned port at Gulfport is key factor in Gulf Coast economy

businessmen, keenly aware of the social issues, insist the overall impact on the economy had not been of major importance up to early June. They add that the economic level of the Negro is moving skyward and point out new schools and colleges in discussing cultural progress (see Negro market story, page 96).

**Business Indicators** ■ If business in Mississippi suffered because of the Meredith incident at Oxford, key indicators don't show it. Here are examples taken from the statewide business review compiled and published by Mississippi State University:

**Retail sales**—October 1962 (peak of the crisis) \$237 million; October 1961 \$224 million; November 1962 \$242 million, 13% above November 1961 when total was \$214 million; December 1962 \$287 million; December 1961 \$261 million.

**Sales tax collections**—October, 1962 up 24% over October 1961; November 1962, 5.9% over November 1961; December 1962, 4.5% over December 1961.

Much has happened in the state in recent decades that lies behind the comparatively smooth transition toward a balanced economy. Mississippians were naturally embarrassed in the 1930s as the nation started emerging slowly from the depression. The state was dependent on cotton, other crops mostly from small farms, service industries, a group of cities and towns and scattered small sawmills and other plants. The wooded counties were studded with little sawmills—Peckerwood sawmills

they were called at the time.

The land was fertile, especially the rich Delta and other soils. A flood in

Don't **Slam**  
Your Mind  
in the Negro  
Consumer's  
Face...

Look into this important subject . . . the only place you can go to get extra business at low cost.

In the 3 Top Markets  
In the Negro South.

More than 1,500,000 Negroes in the coverage area, whose family income has doubled in the past 10 years.

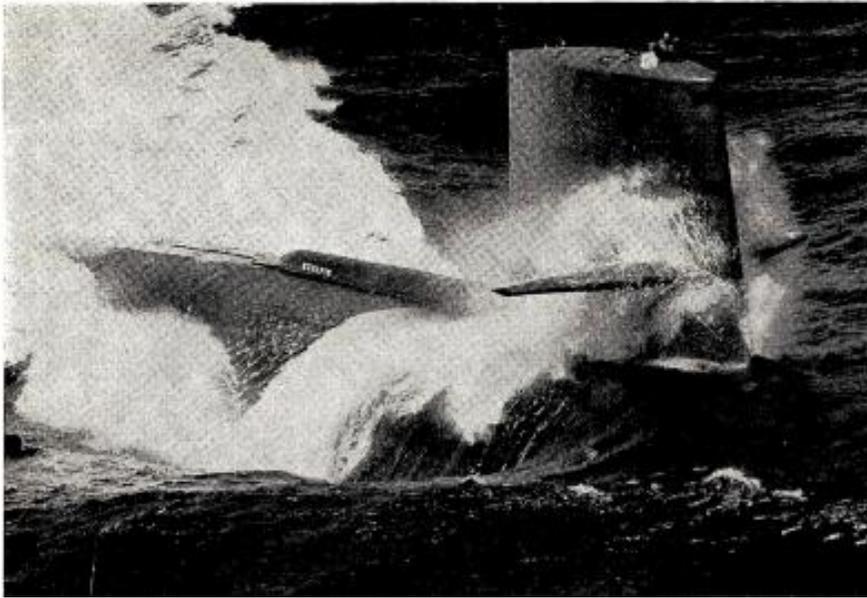
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Buy one spot in all three cities, get multiple discount at this amazing low price

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A Pascagoula-built nuclear submarine, the Sculpin, submerges. The big Ingalls shipyard has a new contract to build two more nuclear subs.

the 1920's had ravished Mississippi River areas but the federal government was solving that problem. With the Mississippi River on the west, the Gulf on the south and ample water supplies and mineral resources, the state had what industry needs but was lagging in industrial development.

**The Big Hunt** ■ In 1936 the break came—the decision to go out hunting for industry. "Balance Agriculture With Industry" was the name given to the move, which has been imitated in various ways by many states and cities. In essence BAWI allowed communities and other political subdivisions to finance plant sites and put up buildings through bond issues approved by the voters, with the sites and buildings to be rented to industries.

Results were encouraging until World War II provided a new stimulus. The state then formed an agricultural-industrial board to administer BAWI and related programs. And in 1960 the plan was broadened by adoption of a bill of rights for business and industry and a graduated reduction of the state income tax. Gov. Ross Barnett has beat a path around the nation to sell industrialists on the state's merits, traveling 36,000 miles on sales missions. The state constitution has a right-to-work clause.

BAWI gets much of the credit for an increase in manufacturing employment from 59,200 in 1939 to 127,500 at the end of 1962—9,000 new jobs coming in 1962 alone. Over \$100 million in bond issues has been approved by the public. BAWI has been gathering new momentum in the present decade as many industrial bond issues have been approved.

In mid-1963 manufacturing employment has passed the 130,000 mark.

Agriculture still employs 170,000 but the industrial ratio is improving. The newer big industries and space project

## AIRPORT TO INDUSTRY

Jackson finds the road to economic acceleration; new jet-age field one of many projects underway

What do you do with a used airport? Mississippi's capital city, caught in the delightful squeeze of economic acceleration, saw this problem coming up as it undertook the building of a facility to handle jet-age traffic.

The new \$11 million airport was nearing the ready stage in the late spring. When it's finished the Chamber of Commerce will operate the old airport as an industrial park—1,200 flat acres for industry with a network of surface transport facilities. It's located close to downtown. A runway or two may be retained for private use.

That's the sort of thing that's going on around Jackson, a metropolitan area of 200,000 whose elder citizens remember when it was a crossroads town of 7,000. Only 7,000 in 1900, a century after it had been founded as Le Fleur's Bluff, a Pearl River trading post. After World War II Jackson helped lead the New South movement by taking advantage of its central location in Mississippi and the South plus the river and other natural gifts.

**Reservoir Project** ■ Another major Jackson project is the Pearl River Valley Reservoir. Jackson is proud that the \$25 million reservoir required no federal funds. Ultimately it will cover 43,000 acres, providing industrial sites, homes and recreational facilities for the Middle South. Most important it

on the Gulf will add to employment and training facilities are being emphasized around the state.

**New Plants** ■ Capital investment in new Mississippi industry is \$300 million. A number of big plants such as the Standard Oil refinery now being completed at Pascagoula, Ingalls Shipbuilding in the same city, Armstrong Tire at Natchez, American Bosch Arma at Columbus, Reliance Manufacturing at Hattiesburg—the list is growing every year—have been attracted by BAWI.

The economy reflects the impact as wages, finance, general business and industry are increasing at a pace that exceeds the national pace. Probably the star achievement of BAWI is the Standard Oil refinery. A special act of the legislature cleared up problems of site acquisition and financing details.

Mississippi is looking forward. The recent growth and future prospects are illustrated by the modern markets distributed around a state that once started running out of economic bragging material after the cotton crop had been duly eulogized.

will provide Jackson with all the water it can use until the year 2,000, when population is expected to be over the half-million figure.

Most everything in Jackson is some kind of a center. The city is in the geographic center of the state and the south. It's a financial center for the state. It's a rail and highway crossroads; an education center, a distribution center, a livestock marketing center, a poultry center and a petroleum center.

Retail business in Jackson has increased 75% in a decade and is over the \$300 million mark; wholesale business is up 50%. The Jackson wholesale area fans out to over 100 counties. Over 300 industries turn out 400 products. The work force is near 90,000, with over 11,000 directly employed in metal, missile, electronic, lumber, food, garment, appliance, heavy machinery and other plants. Such names as Continental Can, Vickers, General Electric, Armstrong Cork, Blaw-Knox, Borden, Knox Glass, Pet Milk, Swift and Ralston-Purina.

**Downtown Reshaped** ■ New buildings and traffic arteries are reshaping the downtown. New medical facilities are valued at \$33 million, including a veterans hospital and University of Mississippi center. With less than 7% of the state's population, Jackson does one-



<b>WYU</b> TAMPA-ST. PETE	10,000 WATTS IN ALL DIRECTIONS Florida's Most Powerful Ebony Voice
<b>WENN</b> BIRMINGHAM	5,000 WATTS The Top-rated Ebony Voice in Alabama's 1st Metro Market
<b>WOKJ</b> JACKSON	5,000 WATTS Consistently - the Nation's Highest Rated Negro- appeal Station. Soon-NIGHT & DAY.
<b>KOKA</b> SHREVEPORT	10,000 WATTS IN ALL DIRECTIONS The Southwest's Most Powerful Ebony Voice. NIGHT & DAY.
<b>KOKY</b> LITTLE ROCK	5,000 WATTS Arkansas' Only All Negro-appeal Station.
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**"the Nation's  
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\*Average rating position on Pulse and Hooper  
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as compared with other Negro group operations  
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(Excluding Tampa - our newest facility - which captured  
34% of the Total Negro Audience in the first 30 days of  
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**mclendon ebony radio**  
*... Quality Negro Radio down South*

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fifth of the state's merchandising business. The rate of increase in retail sales is in the first ten in the nation and both per capita and family income are high. Jackson boasts it's retail gain exceeded the national average for six of eight quarters in a two-year period. Family income is estimated to surpass 30 other metropolitan markets in the Southeast, local business sources explain. Auto sales per household lead the South.

A number of oil companies head-quarter in Jackson, handy to over 3,000 producing wells within 100 miles. The Mississippi oil production is ninth in the nation.

Cultural and educational facilities include four senior colleges in the city and several nearby. They have over 6,000 students. Three of the colleges are for Negroes. The city has a sym-

phony orchestra and opera guild. A modern \$4 million coliseum will seat 10,000.

Jackson is focal point for Mississippi and the middle point of the Mid-South.

## GULF COAST TEEMS WITH INDUSTRY

Canneries, factories and space preparations contribute

One of the brightest spots, if not the brightest, along the nation's southern border is the Mississippi Gulf Coast, a three-county strip that is becoming intensely industrialized.

Three principal markets are Biloxi in the center, contiguous Gulfport to the west and Pascagoula to the east. The three coastal counties have a total population of 205,000, not including an estimated 5 million tourists who come in all during the year to spend \$100 million around the wide 27-mile beach and parkway built a few years ago.

Coastal people talk in terms of Saturn moon shots, fission tests, air defense, food processing, shipbuilding and plain ordinary world commerce in products such as bananas, fertilizer and chemicals. The biggest economic unit in the area presently is Keesler Air Force Base, with 25,000 on duty and an immense hospital facility. Payroll runs \$77 million a year. But more exciting is the development of a half-billion dollar rocket testing base.

**Canneries Busy** - Biloxi is a seafood center with around 1,800 boats based in the area. Seafood canning employs 12,000; half the oysters and a fourth of the canned shrimp in the U. S. come out of Biloxi canneries. A colorful fete, the Blessing of the Fleet and Marine Show, takes place each June. City population of Biloxi is 46,000. It's studded with fancy and moderately priced resort hotels. The city's port potential is exciting as the coastal economy sets a fast pace.

Together Biloxi and Gulfport, which is an important seaport, have a population of 78,000. Both blend the recreational charm of the seaside with business and industrial centers located a short distance inland. The waterfront port is state-owned and a \$10 million improvement project is under way. This will include more warehousing and a banana terminal. Jute, cotton bagging and fertilizer are among products sent all over the world.

One of the important aids to economic growth is the Harrison county inland industrial channel running 12 miles from St. Louis Bay to Biloxi Bay, connecting with the intracoastal waterway. At first the channel will be 12 feet deep; later it will be cut to 30 feet for ocean traffic. The channel will offer industrial sites and complete transportation facilities.

**Pascagoula Area** - The dominant industrial section of Mississippi's Gulf Coast is located at Pascagoula. Ingalls Shipbuilding Corp. (Litton Industries)

**WTOK-TV**  
MERIDIAN, MISSISSIPPI

A MOST  
**EFFICIENT**  
MEDIA BUY



WTOK-TV's thirty-two county coverage in Mississippi and Alabama offers advertisers one of the nation's most efficient media buys. Before completing your next market list, take a close look at W TOK-TV. Here are three good reasons why:

1. 138,600 Television Homes
2. \$462,263,000 Retail Sales
3. \$748,903,000 Effective Buying Income

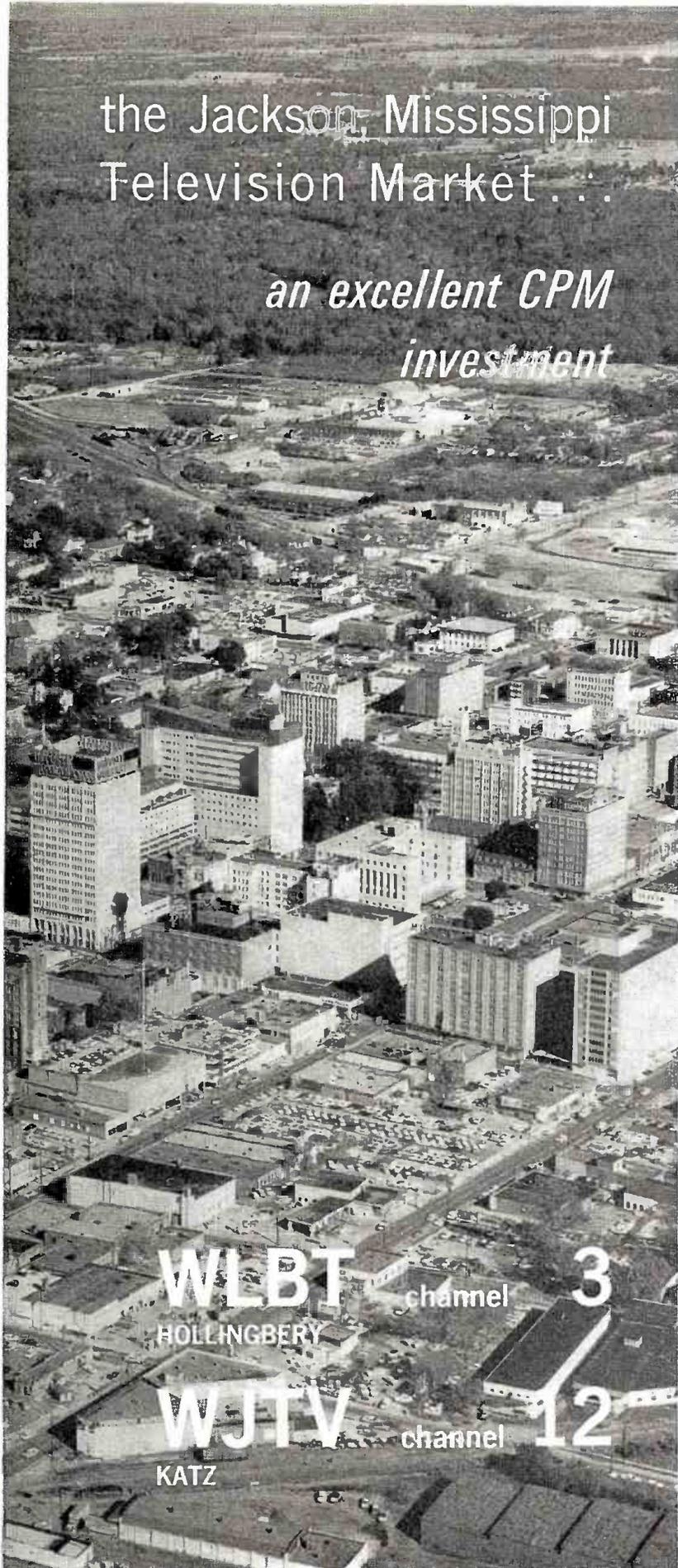


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VHF TELEVISION STATION

the Jackson, Mississippi  
Television Market . . .

*an excellent CPM  
investment*



**WLBT** channel **3**  
HOLLINGBERY

**WJTV** channel **12**  
KATZ

**Television Magazine  
Ranking Top 100  
Markets for 1963**

70	Baton Rouge	290,800
71	Ames-Des Moines	285,900
72	Mobile-Pensacola	281,100

**73 Jackson**  
**274,500**

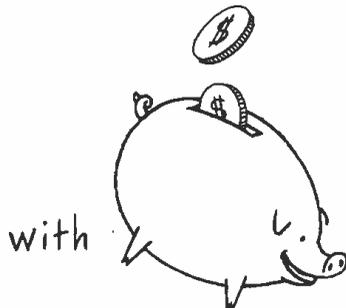
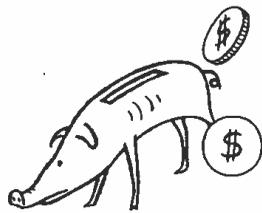
75	Salt Lake City	266,900
76	Spokane	264,400
77	Phoenix	253,100
78	Madison	249,800
79	Knoxville	247,300
80	Cape Girardeau, Mo.- Paducah, Ky.- Harrisburg, Ill.	238,900

**JACKSON METRO AREA  
Growth Record  
1952-1962**

Population	+	43.4
Electric Customers	+	83.1
Gas Customers	+	64.6
Telephones	+	100.7
Vehicle Registrations	+	94.9
Airline Passengers	+	103.0
Dwelling Units	+	48.1
School Enrollment	+	103.2
Post Office Receipts	+	103.5
Bank Deposits	+	118.5
Bank Clearings	+	90.7
Savings & Loan Assets	+	374.7
Building Permits	+	206.2
Retail Sales	+	74.7
Wholesale Sales	+	25.2

# YOU GET RESULTS

in  
South  
Mississippi



## WLOX-TV

NATIONAL REPRESENTATIVE:  
HAL HOLMAN

SOUTHERN REPRESENTATIVE:  
JAMES S. AYERS

STUDIOS IN  
BUENA VISTA HOTEL  
BILOXI, MISS.

has 5,000 workers who turn out nuclear submarines and tenders, cargo and passenger ships, barges and other products. Quaker Oats, Continental Can, BVD, Coastal Chemical and H. K. Porter are among other local industries. Ingalls was reported to have picked up \$150 million in new business in a recent 13-month period. Once it had 21 ships on the ways.

Newest Pascagoula installation is the \$125 million Standard Oil (Ky.) refinery, a mid-1963 addition to the coastal area. It's called the biggest refinery ever built at one time and is expected to attract other industries. Pascagoula's port improvement program is under way. Estimated 1963 tonnage is placed at 3½ million.

The westernmost coastal county, Hancock, is the site of the rocket test unit. A substantial hunk of Southern Mississippi will be reshaped for the estimated \$500 million space test operation. The Pearl River will be deepened and straightened so moon-shot boosters can be barged on the intracoastal waterway from New Orleans and routed to the test site, 35 miles away. Work on the \$200-million first stage of the test facility, slated to use a peak of 3,000 workers, will take two years.

The 13,500-acre test site near Picayune is surrounded by a 128,000-acre buffer zone (25,000 acres are in Louisiana). All residents will be moved out of the area, with five communities affected. The noisy rocket tests will make the area uninhabitable. A 15-mile network of barges will permit delivery of rocket stages right up to the test stands.

One of the main benefits of all this construction and the ensuing rocket testing will be the service industries that will be attracted to South Mississippi and the Gulf communities. Motels, gas stations—all the facilities of modern living will spring up and will expand the economy of the region.

A 10-mile railroad track was completed in May to serve the rocket center. It's the first trackage for the 2½-century old community of Gainesville.

## Meridian's industry undergoing expansion

One of the South's intensive concentrations of industry is found in Meridian, 90 miles east of Jackson near the Alabama boundary. Lauderdale County, the metropolitan area, has a population that's nearing the 70,000 mark but the trade area includes 300,000 people.

As a rail and interstate highway center, Meridian is enlarging its industrial park facilities serving millwork, creosote, plastic, clay pipe and textile interests.

Important among local plants are Flintkote Co., insulating board, 450

employees; Brunley shirt, 365 employees; Meridian Manufacturing, men's clothing, 265 employees; General Box, 250 employees; Acme millwork, 230 employees; Aiden Mills, hosiery, 180 employees and W. S. Dickey, clay pipe, 175 employees. Eastern and southern Mississippi is lush timber country and the forest resources are important in the regional economy.

Livestock and poultry production is growing. A naval air station centers around a \$60 million plant. Steel fabricating and construction materials are found along with mineral resources.

## Hattiesburg-Laurel trade area prospers

A cohesive market of more than 115,000 plus interlocked communities are centered in the neighboring cities of Hattiesburg and Laurel, in the southeastern part of the state. A fast interstate highway has cut the 28-mile separation of these two markets to a 28-minute drive.

Hattiesburg has 37,000 in the city but Forrest county has 55,000 people. Laurel is a community of 29,000, with 60,000 in Jones county. The trade area ranges out close to 100 miles.

The two markets have forestry prod-

# BEFORE...

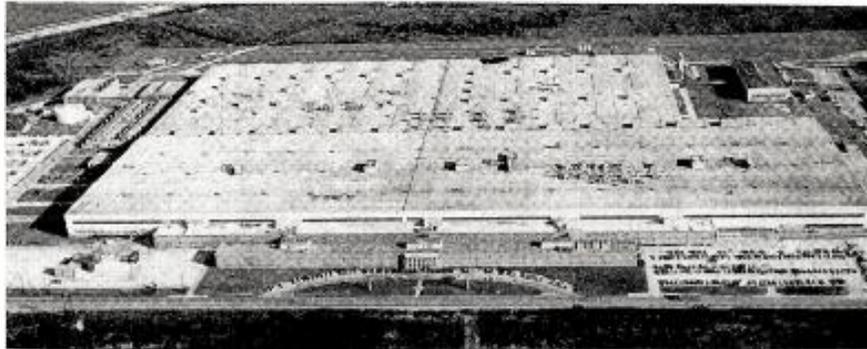


uct industries along with naval stores, textiles, oil field equipment, appliances, tools and textiles. The big Masonite plant (Presdwood) at Laurel is one of the largest if not the largest employer in the state.

At Hattiesburg Hercules Powder has 1,000 employes and Reliance Manufacturing (apparel) 1,100 employes along with Pontiac Eastern Refinery and other industries. The market is excited about an Atomic Energy Commission center employing several hundred people. There's some mystery about it all, but locally it's understood the AEC is planning a test project in one of the nearby salt domes. "The AEC sure will have plenty of salt," one local resident observed.

### Other thriving markets throughout the state

Operation, building and servicing of barges and towboats is one of Greenville's main industries. Located in the center of the fertile delta area, Greenville has a population of 44,000 with 82,000 in Washington county. The port has been operating since 1958 and a channel deepening project will insure a 12-foot depth. Main industries include Mohasco Industries (carpets), Chicago Mill & Lumber, Atkins Saw,



A new boost to Mid-South economy comes from this immense National

Aeronautics and Space installation located at Michoud, New Orleans.

Borg Warner, U. S. Gypsum and chemicals. Greenville Air Force Base boosts the economy of the delta's main port city. A modern bridge spans the Mississippi to Arkansas.

Natchez and its impressive historic background is now known for its industrial and growing waterway industries. Once a victim of Mississippi floods, the city is now protected by levees. Local population of the market, founded in 1716 by Bienville, French explorer, is 25,000. Industries include Armstrong Tire, 1,000 employes; International Paper, 1,800 employes. Mississippi Power & Light has a big facility. Other local plants include Cargill grain elevator and California Co. pe-

troleum installations.

Vicksburg prefers to think of its port and industrial parks instead of the War Between the States, when it yielded to northern gunnery. The rail bridge is the only one between Memphis and Baton Rouge. The Yazoo Canal connects the Mississippi with Yazoo, Greenwood and Belzoni on the Yazoo River. Westinghouse, LeTourneau and Anderson Tully hardwood are among local plants.

Clarksdale, 22,000 population and located just east of the Mississippi River, has American Hardware along with rubber and food processing plants. It's the northernmost community near the river.

# AFTER...

# WDAM-TV *now* MAXIMUM POWER !!

## Hattiesburg-Laurel, Miss.

## Let a WEED man wDAM you !!



# Concerted drive built Arkansas image

## 532 PLANTS HAVE LOCATED IN STATE WITHIN PAST SEVEN YEARS

Over eight full years have passed since the state of Arkansas formally proclaimed a state of economic emergency.

That was the day—March 5, 1955—the legislature decided something desperate had to be done if Arkansas, a poor farm state, was to avoid getting lost in the national upswing.

Something was done. A lot was done—so much that Arkansas now can boast of a self-development record that matches or even surpasses any other reconstruction achievement in recent American history.

For today's Arkansas is a blend of natural and man-made facilities that should be inspected by all who pretend to economic sophistication. The state by sheer energy and guts has built up its industrial structure at a faster rate than any of the other 49, judging by a close look at the record.

It's easy to recall the vaudeville and radio jokes of past decades; the drawling, bucolic derogations of comedian Bob Burns, a Van Buren native, and the historic impact of a novel, *Slow Train Through Arkansas*.

**Image Trouble** ■ For sheer image misery, Arkansas had no peer among the states. It had to face up to the fact that the natives were steadily migrating

to more active areas—400,000 in the post-war decade. Per capita income was \$1,062 against the 1955 national average of \$1,847. Mechanized agriculture, especially cotton, was letting workers go and when they left the farms they often left Arkansas.

A look around the nation showed how other areas were providing jobs for displaced workers in new and expanded industry. Arkansas was an agricultural state; like neighboring industry it recognized the need to shore up existing industry and bring in new plants.

Soon the Arkansas Industrial Development Commission was in operation, with a transplanted easterner, Winthrop Rockefeller, as chairman. Mr. Rockefeller had moved to Arkansas in 1953, setting up headquarters on a 7,500-acre ranch on Petit Jean mountain 45 miles northwest of Little Rock. The ranch, now famed as Winrock Farms, became a world-famed center of soil conservation practices and restoration of depleted land. In addition Mr. Rockefeller bought Santa Gertrudis cattle and his annual May auction brings prices above \$50,000 for a bull as cattlemen come from many nations.

Selection of Mr. Rockefeller, a Republican, shocked some of the political-minded element in this Democrat-

dominated state. But an emergency existed and the selection was generally popular. He soon had the aid of the University of Arkansas industrial research center, a citizens panel and a system of financing plant construction.

**Promotion First** ■ First off, the dedicated commission staff set out on one of the biggest promotional jobs within memory of observers, who watched in sheer amazement. The staff started out on the first page of the Dun & Bradstreet corporation catalog and began calling every industrial corporation with a rating of "B" or better. That meant 30,000 telephone contacts. The calls began to bring in nibbles and a list of live prospects was developed after follow-up calls.

This was only part of the program. The staff hit the road and everyone on the commission became an efficient missionary spreading the tidings about a state with tremendous water supplies and rivers, mountains, forests, minerals, fertile delta soil and a good labor supply.

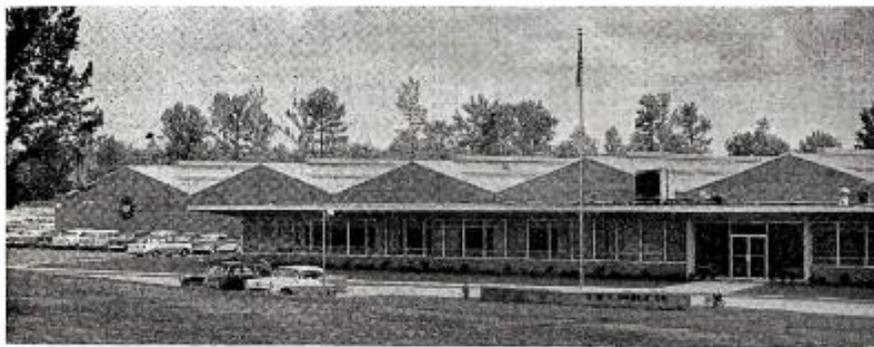
After a year AIDC announced a 150% increase in new manufacturing jobs over any of the previous years. Not sensational yet satisfying because it meant \$31 million in industry payrolls—a lot of money for Arkansas at that time.

Thus the inferiority complex began to dissipate. The industrial missionaries had something tangible to talk about. They've been talking ever since and the results are conspicuous. Every community in the state has its own development agency. Media have cooperated actively in the continuing campaign.

Commenting on the 30,000 industrial contacts, Mr. Rockefeller said, "The proof of success in the AIDC approach is found in the fact that 523 new plants have located in Arkansas in the last seven years; general and special state revenues have increased 50% in six years; our per capita income has risen sharply. Arkansas leads the South and is second in the nation in the ratio of new industry jobs per capita of population between 1955 and 1961."

Craig M. Smith, senior administrator of AIDC, added, "Arkansas is in a front position to take advantage of this general situation. We are at the crossroads of consumer markets in the Midwest and Southwest. The build-up for new industry is leading to new and exciting heights." The 30,000 list has now been whittled down to 6,000 firms that are classed as good prospects.

After the years of effort, Arkansas now has an industrial directory that includes dozens of blue-chip corporations



New, attractive manufacturing plants are sprouting around the Arkansas landscape as the state wages a highly successful effort to attract industry. Here are two typical plants—Ameri-

can Machine & Foundry Co. cycle division (top) and Teletype Corp. Both are located in the Little Rock area but all parts of the state are benefiting as industrial growth proceeds.

that have installed plants in the state. Last year was tops, with 13,385 new jobs announced in the first three quarters. The value of manufactured goods now exceeds agriculture's contribution to the economy.

**Growing Now** ■ The out-migration has been slowed down and the population has been increasing since 1956 (from 1.7 million to 1.83 million). Per capita personal income rose 8% in 1961, 10% in 1962 and is still rising. Wages are higher. The economic picture is cheerful and so are Arkansans.

New, modern industries have required higher skills and Arkansas has met the demand. It's developing advanced technical and scientific training to supply needs of the space age.

Agriculture has done well, bringing in \$800 million in 1962. Principal crops are soybeans, cotton, rice, livestock and poultry. The state plans to take advantage of its fertile eastern plains by developing food crops for processing. It will encourage livestock, poultry and fruit production. The forestry industries promise future growth.

Arkansas Power & Light, member of a Mid-South promotional group, has a \$21 million 1963 construction program. Arkansas Louisiana Gas plans to spend \$13 million for pipeline facilities alone. Southwestern Bell plans to spend \$17.5 million this year. In all, private construction may exceed \$300 million. Arkansas Rural Electric is starting a \$22.6 million plant. New highways are appearing—and they're needed; others are on the boards.

An exciting project that will give all Arkansas a lift is the Arkansas River seaway. The present construction pace indicates a \$1.2 billion federal outlay will tie Tulsa, Okla., Fort Smith and Pine Bluff into the national waterways system by 1970. This 500-mile, starting at Catoosa, Okla., 15 miles east of Tulsa, will give the vast Arkansas River Basin (8 million people) a 9-foot channel to the Mississippi and the entire national waterways system.

The waterway, with its lakes and dams, was pushed through Congress by the late Senator Robert S. Kerr (D-Okla.). Its potential is exciting to those who have watched areas grow after waterways were built. And federal engineers are now studying a proposal to run a 9-foot channel to Oklahoma City. Promises held forth by Senator Kerr include a saving of \$10 a ton on steel sent to Tulsa from Pittsburgh; \$2 a ton saving on fertilizer; 13 cents a bushel on wheat; flood control and big lakes.

Already a number of industries have picked sites in anticipation of the new waterway and others are keeping the area in mind for future projects.

That's the new look in Arkansas, once a poor farm state.

# LITTLE ROCK

## THE NATION'S

# 62<sup>ND</sup> ★★★

# TV MARKET

RATED BY ARB

**WHERE  
KTHV  
SETS THE  
PACE**

Yes, KTHV is the pace-setter in this very important Mid-South market . . . and KTHV sets the pace in results, too!

- KTHV delivers a 42% Metro Share (Station B 34%, Station C 23%)\*.
- KTHV covers 37,442 square miles of Arkansas . . . 68% of the state population. In terms of coverage and audience, KTHV reaches more families than many metropolitan markets.

For a closer look at this Mid-South market and KTHV:

**SEE YOUR A. T. S. MAN**



\*Feb.-Mar. 1963  
ARB Metro Share



**KLRA  
IS FIRST  
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LITTLE ROCK**

**IN 23 OUT OF  
24 THIRTY-MINUTE  
SEGMENTS EVERY DAY**

Pulse, Little Rock-North Little Rock Metro-  
politan Area. Feb.-Mar., 1963. Mon.-Fri.,  
6 AM-6 PM

**PEOPLE RELY ON  
KLRA FOR  
NEWS AND  
ENTERTAINMENT**

**PEOPLE BUY  
WHAT THEY HEAR  
ON KLRA**

**IT'S NO SECRET  
IN LITTLE ROCK  
THAT YOUR BEST  
BUY IS KLRA**

**KLRA**  
10,000 WATTS  1010 KC  
Represented nationally by  
Radio T.V. Representatives, Inc.

*Good Buy!*

## LITTLE ROCK: NERVE CENTER

Construction is booming in city; downtown area draws bulk of trade with six department stores

About 2½ centuries after the founding of Little Rock in 1722 by Bernard de la Harpe and his fellow French explorers the metropolis, currently populated by 265,000 people, will celebrate two major civic events.

First, Little Rock will become a seaport as the 9-foot waterway in the Arkansas River reaches the center en route to Tulsa, Okla., where it will be opened in 1970 under the present schedule. With its new waterway, Little Rock will tie directly into the Mississippi in southeastern Arkansas, possibly by 1968.

Next, Little Rock will be nearing completion of a series of extensive downtown improvement projects, known as Main Street 1969. The whole improvement program includes removal of a half-dozen slums, dolling up of the downtown, modern housing projects and a developing industrial park, Little Rock Industrial District, on the outskirts of the city.

The acreage of downtown Little Rock is extensive, with plenty of room for development. Tall, modern structures are bunched within a few blocks some distance from the State Capitol. The new Tower Building is a break away from most modern skyscrapers and the interior shows ingenuity and charm in its decor.

**Downtown Prospers** ■ While there are attractive suburbs scattered around the adjacent hills, Little Rock remains downtown-minded. North Little Rock, across the river, and Jacksonville are growing but the central city still is the nerve center and its quota of six major department stores is double or triple the usual quota for markets this size. Newest on the scene is National Bellas Hess, a \$1 million discount-type department store.

Bernard de la Harpe was a disillusioned and discouraged explorer when he camped at the site in 1722. He had been plodding up the Arkansas in search of an enormous rock of solid emerald. All he found was a little limestone formation which he or one of his followers dubbed La Petite Roche, which is French for the little rock.

The metropolitan area combines industry, government, distribution, and military elements whose influence fans out to a trading area embracing three-quarters of a million people.

Over 300 Little Rock industries employ 15,500 people in processing and manufacturing, up 23% in a five-year period; annual industrial payroll \$55 million; total employment by all industries averages 83,000. Industrial use of electrical power has zoomed. Largest local industry is U. S. Time Corp., where 2,000 employes make Polaroid cameras and Timex watches. Newest local industries are Jacuzzi Bros., 400 employes, pumps; Orbit Valve and Dow Smith (plastic pipe).

State, local and federal governments provide employment for 17,300. Education is a major employer, including such University of Arkansas facilities as a developing \$18 million medical center, graduate technical training that's expected to attract modern industries, and the industrial-research-extension center. Little Rock University has 1,780 students. Other institutions include Arkansas Law School, Arkansas Baptist College, Shorter College, Philander Smith College. Among cultural attractions is a million-dollar art center. A huge coliseum and an auditorium round out this aspect of Little Rock.

**Military Complex** ■ The military entity is built around a Strategic Air Command base and an \$80 million cluster of Titan II intercontinental missile silos

INDEXES OF ARKANSAS GROWTH, 1950-1962\*

Year	Bank Checks, Six Cities	Retail and Use Taxes	Life Insurance Sales	Industrial Electric Power
1950	84	82	67	...
1951	94	90	67	...
1952	93	94	76	...
1953	96	97	87	93
1954	98	98	92	102
1955	106	105	121	106
1956	114	107	150	111
1957	119	104	193	107
1958	125	107	214	116
1959	142	120	272	143
1960	141	123	242	166
1961	150	128	263	173
1962	167	143	274	198

\* Sources: 1950-1960—"Arkansas Economic Indexes" (University of Arkansas, Bureau of Business & Economic Research; "Arkansas Business Bulletin." 1961-1962—Calculated from data supplied by the Bureau.

means a \$43 million annual payroll. Wholesale and retail distribution services supply much of Arkansas. Little Rock naturally is an outlet for much of the rice, soybeans and other crops as well as livestock and cotton. It is located at the western edge of Eastern Arkansas' extensive delta. A substantial amount of cotton moves to Memphis, nearby cotton market.

Construction activity is intense, including a \$9-million federal office building, college improvements, a \$6-million state hospital project and a \$1-million junior high school.

Little Rock has expanded in the last decade. It suffered double image trouble in 1957 when it was the scene of school integration disturbances piled on top of its longtime label of a poor capital of a poor state. A few industrial prospects backed off from the city in 1957 but local businessmen say the trouble was temporary.

Now the drive for industry has a momentum of several years and results are showing. New bridges and highway facilities are being built. Slums are disappearing. Little Rock looks ahead to its new channel to the Mississippi waterway system and the Gulf. By that time much of the urban renewal work will have been completed. Little Rock is tooling up for the future.

## Fort Smith gains industrial importance

### FORT CHAFFEE AND BIG NEW PLANTS ADD PAYROLL

Maybe it's stubborn ancestry or just plain leave-us-alone philosophy familiar to the South. Whatever the reason, the 66,000 residents of this Arkansas River market at the Oklahoma border told the federals to go to and stay put when they approached the community leaders with offers of money tied to a "depressed area" tag.

A temporary closing of Fort Chaffee had cost the market quite a few jobs before Washington had a change of mind and reopened the facility. Sure, Chaffee had been buttoned up for a while. But meantime Fort Smith had acquired a \$20 million Norge Division of Borg-Warner Corp., employing 2,400 in refrigeration production—described as the largest plant built in the nation in 1961-62 (24 acres under one roof). So Fort Smith was happy to bust the report that its hand was out for federal aid, preferring the private help of the state's industrial development unit, the University of Arkansas and other facilities.

Emerging from the Arkansas lakes and hills, a motorist is apt to be astonished at Fort Smith's industrial com-

plement. Ohio Rubber has a new \$3 million plant; Dixie Cup (American Can) has enlarged its plant. Arkansas timber provides the raw material for major furniture production. Gerber picked the city for a \$10 million baby food plant. Population ranks second in the state. About 170 plants employ 10,000 workers with one-third working at furniture plants.

Like Texarkana on the Arkansas-Texas line, Fort Smith has a split geographical personality—part South and part Southwestern. Its ties to Oklahoma and the West are close, and when the 9-foot Arkansas River channel is cut through about 1970, it will be half-brother of Tulsa and Little Rock. New federal and state highways, will strengthen these commercial links and the distribution of livestock and crops.

Between the benefits to come when the fast interstate highway is opened and the 9-foot channel goes into operation, Fort Smith feels it will be in a strategic industrial spot. Meantime, the city is working on its self-financed plan to update facilities for the commerce of future decades.

## ARKANSAS' PER CAPITA INCOME GROWTH RANKS 2nd AMONG 50 STATES

During the period of 1957 through 1962, Arkansas' per capita income showed an increase of 34% — second largest growth rate among the 50 states. (Source: U. S. Department of Commerce, April 1963 Survey of Current Business.)



## KARK-TV CONSISTENTLY DOMINATES THE GROWING ARKANSAS MARKET

For example: 8,900 more net weekly circulation than Station B; 28,300 more than Station C; 12,800 more prime time homes than B; 17,700 more than C (ARB Television Market Analysis) . . . For complete details, call KARK-TV (Area Code 501, FR 6-2481), or your Petry man.

# KARK-TV

IS TELEVISION IN ARKANSAS  
NBC / CHANNEL 4 / LITTLE ROCK

**THE  
NEW STANDARD  
OF THE  
MID-SOUTH**



**MONROE-EL DORADO**

Color signal which is used by dealers in El Dorado, Greenville, Monroe, Vicksburg, and Natchez as the standard for their customers!

The source of finest entertainment, news and public service in the ARK-LA-MISS area.

The station which moves merchandise for its advertisers.

... As a consequence our list of local advertisers is constantly growing.

The station with a heart.

Call Vernard, Torbet and McConnell for availabilities.

John B. Soell  
Vice-President, Gen. Manager  
P.O. Box 791, El Dorado, Ark.

## Thriving smaller cities dot Arkansas's map

### HOT SPRINGS HAS NEARLY TWO MILLION VISITORS IN YEAR

Outside Arkansas the most discussed city in the state is Hot Springs. A local promotion piece terms it "more than another health and pleasure resort." This could be the civic understatement of the era. An inquiring stranger was told by a knowledgeable gasoline dispenser, "You can do about anything you're man enough to do." Which accounts for at least some of the 1,874,043 visitors who went to Hot Springs last year in search of health and/or pleasure.

The health attributes of this mountain city are well known. Judging by a fast check of license auto plates at the Vapors, a night club that was doing a flourishing business at 4 p.m., the pleasure side of Hot Springs draws lovers of craps and slot machines from hundreds, even thousands, of miles, especially when Oaklawn Park Jockey Club is engaged in seasonal improvement of the breed.

Hot Springs National Park is justifiably famed for its springs and they have a daily flow of a million gallons of 143-degree water. A fast dual highway links the area with Little Rock. The healing waters attract the sick and the physically handicapped from all over the world. The city of Hot Springs has a population of 30,000 (48,000 in Garland county). The motels, hotels, rest homes and hospitals can accommodate 30,000 patrons at a time. With all these facilities, the area naturally is a favorite convention spot.

Jonesboro, in the heart of the vast delta, has one of the two top rice mills in the world. Cotton and rice are the principal crops. Arkansas State College has an enrollment of 3,000. The city has a population of 22,000. Main industries include Arkansas Rice Growers Association, Crane Co., (brass fittings, 400 employes), Frolic Footwear (750 employes) and General Electric (motors, 580 employes).

**Waterway's Influence** ■ The industrial city of Pine Bluff, like Little Rock, figures the Arkansas Waterway will stimulate its growing economy. International Paper is a top industry, with a \$40-million plant whose 1,100 employes produce 400 tons of paper a day. It's located 44 miles to the southeast of Little Rock. Population is 45,000, largest in southeastern Arkansas where new industries are starting to reshape the area. When the deep-channel waterway is opened, Pine Bluff will be perhaps 70 miles from the Mississippi River.

Helena, to the east, is close to the Mississippi. Industries include a Mohawk Rubber plant with 400 employes

and there's a new Mississippi bridge. Stuttgart has rice mills and is happy to proclaim its location on a migratory bird flyway, which is great for mallard shooting in pinoak timber and around stump-studded reservoirs. The University of Arkansas is located at Fayetteville, in the northwestern part of the state. Crossett is getting a new George-Pacific plant in 1964. It will make facial, toilet and napkin tissues.

The geographic schizophrenia of Texarkana is forgotten when the business figures are perused. The city has a population of 93,000—two-thirds in Bowie county, Texas and the rest in Miller county, Arkansas. Among facilities are a \$5-million expansion at North American Car Corp. and an announced \$11-million Cooper Tire & Rubber plant. New roads are appearing and three large shopping centers are on the way. Red River Arsenal is the largest industry, supported by wood products, government, agriculture, tourism and distribution. The central city is split by State Line, the main street. Lake Texarkana, biggest in Texas, is 15 minutes away. Historic lore traces back to frontier days when Jim Bowie invented the Bowie knife and provided a name for the western side of the market. A large statue of Bowie is complete with Bowie knife and rifle. Texarkana is trading center for a three-state area (Texas, Arkansas, Louisiana).

El Dorado, a market of 50,000 (Union county), spreads its trade influence southward into Louisiana and eastward to and across the Mississippi River—an area of three-quarters of a million people. Within the general area are five International Paper mills and other large industries. Largest employer is Monsanto (fertilizer, Lion Oil), 1,100. Murphy Oil, American Oil, Columbia Carbon and Prescolite Lamps are large employers. The American Oil plant has over 500 employes. There are five colleges in the area. The city is west of the cotton and rice-growing plains. Sport fishing is important.

From Fayetteville to Texarkana to Blytheville to Crossett—all across and up and down the state can be seen the signs of industrial vigor. That's why those who are inspiring and observing the growth are firm optimists.

"With its timber, delta soil, rivers and ground water, bauxite and coal, improving transportation, advanced educational resources and aggressive industrial development program, Arkansas has sound reasons to anticipate future growth," said Dr. Ethel B. Jones, of the University of Arkansas industrial research-extension unit in Little Rock.

# Industry takes over land of Evangeline

## PROUD LIST OF NATIONAL FIRSTS, SECONDS PROVE LOUISIANA IMPORTANCE

Within two decades the mossy bayous, rivers and plains of old Louisiana and the land of Evangeline have exploded into a collection of chemical, petrochemical, fabricating and space-age facilities that are reshaping its economy.

Refineries glow at night along the rivers and shorelines. Long tows move up and down and across the 8,600 miles of waterways. Ships from all over the world enter and leave the inland ports of New Orleans, Baton Rouge and Lake Charles. Timber areas feed lumber industries.

Offshore platforms mark the sites of underwater oil wells. Broad fields yield crops of rice, sweet potatoes and sugar. Fishing fleets ply the Gulf of Mexico and individuals draw food supplies from the lakes, rivers and bayous. Around populous centers new highways, bridges and industrial plants are hastening the industrialization that broadens Louisiana's economic base.

**Statistics** ■ Louisiana and its 3.4 million citizens cite a series of national ratings that show the state's growing importance in the national scene:

First in U. S.—salt, alumina (partially refined bauxite), sugarcane, strawberries, fur pelts, sweet potatoes.

Second—crude oil, natural gas, sulphur, rice, hardwood timber, clam and oyster shells for industry and construction.

Third—seafood.

Petroleum reserves are estimated to be one-sixth of the nation's total, natural gas one-fourth. Since 1953, state records show, three-fourths of all the new oil and gas discoveries in the nation have been in Louisiana and its offshore areas. One estimate of offshore oil alone is 100 million barrels, and there's a big reserve of natural gas.

Last year was a busy one in Louisiana. The reactivated Michoud missile assembly plant employs 5,000 and is expected to double by 1964 when it will have a \$70 million payroll. The year brought \$157 million in new manufacturing construction, state officials report. This included \$86 million invested in 16 parishes. Among industrial lines projected during the year were metal \$27 million; electric power \$20 million; paper products \$12 million; food products \$10 million. The combined facilities will mean 7,618 permanent jobs.

**Petrochemical Migration** ■ Just a decade ago the South's petrochemical industry was concentrated along the Texas Gulf coast and inland to Houston. Now the growth trend is eastward along the Louisiana, Mississippi and Alabama

coastlines, fanning out in all directions from New Orleans. Production of ethylene, the building block of petrochemistry, is increasing.

Between New Orleans and Baton Rouge the Mississippi's banks are lined by \$2 billion plus worth of modern chemical and other industries. The spectacle is awe-inspiring to the northerner who still thinks of the Mid-South in terms of cotton bales and Spanish moss. The rapid development of the area is attracting satellite processing industries and plants that serve space-age industries.

The land of Evangeline, immortalized by Longfellow, is still a recreational haven and scene of charm. "They who dwell here have named it the Eden of Louisiana," Longfellow wrote of the

short notice can supply the makings for even more pulp and paper plants. A valuation of \$6 billion has been placed on the forests; annual production is rated at \$500 million.

Louisiana is a state of diversification. The southern portion is flat and subtropical. To the west are Lafayette and Lake Charles, once smallish towns but now substantial industrial markets. North of Baton Rouge the flats develop a roll. Monroe is growing and Shreveport in the northwest talks in terms of the Southwest, Texas being only 30 miles away.

Looking into the '60s, Louisiana and other southern areas base their admittedly bright prospects on a number of elements, according to *Ties*, published by the Southern Railway system. They



The Mississippi River Gulf Outlet (foreground) cuts 40 miles from the winding Mississippi River route down

the delta (background). This alternate route has a 36-foot depth, accommodating large ocean freighters.

Acadian country. The colorful Cajuns still inhabit the bayous but their peculiar patois is gradually disappearing.

Louisianans, with French and Spanish background, love their festivals. New Orleans, Lafayette and other cities have extravagant Mardi Gras celebrations. Crosley has a rice festival, Opelousas its Yambilee in honor of the sweet potato crop, Shreveport a state fair, Lafayette an azalea festival and New Iberia a sugar cane fete, to mention a few.

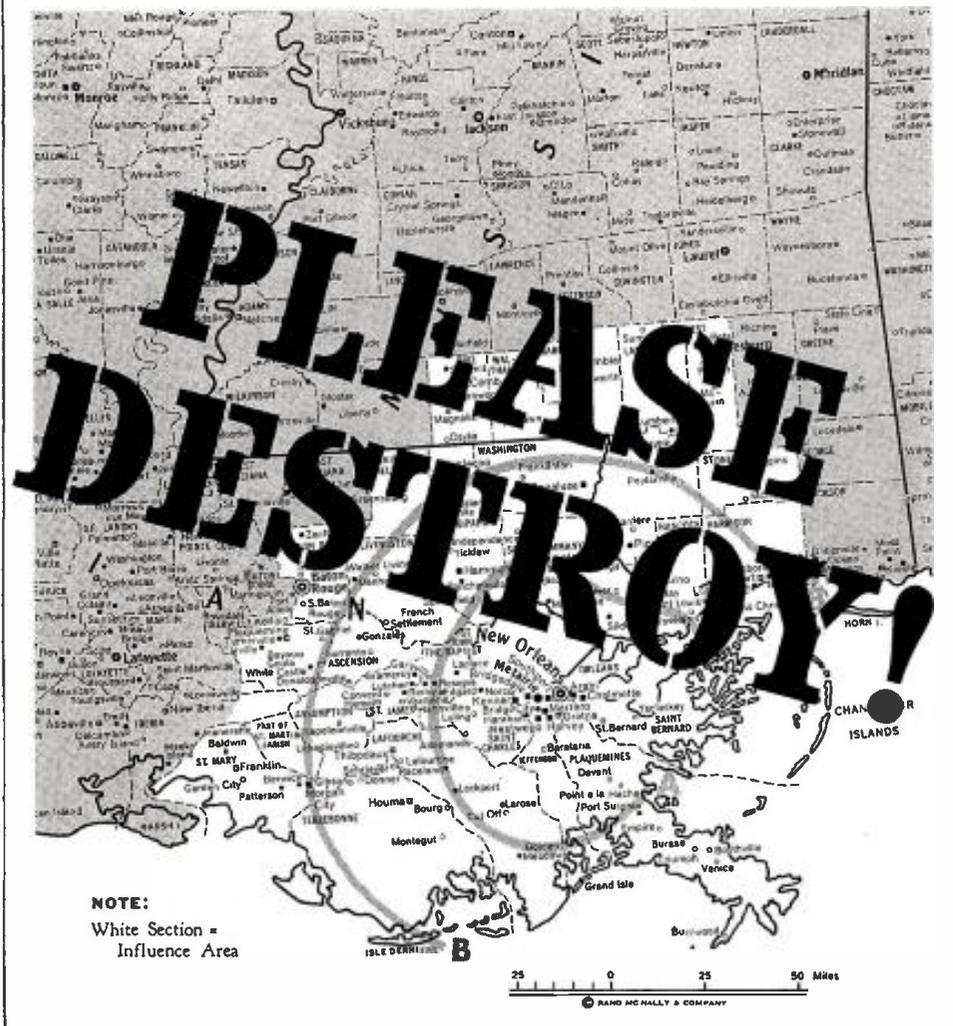
**Furs, Too** ■ The bayous and woods are breeding grounds for small animals who provide pelts for a substantial fur crop. Reforestation is strengthening the timber resources and the state on

are: raw materials close at hand, labor supply, markets, water supply, electric power, fuel and transportation. "These and others will be considered by each new industry in the light of its own peculiar needs," *Ties* noted, recalling the key role railroads played in linking the manufacturing North to the raw materials South.

Now Louisiana and its neighboring Mid-South states are providing industry with favorable sites, productive labor and needed materials.

**Sites Available** ■ Louisiana's markets match, and often excel, northern cities, in availability of good plant sites, favorable labor, expanding consumer mar-

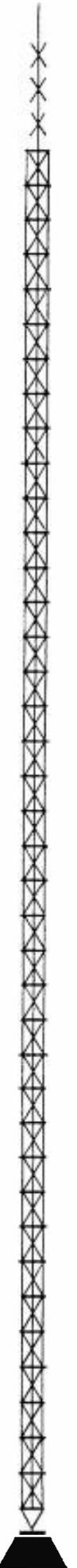
# WWL-TV New Orleans



This  
New Orleans  
Television  
Coverage Map  
is obsolete –  
*because* - - - - -

**--- by September WWL-TV, already No. 1 in Metro\*, will deliver additional homes and viewers by the thousands, and scores of new cities and towns with its new 1049 ft. tower. ASK KATZ, THEY'LL SHOW YOU!**

\* ARB-Oct., Nov., Dec., '62 - Jan., Feb., Mar., Apr., '63



**21.5**  
AUDIENCE SHARE

MOVES

**WSMB**

to

**New Orleans'**  
Top-Rated Morning  
Station

WSMB, New Orleans' No. 1 Good Music station all thru the day, now No. 1 above all others, including rock and roll, 7 a.m.-12 Noon, Mon-Fri.

(C. E. Hooper, New Orleans Radio Audience Index, April-May, 1963)

WSMB has become the most talked about radio station in the New Orleans market and the most listened to by adults and mature young people.

WSMB maintains a team of professional, dedicated people second to none in New Orleans to give its listeners every good reason to keep listening.

For other good reasons why WSMB is New Orleans' best buy, our national representative, George P. Hollingbery Co., is ready and willing.

**WSMB**

**5000 WATTS**

FULLTIME

**The adult station**  
in  
**New Orleans**

John L. Vath, General Manager

kets, far superior water supply, alert public utilities, available fuel and facilities to move materials and goods.

The deep-water port at Lake Charles, the Mississippi and two shortcuts—Baton Rouge to Morgan City and New Orleans to the Gulf—supplement Old Man River in hitching the world to mid-America, in connecting Pittsburgh, Sioux City and Knoxville to the rest of the world.

U. S. Rubber is cooking a new chemical to reduce tire cracking; Avondale Shipyard at New Orleans is building a cargo ship, the SS Christopher Lykes;

Michoud is in the Space Crescent; non-farm employment is up in the state; agriculture is being automated. At the handsome skyscraper Capitol building in Baton Rouge a staff of experts is hunting new industries to provide more jobs. That's the way it's going.

This churning state is what's left of the original Louisiana Territory, one-eighteenth of the real estate deal in which Thomas Jefferson was suckered into paying \$15 million to Napoleon Bonaparte, a famous general who didn't know a cannon from a hole in an oil-rich bayou.

## NEW ORLEANS NEAR MILLION

Big port at mouth of Mississippi business hub; strategic position in space age crescent important

New Orleans is going through an upheaval. Its once-shabby downtown is dotted with modern buildings and more are rising. There's a new city hall, state office and other civic buildings. Big hospitals are expanding the medical complex. Commerce facilities are larger. Colleges are full. Luckily for tourists not much is new in the French Quarter, with the exception of the Royal Orleans Hotel which melts into the Old Europe decor.

But New Orleans has a new goal. It's getting ready to join the ranks of million-population metropolitan areas. A good guess would place the mid-1963 population (four parishes) at 925,000. Payrolls this year are expected to exceed \$1.5 billion. At the present rate of expansion, the goal should be reached in three or four years and New Orleans will then be a member of the select one-million markets.

Visitors who remember the sleepy pace of pre-war New Orleans are astounded at what they see in 1963. It now is a business hub of the Mid-South from which commerce radiates in all directions. It's a leading business, financial and industrial market, a wholesale-retail market, a convention city and a tourist's delight.

The port itself is worthy of another glance, for those who haven't been there for few years. It handles 26% more foreign commerce than any Gulf competitor, running \$1.7 billion. As a natural gateway for the mid-continental area, it is focal point for thousands of miles of waterway and a transshipment point for commerce that reaches over the entire world. It is gateway for 55% of the total continental United States, two-fifths of the population, 38% of retail sales, 31% of manufactured goods, 63% of farm produce and 62% of mined minerals. And a 10-year port improvement program involves an ex-

penditure of \$128 million.

**Talk Of Commerce** ■ When New Orleans businessmen get into a discussion of local conditions the subject inevitably turns to commerce—domestic and foreign, ocean-going and barge. "Gateway to the World" is a favorite description as commerce moves over the 2,470 miles of the Mississippi River Valley and 6,000 miles of inland waterways. The port facilities run along a 25-mile strip and branch out into adjacent canals. And a long-range \$125 million expansion program will be completed in 1971. Over 130 steamship lines make regular calls at the Crescent City.

Star-gazing with commercial deliberation into the future, the Crescent City likes to contemplate its strategic position in the famed Space Crescent collection of space-age facilities running from Houston on the West to Huntsville and Cape Canaveral.

Many of the \$2 billion plus collection of industrial plants lining the Mississippi River between New Orleans and Baton Rouge will be involved in growth of the space-missile industry. At New Orleans the Michoud plant, 2 million square feet, has been picked for assembly of Saturn boosters that will be the first stage of moon shots and outer space exploration. Nearby is a new computer facility. The 10,000 eventual employees at Michoud will give the economy a big boost as around 45 boosters are built. And an hour or less away by road will be the new test facility at Picayune, Miss.

**Trading Area** ■ The basic trading area of New Orleans comprises 14 parishes in Louisiana and five counties in Mississippi with a population of 1.5 million and retail sales of \$1.7 billion. Within a 300-mile radius are nearly 9 million people.

All the attention devoted to New Or-

leans' new construction, its rank as second U. S. port and the balmy seductiveness of the French Quarter often ignore the fact that the city has 900 plants employing 45,000 people who get paid \$235 million a year. Postwar investment in plants has exceeded \$1.2 billion, a figure many northern metropolises would love to claim.

While the industrial complex is highly diversified—everything from aluminum to food and wallboard—New Orleans is especially happy about the eastward shift of the petrochemical industry from Texas.

The water supply moving past the foot of Canal Street equals total daily consumption of water in the nation. The river is 2,200 feet wide at that point, has a bankside depth of 30 to 60 feet and mid-stream depth that gets down as far as 180 feet. An interim channel has been dredged to take traffic to the Gulf, avoiding the winding delta waters. By 1967 it will be widened to permit two-way traffic all the way.

**International Flavor** ■ Among New Orleans projects is an International Center, to be built at river side. Meantime International House and International Trade Mart are providing education and service facilities for foreign businessmen and all dealing in foreign trade.

The city has several advanced educational institutions—Tulane and Loyola

Universities, Louisiana State University in New Orleans, H. Sophie Newcomb College for women and St. Mary's Dominican College. Louisiana State and Tulane have medical schools in the city.

Dillard, Xavier and Southern Universities provide education for Negroes.

New Orleans is profiting from the developing petroleum industries.

Old New Orleans isn't old any more.

## BATON ROUGE INDUSTRIAL CENTER

Rail, barge, ocean commerce carry oil, chemicals

Baton Rouge has transportation coming out of its ears. Facilities for ocean ships, barge lines, rail cargoes and highways abound and the transfer of cargoes from one to another is big business in the capital of Louisiana.

It's where the sea starts. Big freighters ply the 200-plus mile route from the Gulf of Mexico to tie up at Port Allen or some of the private industrial ports. They feed or draw from the industries that line the river. Locally, it's pointed out, the port is the ninth largest in the nation.

A network of railroads accounted in a recent month for 8,000 carloadings, exceeded in the state only by New Orleans. The port has 12 miles of terminal trackage. But ocean ships, barge lines and highways all participate in handling the raw materials used and materials produced at any one site.

Main port facilities are located just south of Port Allen, across the Mississippi from downtown Baton Rouge.

There's a general cargo dock, grain elevator and wharf. Less spectacular are the tieup points for the fleets of barges that move up and down the river, and into the short-cut canal leading to Morgan City on the Gulf, Intra-coastal Waterway, west of New Orleans—a saving of 165 miles of twisting river. At the foot of the steep levee, lying right under the Capitol House hotel and across the riverside Louisville & Nashville Railroad tracks, is the Chotin barge line repair facility and docks.

Any direction you look in Baton Rouge there's a new industry. And up and down river there are such new giants as the \$55-million Ormet Corp. aluminum refinery.

Borden, Morton Chemical, Revere, Allied Chemical—the names are legion.

Market influence is spreading to 350,000 households, among the first 50 markets in the nation.

**More Transit Facilities** ■ Tied closely

*Radio registers best of all media at New Orleans check-out counters . . .*



and what radio does best  
in New Orleans . . .

**WTIX does better**

Why? Because WTIX is a STORZ station, with Storz Station ideas, news concepts, features, entertainment and community service, all custom-tailored to the special needs of the more than 2,500,000 people of the WTIX area. Proof of the

pudding? Pulse\* shows WTIX first in the morning; tied for first in the afternoon. Hooper\*\* shows WTIX first morning and afternoon. Let your Eastman man show you why you get more of what you buy radio for with

\* New Orleans Metropolitan Area, 6 a.m.-6 p.m., Mon.-Fri., Jan.-Feb., 1963  
\*\* New Orleans Radio Audience Index, 7 a.m.-6 p.m., Mon.-Fri., Apr.-May, 1963

**WTIX**

The STORZ Station in New Orleans. 5,000 watts on 690 kc. Represented by: Robert Eastman & Co.

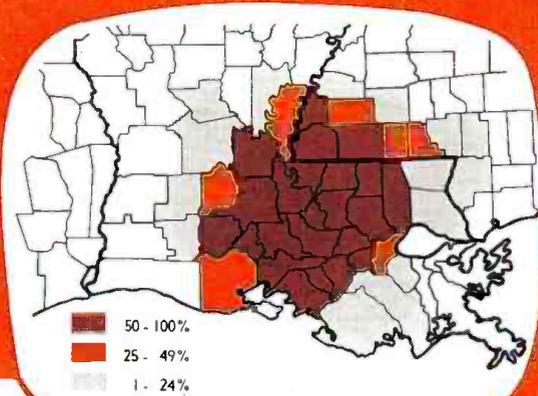
<i>Affiliated with:</i>	<b>WHB</b>	<b>WDGY</b>	<b>WQAM</b>	<b>KOMA</b>	<b>KXOK</b>
	Kansas City	Minneapolis-St. Paul	Miami	Oklahoma City	St. Louis

**AMERICA'S 70TH TV MARKET  
AS DELIVERED BY WBRZ, BATON ROUGE**

The 290,800 television homes (Television Magazine, March 1963) establish Baton Rouge as America's 70th TV market, ahead of such markets as Salt Lake City, Phoenix, Jackson, Miss., and Mobile-Pensacola. WBRZ's total Net Weekly Circulation—229,300 homes—ranks 74th among all television stations, and its Net Weekly Nighttime Circulation—220,900 homes—ranks 75th, nationally (ARB Television Market Analysis—1962).

**22 Counties with  
over 50% Coverage**

Most recent NCS establishes WBRZ's 44-county total coverage area. Night-time penetration extends into 22 Louisiana and Mississippi counties with 50% or better coverage. It serves an additional seven counties with 25-50% coverage.



**Prime Time Audience**

Average evening homes delivered, 6:30 - 10 P.M., Monday - Sunday is 54,400 homes (Feb. - Mar. '63 ARB reports).

**Highest Income, Sales in Louisiana**

The Baton Rouge metro CSI/HH—\$6,782—is 26% above the state average; Retail Sales/HH—\$4,463—is 22% over average. Both figures are the highest in Louisiana. WBRZ's total market includes 1,630,200 people who spend over \$1.4 billion.

Source: SRDS CM Data May '63

**Lowest Cost-Per-Thousand in Louisiana**

WBRZ continues to deliver Louisiana's lowest cost/M—\$2.64—for one minute, prime time, 6:30 - 10:00 P.M. Monday - Sunday . . . 16% to 28% lower than the leading New Orleans stations . . . 19% lower than the leading Shreveport station (Feb. - Mar. '63 ARB reports; rates-SRDS April '63).

Call  
*Hollingsbery or* **WBRZ** Channel **2** ABC  
Baton Rouge, La. NBC

into Baton Rouge's big industries and transport facilities is a pipe line system. All this is a lot of transportation, but coming up are the new Mississippi Bridge and more express highways. Work is now underway on some of the basic units of the bridge. Finally there's a special barge canal with terminal facilities that serve several major plants. And a small downtown airport supplements the commercial plane terminal.

The city naturally is becoming a scientific community, with its major universities, state capital and chemical industries. Louisiana State University has an enrollment of 12,200 on what is becoming one of the more attractive campus facilities in the nation.

A favorite sightseeing spot of the South, the State Capitol soars 450 feet on a landscaped garden of 27 acres.

Reading downriver, Baton Rouge's array of big industries includes: St. Francisville Paper Co., operated by Crown-Zellerbach with what is called the world's biggest paper machine producing 250 tons a day of coated printing paper for magazines. The machine is so big it has a name—"The Delta King," adapted perhaps from the old stern-wheeler the "Delta Queen."

W. R. Grace & Co., Foster-Grant Plastics, Plantation Pipeline, U. S. Rubber, Copolymer Rubber, and a strange dome that looks like the sun sinking below the horizon—these are some of the industries above the city. The dome is a repair shop for railroad tank cars. It's pretty snooty for a heavy industry. The original Kaiser aluminum plant and Ideal Cement Co. are located at the present Mississippi River bridge.

Within a mile or so of the skyscraper state Capitol is the Humble Oil Refinery, where 5,000 Baton Rouge residents work. It's one of the nation's biggest and has been operating over a half-century. Next door is Ethyl Corp., biggest anti-knock maker for gasoline. Allied Chemical, General Chemicals, Ideal Cement, Solvay and Kaiser Chemical have their own industrial docks. Other plants are U. S. Rubber; Copolymer Rubber, Gulf States Utilities, Delta-Southern fabricating — the parade goes on and on—on down the river toward New Orleans.

Looking around, Baton Rouge citizens note the city has grown from 35,000 to 160,000 since 1940, up 355%; the parish from 88,000 to 245,000; the immediate trade area is now nearing a half-million. The long Port Allen lock is largest on the 1,100-mile Gulf's network of waterways. Median local income is above the national average; unemployment is down to 4.1%; two years ago it was 6.7%. The state government employs 5,000 and has a \$20 million payroll. In all, 15,000 are employed locally in government and education.

**NATCHEZ**

ARMSTRONG RUBBER CO. INTERNATIONAL PAPER CO.  
CINCINNATI RUBBER CO. JOHNS-MANSVILLE

The WAFB-TV Coverage Area's industrial citizens read like a "Who's Who in American Business."



The SPACE AGE has come to the Mid-South and BATON ROUGE is in the middle of it all!

- The Capital City of Louisiana
- The Chemical Center of the South
- The World's Most Complete Oil Center
- The Farthest Inland Deep-water Port on the Mississippi River
- A Center of Education and Now

**SPACE AGE DEVELOPMENT!**

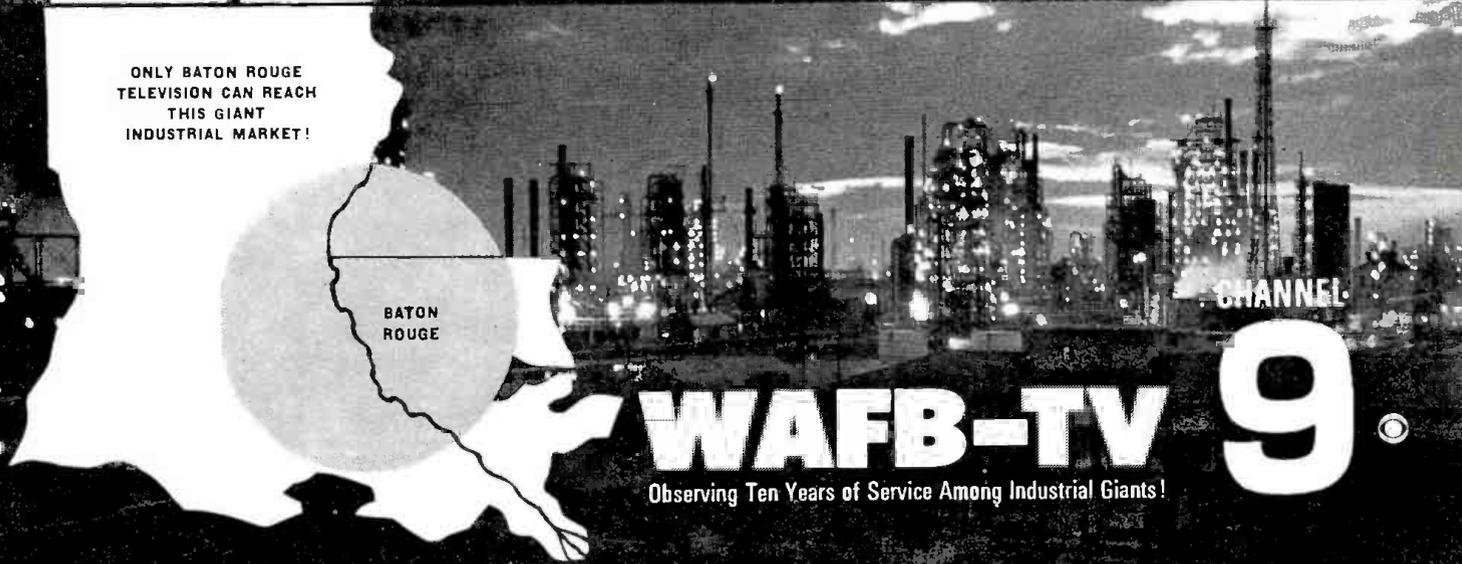
Join the excitement of the expanding commerce and heavy industry that lights the deep south sky by floating your message on the 316,000 watt Channel 9 beam into more than 348,180\* television homes.

Retail Sales upward of \$1,392,397,000\* in Louisiana's Spendingest Market!

WAFB-TV—The First in Baton Rouge with—The Best of CBS and—The Pick of ABC

(\*Source—SRDS)

ONLY BATON ROUGE TELEVISION CAN REACH THIS GIANT INDUSTRIAL MARKET!



\*Giant Humble Oil Refinery, Baton Rouge, La.



In SHREVEPORT  
**KTAL sets New High  
 in Total Homes!**

Take your choice -- **ARB\*** or **NSI\*** -- they both confirm that Kay-Tall now delivers more homes than any other station in Shreveport!

	ARB*	NSI*
<b>KTAL-TV</b>	<b>56,500</b>	<b>51,900</b>
Sta. B	49,300	50,700
Sta. C	42,500	41,900



**ktal**★**tv**

CHANNEL 6  
 NBC for SHREVEPORT

\*Feb./Mar. '63 ARB; Mar. '63 NSI. 6:30-10PM Mon.-Sun.



**NO, THIS IS "KNOE-LAND"**

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

**JUST LOOK AT THIS MARKET DATA**

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

**KNOE-TV AVERAGES 69% SHARE OF AUDIENCE**

According to Feb-Mar 1963 ARB we average 69% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

**KNOE-TV**

Channel 8

Monroe, Louisiana

The only commercial TV station licensed to Monroe.

Photo: Forest Products Division, Olin-Mathieson Chemical Corporation, West Monroe, Louisiana.

CBS • ABC

A James A. Noe Station

Represented by

H-R Television, Inc.

**OIL IN SHREVEPORT**

City looks west for much of its commerce

Two summers ago a daring Texan set out to prove that he could haul a cargo from Pittsburgh, Pa., to Dennison, Tex., navigating the Red River for the first time since steamboat captain Henry Miller Shreve cleared a log jam in 1833 and pulled up at the site of what is now Shreveport.

Now there's an active organization promoting a major project similar to the Arkansas River deepening. It would be costly and take years. But it would tie eastern Texas to the national waterway system and open the last undeveloped river in the nation, providing lakes and flood control. Engineering studies are under way.

**Look to the West** ■ Shreveport is technically in Louisiana and the South but much of its commerce and thinking is directed to Texas, 30 miles to the west, and the Southwest. Census figures show it is Louisiana's second city. Its mid-1963 metropolitan population is figured at 290,000, a year away from the 300,000 figure. Shreveport also calls itself the capital and distribution center of Ark-La-Tex, a separate economic state embracing the area where the three states of Arkansas, Louisiana and Texas meet.

The biggest business in the Shreveport metropolitan area is Barksdale Air Base, across the river at Bossier. This vast facility pours \$3.5 million a month into the metropolitan area's annual net income of a half-billion dollars.

Shreveport has nearly 400 manufacturing plants turning out 1,000 products. Largest new industry is the \$9.8 million AMF Beard plant in Slack Industrial Park, one of several parks in the city. Beard turns out heavy metal products.

**Pipeline Capital** ■ The city is often called the nation's pipeline capital. Ark-La-Tex is one of the great oil and gas centers, owing much of its development to these resources. Four-hundred separate fields produce up to 150 million barrels of oil yearly; reserves are a tenth of the nation's total. Three gas transmission companies handle a fifth of the nation's natural gas. Fifteen refineries have a capacity near 200,000 barrels a day.

Larger Shreveport industries include glass, millwork plants, refineries, roofing, garments, oilfield equipment, paper, steel castings and food.

If the proposed 12-foot channel is dredged to the Mississippi, Ark-La-Tex will be neighbors with Pittsburgh, Knoxville, Canaveral, New Orleans and the Texas Gulf Coast.



*Jed Clampett asks his nephew:*

**“Jethro, Whut in Tarnation is a ARB?”**

**JETHRO:** Not “arb,” Uncle Jed, it’s A-R-B . . . a TV ratin’ that sez how many folks are watchin’ us on TV.

**GRANNY:** You mean we’uns is bein’ spied on!

**JETHRO:** Yes ma’am and the ARB\*book says over 342,000 folks watch us every week down in Ark-La-Tex on just only KSLA-TV.

**JED:** Wal now, ain’t that nice. But jest what is a Ark-La-Tex?

*(Let us answer that one)*

*Ark-La-Tex is where the folks in 367,000 TV homes turn to KSLA-TV for 5 of the top 10 shows; 11 of the top 20; and in daytime, 9 of the top Daily Dozen. On local news — way ahead; on national news — same story. Smart folks in the Ark-La-Tex!*

*Ask our reps, Harrington, Righter and Parsons for the full story. Ratings aren’t everything, but we agree with Jed, “Now, ain’t that nice.”*

**KSLA-TV** 

SHREVEPORT, LOUISIANA

\*American Research Bureau Report  
4-weeks ending March 3, 1963

# LAFAYETTE

## One-Third...

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siana parishes.



## KLFY-TV

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FULL POWER  
Lafayette, Louisiana

Sold Nationally by



## Prosperity, legends abound in Lafayette

A visitor in Lafayette is in for several surprises when he turns on a radio or television set. For this is Evangeline country, and there's apt to be a French coffee or beer commercial or Cajun music from time to time. The Cajun patois, which can't be written, is strongly French.

The local residents—53,000 in the city and 68,000 in Lafayette parish—are lovers of fetes. Rice at Crowley, sweet potatoes at Opelousas, dairying at Abbeville and sugar cane at New Iberia inspire festivals. The Lafayette Mardi Gras, local folk boast, is better than the one at New Orleans and draws 100,000 people. Most any unusual event can trigger a wingding. The Cajun food is a culinary treat.

Cajun legends abound. But Cajuns long ago started leaving the bayous and their income is equal to or above the general average. While Lafayette isn't a basic industrial city, it is surrounded by agricultural communities that process the crops. More than 600 concerns in the oil industry have offices and warehouses in Lafayette.

Besides rice, sugar cane, cotton and sweet potatoes, the area produces corn, truck crops, dairy foods, poultry and cattle. Lafayette is a key business center. Crowley is called the rice capital of the nation. Many of the industries are in the construction field. Three large salt mines are located nearby. The bayous support trapping.

University of Southwest Louisiana has 6,000 students. The city is becoming a leading medical center.

## Lake Charles hub of coast oil region

Of the three major Louisiana sea-ports, Lake Charles is nearest to the Gulf—34 miles distant. Over 18 million tons of cargo traverse the channel in a year; a new 40-foot channel will accommodate the largest tankers.

With its strategic location, Lake Charles has two-score manufacturing plants valued at over \$1 billion and more are under construction. After all, Lake Charles's 34-mile route to the Gulf compares with 107 for New Orleans and Baton Rouge's 237 miles.

As hub of the coastal oil region, Lake Charles and Calcasieu parish have over 60 producing fields with an output of 75,000 barrels a day. Pipelines reach out in all directions. Refineries and chemical plants are hinged to oil and gas.

Major industries in the area include Cities Service and Continental refineries, total of 3,100 employees: Firestone

synthetic rubber, 725 employees; Gulf States Utilities, 350 employees; W. R. Grace & Co. (Davison Chemical), 175 employees; Hercules Powder, 150 employees; Lone Star Cement; Louisiana State Rice Milling; Olin Mathieson Chemical, 730 employees; Pittsburgh Plate Glass (chemical division) 530 employees; Petroleum Chemicals, 770 employees. The total industrial payroll is \$43 million.

Mid-1963 population of the city is 68,800; Calcasieu parish totals 160,000.

Chennault Air Force Base is a major element in the economy.

## 75 industrial plants in Alexandria-Pineville

The dual market of Alexandria and Pineville, its sister city across the Red River, provides a trade area for 12 parishes in the exact center of Louisiana. The two cities are contiguous except for bureaucratic maneuvering and have a mid-1963 population of 117,000 (Rapides parish). The 12-parish trade area includes 355,000 people who spend a quarter-billion dollars at stores.

The 75 Alexandria-Pineville industrial plants turn out wood flooring, food, valves, pulp, petroleum and natural gas, cottonseed oil, cane products, naval stores and carbon black. Crops include rice, soybeans, cotton and cane. Federal, state and other public agencies and private welfare institutions employ 9,000 with a payroll of \$28 million, and the veterans hospital, with a staff of 580, has a \$3.3 million payroll.

A third year of operation has just been completed by Louisiana State University at Alexandria, which has a complete program of studies.

## Major gas fields in northeast Louisiana

The twin cities of northeast Louisiana, Monroe and West Monroe, are trade center for 375,000 people. Their industries draw from the forests, farms and underground riches of the area. Monroe has a 57,000 population, West Monroe 17,000 and Ouachita parish 110,000. The trade influence extends into Arkansas.

This gas-producing area is one of the major fields in the nation. Pipelines of large diameter radiate around the nation, fed by over 2,000 gas wells that supply 225 million cubic feet daily. It's claimed locally that Monroe is the "Crossroads of Pipelines" because more of them converge at the spot than anywhere else.

Industries include Olin Mathieson's kraft paper and bag plant; Commercial Solvents; Thermatonic Carbon, carbon black; United Gas; Selig Manufacturing Co., furniture; along with other chemical, furniture and lumber plants.

the subcommittee's report concluded that network option time practices could curtail a station licensee from selecting programing "believed best suited to the needs of the community." The report further stated that it could give the networks control of prime hours and network advertisers an advantage over non-network advertisers.

"I am therefore gratified," Representative Celler wrote, that the commission "has evolved from the initial limited restriction on television time optioning—from 3 to 2½ hours—announced in September of 1960, to the incisive and final disposition" of the practice.

### Court orders hearing on WKIP 1 kw request

A federal court in Washington has told the FCC it must hold a hearing on the request of fulltime Class IV WKIP Poughkeepsie, N. Y., for a boost in power from 250 w to 1 kw and to move its antenna about 2¼ miles from its present "rooftop" site.

The unanimous three-judge U. S. Court of Appeals panel said the FCC must hear objections by WEOK, also Poughkeepsie, charging increased overlap between WKIP and commonly owned WGNV Newburgh, N. Y., about 15 miles away. Both stations are owned by George W. Bingham.

The FCC noted the overlap but approved the WKIP application on the ground it met policy permitting Class IV stations to increase daytime power to 1 kw unless disqualifying factors were raised.

In the decision by Circuit Judge J. Skelly Wright, for himself and Chief Judge David L. Bazelon and Judge Warren E. Burger, the court said that the antenna move and the resulting overlap increase (to 570 square miles and 80,646 people, approximately double the existing overlap) made it necessary to hold a hearing.

The court also said the FCC made no findings of fact in disposing of the WEOK petition for a hearing on the WKIP application.

### FCC grants Pape request

A request by Pape Television Inc., licensee of WALA-AM-TV Mobile, Ala., was granted last Wednesday (June 11) by the FCC. The revocation hearing on the stations' licenses was stopped until the commission acts on Pape's petition for reconsideration of the show cause order (BROADCASTING, June 3, May 20, March 11).

Commissioners Cox and Loevinger did not participate.

### GAB opposes FCC fee on mobile radio units

The Georgia Association of Broadcasters last week told the FCC that the \$30 filing fee for applications for mobile units will discriminate against the smaller stations in that state. There were also a number of opposing comments from nonbroadcasters.

The commission adopted the filing fees, which range up to \$100, last month (BROADCASTING, May 13). The commission has indicated that the fees will enable it to recover about one-fourth of its \$14.5 million appropria-

tion for the 1963 fiscal year.

GAB said that one station in Georgia has 16 mobile units and would have to pay \$30 per unit in filing fees. But a large construction firm in the same city would only have to pay \$100 dollars to maintain a much larger fleet of mobile units, GAB said.

The association said that the filing fees could damage news coverage and could curtail local programing if the number of mobile units operated by a station is decreased.

Among the non-broadcasters opposing the filing fees were the National Aviation Trades Association and the American Petroleum Institute.

### Dual role for the newest commissioner

Lee Loevinger, former assistant attorney general, was sworn in Tuesday (June 11) as a member of the FCC. The oath was administered by Supreme Court Justice Byron R. White, a former colleague of Mr. Loevinger's at the Justice Department.

Commissioner Loevinger, appointed to serve the five years remaining of former Chairman Newton N. Minow's term, retains one of the posts he filled as chief of the

Justice Department's antitrust division. He will continue as a delegate of the U. S. and vice chairman of the Restrictive Business Practices Committee of the Organization for Economic Cooperation and Development.

Attorney General Robert Kennedy announced this last week in naming Commissioner Loevinger a special assistant to deal with restrictive business practices affecting international trade.



Justice White (l) and Commissioner Loevinger  
Newest FCC member is sworn in

# PHILOSOPHY VS. REALITY

## Two communications lawyers argue pros and cons of FCC's right to control radio-TV programming

Two Washington communications lawyers debated the FCC's right to look at programming last week in Washington, and the end result of their exchange was summed up by a third lawyer in the audience as:

"An argument between philosophy and reality."

The debaters were W. Theodore Pierson, of Pierson, Ball & Dowd, and Harry M. Plotkin, former FCC associate general counsel, now with Arent, Fox, Kintner, Plotkin & Kahn.

The debate took place before a luncheon meeting of the Federal Communications Bar Association.

Mr. Pierson took the affirmative of the resolution: "Resolved that the FCC should have no regulatory control over program content in radio and television." Mr. Plotkin argued for the negative.

Mr. Pierson maintained that although the weight of 36 years of broadcasting regulation could be used to affirm the FCC's right to look into programming, basically the commission should not have anything to do with the content of programs. Mr. Pierson is the author of a monograph written for a special FCBA committee on the "no censorship" provision of the Communications Act (Section 326), in which he recommended that it be revised by Congress

explicitly to prohibit the FCC from considering programming at all.

Mr. Plotkin argued not only that the FCC has the authority to look at programming from an overall viewpoint, but that it should have this authority. He warned however that the bar must be alert to keep the commission away from the content of specific programs.

The debate:

**Legality Aside** ■ Mr. Pierson started off by declaring he was not going to present a legal argument. After 36 years of FCC rulings, and with the acquiescence of most broadcasters (and in some cases where they have even urged it), it would be "fruitless" he said, to attempt a legal argument against the FCC's activity.

The progress of society, Mr. Pierson said, is dependent on the freedom of the people to think, to create and to communicate. In the field of thought, he declared, there should be the lightest counterbalance to this freedom.

In this light, the broadcaster is no different from a newspaper, magazine or book publisher or a movie producer or educators or lecturers, he said. The broadcaster's function is like that of a newspaper editor; he must be a moderator to determine what goes on the air and what does not, he said.

"The central issue," Mr. Pierson said,

### Different perspective

Harry Plotkin, in his debate with W. Theodore Pierson last week on the FCC's authority to consider programming, couldn't resist an aside with himself as the principal.

Noting that many of the procedures he was arguing against were developed or perpetuated during his tenure at the FCC (he was associate general counsel of the commission from 1943 to 1951), Mr. Plotkin added:

"But we all learn from experience. There is an insight which those of us who represent stations have which commission personnel do not necessarily have. The commission people are as sincere as we are, but their perspective is not always the same as ours."

"is many moderators or one. The former is the way of diversity and creativity. The latter is the way of conformity and non-creativity."

It is beyond the capacity of any man or group of men to understand the complex needs and desires of our pluralistic society sufficiently to evaluate the performance of 5,000 stations in 1,500 communities who each broadcast from 10 to 24 hours every day, he noted.

Whatever dissatisfaction there is with radio and TV programs, Mr. Pierson stated, can be laid partly at the door of the commission.

"Like a jealous parent," Mr. Pierson concluded, "the commission can prevent the broadcaster from ever maturing by continuing to treat him as a helpless and irresponsible child—all the while carefully avoiding a real court test of its powers."

**No Question** ■ Mr. Plotkin maintained that the commission's power in the field of programming is beyond doubt.

"I just do not see how any objective person can read the opinions of the courts, the relevant legislative history, the consistent administrative practice and come to any conclusion other than that the commission has extensive authority in the programming field," he said.

After listing congressional bipartisan support for this view, Mr. Plotkin expressed his own attitude: "I believe it is desirable for the commission to have such power."

Broadcasting stations, it has been determined Mr. Plotkin said, should be privately owned "with a concomitant obligation on the part of the private



Mr. Plotkin (l) vs. Mr. Pierson  
Debate FCC's role in programming

operators to utilize the facilities in the public interest." He then continued:

"Government supervision is necessary to make sure that this objective is met. The profit system is geared to make profit. There is nothing wrong with profits, but public service and profits are not necessarily the same."

The commission does and should have, Mr. Plotkin stated, the authority to prescribe standards of quality to be met by broadcasters. But, he warned: "While the commission has authority and responsibility in this field, I do think the exercise of the authority must be scrutinized with great care at all times. . . It is important that the commission processes not have a dampening or stifling effect on communications.

To overcome ill effects on stations where complaints about programs are filed with the FCC, Mr. Plotkin suggested a revision in the procedures now used (the FCC sends a copy of the complaint to the station asking for comments, the station submits its comments on the complaint and the FCC finally makes a determination)—all the while holding up the station's applications for renewal, facilities changes or ownership transfers.

Mr. Plotkin's recommendations:

- The FCC should first make a determination whether there is any basis for the complaint and if not so notify the complainant with a copy to the station.

- If a prima facie case seems to have been made the commission should not only send the complaint to the station but should indicate its area of concern.

- All complaints and commission correspondence with the station and vice versa should be made part of the public files.

- The commission should act expeditiously on complaints and should notify the station of its decision.

**Double Exam** ■ A feature of the debate was a cross-examination of each of the principal speakers by the other.

In response to Mr. Pierson's questions, Mr. Plotkin contended that the government should require "communicators" to serve the public interest if it has the constitutional basis to do so. For broadcasting, the government has this power, he noted. It even has some authority over newspapers and magazines, he added; the second class mailing privilege requires no more than a certain percentage of commercial matter in each publication.

On the return cross examination by Mr. Plotkin, Mr. Pierson maintained that broadcasters must be considered responsible citizens (otherwise they shouldn't have been licensed) and that the FCC must go no further than examining the effort made by a station to get both sides of an issue.

## ARE JOINT RATES BEING USED?

### FCC looking into common ownership fiscal, personnel ties

The FCC is making a concerted effort to determine whether broadcasting stations and newspapers under common ownership in the same communities employ joint rates. The commission also wants to know if stations and newspapers use the same staffs.

Letters requesting this information are being sent to newspaper-connected radio and television stations as their licenses come up for renewal. The first inquiries went to affected stations whose renewal date was June 1—those in New York and New Jersey.

The letters are a direct outgrowth of the House Antitrust Subcommittee hearing on the concentration of ownership of news media (BROADCASTING, March 18, et seq.).

Thus far, the replies to the letters have not resulted in the deferral of any license renewal. In fact, one staff member said he believes that no instance of joint rates has been uncovered.

He also said it was uncertain what the commission's reaction would be if a station reported it engaged in the practice. "It would depend on the fact situation," he said.

The commission, however, would be

concerned about situations in which joint rates were used to restrain competition—particularly when the competition being restrained was another commission licensee.

**An Old Worry** ■ FCC officials said last week that, because of the implications of anticompetitive practices involved, the commission has long been concerned about newspaper-connected stations employing joint rates.

However, the commission in the past had inquired about the practice only after receiving complaints. It decided to raise the question routinely after the subcommittee asked what information the agency had on use of joint rates.

"We found we didn't have a consistent practice for determining this," one FCC official said. "So we thought we ought to have some means of keeping current on newspaper licensees."

The proposal to send the letters was initiated by the staff. Some commissioners last week said they were unaware that inquiries were being sent routinely. Staff members, however, said the commission was informed of the plan to send them at the time it approved the statement to be delivered at the subcommittee hearing.

*wtn Radio offers the most efficient daytime ADULT listener buy in the Twin Cities market—nine a.m.-noon \$1.13 CPM; noon-three p.m. \$1.38.\**

*As a matter of fact, wtn offers the best buy in the market—ALL ages—during these daytime hours. Call your nearest Katz office for details.*

\*—Source SRDS—January-February 1963 Pulse.

# REVISED FORM IN SIGHT

## Proposed typical week and composite week may be eliminated in new TV program reporting form

FCC adoption of a revised program reporting form for television stations finally appeared to be in sight last week, three years after the commission began the task of reworking the document to bring it in line with its 1960 statement on programing policy.

This became the general view when it was learned that a special committee of three commissioners has made considerable progress in its efforts to resolve outstanding differences over the form. The commissioners—Frederick W. Ford, Robert T. Bartley and Kenneth A. Cox—still have a number of details to iron out before they can submit their version to the full commission. But the major portion of their work is said to be behind them.

One major change reportedly agreed on calls for the elimination of the proposed typical week and composite week, along with the requirement that applicants report percentages of various types of programing.

Instead, the applicant would report, in two tables, actual programs proposed and those that were carried. These

would be identified by title, source, time-slot and frequency, and would be broken down according to the 14 categories the 1960 policy statement said were "usually necessary" to satisfy community interests and needs.

These include opportunities for local self-expression; use of local talent, children, religious, educational, public affairs, agricultural, news and sports programs; editorials; political broadcasts; weather and market reports; service to minority groups, and entertainment.

**Annual Reports** ■ The committee is also understood to have agreed that the reporting form should be completed annually instead of every three years at renewal time, as at present. The feeling is that broadcasters cannot be expected to anticipate their programing plans three years in advance.

Other reporting-form elements on which basic agreement has been reached would require an applicant to:

- Submit a statement on what he has done to survey audience needs in terms of the 14 categories and on how he has determined that those needs should be met.
  - List special programs proposed (both local and network), by types.
  - Explain differences between programs proposed and those actually carried.
  - Report commercial continuity, in a proposed and composite week, on the basis of percentages of total broadcast time.
- Agreement on these elements reflects

a successful melding of the originally divergent views of the three committee members. Commissioner Ford had favored a form stressing a narrative statement by the applicant on his survey of community needs, his evaluation of those needs and on programing proposed to meet them.

**Bartley Wanted Details** ■ Commissioner Bartley wanted specific questions to elicit detailed answers. And Commissioner Cox, reflecting the views of the staff, favored retaining the typical and composite weeks. He had also suggested that the programing reported on be broken down according to the 14 categories.

Adoption of a revised form is a high-priority item with the commission. Members are hopeful that, by providing data not readily available from the present form, it will eliminate the need for letters to applicants seeking additional information—particularly those dealing with local live programing.

There is a strong possibility that once the commission adopts a revised form, it will publish the instructions it gives the staff on how to evaluate applications—something it has never done. Former Chairman Newton N. Minow said last January this would be done (BROADCASTING, Feb. 4). No final decision has been made, but a number of commissioners feel broadcasters should know the standards being used by the commission to review their applications.

Another question remaining is whether the broadcasting industry will be invited to comment on what, in effect, will be a revision of a revised form. The form, as originally revised, was the subject of a proposed rulemaking proceeding in July 1961. There was no unanimity last week on whether the form, in view of the additional working over it is receiving, should be put out for further comments.

**W** *Wonderful* **UNDUPLICATED** ABC-TV Coverage of 23 counties in the rich expanding **F** *Florida* **CENTRAL FLORIDA** commercial, agriculture and **T** *Tele* **SPACE AGE** **MARKET** **V** *Vision* **POWERFUL** **9**

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## A solution for the regulatory headache?

### WITNESSES ENDORSE PERMANENT ADMINISTRATIVE GROUP

A Senate judiciary subcommittee last week trotted out one of the Kennedy administration's favorite ideas for re-vamping and improving the regulatory agencies.

A permanent administrative conference, proposed last year by the President's temporary administrative conference, is what this country needs to help solve some of its regulatory headaches, the Subcommittee on Administrative Practice and Procedure was told during last week's hearing on a bill to set up such a conference.

A host of men who played key roles in the temporary conference testified that a permanent version would be valuable—some said as valuable to the

agencies as the Permanent Judicial Conference has been to the Nation's court system.

The measure is one of three reform bills offered in the Senate this month (BROADCASTING, June 10). None of these, all referred to this subcommittee, would approach the proposal of former FCC Chairman Newton N. Minow to revamp the FCC by dividing its functions.

Although the administrative conference bill (S. 1664) is a Kennedy administration measure, no partisan opposition to it was raised.

Spokesmen for executive agencies and men who had worked with the temporary conference in 1961-62

(BROADCASTING, Jan. 14) paraded to the witness stand to praise the measure last week.

Senator Edward V. Long (D-Mo.), subcommittee chairman, defended the legislation in an opening statement: "It must also be made crystal clear that this bill would *not* create a 'super agency'; it would *not* create another administrative agency for purposes of regulation; it *would* create a new body to review the procedures of the existing agencies and to seek to effectuate much needed and frequently recognized reforms within those agencies. Its powers would be purely recommendatory."

Max D. Paglin, FCC general counsel and vice chairman of the council of the former administrative conference, conveyed the commission's endorsement of the bill and said it was his personal belief that "the spirit of cooperation

which prevailed" and served as a catalyst for fresh perspectives before "is perhaps the most important benefit" a permanent conference could produce.

Webster P. Maxson, Department of Justice, pointed out that the earlier conference produced information which showed that "there were pending before 32 federal agencies . . . a total of 93,473 formal administrative proceedings" during fiscal 1962.

### Who short spaces whom

In a story on WTEN(TV) Albany's going on the air at short spacing, BROADCASTING mistakenly identified the short-spaced channel 10 outlet as WHEC-TV Rochester, N. Y. The correct station is WJAR-TV Providence, R. I., some 150 miles away. WTEN is protecting WJAR-TV by suppressing radiation in the direction of the Providence station.

## Henry on time standards: 'just studying'

FCC Chairman E. William Henry said last week the commission won't adopt a rule on commercial time standards that would "put anyone out of business."

The new chairman sought to reassure broadcasters on this point in an interview with Linton Wells, Washington correspondent for the Storer Stations.

Asked about the commission's proposed rulemaking to adopt the NAB code on commercial time standards as an FCC rule, Chairman Henry said the agency is only studying the matter.

But he, said he didn't think the commission could adopt the same standards for all stations "unless it's a floor all can live with."

"In my view," he added, "we won't put anyone out of business."

In another interview last week—with Martin Agronsky on NBC's *Today* show Tuesday (June 11)—the new chairman indicated again he would work for additional regulation of the broadcasting industry as a means of providing programming to serve minority tastes.

The chairman stressed—as he has in the past—his view that broadcasters are unduly concerned with catering to a mass audience. He said he hoped the commission would adopt rules "to require more diversity in programming, more public service programming, more programming

aimed at meeting the needs of all the people."

He didn't say what rules he had in mind. But in a speech last month, he suggested the FCC re-evaluate its policy on sustaining time to determine whether it should use the percentage of such programming in judging a station's performance at renewal time (AT DEADLINE May 6).

Chairman Henry said he thinks President Kennedy's views on broadcasting and its regulation are similar to his. Replying to a question from Mr. Agronsky, he said he hadn't discussed his philosophy of his job with the President in detail. But, he said he "would think" their views "coincide."

In both interviews last week, the chairman said he didn't think the commission's action in eliminating option time will, as some observers have suggested, result in affiliates taking fewer network public affairs programs.

"The practical aspects of the situation are such," he said on the *Today* show, "that network influence in broadcasting will continue even without option time."

In his review with the Storer correspondent, Chairman Henry indicated he had a personal problem to overcome—how to get out from under the shadow of his colorful predecessor, former Chairman Newton N. Minow. Asked what approach he would take in his new position, Chairman Henry said, "I'll try to be myself—that's the best way to follow a difficult act."

## There's Nothing Puzzling About WMAL-TV's Straw Hat Plan

*It's as simple as compound interest!*

From June 2 to August 31 you get a

# 25% BONUS IN FREE SPOTS

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# Is CATV 'subservient' to broadcasters?

## LAWYERS TELL NCTA THAT IS EFFECT OF CARTER MOUNTAIN DECISION

"Carter Mountain is here to stay and you'd better learn to live with it" was the gloomy message the National Community Antenna Association received from a panel of attorneys last week at the 12th annual NCTA convention, held June 10-14 at the Olympic hotel in Seattle, Wash.

The lawyers seemed stunned by the court decision upholding the right of the FCC to use its regulatory powers over microwave relay systems to prevent a community antenna system from using its microwave service to invade the area served by a television station if the commission feels this would result in economic hardship for the broadcaster and degraded service to the public (BROADCASTING, May 27). Jack Cole noted that the decision described the interests of the listening-viewing public as "paramount" and observed that this "dramatic departure from precedent" means that the formerly equal communication services are now "subservient to the broadcast services."

Mr. Cole said it is impossible to say whether the commission will take the Carter Mountain decision as a signal to try to regulate all community television antenna operations directly. He added, "but I believe the FCC will be encouraged to make this effort." The commission might argue, he said, that to regulate television broadcasting properly it also needs the power to regulate CATV.

He urged the community antenna operators to take every step to overturn the decision, noting that it will probably have to be done through legislation.

NCTA President William Dalton, in

his annual report to the membership, pledged that the organization would continue to fight to protect the interests of CATV against "a dedicated attempt of government to regulate this industry." Mr. Dalton called for a five-year plan for NCTA, which has the responsibility of planning for the whole CATV industry, "so that we can decide in what direction we want to go and to grow." NCTA must carry on regardless of the cost, he declared, "for if we fall apart there'll be no one else to pick up the pieces."

**A Feeling Of Shock** ■ The atmosphere of the convention—the shocked feeling of businessmen who suddenly find themselves under attack when all they are trying to do is fulfill a community need and make a dollar or two in the process, the "why don't they go away and leave us alone?" attitude, but also the determination to fight for their rights against the government or anyone else—reminded old time broadcasters of the NAB conventions of 30 years ago. "This is where I came in," one veteran of radio and television who is now guiding his company's entry into the CATV field said.

Right now, Mr. Cole stated, the Carter Mountain decision gives any television station the means to block any proposed CATV microwave operation in its service area by complaining about "economic impact and degradation of service to the public." There will be a hearing, he said, "and you'll be involved in a lot of legal and engineering expense and have your operation delayed for a year or two, if you win," he declared.

Jack Matthews described the two

kinds of microwave service: common carrier, which requires that half of the users be firms not connected with the operator at renewal time, and private, which can be used exclusively for the operator's own purposes. He pointed out, however, that the FCC has ruled that a CATV microwave service inside the grade A contour of a TV station must not duplicate by bringing in from outside any program also broadcast by that station within a 30-day period before or after the local broadcast. He advised that the safest plan for such an operation would be to add that station's programming to the CATV service, giving added circulation to the station's programs and commercials.

Mr. Dalton called the decision proof that the Circuit Court of Appeals will "accept no evidence as sufficient if the FCC reaches a judgment that a local TV station may be affected." The case was "lost by us and lost by the nation as an active step in creeping socialism," he declared.

**Good And Bad** ■ Glenn H. Flinn, concluding his term as national chairman of the NCTA, reported that the year had been good in that it had seen improved relations between the community antenna operators and the broadcasters, but bad because of increased regulation and legislation. "I put regulation first," he commented, "because of backdoor government attempts to regulate us, with or without legislation."

In the past two years, the NCTA has grown from 433 member systems and 17 associates, with 517,000 subscribers, to 532 systems and 36 associates, with 700,000 subscribers, Mr. Flinn reported. James Lanahan, membership committee chairman, said that in the past fiscal year between June 1, 1962, and May 31, 1963, the association had gained 64 systems with 34,346 subscribers but had lost 40 systems with 69,255 subscribers (including the 16 H & B American systems with 32,855 subscribers). Growth of the other member systems, he said, produced a gain of 50,457 subscribers for the year. Jack Crosby, treasurer, said that dues had been \$422,688 for the year, an appreciable gain from the anticipated \$370,000. (NCTA dues are 5 cents a subscriber per month.)

"Do your customers need and want you or are you in the buggywhip business, offering an outdated service of



Washington Lieutenant Governor John Cherberg welcomed officials of the National Community Television Association to Seattle on KIRO-TV's 'Dan

Riley Show.' L to r, above, William Dalton, NCTA president, Lieutenant Governor Cherberg; Glenn Flinn, NCTA national chairman and Mr. Riley.

little value today?" Frank H. Nowaczek, director of research, asked the CATV operators. Noting that television programming is only one kind of information that can be offered and that the 12 VHF channels occupy only 30% of CATV facilities, he counseled his audience to "throw in a new service." This might be weather-time-news, he suggested, and a panel reported on possible techniques.

**ETV On CATV** ■ Educational television is a wide open field for CATV to serve, Mr. Nowaczek stated, both in-school and in-home instruction. Gene W. Schneider, Caspar, Wyo., described his cooperation with the local school system which started three years ago when he fed a daily half-hour from a Denver ETV station to 10 school-rooms. Today, 140 classrooms in 25 schools are getting 2½ hours of daily instruction via CATV and some of the lessons, such as elementary Spanish and French, are repeated in the evening hours for the home audience.

Canadian CATV operators are faced with problems of government regulation, on the provincial as well as the national level, that are just as serious as those confronting the industry in the United States, Kenneth J. Easton, secretary of the National Community Antenna Television Association of Canada, reported. Classified as an electronic system, Canadian CATV is regulated by the Department of Transport, which forbids any use of micro-

wave equipment by a CATV system within the reach of a TV station. But the proposal has been made that since CATV transmits programs to the public, it should be classed as a broadcast service and, like the broadcasters, be put under the rules of the Bureau of Broadcast Governors.

Problems of obtaining franchises and franchise renewals, of operating with or without microwave links and of selling their cable service to more and more customers occupied business sessions of the four-day meeting, but the corridor talk was mainly of who'd bought what and at what price. The brokers reported little business, however. "Everybody wants to buy; no one wants to sell," was one broker's summary of the situation.

The official figures showed registration of 550 delegates, guests and wives, not counting 23 children and 98 exhibitors. Loren B. Stone, manager of Seattle ETV station KCTS-TV, was honored as NCTA's "man of the year" and presented with a plaque. The organization's "halo" award trophies for outstanding achievement were given to Carlsbad (N.M.) Cablevision in the community relations category and also for the best broadcast relations. The Pennsylvania Community Antenna Television Association won a "halo" for the best single special project, and the Community Television Systems of Wyoming got one for the best advertising and promotion.

## Planning pays off for Tuscaloosa stations

### INTEGRATION COVERAGE POOLED BY FIVE STATIONS

The five commercial radio stations of Tuscaloosa, Ala., were commended last week for the important role they played in the orderly integration of the University of Alabama.

In a coordinated attempt to provide "factual and responsible coverage of an important event," the stations brought in outside help and pooled their news coverage of the enrollment of two Negro students at the university on Tuesday (June 11).

The result was "the best example of public service broadcasting that I have ever seen," according to Tuscaloosa Mayor George Van Tassel.

A spokesman for the stations, WACT, WJRD, WNPT, WTBC and Negro-programmed WTUG, said the stations agreed to pool their news operations so the listeners "regardless of what happened would receive this story unvarnished by sensationalism and inaccurate reporting."

The need for such reporting was brought home by a survey made by Tuscaloosa business and civic leaders of other southern cities, where recent

educational integration had taken place.

To implement their plan, the stations brought in Starr Smith, a public relations consultant from Montgomery, to coordinate and produce the news broadcasts. Mr. Smith was a special NBC correspondent in the mid-'50's.

Assisting him were Joe Langston, WACT, and Ray Butts, wcov Montgomery.

The Tuscaloosa Radio News Headquarters was established on the university campus two blocks from Foster Auditorium, where Governor George C. Wallace first refused admittance to the two students and later allowed them to pass after federal intervention.

**Network Operation** ■ Reporters from all of the stations covered the city and campus and phoned reports to the news headquarters. The reports were then fed over direct lines to the five stations simultaneously.

Taped promotional spots, telling of the news coverage plans, were used by the stations Sunday and Monday. The Sunday edition of the *Tuscaloosa News* carried a front page story of the

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planned coverage.

The Monday edition of the *News*, in a lead editorial written by its Pulitzer Prize-winning editor-publisher, Buford Boone, said "The stations have agreed among themselves to handle news announcements in 'low key,' meaning without effort to excite or stimulate. The effort will be to inform promptly and accurately. Their policy and procedure are most commendable."

Following the Tuesday coverage, which ended when the students entered their dormitories for the night, other laudatory comments were received from state and university officials.

## Womens clubs' panel discusses UHF TV

The future of UHF became a major point in a panel session on television presented Wednesday (June 12) at the annual convention of the General Federation of Women's Clubs in Milwaukee.

The topic, "Is Television Meeting Its Cultural Responsibilities," was discussed by Robert L. Foreman, executive vice president, BBDO; Sylvester L. Weaver, chairman of the board, McCann-Erickson International; Cleveland Amory, author-critic, and actor Robert Young. The moderator was James T. Quirk,

publisher of *TV Guide*.

UHF, said Mr. Weaver, provides a new chance to modify the structure of the whole medium. When cities like Cleveland, Milwaukee and Cincinnati become six or eight-station markets, he noted, there will be a great broadening in the scope of TV.

Both Messrs. Weaver and Foreman predicted commercial support for UHF. Advocating UHF additions to present three and four channel markets, they said agencies and advertisers would make the new outlets profitable and enable the UHF's to concentrate on programing designed for their individual communities.

The FCC's network option time ruling (BROADCASTING, June 3) was also seen by Mr. Foreman as a blessing to stations, which will be able to use prime time to program on a local basis.

A pessimistic note on the needs of new stations was offered by Mr. Young. He claimed Hollywood does not have enough creative talent to provide programing (such as today's) for all the new stations which will require it.

Mr. Amory lashed out at news coverage today and offered comments on commercial content and direction.

He said it's "appalling" what's not being done on radio and television. Some newscasts are repeated all day,

he charged, with no additions or editorial comment.

On the subject of commercials, he did not mention a particular industry, but said certain habits should be directed toward moderation and not toward youth.

## Changing hands

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

▪ WISH-AM-FM Indianapolis—Sold by Corinthian Broadcasting to Don W. Burden for \$1,250,000. Mr. Burden owns KOIL and KICN-FM Omaha and KISN Portland, Ore.

In announcing the sale, Robert B. McConnell, vice president and general manager of the stations, said: "Our company is primarily a television-oriented company operating television stations in five major markets. We are getting ready to erect a new TV studio building . . . and we determined we could best serve the public of central Indiana by concentrating all our efforts toward the operation of Indiana's leading television station."

Corinthian stations include WISH-TV Indianapolis, WANE-AM-TV Fort Wayne (Ind.), KOTV(TV) Tulsa, KHOU-TV Houston, and KXTV(TV) Sacramento, Calif. The Corinthian group is owned by John Hay Whitney, former U. S. ambassador to Great Britain, owner of *New York Herald-Tribune* and *Parade Magazine* (weekly newspaper Sunday supplement), who also controls New York Herald-Tribune Radio Network (WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WHGQ Kingston, WFYI Minicola, all New York, and 50% of WCOM-FM Newark, N. J.

Corinthian bought the Indianapolis stations, including WISH-TV, and the Fort Wayne outlets in 1956 for \$10 million from C. Bruce McConnell and associates. WISH, founded in 1941, operates fulltime on 1310 kc with 5 kw day and 1 kw night. It is affiliated with CBS. WISH-FM, beginning in 1961, operates on 107.9 mc with 41 kw.

▪ WKNY Kingston, N. Y.: Sold by Joseph J. Close to William H. Rich and Alastair B. Martin for approximately \$200,000 cash. Messrs. Rich and Martin are principal owners of Regional Broadcaster group (WMGW-AM-FM Meadville and WPIC Sharon, both Pennsylvania; WRD Grand Rapids and WTRU Muskegon, both Michigan). Mr. Close continues to own WKNE Keene, N. H.; WBRK Pittsfield, Mass., and WKVT Brattleboro, Vt. WKNY is a full-time station on 1230 kc with 1 kw day and 250 w night.

▪ WXYJ Jamestown, N. Y.: 87½%

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sold by Mark Taylor and Keith Horton to Lowell W. Paxson for \$185,000. Burton Waterman, chief engineer of station retains his 12½% interest. Mr. Paxson is program director of WACK Newark, N. Y. WXYJ, which began operating in 1948, is a fulltime 250 w outlet on 1340 kc. Broker: Paul Chapman & Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 138).*

■ **WHGB** Harrisburg, Pa.: Sold by Herbert Kendrick to Herbert Schorr and Stanford Stevens for \$200,000 and \$1,562 quarterly for eight years to Mr. Kendrick for consulting services and agreement not to compete. WHGB operates fulltime on 1400 kc with 1 kw day and 250 w night.

■ **KMYC-AM-FM** Marysville, Calif.: Sold by Jack Sterling and associates to William T. Stubblefield for \$220,000 and \$5,000 for agreement not to compete. Mr. Stubblefield also owns KTOB Petaluma, Calif. KMYC is a fulltime outlet on 1410 kc with 5 kw day and 1 kw night. KMYC-FM operates on 99.9 mc with 4.9 kw.

■ **WTMC** Ocala, Fla.: Sold by R. H. Gunckle Jr. and associations to Robert M. Marks and group for \$142,500 and agreement not to compete. WTMC operates on 1290 kc fulltime with 5 kw day and 1 kw night.

■ **KXLR** North Little Rock, Ark.: Sold by Devane Clarke, Charles R. Rutherford, James K. Dodson and Leonard E. Hoffman Jr. to F. C. F. F. Mike Lynch and mother for \$147,504 for stock and settlement of all claims. Fulltime KXLR operates on 1150 kc with 5 kw day and 1 kw night.

## Supreme Court to hear WMCA apportionment suit

Among the state apportionment cases which the U. S. Supreme Court agreed to hear this fall is one involving New York brought by WMCA New York.

The WMCA suit, in the name of R. Peter Straus, president, and eight employees, charges that the New York legislative apportionment is unfair to urban voters, giving more weight to rural residents.

The suit was initiated in 1961. It was dismissed early in 1962, but remanded to the lower court after the Supreme Court's ruling in the Tennessee apportionment case. The lower court again last June rejected the suit, and the appeal was once again carried to the Supreme Court, with last week's result.

BROADCASTING, June 17, 1963

## Translator operators want review of rules

### CITE HIGH POWER FOREIGN AUTOMATIC SYSTEMS

Operators of TV translator facilities (low-power 1 w VHF, up to 100 w UHF automatic TV repeaters) want the FCC to take a new look at the rules limiting use of such translators in both city and rural areas.

At a meeting held June 8-9 in Great Falls, Mont., the Tri-State TV Translator Association pointed to the use of high-power automatic translators in Canada, England and Japan and asked the FCC to review its translator rules. Translators are estimated to serve close to 750,000 U. S. homes (BROADCASTING, Oct. 8, 1962).

Tri-State adopted a series of resolutions calling on the FCC to permit enough power at each translator to cover the area with an adequate signal. It contended, for example, that a 1 w VHF signal is not adequate in many cases, emphasizing cities and remote rural areas. It asked, too, that the FCC grant an increase from 1 w to 10 w for VHF translators.

In other resolutions the association asked the FCC to revise its rule forbidding station aid to translators outside the station's A contour to allow a case-

by-case study; asked the commission to deny a license or license renewal to any TV station whose principals are engaged in the cable or microwave-for-cable television business, citing pay telecasts of important boxing matches and reminding "there is no way for cable TV to serve rural America"; called on stations to announce aurally or visually within 30 seconds any transmission faults; asked the FCC to revise the rules requiring code identification wheels at VHF translators; urged the NAB to work on behalf of multiple, free on-the-air TV signals available to all areas and to discourage all forms of channeled TV and subscription TV that reduce multiple local transmission of broadcast TV signals; proposed a simplified policy of FCC certificates of necessity for translators.

E. B. Craney, Butte, Mont., is Tri-State president. Other officers: Mike Barrett, Leadore, Idaho; LeRoy Abell, Shelby, Mont., and Darwin Hillberry, Riverton, Wyo., vice presidents; J. B. Beamer, Livingston, Mont., secretary.

**Higher Power** ■ V. C. Reed, CJLH-TV Lethbridge, Alberta, discussed the need

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for high-power translators, explaining the effective coverage of remote areas in Canada by unattended transmitters. James Sheridan, of the FCC, participated in the discussion. Over 80 delegates attended from the Rocky Mountain area represented by Tri-State.

Joseph Sample, operating KDOX-TV Billings and KXLF-TV Butte, both Montana, charged that the rapid development of community cable TV systems (CATV) in the West "had stunted the growth of free television." He outlined the problems facing a TV station owner in the sparsely populated Montana area and said many owners are wonder-

ing if CATV "might spell the doom of all free TV in areas with one station."

Mr. Sample called CATV operators "the parasites of our industry; they create nothing but merely fasten themselves to the local TV stations like leeches and suck their lifeblood." He criticized surveys, citing a finding that 68% of homes in Sheridan county, Wyoming, were able to receive a Salt Lake City station that can be viewed only by the local CATV system. He said only 38% of the homes in the county subscribe to the cable system, indicating the area outside the town of Sheridan had not been surveyed.

## GEORGIANS TAKE NAB TO WOODSHED

### Hyde, Petersmeyer warn against government controls

The National Association of Broadcasters was chided last Wednesday (June 12) for failing to support the proposed methodology study of the Radio Advertising Bureau.

Hinting that NAB's activity in radio is "submerged to the interests of television," the Georgia Association of Broadcasters board of directors urged the NAB not to duplicate in "effort and expenditure" the RAB study.

(The proposed \$200,000 RAB study was outlined last month to the House subcommittee investigating ratings by Edmund C. Bunker, RAB president [BROADCASTING, May 20].)

The GAB board's statement following the group's annual convention (June 8-11) at Pine Mountain, Ga., said "GAB has consistently urged the industry not to splinter its efforts and we feel there is now an excellent opportunity for NAB to work for unity in radio by merging its radio research efforts with those of RAB."

Speaking to the GAB on Tuesday, FCC Commissioner Rosel H. Hyde told the broadcasters "public interest requires that program judgment be made through democratic process rather than through the application of authoritarian procedures."

Telling the GAB that his view is not "in full accord" with the FCC's "official majority view," Commissioner Hyde noted "tremendous public acceptance of broadcast service."

Section 326 of the Communications Act, which deals with the FCC's lack of power of censorship, was termed by the commissioner as a safeguard to broadcasters who fear they are being restricted. "It is my firm conviction," he said, "that your greatest potential in the public interest is to serve as a liberating art. Section 326 was intended to make that possible."

**No Great Changes** - At the GAB's Monday session, C. Wrede Petersmeyer,

president of Corinthian Broadcasting Corp., noted that the Minow era, just past, has not been responsible for great changes. "Most of us are continuing to do what we have always done, and done long before the Minow era began: to respond as best we can to the varied and complex demands of our audiences. . . ."

Discussing the relationship of the FCC and broadcasters, Mr. Petersmeyer said that two years ago "we were faced with regulatory words. Today we are faced with regulatory deeds. The threat is evolving into fact.

"The issue, of course, is the degree to which the government shall control the substance of broadcasting."

Referring to Chairman E. William Henry's use of the word "partnership" to describe the relationship between government and industry, Mr. Petersmeyer told the GAB delegates that the word is not used in the statute itself and that those who use it see "the commission as a senior partner and broadcasters as junior partners."

Lee P. Mehlig, president of the Broadcast Clearing House, speaking to the convention on Tuesday, predicted a growth in advertising revenues by 70%—a gain of \$8 billion—by 1973.

But, he told the GAB, "air media won't get their proper share of these increasing budgets unless they shape-up and square-away three vital issues which are doing them a great deal of harm: ratings, rates and paper. Today's patterns have been long established, but must be changed now. They are dis-serving to TV and radio while serving other media."

### CBS promoters to meet

Promotion and information service directors of the five CBS-owned television stations will hold annual meetings on June 20 and 21 at the St. Regis hotel in New York. The meeting will

### GAB board going to D.C.

The Georgia Association of Broadcasters is going to send its 15-man board of directors to Washington "within the next month" to discuss the FCC's proposals on commercial limitations (BROADCASTING, May 20) with Georgia's congressional delegation.

GAB's newly elected president, Raymond E. Carow, WALB-TV Albany, said the association "will make some definite constructive and helpful suggestions on the FCC's recent proposals" to the state's two senators and 10 congressmen. Mr. Carow also suggested that "broadcaster delegations from the other 49 states" make similar treks to the nation's capital. (For newly elected officers, see page 133).

cover various phases of advertising, promotion and publicity, and will be coordinated by Thomas Means and Howard Berk, director, advertising and sales promotion, and director, information services, respectively.

## ABC-TV affiliates at promotion meets

A record attendance was expected at the June 16-19 promotion meetings being held by ABC-TV for primary affiliates' promotion and station managers in Hollywood.

At the same time, the board of governors of the ABC-TV Affiliates Association will meet at the Beverly Hills Hotel on June 19 with American Broadcast-Paramount Theatres and ABC-TV executives. Among the executives: Leonard H. Goldenson, AB-PT president; Everett H. Erlick, vice president, AB-PT, and Michael Boland, ABC's vice president in charge of financial controls.

ABC-TV said last week it expected more than 110 stations will be represented at the promotion meetings. Stars, producers and other principals in next season's network's programs were to join with station and network people for the Sunday evening opener at the Sheraton West hotel.

Work sessions will focus on fall promotion plans to back the new schedule. Two studios—MGM and Revue—will entertain the affiliates at luncheon sessions. The promotion managers also will watch production of various ABC-TV shows on other lots.

Three station promotion managers will make presentations: Casey Cohlman

of WFAA-TV Dallas; Jack Brembeck of KABC-TV Los Angeles, and Bob Favaro of KSMP-TV Minneapolis.

ABC-TV President Thomas W. Moore will preside at the station managers' sessions. Other ABC-TV executives from New York: vice presidents Julius Barnathan (general manager of the network), Robert L. Coe (TV station relations), Donald Foley (advertising and promotion, broadcast division), and Michael J. Foster (press information). Also attending will be a group of programming executives, ABC-TV western division executives, and James C. Hagerty, ABC's vice president in charge of news, special events and public affairs.

Mr. Foster will be chairman of the promotion managers' sessions, and Mr. Foley and Sidney R. Mesibov, director of special exploitation projects for the TV network, also will speak.

## Petry denies reports that firm is to be sold

Recurring reports that Edward Petry & Co., pioneer radio and television representation firm, would be sold were denied last Friday (June 14) in a statement issued by Edward Petry, chairman and Edward E. Voynow, president. The reports had been linked with the sale of the station properties of Transcontinent Television Corp., in which the Petry company has an approximate 13% interest. The Petry statement follows:

"Rumors that stock of Edward Petry & Co. Inc. is for sale to outside interests are wholly without foundation in fact. Not only the immediate but the long-range plans of the Petry company call for the continuing operation of the company in the hands of the same

persons who are now responsible for its management. The baseless rumors may have arisen because Edward Petry & Co. Inc. has a substantial investment in stock of Transcontinent Television Corp., the sale of which has been proposed. Obviously, however, the sale of the Transcontinent stock will not have an effect on policy, ownership or management of the Petry company.

## CBS Radio adds 3 stations

Three newly signed stations will become active affiliates of CBS Radio in the next two weeks: WIVY Jacksonville, Fla., June 23; WARM Fort Pierce, Fla., effective June 15; WSON Henderson, Ky., effective July 1.

WIVY is on 1050 kc with 1 kw daytime, WARM operates with 1 kw daytime and 500 w nighttime on 1330 kc and WSON is a 500 w daytimer on 860 kc.

## INTERNATIONAL

### Showcorporation pay \$1 million for rights

Showcorporation of America, New York, has acquired world rights to 52 post-'50 RKO feature films for a base price of \$1 million. According to a joint statement by John B. Poor, president of RKO General and C. Robert Manby, Showcorporation president, the rights are for theatrical reissue and television first run.

Included in the package are "The Outlaw," "The Naked and the Dead," "Susan Slept Here" and "Back from Eternity" and such stars as Susan Hayward, John Wayne, Jane Russell and Ingrid Bergman.

Showcorporation also has U. S. TV rights to RKO features.

Mr. Manby is now in Europe in connection with the newly acquired film package. While there, he will attend the 13th annual Berlin Film Festival, June 21-July 2 as the U. S. representative of the International Film Importers and Distributors of America.

### Canadian medics declare war on cigarettes

The Canadian Medical Association last Tuesday (June 11) approved discussions with the Board of Broadcast Governors, the Canadian Broadcasting Corp., tobacco manufacturers and advertising agencies in a war on cigarette smoking. The association at its annual convention at Toronto decided to ask the Canadian government to declare lung cancer a major public health problem.

The association represents over 16,500 doctors. Its general council recom-

mended stronger enforcement of the law which makes it illegal for children under 16 to buy or smoke tobacco products, to have all cigarette packages labeled to warn of hazards of cigarette smoking, to start a nationwide educational program in all schools and universities with special effort to reach student nurses in hospitals and colleges. It decided to make no recommendations concerning cigarette advertising.

### McCann-Erickson buys Spanish ad agency

McCann-Erickson International has expanded into Spain with the purchase of Ruescas Publicidad, a leading Spanish agency with offices in Madrid and Barcelona.

The Ruescas agency will become a wholly owned subsidiary of McCann-Erickson International with the agency's founder, Francisco Garcia-Ruescas, remaining as chairman and general director of the new firm, Ruescas-McCann-

Erickson S. A.

Among advertisers to be served by the new agency are Colgate-Palmolive, International Chemical Industries, Reynolds Tobacco and Olivetti.

The Spanish acquisition was the third such international purchase within the last six months for McCann-Erickson, which now maintains 58 major offices in 24 countries and has some 3,500 overseas employes. In February, McCann-Erickson took over a group of five agencies, Afamal, in South Africa, and late in 1962 purchased an agency in Manila.

### CBC bylaw is voided

Following a ruling of the Department of Justice, Ottawa, J. Alphone Ouimet, president of the Canadian Broadcasting Corp., will again preside at meetings of the CBC board of directors. A bylaw had been passed in 1959 making the chairman of the board of directors the chairman of board meetings and Director R. L. Dunsmore had been appointed

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board chairman. CBC appealed and after four years, the Department of Justice announced its interpretation of the validity of the bylaw. Mr. Dunsmore, a nonpermanent member of the board of directors, retains his post as chairman of the CBC finance committee, but not that of chairman of the board of directors.

### 3d French AM for Ottawa is denied license

The Canadian Department of Transport has refused a license for a new French language 10 kw daytime, 5 kw nighttime station on 1150 kc at Ottawa, for Radio Presige Ltd., Montreal. This is the first instance of the Canadian government turning down a recommendation of the Board of Broadcast Governors. Announcement of the denial was made at Ottawa by Dr. Andrew Stewart, BBG chairman.

In the House of Commons, Transport

Minister George McIlraith, said that the recommendation had been turned down on grounds that three French language radio stations were economically too many for the Ottawa area.

Now in operation is CKCH Hull Quebec, across Ottawa River from Ottawa. Recommended for license recently was 10 kw station at Ottawa on 1250 kc for CBC.

There would be too much competition in one market too quickly, the minister said.

### Record international gross seen by CBS Films

CBS Films expects to attain a record gross in international sales for the first half of 1963, Ralph M. Baruch, vice president, international sales, reported last week in disclosing new sales in Australia, Nigeria, West Germany, Thailand, Singapore and Korea.

Following the sale in Australia of

*The Jackie Gleason Show* (BROADCASTING, June 10), CBS Films has completed new sales there on *The Nurses*, *The Beverly Hillbillies*, *True*, *Zoorama*, *Playhouse 90* and the *Mighty Mouse Playhouse*.

In addition, CBS Films has signed renewal contracts for *Perry Mason*; *Rawhide*; *Have Gun, Will Travel*; *Gunsmoke*; *Deputy Dawg* and *The Defenders* with major Australian commercial broadcasters.

CBS Films recently sold 15 program series in Nigeria, seven in Singapore, six in Korea and three in Thailand, according to Mr. Baruch. In addition, agreements have been signed with both television networks in Germany. The new state-owned network, Zewites Deutches Fernsehen, bought on a long-term basis the majority of news and public affairs shows produced by CBS News. The commercial network, ARD, purchased *The Defenders* over a three-year period.

## EQUIPMENT & ENGINEERING

### Set sales, production for April

Sales of TV and radio receivers dropped in April, but cumulative TV totals for the year remain ahead of the same period last year. Radio year-to-date figures, however, are considerably behind the same period in 1962.

In April, distributor sales of TV sets numbered 395,166 units, a substantial drop from the 601,797 for the month prior. Radio sales were

637,443 for April, a drop from 818,510 in March.

Television production for April totaled 548,637 against 696,435 for the previous month. Radio production amounted to 1,359,769, compared with 1,568,381 the month before.

Sales and production figures, as announced by Electronic Industries Association last week:

Period	SALES			
	Television	(with UHF)	Radio	(with FM)
Jan.-April 1963	2,036,783	....	2,525,337*	....
Jan.-April 1962	1,932,729	....	2,987,497	....
PRODUCTION				
Jan.-April 1963	2,287,418	(268,631)	5,547,309**	(366,333)
Jan.-April 1962	2,200,201	(185,754)	6,098,498	(304,929)

\* Excluding auto radios.

\*\* Includes 2,526,708 auto radios compared with 2,137,627 auto radios previous year's four months.

### Technical topics...

**Cameras on copters** ■ Photo Instrumentation Corp., New York, has announced rental of "Astrovision" helicopter camera mounts with special "anti-vibratory" platforms. The mounts permit panning in a 125 degree arc and allow a 75 degree vertical tilt. The "Astrovision" rental includes helicopter service as well as a technical advisor if desired.

**All in one** ■ A one-component tape recorder head that records, plays back and erases, is now in volume production by Michigan Magnetics Inc., Vermontville, Mich. The metal-faced head has

a tapered design that prevents incorrect insertion of reels or tapes. Standard and modified heads carry 12-month warranties.

**End talks** ■ General Precision Inc. has terminated negotiation for the acquisition of the TV broadcast operation of Thompson Ramo Wooldridge's Dage Division.

**Tape eraser** ■ The Amplifier Corp. of America, New York, has introduced its new heavy-duty professional bulk tape eraser, the Magneraser Senior, designed for use with audio, computer, telemeter, and machine-control tapes; and with 8, 16, and 35 mm sound strips. It com-

pletely erases, according to the company, the most severely overloaded tapes, and actually lowers background noise levels 3 to 6 db less than some new (unused) tapes. Price \$24.95. Write the manufacturer at 398 Broadway for additional information.

**Transatlantic photo service** ■ RCA Communications Inc. is now offering a "customer-to-customer" phototelex service between London and New York. The two-way coaxial cable system may be leased on a time or demand contract. Ancillary services include voice communication facilities during picture transmission for cuing control. Charge for the circuit is \$40 for the first 10 minutes and \$4 for each additional minute.

**FM stereo monitor** ■ Collins Radio Co. has introduced new 900C-1 stereo modulation monitor which permits accurate measuring and monitoring of FM stereo multiplex programs. The unit measures main channel, subchannel, pilot carrier and SCA carrier insertion. Collins also introduced new 26U-2 stereo limiting amplifier to permit maximum modulation with minimum distortion.

### New camera from Marconi

Marconi Co. announces completely new, solid state, miniature vidicon TV camera, consisting of the camera and a control unit connected by a lightweight multicore cable. The camera itself is contained in a stainless steel cylinder, weighing 9½ pounds. The control unit weighs 30 pounds. The 321 series equipment operates on international standards (anywhere between 405 and 875 lines) and is completely automatic in operation.

## Disappointing half for United Artists

Disappointing receipts of United Artists films should result in a slump for the first half of 1963 as compared with the similar period of 1962, Arthur B. Krim, president of United Artists Corp., told the company's annual stockholders meeting in New York last Tuesday (June 11).

He noted that the first quarter of this year showed a decline in revenue and earnings from last year but expressed the view that the second half of 1963 should improve over the first half of this year. He predicted 1963 would wind up as a "satisfactory" year.

Mr. Krim reported that United Artists is strengthening its position in television, pointing out that the company will be represented with 4½ hours of programming weekly on networks this fall, as compared with one hour weekly last year. The income from these programs will be reflected in 1964, he added.

First quarter through March 30:

	1963	1962
Earned per share	\$ 0.32	\$ 0.51
Gross income	26,994,000.00	32,065,000.00
Net before taxes	1,084,000.00	1,757,000.00
Income taxes	506,000.00	841,000.00
Net income	578,000.00	916,000.00

## Kahn to sell 40,000 Teleprompter shares

Irving B. Kahn, chairman-president of Teleprompter Corp., New York, reported last week he plans to sell 40,000 shares from his personal holdings of Teleprompter common stock to BSF Co., a registered closed-end investment company. The purchase price is \$6 a share and Mr. Kahn has the right over a five-year period to repurchase any part or all of the shares at prices ranging from \$6.50 to \$10 a share.

Mr. Kahn continues to hold approximately 15,000 shares. There are 762,146 shares of Teleprompter stock outstanding, of which 91,026 shares are held by the Western Union Telegraph Co. The sale is expected to be completed this month.

During a board of directors meeting on June 7, Victor Muscat, Robert L. Huffines and Edward Krock, chairman, president, and treasurer respectively of BSF, were elected as three of Teleprompter's nine-man board of directors. They will be nominees for re-election at the company's annual meeting in July. Mr. Kahn remains as board chairman and president of Teleprompter.

About half of Teleprompter's almost \$5.5 million gross revenues in 1962

## SEC sale and purchase report for May

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields have been announced by the Securities & Exchange Commission in its May *Official Summary*:

Macfadden-Bartell—Gerald A. Bartell, bought 1,000, holds 222,072; Lee B. Bartell, bought 200, holds 221,272.  
Metromedia Inc.—Robert A. Dreyer, acquired 2,000 on option, holds 2,000;

Benedict Gimbel Jr., sold 2,000, retains 11,000; Joseph J. Madden, acquired 250 on option, holds 250 plus 100 through investment club.

Paramount Pictures—Paul Raibourn, bought 900, holds 1,900.

RCA—Kenneth W. Bilby bought 188, holds 4,280; Rodolfo A. Correa, acquired 648 on option, holds 968.

Storer Broadcasting Corp.—Francis W. Sullivan Companies bought 600, holds 2,300 plus 100 in Mr. Sullivan's own name; George B. Storer, sold 439,700 Class B common, retains 418,490 plus 182,750 in trusts (BROADCASTING, April 15).

Taft Broadcasting Co.—Donald L. Chapin sold 500, retains 755.

came from its 14 CATV systems, Mr. Kahn told stockholders in the annual report issued June 7. CATV subscribers increased 25.2% and now number over 40,000, he said.

Because of loss operations the company is planning to dispose of three of its divisions, Mr. Kahn said. These are the Communications System and Equipment Division, Weathers Industries Inc. and Conley Electronics Corp. Both Weathers, high fidelity components and stereo systems, and Conley, tape cartridges for broadcasting and industrial use, were acquired last year.

Last month Teleprompter sold its Houghton, Mich., CATV system to the *Chicago Tribune* for \$375,000, realizing a profit of more than \$100,000 before taxes, Mr. Kahn said. Other Teleprompter cable companies:

Eugene, Springfield and Coquille, Ore.; Cut Bank, Shelby and Great Falls, Mont.; Elmira, N. Y.; Farmington and Silver City, N. M.; Hawaii Kai, Honolulu, Hawaii; Johnstown, Pa.; Liberal, Kan.; Rawlins, Wyo.; Santa Cruz, Calif.

In 1962 Teleprompter had net earnings of \$55,957 (BROADCASTING, May 13).

## Financial notes . . .

**Decca dividend** ■ Decca Records Inc. has announced a regular quarterly dividend of 30 cents a share on its capital stock. The dividend is payable June 28 to stockholders of record June 17. Decca Records is controlled by MCA.

**Rollins dividend** ■ Rollins Broadcasting Inc. board voted a regular quarterly dividend on common stock of 10 cents a share and an interim dividend on Class B common of 5 cents a share, payable July 25 to stockholders of record June 25.

**Dividend declared** ■ The board of directors of Trans-Lux Corp., New York, declared a 15 cents a share quarterly dividend to be paid on June 28 to stockholders of record as of June 14.

## Seven Arts annual report

Record sales and earnings in all phases of activities of Seven Arts Productions Ltd., Toronto, were reported last week by Eliot Hyman, president, for the fiscal year ended Jan. 31, 1963. Seven Arts Productions Ltd. is engaged in the syndication of feature films and program series to TV; the production of motion pictures and the presentation of plays for the stage.

Fiscal year ended Jan. 31:

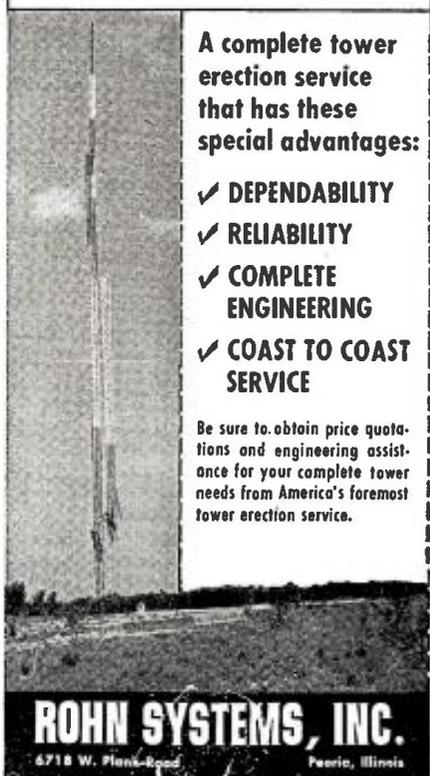
	1963	1962
Earnings per share	\$ 1.08	\$ 0.85
Income	19,407,905.00	15,990,874.00
Earnings before taxes	2,896,793.00	2,055,555.00
Net earnings	1,705,793.00	1,100,555.00

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BROADCAST ADVERTISING



Mr. Watchman



Mr. Greene

**H. Grady Chandler Jr., Jeffrey A. Greene and William S. Watchman Jr.** elected VP's of Kenyon & Eckhardt, New York. Mr. Chandler joined agency in May 1962 as marketing group head; Mr. Greene, an account executive, has been with K&E for seven years; and Mr. Watchman, an account supervisor, joined agency in November 1960.



Mr. Chandler

**David J. Fitzgibbons**, executive VP and director, elected president of Sterling Drug Inc. Mr. Fitzgibbons succeeds **Dr. J. Mark Hiebert**, board chairman. Dr. Hiebert continues as chairman-chief executive officer of company.

**Melvin Birnbaum** elected VP and director of marketing for J. B. Williams Co., New York. Mr. Birnbaum was previously executive vice president and director of Maradel Products.

**H. Earl Hodgson**, former president of Aubrey, Finlay, Marley & Hodgson, Chicago, joins Fuller & Smith & Ross, that city, as VP, member of plans board and member of executive staff.



Mr. Lawrence

**Jack C. Lawrence** joins Clinton E. Frank Inc., Chicago-based advertising agency, as broadcast supervisor. For past five years he has been manager of radio-TV department of Drewrys Ltd. U. S. A. Inc. (beer) and before that was with MacFarland Aveyard & Co. and Maxon Inc. **Rue McClain Dolan**, senior writer in both broadcast and print media at Clinton E. Frank, elected vice president.

**Caleb J. Penniman**, formerly with N. W. Ayer & Son, joins Foote, Cone & Belding, Chicago, as account executive.

**Richard J. Babcock**, president and publisher of Farm Journal Inc. and vice chairman of Advertising Research Foundation, New York, named chairman of ARF's planning committee. Mr.

Babcock succeeds **Lyndon O. Brown**, ARF chairman and senior VP of Dancer-Fitzgerald-Sample, who will continue to serve on committee. **Arthur C. Bryan**, president of Union Carbide Consumer Products Co. and ARF treasurer-director, named to planning committee.

**James Frankenberry** joins Cunningham & Walsh as senior executive on Andrew Jergens account. Mr. Frankenberry was formerly senior VP and account supervisor with Kastor, Hilton, Chesley, Clifford & Atherton. **William Schrepel** and **Robert Harris** named account executives. Mr. Schrepel, formerly of Harper-Atlantic sales, assigned to Braniff International Airways. Mr. Harris, formerly of Wilson, Haight & Welch, will work on United Aircraft account.

**Paul E. Menneg** and **Leonard H. Roller** elected VP's of Rogers & Cowan Inc., New York public relations firm. Mr. Menneg, who joined R&C in August 1960 as executive director of New York office, will serve as vice president in charge of New York operations. Mr. Roller joined firm two years ago and will serve as vice president for account services-corporate division.



Mr. Marker

**Robert S. Marker**, former VP and creative director of Leo Burnett Co., Chicago, joins McCann-Erickson, Detroit, as VP. Earlier Mr. Marker was with MacManus, John & Adams as senior VP and creative director with direct responsibility on Pontiac Motor division account.

**Herman Raucher** joins Maxon Inc. as VP in charge of all creative services for toiletries division of Gillette. Mr. Raucher was formerly VP and copy

PAAA elects Rush

**J. Milton Rush**, manager of Raleigh Premium Center of Brown & Williamson Tobacco Corp., elected board chairman of Premium Advertising Association of America, New York. **William P. Dunham** was re-elected president and chief executive officer, and **Sam D. Thompson**, of The Borden Co., elected chairman of association's executive committee. **Paul J. Allen**, director of merchandising for American Sugar Refining Co., was newly elected to board of directors.

director at Reach-McClinton. **Robert Gibbons** also joins Maxon as VP and television group head on Gillette account. Mr. Gibbons resigned from McCann-Erickson, New York, where he was television group head.



Mr. Brown

**Adrian Brown**, chairman of plans board and member of board of management of Los Angeles office of McCann-Erickson, elected VP. Mr. Brown joined M-E in 1952 as copy writer and in 1956 became producer-writer in radio-TV production department. In 1957 he was appointed copy group head and shortly thereafter became creative director before taking over his present duties which he will continue to handle as vice president.

**Edward E. Van Horn** joins Guild, Bascom & Bonfigli Inc. as account executive. Mr. Van Horn was formerly vice president and director of Smith, Henderson & Berey, New York.

**Helen Kane**, controller of Lewis, Dobrow & Lamb, Washington, D. C., advertising and public relations firm, elected treasurer, replacing **Albert Kinsey**, recently named station manager of WOOK-TV, that city.

**Philip Solomon**, VP and supervisor of Warner Brothers Pictures account for Blaine Thompson Co., joins Lennen & Newell as vice president and senior executive on Paramount Pictures Corp. account.



Mr. Solomon

**Burt M. Toppan Jr.**, director of stockholder and public relations for Wometco Enterprises, Miami, joins Los Angeles office of Harshe-Rotman & Druck, PR firm, as group supervisor.

**Jack R. Shore**, formerly of Eli Lilly and Co., Indianapolis, joins Frank Block Associates, St. Louis-based advertising and public relations firm, as account executive.

**Don Hoyt**, Southern California Gas Co., elected president of Publicity Club of Los Angeles at its annual meeting June 10. He succeeds **Len McLean** of Southern Counties Gas Co.

**Rita Patterson**, senior creative writer at Maxon Adv., New York, joins Mogul, Williams & Saylor, that city, as senior copywriter.

**Alfred V. Hansen**, former partner in Charles B. Ripin Associates, New York,

## Stevenson to head NCTA

**Fred J. Stevenson**, president of Rogers TV Cable Inc., Rogers, Ark., elected national chairman of National Community Television Association last week in Seattle (see story page 124). Other officers elected are **Archer Taylor**, Northwest Video Inc., national vice chairman; **Jack R. Crosby**, Westex Cable Corp., secretary; and **R. L. Stoner**, Eastern Oregon Television Inc., treasurer.



Mr. Stevenson

joins copy department of Wermen & Schorr, Philadelphia.

**Richard O'Connor** appointed sales manager for Pepsi-Cola Bottling Co. of metropolitan Milwaukee.

## THE MEDIA



Mr. Abbott



Mr. Wear

**Donald H. Wear**, VP-general manager of WTPA(TV) Harrisburg, Pa., named VP-general manager of WAPI-AM-FM-TV Birmingham, Ala. Mr. Wear will succeed **Charles F. Grisham**, who is resigning (see story, page 134). Replacing Mr. Wear as general manager at WTPA will be **Paul Abbott**, who will move to Harrisburg from his present post as general manager of WSYE-TV Elmira, N. Y. No successor has been named as yet to replace Mr. Abbott at WSYE-TV. **E. Roy McCauley**, program manager of WTPA, will assume added duties as assistant general manager. All appointments are effective July 1. WTPA(TV), WAPI-TV and WSYE-TV are owned by S. I. Newhouse and family.



Mr. McCauley

**Gene Miller**, stockholder and VP of Whitehall Stations Inc. (WTAC Flint, Mich.), elected president. **Bob Dell**, former program director of WOLF Syracuse, N. Y., and **Eddie Doucette**, of John E. Pearson Co., join WTAC announcing staff. **Paul Evans** elected WTAC vice president.

**A. J. (Blondy) Stahmer**, national and

regional sales manager of KMCS-FM Seattle, assumes added duties as general manager.

**Sidney Shear**, head of Shear Adv., Milwaukee, and former ad manager of *Milwaukee Sentinel*, named station manager of KTWN St. Paul, Minn.

**Virgil Clemons**, sales manager, promoted to station manager of KFMB-AM-FM San Diego, Calif. **Joseph Miller** succeeds Mr. Clemons as sales manager.

**James S. Collins** appointed station manager of WEAU-AM-FM Evanston, Ill.



Mr. Fliesler

**Martin S. Fliesler**, VP and director of advertising and sales promotion for WOR-AM-FM-TV New York, where he supervised promotion, research and public relations, appointed VP and general manager of KHJ-AM-FM Los Angeles. Both stations are owned by RKO General Broadcasting. Before joining WOR, Mr. Fliesler was an executive on Revlon account at BBDO, New York.

**Raymond E. Carow**, general manager of WALB-TV Albany, elected president of Georgia Association of Broadcasters last week, succeeding **C. C. Smith**, president and general manager of WDEC Americus. Other officers elected are **Charles Doss**, WRom Rome, VP for radio; **Ridley Bell**, WRBL-TV Columbus, VP for TV; and **Esther Pruett**, WTOG Savannah, treasurer.

**Jim Suggs** named national sales manager of KR0D-TV El Paso, Tex. Mr. Suggs was formerly sales executive and merchandising director.

**Van Weatherspoon**, sales supervisor at WBT(TV) Charlotte, N. C., promoted to regional sales manager. **Daisy B. Scruggs** and **Hugh Price** join WBT

as sales assistant and copywriter. Mr. Price replaces **Jim Rogers**, who moves to Jefferson Productions. **Grady Pridgen**, formerly of sales staff of WBT-AM-FM Charlotte, joins WBTV sales department. Both stations are owned by Jefferson Standard Broadcasting Co.



Mr. Grayson

**Sydney A. Grayson**, former president and general manager of Grayson Enterprises, owners and operators of KSYD-AM-TV Wichita Falls, Tex., joins Metropolitan Broadcasting Television as general manager of KOVR(TV) (ch. 13) Sacramento, Calif.

**Harry H. Packer** appointed to local sales staff of WJW-TV Cleveland.

**E. Boyd Seghers Jr.**, broadcast media director at Knox Reeves-Fitzgerald, New Orleans, joins WGN-AM-TV Chicago as sales promotion supervisor.

**Rollo Fletcher** appointed local-regional sales manager of KCRG-TV Cedar Rapids, Iowa.



Mr. Klein



Mr. Trittler

**Oliver T. (Ollie) Trittler**, salesman in St. Louis office of Blair Television for past seven years, appointed manager of Blair Television's Los Angeles office, effective July 1. He replaces **Robert F. Klein**, who resigned to join John Cohan Stations as executive VP in charge of all broadcast properties as well as cable TV division now building systems in three coastal California counties. Re-

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## CBS Radio Affiliates elect 3 new directors

E. K. Hartenbower, chairman of the affiliate board of CBS Radio Affiliates Association, today (June 17) announced the following election results for Board of Directors in three districts.

In District No. 4 (Florida, North Carolina, and South Carolina) **Charles R. Sanders**, assistant general manager of WSPA-AM-FM Spartanburg, S. C., elected to succeed **J. Frank Jarman**, WDNC Durham, N. C.

District No. 5 (Alabama, Arkansas, Georgia, Louisiana, Mississippi, and Tennessee) **James W. Woodruff Jr.**, president and general manager of WRBL-AM-FM Columbus, succeeds



Mr. Sanders

Mr. Woodruff

Mr. O'Neill

**F. C. Sowell**, WLAC Nashville.

In District No. 6 (Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin) **Arthur R. O'Neill**, general manager of WSBT-AM-FM South Bend, Ind., was elected to succeed **F. Ernest Lackey**, WHOP Hopkinsville, Ky.

The three newly elected district directors will serve three years.

placing Mr. Trittler in St. Louis will be **William D. McKinstry**, manager of St. Louis office of Avery-Knodel. Mr. Klein, former general sales manager of KFRE-TV Fresno, Calif., joined Blair TV in 1960. Cohan stations are KSBW-AM-FM-TV Salinas-Monterey; KVEC-AM-FM and KSBY-TV San Luis Obispo, and KNCS Hanford, all California.

**Louis A. Severine**, former account executive for Direct Mail Service Inc., joins KDKA-AM-FM Pittsburgh, in similar capacity.



Mr. Grisham

**Charles F. Grisham**, VP of Newhouse Broadcasting Corp. and general manager of WAPI-AM-FM-TV Birmingham, Ala., since 1957, resigns to become general manager and 25% stockholder of WHNT-TV

(ch. 19), new Huntsville, Ala., outlet now under construction with a proposed target date of September. Licensed to North Alabama Broadcasters Inc., WHNT-TV will have visual power of 563 kw and be affiliated with CBS-TV network. Other stockholders of North Alabama Broadcasters Inc. are **Tine W. Davis**, Winn-Dixie Grocery Chain; **Aaron Aronov**, Aronov Realty Co.; and **John C. Godbold**, partner in Montgomery law firm of Godbold, Hobbs and Copeland.

**Robert E. Smith**, formerly with NBC-TV network sales department, joins Charles Bernard Co., New York, as account executive. Company is headquarters for Country Music Network.

**Lee Carlson**, since 1961 with Chicago office of ABC-TV Spot Sales, joins ABC-owned WBKB(TV) Chicago as ac-

count executive. Formerly, Mr. Carlson was timebuyer at North Adv.



Mr. Ferraro

**Angelo L. Ferraro**, assistant retail advertising manager for *The Bergen Evening Record*, Hackensack, N. J., appointed general sales manager of WJRZ-AM-FM Newark, N. J. **Kenneth Silverbush**, formerly with

Ziff-Davis Publishing Co., joins WJRZ as advertising and promotion director.

**Fritz Manes** joins Los Angeles office of H-R Television Inc. as account executive. He formerly was in Hollywood NBC Spot Sales office.

**LeRoy Collins**, president of National Association of Broadcasters, was awarded honorary doctor of laws degree from

### Finally

After three long years of apprenticeship **Ben Waple** has been made official FCC pen-pal (see CLOSED CIRCUIT, May 13).

Mr. Waple, whose name has adorned all commission correspondence since April 1960 above title "Acting Secretary," last week lost the acting nomenclature and became secretary.

A native of Washington, Mr. Waple has been with FCC since 1936, when he became a clerk in its Mail and File division. He has since been assistant chief of Dockets division, administrative assistant in General Counsel's office and assistant secretary of commission.

Millikin University, Decatur, Ill., last week. The NAB head, who made Millikin commencement address, also was cited by university for his "courage, integrity and high principles."

**Lee A. Lahey** elected VP of Robert E. Eastman & Co. Mr. Lahey was appointed secretary of representative firm in 1962. **Ed Carrell**, formerly with Post division of General Foods, named manager of Eastman's Dallas office. He succeeds his brother, **Al Carrell**, who has joined New York sales staff of Eastman.



Mr. Lahey

**Ray Shouse** and **Jeff Dane** named program director and production manager, respectively, at WTAR-TV Norfolk-Newport News, Va. **Bernie Melton** joins WTAR-FM as staff announcer.



Mr. Smart

**Harry Smart**, VP and sales manager of Blair Television, Chicago, elected president of Chicago chapter of Station Representatives Association for 1963-64. **Robert Kalthoff**, sales manager of Avery-Knodel,

elected VP of chapter; **John Boden**, account executive at John Blair Co., elected secretary, and **George Dubinetz**, VP and sales manager of Robert Eastman & Co., elected treasurer.

**Donald Phinney** appointed marketing and merchandising manager of WGR-AM-FM-TV Buffalo, N. Y. **James H. Gardner** and **Hans J. Mobius** join WGR-TV's sales department.

**John X. Ward**, director of merchandising for WTOP-TV Washington, appointed local sales manager, effective July 1. Mr. Ward joined WTOP-TV in March 1955 on production staff. **Harry F. Langford**, salesman with Walter Leaman Co., Washington food brokers, succeeds Mr. Ward as merchandising director.



Mr. Ward

**John R. Mulligan**, managing editor of Fawcett Publications, joins public relations department of Group W, Westinghouse Broadcasting Co., New York, in an executive capacity.

**Barbara Cawley** joins promotion staff of WEJL Scranton, Pa.

**John G. Connolly**, member of CBS-TV network press information staff since 1954 and for past two years in charge of sports publicity, named manager of press information for CBS Ra-

dio network. **Philip Sterling**, assistant director of press information for CBS Radio, appointed to press information department of CBS-TV network.

**Mike Sachs**, senior copy and plans writer with Al Paul Lefton Co., joins WFIL-AM-FM-TV Philadelphia as copy director in promotion department.



Mr. Via

**Mansfield C. Via Jr.**, formerly with WFAA-TV Dallas, joins Peters, Griffin, Woodward, national radio-television sales representative, as TV account executive in Dallas-Ft. Worth office.

**Polly Clark**, former coordinator of special musical and public relations programs for KMOX St. Louis, appointed director of women's affairs at WORL Boston and host of new on-the-air telephone interview program, *Timely Topics*.

**Chuck Crouse**, news director of WLKR(FM) Norwalk, Ohio, joins announcing staff of WCLV(FM) Cleveland. Mr. Crouse is former program director of WVKO-FM Columbus, Ohio.

**Tom Campbell** joins WFLA-AM-FM Tampa, Fla., as air personality.

**John Rivers** and **Jan Claire** join announcing staff of KAOR Oroville, Calif.

## PROGRAMING

**Norman Powell**, son of late Dick Powell, appointed production supervisor of Four Star Television. His immediate responsibilities will be to supervise production of two one-hour series, *Burke's Law*, starring Gene Barry, and *The Robert Taylor Show*, starring Robert Taylor. Mr. Powell, who was associate producer of *Saints and Sinners* and for several shows in *Dick Powell Theatre* series this season, began his career as assistant director at Revue Studios in 1958. He joined Four Star in 1959.



Mr. Powell

**John H. Butler**, creative director of Compton Adv.'s San Francisco office, elected president of San Francisco chapter of Academy of Television Arts and Sciences. Other officers elected: **Harold P. See**, KRON-TV San Francisco, first VP; **Ernest Rook**, California Academy of Sciences, second VP; **Kelly Quinn**, actress, secretary; and **Ken Langley**, Tuberculosis and Health Association of California, treasurer.

**Malvin Wald** and **Jesse Sandler** have been signed to head new documentary

division of 20th Century-Fox Television. The two writer-producers have been working for some months with W. R. Higginbotham, in charge of Fox-Movietone News, on more than 20 program formats, from five-minute fillers to 90-minute specials. They will have exclusive access to 90 million feet of film shot by Fox-Movietone since 1919.

**Dick Berg**, producer at Revue Studios currently set to produce several segments of *The Chrysler Show Hosted by Bob Hope* for 1963-64 season, elected VP. Mr. Berg joined Revue in 1961 and produced studio's *Checkmate* series that year. **Alex Segal** named director of Rod Serling script, "A Killing at Sundial." First of segments of Chrysler show, "Sundial" will go into production late this month.

**Don Hershey** re-elected president of Screen Directors International Guild. Other officers elected were **Paul V. Falkenberg**, 1st VP; **Robert J. Kingsley**, 2d VP; **Leslie Goldman**, secretary; and **Robert Braverman**, treasurer. Elections were held June 6 at meeting at which membership also voted to approve new three-year contract between SDIG and Film Producers Association of New York. New agreement was said to include wage increases and improved fringe benefits.

**William H. Terry**, for past six years production manager of Louis de Rochemont Associates, elected VP in charge of production for Sturgis-Grant Productions, New York producers of special-purpose films in medicine, health and allied fields. **Orestes Calpini** appointed art director and head animator at Sturgis-Grant.

**Eddie Saeta** has been appointed assistant director of *Travels of Jaimie McPheeters*, new one-hour series that MGM-TV is producing for ABC-TV, starting this fall on Sun., 7:30-8:30 p.m. Mr. Saeta had been in similar post at Columbia Pictures.

**Roger Hall**, formerly manager of Philadelphia orchestra, named manager of Red Seal artists and repertoire, RCA Victor Records. Mr. Hall succeeds **Alan Kayes**, who was named manager of record club operations.

**Howie Horwitz**, former supervisor of *77 Sunset Strip*, *Surfside 6* and *Hawaiian Eye*, signed to long-term contract by Screen Gems as executive producer. Mr. Horwitz will also work on development of new projects, primarily in dramatic area for SG's 1964-65 schedule.

**Alan Press**, director of network operations department of Screen Gems, named promotion production manager, responsible for supervision of produc-

tion and distribution of all SG on-the-air promotional material for company's network programs.

**Mona Skager**, former assistant to publicity director of KHJ-TV Los Angeles, joins publicity department of Daystar Productions as administrative assistant to Allan Balter, director of advertising and publicity.

## NEWS

**Bob Allison**, bureau manager in Washington for CBS News, appointed news division's producer-director for Europe, succeeding **Av Westin**, who was recently named producer of *CBS Morning News With Mike Wallace*. Among duties in his new post, Mr. Allison will work closely with CBS News' correspondents in Europe to produce news stories for two half-hour daily news broadcasts on CBS-TV network beginning Sept. 2.

**Chuck B. Tudor**, former announcer at WRAJ-AM-FM Anna, Ill., joins WINI Murphysboro, Ill., as director of news.

**Jack Canfield** named news editor of WCHS-TV Charleston, W. Va.

**Don Hewitt** and **Leslie Midgley** named executive producer and producer, respectively, for this fall's *CBS Evening News With Walter Cronkite*

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(CBS-TV, Monday-Friday, 6:30-7 p.m. EDT). Mr. Cronkite will serve as managing editor and anchorman, and **Ernest Leiser**, CBS-TV assistant general manager, will be overall supervisor. Mr. Midgley was also appointed executive producer of CBS News extras.

**Randolph L. White** and **William T. Slater** join WLIB-AM-FM New York as night news editor and newscaster-interviewer, respectively.



Professor Brown

**Donald E. Brown**, professor at University of Illinois College of Journalism and Communications, Urbana, resigns to accept position as professor of mass communications at Arizona State College,

Tempe. The Illinois News Broadcasters Association has established a scholarship in honor of Professor Brown, who has been executive secretary of group for past 10 years. **John Cramer**, news director of WILL Urbana, succeeds him as INBA executive secretary.

**Walter Turner**, former program director of WCYN Cynthiana, Ky., assumes evening news duties at WING Dayton, Ohio.

**Don Hillman**, news director of KAIL-TV Fresno, Calif., joins news and music staff of KIRV, that city.

**Jake Jacobs** joins news staff of KGFJ Los Angeles.

**Bill Hazlett**, newsman formerly with Denver's *Rocky Mountain News*, joins news department of KNXT(TV) Los Angeles as staff writer.

## EQUIPMENT & ENGINEERING

**Robert L. Werner**, executive VP and general attorney of RCA, elected to company's board of directors.

**Markus Nowogrodzki**, manager of microwave product engineering for

## AWRT's Washington unit

**Simone Poulain**, radio-TV projects officer for Department of State, elected president of Washington chapter of American Women in Radio and Television. Other officers elected: **Mary K. Fisher**, WMAL-TV Washington, VP; **Phyllis Lawler**, Society of American Florists, treasurer; **Dudley Harmon**, CBS News, recording secretary; and **Lorie M. Molnar**, attorney, corresponding secretary. Elected directors: **Sophie Altman**, WRC-TV Washington; **Mary A. Guyol**, League of Women Voters; and **Ruth Walter**, Voice of America.

RCA electron tube division at Harrison, N. J., named to new post of manager for microwave engineering programs. **Frank E. Vaccaro** succeeds Mr. Nowogrodzki as manager of microwave product engineering, and **Dr. Fred Sterzer** appointed manager of microwave applied research.

**John A. Kenney** appointed regional sales manager for Admiral Corp., with headquarters in Atlanta.



Mr. Fezell

**George H. Fezell**, for past two years divisional merchandising manager for appliances and electronics at Montgomery Ward, joins The Magnavox Co., New York, as corporate VP and sales manager for radio-TV division. Mr. Fezell was with Magnavox from 1956 through January 1960 as VP and general merchandising manager. At same time, Magnavox announced appointments of **Richard Kelly** as eastern sales manager and **Dale Kelly** as western sales manager for firm's consumer products division. **James T. Smith**, general manager of Magnavox's

research facility at Torrance, Calif., named director of operations for company's Urbana, Ill., facility. Mr. Smith succeeds **Colonel James W. Anderson**, who resigned.

**W. Harry Stout**, senior vice president and controller for products machine division of U. S. Industries Inc., Chicago, elected vice president in charge of finance for Shure Brothers Inc. (broadcast equipment manufacturer), Evanston, Ill.



Mr. Stout

**Glen Iaggi** appointed central area sales manager for semiconductor products division of Motorola Inc., Phoenix, Ariz.



Mr. Nickens

**J. C. (Nick) Nickens** appointed central district manager of Continental Electronics Cos., subsidiaries of Ling-Temco-Vought, with headquarters at Richardson, Tex. His territory covers 20 states, from Texas east

to Florida and north to Wisconsin and North Dakota. Mr. Nickens joins LTV subsidiaries after three years in governmental electronic sales for Collins Radio Co. and more than seven years as producer and director for WOAI-TV San Antonio, Tex.

**Frank L. Weston** named director of industrial engineering for Oak Manufacturing Co., Crystal Lake, Ill., components manufacturer for electronics and electrical industries. Before joining Oak, Mr. Weston was chief industrial engineer for Acme Steel Co., Chicago.

## INTERNATIONAL

**Harold E. (Hap) Anderson** named manager of special projects at NBC Enterprises. Mr. Anderson will supervise NBC management services and develop investment opportunities overseas. He was formerly an independent consultant for NBC International as consultant to Jamaica Broadcasting Co. in Kingston, Jamaica.

**George Middleton Caman**, formerly of NBC, joins Kenya Broadcasting Corp., Nairobi, as director general.

**A. Mike Allan** appointed managing director of Technicolor Ltd., London. Mr. Allan, formerly joint general manager of London plant, joined Technicolor Ltd. shortly after it was formed in 1935. He was also elected to company's board of directors. **George Gunn**, joint general manager of Technicolor Ltd. in charge of sales, and **Paul**



## Van Volkenburg, first CBS-TV head, dies



Mr. Van Volkenburg

J. L. (Jack) Van Volkenburg, 59, president of CBS-TV from 1951 to 1956, died in his sleep last Tuesday (June 11) at his home in Merrifield, Minn.

He joined CBS organization in 1932 as sales manager of company-owned KMOX St. Louis, coming from BBDO, Chicago, where he headed agency's radio department. He was named president and general manager of KMOX in 1933.

Mr. Van Volkenburg moved to Chicago in 1936 as assistant to the

late H. Leslie Atlass, then CBS VP in charge of network's central division. In 1945 Mr. Van Volkenburg transferred to New York as general sales manager of CBS Radio Spot Sales, and was named VP and director of operations for CBS-TV in May 1948. In July 1951 he was elected CBS-TV president. He retired on Dec. 31, 1956. Mr. Van Volkenburg was called out of retirement to become president of M-E Productions, subsidiary of McCann-Erickson, from June 1960 to October 1961.

Funeral services were held last Friday (June 14) in Brainard, Minn. Mr. Van Volkenburg is survived by his wife, former Kathryn Hurst; his son, J. L. Jr.; his daughter, Mrs. John Nicely, and his mother.

other type roles, having worked in scores of motion pictures, in legitimate stock and television. She co-starred with Gale Storm in television series *Oh, Susanna*.



Mr. Glett

Charles L. Glett, 61, veteran motion picture studio and television executive, died June 7 in Los Angeles Cedars of Lebanon Hospital. Recently named administrative VP of Theatre - Vision Color

Corp., subsidiary of National General Corp., he had been associated with parent corporation in various executive capacities in recent years. Mr. Glett was one-time VP of CBS-TV network in charge of network services in Hollywood, VP of Mutual-Don Lee Broadcasting System and VP of RKO Tele-radio Pictures. Prior to entering broadcasting field, he was general studio manager for Selznick International and Vanguard Pictures.

Fassnacht, VP of Technicolor Corp., Hollywood, were also elected to board of directors of Technicolor Ltd.

W. B. C. Burgoyne, owner of CKTB St. Catharines, Ont., and daily *St. Catharines Standard*, elected president of Ontario Chamber of Commerce.

## ALLIED FIELDS



Dr. Schulz

Dr. Elmer H. Schulz appointed executive VP and director of Armour Research Foundation, Chicago, which will be renamed IIT Research Institute, effective July 1. He replaces Dr. Haldon A.

Leedy, who recently was named president of Nuclear-Chicago Corp. Dr. Schulz joined foundation in 1946. He became assistant director for research operations in 1953 and was elected VP of that office in 1958.

Clara S. Logan re-elected president of National Association of Better Radio and Television. New officers elected are James V. Bennett, first VP (Washington); E. G. Knauss, second VP (Cleveland); Frank Orme, third VP (Los Angeles); Mrs. Victor Roberts, treasurer (North Hollywood); Elizabeth Livingston, corresponding secretary (Buffalo, N. Y.); and Gertrude Blackstock, recording secretary (Los Angeles).

Donel W. Price appointed to faculty of Los Angeles State College as television program supervisor. He is also working toward Ph.D. in communication at University of Southern California and is executive secretary of

Alpha Epsilon Rho, national radio and television fraternity.



Mr. Pagenkopf

Walter H. Pagenkopf, manager of Indianapolis Works, Western Electric Co., elected president of Armed Forces Communications & Electronics Association for 1963-64. Mr. Pagenkopf succeeds Frank

A. Gunther, Radio Engineering Laboratories Inc., who has served as national president of AFCEA for last two years.

Lewis C. Meyer, Air Force financial analysis executive, named financial coordinator of Communications Satellite Corp., Washington.

## DEATHS



Mr. Cutshall

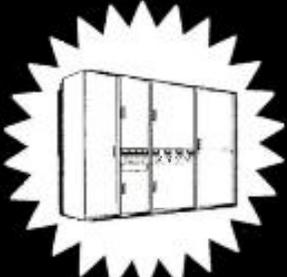
H. Walton Cutshall Jr., 49, VP in charge of sales and advertising for Eastern Air Lines, died June 8 at St. Joseph's Hospital, Stamford, Conn., following long illness. Mr. Cutshall joined Eastern in 1939. He

was named director of advertising in December 1960, and was elected VP with supervision for all of Eastern's sales and advertising activities in September of last year.

Zasu Pitts (Mrs. John E. Woodall), 63, film, stage and TV actress whose fluttering hands and plaintive manner brought her top billing among comedienne, died of cancer June 7 in Los Angeles Good Samaritan Hospital. Although comedy was her forte, she did

Robert H. Van Roo, 42, director of research and sales development for WBKB(TV) Chicago, died June 6 of heart attack there. Mr. Van Roo was former promotion manager of WITI-TV Milwaukee.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 6 through June 12 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and 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.

Existing TV stations

ACTIONS BY FCC

**KVKM-TV Monahans, Tex.**—Waived Sec. 3.652(a) of rules insofar as permitting identification as Monahans-Odesa station; denied request to identify station with Midland as well, since latter is not within station's city grade signal contour and no extraordinary circumstances exist to warrant waiver. Comr. Bartley dissented. Action June 12.

**KOSA-TV Odessa, Tex.**—Waived Sec. 3.652(a) of rules to permit identification as Odessa-Midland station. Comr. Bartley dissented. Action June 12.

New AM stations

ACTIONS BY FCC

**New Port Richey, Fla.**—Jasmin Properties Inc. Granted CP for new AM on 1500 kc, 250 w-D; conditions. P.O. address 122 West Main Street, New Port Richey. Estimated construction cost \$13,875; first year operating cost \$34,000; revenue \$42,000. Principals: W. C. Tranter, Reginald Sims, R. C. Tranter and Sam Y. Allgood Jr. (each 25%). Messrs. Tranter are in construction business; Mr. Sims is in real estate; Mr. Allgood is attorney. Action June 5.

**Rensselaer, Ind.**—Jasper County Broadcasting Corp. Granted CP for new AM on 1560 kc, 250 w-D; condition that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 282, Rensselaer. Estimated construction cost \$13,221; first year operating cost \$28,000; revenue \$48,000. Principals: James Caperelli, James A. Sullivan, James J. Caperelli and Anthony Di Carlo Jr. (each 20%) and Robert R. Becker and Janice Lee Becker (each 10%). J. J. Caperelli and Mr. Di Carlo are part

owners of WCGO Chicago Heights, Ill.; J. Caperelli is part owner of trucking firm; Mr. Sullivan is newsmen with WCGO; Mr. Becker is DJ with WCGO; Mrs. Becker is housewife. April 16 initial decision looked toward grant. Action June 5.

**Woodbury, Tenn.**—Cannon Broadcasting Co. Granted CP for new AM on 1540 kc, 500 w-D. P. O. address Woodbury. Estimated construction cost \$20,727; first year operating cost \$30,000; revenue \$42,000. Principals: Austin Jennings, Edwin B. Jordan and James H. Larimer (each 33 1/3%). Mr. Jennings is jeweler; Mr. Jordan owns WJIC Tullahoma, Tenn.; Mr. Larimer is funeral director. April 10 initial decision looked toward grant. Action June 6.

Existing AM stations

ACTIONS BY FCC

**KSKI Sun Valley, Idaho**—Granted change from unl. to SH. Action June 12.

**KWAM Memphis**—Granted increased power on 990 kc, D, from 1 kw to 10 kw, with DA; conditions. Action June 12.

APPLICATIONS

**WXIV Windermere, Fla.**—Amendment to request to make change in ant. system to change ant.-trans. location and install DA system (DA-D). Ann. June 11.

**WDBC Escanaba, Mich.**—CP to replace expired CP (which authorized increase in daytime power from 1 kw to 10 kw; changes in daytime DA system and installation of new trans.). Ann. June 7.

**WROA Gulfport, Miss.**—CP to change frequency from 1390 kc to 1400 kc and change hours of operation to unl. using power of 250 w-1 kw LS. Ann. June 11.

**KWVR Enterprise, Ore.**—Mod. of license to change hours of operation from unl. to SH: Monday-Saturday: 6 a.m. to 6 p.m.; Sunday: 8 a.m. to 12 noon. Ann. June 6.

New FM station

ACTION BY FCC

**Alamogordo, N. M.**—Eason Jackson Bond Jr. Granted CP for new FM on 94.3 mc, channel 232, 500 w. Ant. height above average terrain 1,000 feet. P. O. address 1401 Cuba Avenue, Alamogordo. Estimated construction cost \$8,971; first year operating cost \$18,100; revenue \$24,600. Mr. Bond, sole owner, is employed by KALG Alamogordo. Action June 5.

Existing FM stations

ACTION BY FCC

**WZIP-FM Cincinnati**—Granted extension of time to Oct. 31 to complete construction. By letter, denied objection by North Cincinnati Broadcasting Co. (WAEF-FM), Cincinnati. Action June 12.

APPLICATION

**WMVB-FM Millville, N. J.**—Mod of license to change station location from Millville to Vineland, N. J. Ann. June 7.

Ownership changes

ACTIONS BY FCC

**KTPM(FM) Sun City, Ariz.**—Granted assignment of license from Lowell F. Beer and Paul E. Mullenix (each 50%), d/b as Sun City Broadcasting, to Willard Shoecraft (100%), receiver. No financial consideration involved. Also see KAKA Wickenburg, Ariz. Action June 5.

**KAKA Wickenburg, Ariz.**—Granted assignment of license from Lowell F. Beer (51.4%), Helen Schultz (32.8%), Raymond Manderville (7%), Paul E. Mullenix (6.5%) and Bradford Blossom (2.3%), d/b as Wickenburg Broadcasting Inc., to Willard Shoecraft (100%), receiver. No financial consideration involved. Also see KTPM(FM) Sun City, Ariz. Action June 5.

**KXLR North Little Rock, Ark.**—Granted transfer of control of licensee corporation, Arkansas Broadcasting Inc. (15,000 shares issued), from Devane Clarke (7,750 shares), Charles R. Rutherford (5000), James K. Dodson (1,500) and Leonard E. Hoffman Jr. (750) to F. F. Mike Lynch (28%) and Bernice L. Lynch (72%). Consideration \$147,504. Lynchs also own KBYE Oklahoma City, Okla., KFDI Wichita, Kan., and advertising agency. Action June 12.

**KMYC - AM - FM Marysville, Calif.**—Granted assignment of license from John Sexton trust (100%, 50% as trust and 50% as Barnton Inc.) to William T. Stubblefield (100%), tr/as California First Corp. Consideration \$220,000. Mr. Stubblefield owns KTOB Petaluma, Calif., and radio-tv and catv management firms. Action June 12.

**KVIP-TV Redding, Calif.**—Granted assignment of license from George Fleharty (38%), Laurence W. Carr (14.37%), Carl R. McConnell (22.62%) and others, d/b as Shasta Telecasting Corp., to Frank M. Crawford, J. Ned Richardson and William B. Smullin (each 27.37, Mr. Smullin tr/as Redwood Broadcasting Inc.) and others, tr/as Sacramento Valley TV Inc. Consideration \$1,280,000. Mr. Crawford owns lumber firms; Mr. Richardson owns KPAY Chico, Calif.; Mr. Smullin has microwave and CATV interests and is sole owner of Redwood, part owner of KBES-TV Medford, KOTI-TV Klamath Falls, KAGI Grants Pass and KPIC-TV Roseburg, all Oregon. Stockholders of applicant also have application pending for TV on channel 9 in Redding, which will be dismissed. Action June 5.

**KOMY Watsonville, Calif.**—Granted assignment of license from Robert H. Dolph, d/b as KOMY Inc., to Phillip E. Rafter & Craig R. Lawrence Jr. (each 49.78%) and Betty Jean Rafter & Dorothy Parks Lawrence (each 22%), tr/as Frontier Broadcasting Co. of California. Consideration \$139,000. Messrs. Rafter and Lawrence are part owners of KMEL Wenatchee, Wash.; women are housewives. Action June 5.

**WTMC Ocala, Fla.**—Granted assignment of license from Ray H. Gunckel (100%), d/b as WTMC Inc., to William L. Matheson (72.72%) and Robert M. Marks (27.28%), tr/as Marion County Enterprises Inc. Consideration \$142,500. Mr. Matheson is lawyer; Mr. Marks owns advertising agency. Action June 11.

**KFH-AM-FM Wichita, Kan.**—Granted assignment of licenses from Wichita Eagle Inc. (50%) and others d/b Radio Station KFH Co., to Walter W. Ahlschlager Jr. and Preston Reynolds Jr. (each 50%), tr/as company of same name. Consideration \$1,100,000. Messrs. Ahlschlager and Reynolds are both investors. Action June 5.

**WLLH-AM-FM Lowell, Mass.**—Granted transfer of control of licensee corporation, Merrimac Broadcasting Inc. (190 shares issued), from Gerald Harrison & Clifford H. Byrnes, executors of estate of Carl S. Wheeler (80 shares), Charles W. O'Connor & Clifford H. Byrnes, trustees of estate of Amelia G. Wheeler (40), Gerald Harrison (40), Janet Harrison (20) and Josephine E. Bishop (10) to Arnold S. Lerner (52.5%), Daniel Lerner (25%) and Joseph Mufson (22.5%), tr/as Radio Station WLLH. Consideration \$275,000. A. S. Lerner (70%) and Mr. Mufson (30%) own WADK Newport, R. I.; D. Lerner is account executive at WFIL Philadelphia, Pa. Action June 5.

**WLLH-AM-FM Lowell, Mass.**—Granted assignment of license from Arnold S.

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<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Wabash 2643</p>	<p><b>BARKLEY &amp; DEXTER LABS., INC.</b> Donald P. Wise James M. Moran Consulting, Research &amp; Development for Broadcasting Industry &amp; Government 50 Frankfort St. Diamond 3-3716 Fitchburg, Massachusetts</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> A Division of Multronics, Inc. 2000 P St., N.W. Washington 6, D. C. Columbia 5-4666 <i>Member AFOOB</i></p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</p>

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 12

	ON AIR		NOT ON AIR		TOTAL APPLICATIONS for new stations
	Lic.	Cps.	Cps.	Cps.	
AM	3,803	51	133	133	371
FM	1,088	29	92	92	193
TV	518	60	85	85	122

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 12

	ON AIR		TOTAL TV
	VHF	UHF	
Commercial	486	92	578
Non-commercial	47	21	68

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

\*Includes 3 stations operating on unreserved channels

Lerner (52.5%), Daniel M. Lerner (25%) and Joseph Mulson (22.5%), d/b as Merrimac Broadcasting Inc., to same persons in same percentages, tr/as Radio Station WLLH. No financial consideration involved. Action June 5.

Garden City, Mich.—Calls unassigned. Granted acquisition of positive control of permittee corporation, Garden City Broadcasting Co., from Austin T. Grant (6.17%) by Milton Maltz and Robert G. Wright (each 28.09% after transfer, 25% before); other ownership remains stable. Consideration \$500. Action June 7.

WBKH Hattiesburg, Miss.—Granted relinquishment of positive control of licensee corporation, Deep South Radio Inc., by B. L. Blackledge (50%) through sale of 26% of stock owned by Deep South itself to Jimmy Swan, WBKH station manager, and transfer of 12% from C. Everette Boutwell to James Reeves. Consideration \$4,500 and five years service by Mr. Swan; cancellation of \$9,150 note by Mr. Reeves. Action June 7.

KBLL-AM-TV Helena, Mont.—Granted assignment of license from W. L. Piehl (34%) and more than 15 others, d/b as Helena TV Inc., to Bob Magness, Mr. Piehl & Paul B. McAdam (each 26.67%), A. W. Scribner (13.32%) and Darryl A. Lee (6.67%), tr/as Capital City TV Inc. Consideration \$5,000 cash and assumption of obligations in amount of \$255,000. Mr. McAdam is 99.9% owner of KPRK Livingston, Mont., and owner of several CATV systems; Mr. Scribner previously 9.68% owner of KBLL-AM-TV; Mr. Magness owns several CATV systems; Mr. Lee is KBLL-AM-TV's sales manager. Action June 5.

KETV(TV) Omaha—Granted transfer of control of licensee corporation, Herald Liquidating Co., to Peter Kiewit Sons Inc., tr/as Northwest Agencies Inc. Transfer is routine, as Kiewit Co. has bought Omaha World Herald, owner of KETV(TV). Action June 5.

KSXX Santa Rosa, N. M.—Granted assignment of license from W. I. Driggers (100%), deceased, d/b as K-6 Broadcasting, to Mary Major Driggers (100%), executrix of estate of W. I. Driggers, tr/as company of same name. No financial consideration involved. Action June 7.

WHGB Harrisburg, Pa.—Granted assignment of license from Herbert Hendrick (100%), d/b as Hendrick Broadcasting Inc., to Herbert Schorr, Richard B. Stevens and Frank E. Greenberg, as trustee for Stanford L. Stevens (each 30%) and Mr. Greenberg individually (10%), tr/as East Coast Broadcasting Inc. Consideration \$200,000. Schorr is sales manager for WDA5 Philadelphia; Messrs. R. B. Stevens and Greenberg are attorneys. Action June 11.

WMBT Shenandoah, Pa.—Granted transfer of control of permittee corporation, Schuykill Trans-Audio Corp., from Louis H. Murray, Martin F. Malarkey Jr. and John L. Miller (each 15.6%) and David R. Wolf (13.2%) to same persons tr/as Altoona Trans-Audio Corp.; other ownership remains stable. No financial consideration involved. Action June 7.

WRIB Providence, R. I.—Granted transfer of control of Springfield Broadcasting Co., parent company of licensee, R. I. Broadcasting Co., from Paul J. Perreault (86.2%), deceased, to Frances P. Perreault (88% after transfer, 1.8% before). No financial consideration involved. Action June 7.

WXCN(FM) Providence, R. I.—Granted transfer of control of licensee corporation, WXCN Inc., from T. Mitchell Hastings (15.93%) and others, d/b as Concert Network Inc., to William C. Hillman and Calvert C. Groton, co-receivers. No financial consideration involved. Action June 5.

WNCG and WKT(M) North Charleston, S. C.—Granted assignment of license from Richard F. Kamradt (80%) and Robert S. Tamblin (40%), d/b as KTM Broadcasting, to Mr. Kamradt (79.8%), Jack McGinnis and Albert J. Stone (each 10%) and Minifred C. Kamradt (.2%), tr/as KTM Broadcasting Corp. Consideration \$5,000 and assumption of debt. Action June 7.

WREC-AM-TV Memphis—Granted assignment of license from WREC Broadcasting Service Inc. to Cowles Broadcasting Service Inc., parent company of licensee. No financial consideration involved. Action June 7.

KBUS Mexia, Tex.—Granted assignment of license from Thomas R. Elkins (14.67%), Joan Elkins (44%), Herbert A. Winters (40%) and James J. Dillon (remainder), d/b as Mexia Broadcasting Inc., to Lucile U. Herrin (100%), db/as Limestone Broadcast-

ing Inc. Consideration \$52,500. Miss Herrin is school teacher. Action June 11.

KSNY Snyder, Tex.—Granted transfer of negative control of licensee corporation, Snyder Broadcasting Co., from Flora D. Hughes, executrix of estate of J. T. Hughes (50%), deceased, to Mrs. Hughes (50%) individually. No financial consideration involved. Action June 7.

## APPLICATIONS

KWUN Concord, Calif.—Seeks assignment of CP from Frank M. Helm (39%), Frank M. Helm Jr. (36%) and Donnelly C. Reeves (25%), d/b as Service Broadcasting Co., to Robert A. (45%) and Nancy S. (44%) King and Victor M. (6%) and Carol (5%) Ives, tr/as KWUN Inc. Consideration \$46,000. Dr. King is dentist, Mrs. King is housewife; Mr. Ives is general manager of radio agency, Mrs. Ives is secretary of Bible Fellowship Hour. Ann. June 7.

WDEL-AM-FM Wilmington, Del.—Seeks transfer of negative control of licensee corporation, Delmarva Broadcasting Co., from J. Hale Steinman (50%), deceased, to Caroline S. Numan, Louise T. Steinman and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WEST-AM-FM Easton, WORK York and WLEV-TV Bethlehem, all Pennsylvania. Ann. June 7.

WKLY Hartwell, Ga.—Seeks assignment of license from Max G. Pfander (50%) and Edna M. Pfander and Sue M. Hudson (each 25%), d/b as WKLY Broadcasting Co., to Mr. and Mrs. Pfander (each 50%), tr/as company of same name. Consideration \$12,500. Ann. June 7.

KCHE Cherokee, Iowa.—Seeks acquisition of positive control licensee corporation, Cherokee Broadcasting Co. (95 shares issued before transfer, 47 after), from Charles Reznikov (48 shares to be retired) to Sterling H. Heil (31 shares, constituting 65.9% of stock after retirement of Mr. Reznikov's shares). Consideration \$72,000. Ann. June 12.

KDMI(FM) Des Moines—Seeks transfer of control of licensee corporation, Richards & Associates Inc., from Donald A. Richards (95.4%) to Maurice L. Test and Albin Richard Bloomburg Jr. (each 47.7%); other ownership remains stable. Consideration \$1,500 and assumption of debt. Mr. Test is lawyer; Mr. Bloomburg is program director of KSO Des Moines. Ann. June 7.

WBGW Bowling Green, Ky.—Seeks assignment of license from Clement L. Cockrel, Elmer L. Hargan, Eugene K. Hornback and J. Paul Brown (each 25%), d/b as Bowling Green Broadcasting Co., to Mr. Brown and Robert L. Proctor (each 50%). Consideration \$26,000. Mr. Proctor is general manager of WBGW. Ann. June 7.

WJMR-AM-TV and WRCM(FM), all New Orleans—Seeks transfer of control of licensee corporation, Supreme Broadcasting Inc., from Flora Shields Nelson (83% as executrix of estate of Chester F. Owens) to Mrs. Nelson (83% individually). No financial consideration involved. Ann. June 12.

WBEC Escanaba, Mich.—Seeks assignment of CP from Delta Broadcasting Co. to WBEC Broadcasting Co., successor of Delta. No financial consideration involved. Ann. June 7.

KALV Alva, Okla.—Seeks assignment of license from John H. Goss, Aubrey D. Conrow and Homer G. LaForge (each 33 1/3%), d/b as Alva Communications Inc., to Roger W. Lovett and Merle D. Curfman (each 48%) and Linda K. Lovett and Avis A. Curfman (each 2%), tr/as Avlin Inc. Consideration \$100,000. Mr. Lovett is attorney; Mr. Curfman is broadcast newsman. Ann. June 6.

WLEV-TV Bethlehem, Pa.—Seeks transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Numan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WEST-AM-TV Easton, both Pennsylvania. Ann. June 7.

WEST-AM-FM Easton, Pa.—Seeks transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Numan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WLEV-TV Bethlehem, both Pennsylvania. Ann. June 7.

WEZN-AM-FM Elizabethtown, Pa.—Seeks assignment of license (AM) and CP (FM) from Ira H. Kaplan (100%), d/b as WEZN

Inc., to A. R. Whiteman (who votes 100% through Hershey Estates), tr/as Hershey Broadcasting Inc. Consideration \$128,000. Applicant is also applicant for new AM in Hershey, Pa. Ann. June 11.

**WORK York, Pa.**—Seeks transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del. and WEST-AM-FM Easton and WLEV-TV Bethlehem, both Pennsylvania. Ann. June 7.

**KOGT Orange, Tex.**—Seeks acquisition of positive control of licensee corporation, Sabine Area Broadcasting Corp., from Hadassah Jacobs (8 1/2%) and Mrs. John Levy and Mrs. Robert Sherman (each 4 1/6%) to Edwin T. Lovelace Jr. (86 2/3%) after transfer, 50% before). Consideration \$20,500. Ann. June 6.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Millard F. French issued initial decision looking toward granting applications of Bluestem Broadcasting Inc. (KVOE), Emporia, Kan., and KAYS Inc. (KAYS), Hays, Kan., to increase daytime power of stations from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions. Action June 12.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Genkar Inc. for new AM on 1230 kc, 250 w, unil., in Gouverneur, N. Y. Action June 12.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of William S. Cook for new AM on 1630 kc, 1 kw-D, in Colorado Springs; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 6.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Hastings Broadcasting Co. for new AM on 1460 kc, 1 kw-D, in Hastings, Minn.; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 6.

### DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Hampden-Hampshire Corp. to increase daytime power of WHYN Springfield, Mass., on 560 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-1 to DA-2; made WGAN Portland, Me., which filed opposing petition, WXTR Pawtucket, R. I., and WTAG Worcester, Mass., parties to proceeding. Action June 12.

■ WCGC Belmont, N. C.—Designated for hearing application to increase daytime power on 1270 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w; issues include Sec. 3.35(a) and 3.35(b) multiple ownership and concentration of control determinations; made WHEO Stuart, Va., and WSAT Salisbury, N. C., parties to proceeding. Action June 12.

■ WHPB Belton, S. C.; WADA Shelby, N. C.—Designated for consolidated hearing applications of WHPB to increase power on 1390 kc-D, from 500 w to 1 kw, and WADA to change operation on 1390 kc from 500 w-D, to 500 w-N, 1 kw-LS, DA-N; made WCSC Charleston, S. C., and WSGC Elberton, Ga., parties to proceeding. Action June 12.

■ WMTS Murfreesboro, Tenn.—Designated for hearing application for change of facilities from 860 kc, 250 w-D, to 810 kc, 5 kw-D; made WHOS Decatur, Ala., party to proceeding. Action June 12.

### OTHER ACTIONS

■ Capital Cities Broadcasting Corp., Herkimer, N. Y.—Waived Sec. 4.732(e)(1) of rules and granted CP for new VHF TV translator station on channel 4 to rebroadcast programs of WTEN (ch. 10) Vail Mills. Comr. Cox concurred. Action June 12.

■ By memorandum opinion and order, commission (1) granted application of Earl W. Reynolds for new VHF TV translator station at Burley, Idaho, on channel 13 to rebroadcast programs of KIFI-TV (ch. 8) Idaho Falls and (2) dismissed opposing joint petition by Sam H. Bennion (KBYN, ch. 13), Twin Falls, and Valley Broadcasting Corp., proposed assignee of KBYN. Action June 12.

■ By memorandum opinion and order, commission dismissed petition by South

West Oregon Television Broadcasting Corp. (KPIC, ch. 4) Roseburg, Ore., for reconsideration and stay of Feb. 20 grant of application of Video Utility Corp. for new VHF TV translator station (K07FM) in Roseburg, on channel 7, to rebroadcast programs of KEZI-TV (ch. 9) Eugene. Comrs. Lee and Ford dissented. Action June 12.

■ WIRL Television Co. is deemed to have waived any right it may have had to channel 25, Peoria, Ill., its CP is cancelled and call letters WIRL-TV are deleted, and channel 25 is again available for applications filed by qualified applicants. Action June 12.

■ By order, commission, on request by Pape Television Inc., stayed hearing in matter of revocation of licenses for WALA-AM-TV Mobile, Ala., pending commission resolution of Pape's petition for reconsideration of show cause order. Comrs. Cox and Loevinger not participating. Action June 12.

■ By memorandum opinion and order, commission granted petition by Sundial Broadcasting Corp. and waived Sec. 1.351 of rules to permit further processing of its application to increase power of KIBE Palo Alto, Calif., on 1220 kc-D, from 1 kw to 5 kw. Action June 12.

■ By letter, commission denied request by Yates Broadcasting Co. for waiver of FM "freeze" rule and returned its tendered application for new FM in Sedalia, Mo., without prejudice to its refile after "freeze" rulemaking proceeding is completed, if application then complies with rules. Action June 12.

■ By order, commission further extended from June 17 to July 18 its stay of effective date of Feb. 25 report and order to permit use of automatic logging devices. Additional time is needed for commission to complete its study of various petitions seeking reconsideration of amended rules. Action June 12.

■ By order, commission granted petition by Portage County Broadcasting Corp. for extension of time to June 24 to file exceptions and supporting briefs in consolidated proceeding on its application for new AM in Kent-Ravenna, Ohio, et al. Action June 11.

■ By order, commission granted joint petition by Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. and extended time to July 31 to file exceptions to initial decision and to Sept. 30 for replies in Grand Rapids, Mich., TV channel 13 comparative proceeding. Action June 6.

■ By order, commission granted joint motion by Veterans Broadcasting Inc., Syracuse Television Inc., W.R.G. Baker Radio & Television Corp., WAGE Inc., Syracuse Civic Television Assn. Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingsbery and extended time to June 25 to file exceptions to initial decision in Syracuse, N. Y., TV channel 9 comparative proceeding. Action June 6.

■ Granted renewal of license of American Broadcasting-Paramount Theatres Inc., KGO San Francisco "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." Action June 5.

■ By letter, advised Roanoke-Vinton Radio Inc. (owned 100% by Stuart W. Epperson) that action on its application to increase power of WKBA Vinton, Va., from 1 kw to 10 kw, with DA, continued operation on 1550 kc, D, will be withheld pending termination of hearing proceeding on application of Epperson for new AM in Winston-Salem, N. C., in Doc. 14391. Comrs. Hyde and Bartley dissented. Action June 5.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ In proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, dismissed Laramie's petition for reconsideration of board's Jan. 21 action dismissing examiner's request to enlarge issues. Action June 10.

■ Granted petition by LaFiesta Broadcasting Co. and extended to June 14 time to file exceptions to initial decision in proceeding on its application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex. Action June 10.

■ Dismissed as moot petition by Broadcast Bureau to enlarge issues in proceeding on application of Port Chester Broadcasting Co. for new AM in Port Chester, N. Y. Action June 7.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Cahio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, denied petition by Cleveland Broadcasting Inc. (WERE), Cleveland, for leave to intervene. Action June 6.

■ By memorandum opinion and order in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, granted petition by WMIA and enlarged hearing issues to determine whether grant of Ponce application would be consistent with Sec. 3.35 of rules concerning multiple ownership and concentration of control. Action June 6.

### ACTIONS ON MOTIONS By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau for extension of time from June 5 to June 10 to file proposed findings in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action June 6.

■ By Hearing Examiner Basil P. Cooper

■ Granted request by Rhinelander Television Cable Corp. for continuance of procedural steps in proceeding on its application for new AM in Rhinelander, Wis.; continued from June 7 to June 14 date for exchange of exhibits, and from June 18 to June 25 for hearing. Action June 7.

■ By Hearing Examiner Thomas H. Donahue

■ Upon request by Camden Radio Inc. (KAMD), Camden, Ark., and by Smackover Radio Inc., Smackover, Ark., extended time from May 29 to June 14 to file reply findings in proceeding on latter's AM application and that of Magnolia Broadcasting Co. (KVMA), Magnolia, Ark. Action June 10.

■ Granted request by Northern Indiana Broadcasters Inc. to extend time from May 27 to June 5 to close record in proceeding on its application for new AM in Mishawaka, Ind. (Action June 6); by separate order, granted petition by Broadcast Bureau for extension of time from June 10 to June 17 to file proposed findings, and to ten days thereafter for replies. Action June 7.

■ By Hearing Examiner Millard F. French

■ On own motion, scheduled further prehearing conference for June 21 in proceeding on application of Wellersburg TV Inc. and People's Community Television Assn. Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., and gave notice to parties that one of main purposes of conference is scheduling of date in near future for hearing in matter. Action June 7.

■ On own motion, scheduled further hearing for June 18 in proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla. Action June 6.

■ By Hearing Examiner Walther W. Guenther

■ In proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif., approved procedural ground rules established at June 5 further hearing conference and scheduled further hearing for July 29. Action June 5.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, respectively, both Puerto Rico, approved procedural ground rules established at June 5 further prehearing conference, and scheduled hearing for June 18. Action June 5.

■ By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of license of WXXFM(FM) Elmwood Park, in Docs. 12604 et al., on own motion, postponed indefinitely July 8 date for exchange of further exhibits and notification as to Blue Island's witnesses, and July 15 further hearing, pending commission action on Schoonfield petition for stay of further evidentiary proceedings. Action June 5.

■ By Hearing Examiner Annie Neal Hunting

■ By orders in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., granted petitions (1) by Star Television Inc. for leave to amend its application to show supplemental information with respect to its stockholders and, on examiner's own

*Continued on page 147*

# CLASSIFIED ADVERTISEMENTS

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- All other classifications 30¢ per word—\$4.00 minimum.
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## RADIO

### Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Southwest manager for small single market station. Strong on sales, first phone, some investment preferred. Rapidly growing market. Salary, profit sharing opportunity. Good references essential. Box H-18, BROADCASTING.

Manager sales manager upper midwest city of 30,000. Competitive. Agriculture important to market. Compensation geared to profits. Send resume to Box H-69, BROADCASTING.

(selling) Managers, Sales Manager & Sales-outdoor advertising companies in the world men. These men must deliver sales \$ales \$ales. We just bought one of the 10 largest and we need sales, local sales, regional sales, national sales. If you can sell radio, tv, newspapers, magazines, direct mail, outdoor or just plain sell, we need you. Send true salary requirements (this is not a give away program) and complete resume to Box H-229, BROADCASTING.

Can you sell radio time? Can you sell in a small market where the potential is there if you make the call? Our station is looking for a man, who can come in and take over the supervision of our sales department. Must be neat in appearance, must make good impression, and most of all must be reliable and honest. A good opportunity for the right man. Salary and commission will be held open. A personal interview will be required at your expense. Apply radio station WKDE, Box 512, Altavista, Virginia.

Looking for capable programmer interested in managing our new beautiful air conditioned fm station. Programming so that the station and the man behind it become a valuable asset to our community of 75,000 people. Willing to pay well, but tired of lazy individuals who spends the few working hours of the week reading novels between cokes. Contact Bill Lipman, WLIP, Kenosha, Wisconsin. OL 7-6162.

### Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Executive salesmen . . . integrity, maturity, sincerity, and ability, are the qualities we seek in executive salesmen between 38 and 55 years of age. We are a research organization that has developed the most needed and timely ideas in decades. Now we want the seven best idea salesmen in U. S. to call on newspapers, and radio stations to lease them a service that will enable them to secure a volume of new and highly desirable year around billing. Renewals are therefore automatic. Only detailed resumes please. Box H-113, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel and entertainment expenses. No cut rates. No trade deals. "No promotions." Good future in expanding corporation. Box H-116, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Salesmanager—eastern kw in good small market. Growing area. Base salary plus override on gross. Box H-228, BROADCASTING.

Minneapolis . . . salesman for nation's most unique programing. Start straight 25% commission. Future up to you. Box H-195, BROADCASTING.

Major network station. Pittsburgh-Tri state area needs experienced local salesman. Excellent opportunity for aggressive man. Replies confidential. Send full details and photo 1st letter. Box H-201, BROADCASTING.

Hottest station on southern Florida's east coast needs hotshot salesman sold on country western. Liberal guarantee. 20% commission. Box H-211, BROADCASTING.

Expanding Gulf Coast station seeks permanent sales personnel. Men who want to work and like the challenge selling offers. Send resume including past experience, billing, personal references, financial requirements and photograph. Box H-212, BROADCASTING.

California, KCHJ, Delano. 5000 watts. 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee. 25% commission. Send experience, photo.

Opportunity for a salesman in the Rocky Mountain vacation land of cool, colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P. O. Box 574 Fort Collins, Colorado.

WDXN, Clarksville, Tennessee has immediate opening in sales department, for man with experience and clean record. Part of multiple ownership with advancement excellent. Detailed resume. No phone calls.

Well established Virginia station has immediate opening for experienced, mature salesman with announcing background. The man chosen will be sales manager with excellent potential. Send tape, resume and references in confidence to Box H-178, BROADCASTING.

Here is a top opportunity for advancement and income. Sales manager spot is open for a proven producer. Pioneer station, full time operation. Texas market of 86,000 metro. Only network affiliation in market, excellent account list. Guarantee plus liberal commission. This is an outstanding opportunity for a man who wants to work and can produce. Write Sam Matthews, KGKB, Tyler, Texas.

### Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Combo deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Announcers, first phone, for Boston area daytimer. Send resume and tapes, not to be returned. Box H-181, BROADCASTING.

New top 50 format station northeast. Looking for top dj. Must be bright, fast and personable with experience. Excellent working conditions. Salary open. Send tape, resume and picture. All applications answered. Box H-202, BROADCASTING.

Staffing all talk station in northwestern Pennsylvania. Need three newsmen. Must have at least three years experience. Box H-206, BROADCASTING.

On the way up? Metro market of over 600,000 on the prowl for real talent! No Screamer or hipster types. Men wanted who sound like men, who have personality with a capital "P." (funny)! Newsmen! If you have P.H.D. (Paul Harvey Delivery) Let's hear from you too. We offer the best pay in town. Let's hear what you offer. Box H-213, BROADCASTING.

Combo man. First class ticket, smooth show. New England small market. Relocate. Box H-235, BROADCASTING.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Announcer strong news and commercials, tight board. WVOS, Liberty, New York.

Mature, experienced midwest announcer/dj for kilowatt adult-programed middle-road music daytimer. Married preferred. Start \$100. Excellent future. Send returnable tape, resume to WAZY, Lafayette, Indiana.

New modern sound station at Vandenberg missile facility are with wonderful coastal climate, needs alert experienced first phone dj. Must have production know how. Send tape, picture, and resume to radio station KKOK, 3640 Buellton Road, Lompic, California.

Top rated 50 kw CBS in southwest needs top notch announcer for 12M-5AM show. Must have excellent voice, knowledge of classics, stable. Send tape, picture, background to Dan Mogrow, KRLD Dallas 2, Texas.

Good combo man wanted at WHRT, Hartsville, Alabama.

Available September opportunity with growing chain, announcer-copywriter. Must be presently employed and furnish top references of past employment. KKAN, Phillipsburg, Kansas.

New major full timer needs combo announcer. First phone required. No maintenance. Send resume, photo tape to WISZ, 2113 N. Charles Street, Baltimore.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB. Boston 54, Mass.

## Help Wanted—(Cont'd)

### Announcers

Madison, Wisconsin needs a quick paced, clever first phone personality. Send tape and resume to Chuck Mefford, WISM.

1st phone announcer, \$5,200 up depending on experience. Good music, mobile units. Top rated 5 kw. New studios, equipment. Insurance, hospitalization, paid vacations, plenty of room to go up. If you're ready to move up call Jim Jae, KHMO, Hannibal, Missouri.

Immediate opening at station KOH, Reno and KBEE, Modesto. First FCC ticket required. Permanent position, excellent company benefits. Apply in person or send detailed resume to station managers or personnel department, McClatchy Broadcasting Co., 21st and Q, Sacramento, California.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, WENE, Endicott-Binghamton, New York. Phone STILLWELL 5-3351.

Announcer, 1st phone, 5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMLX, Mt. Vernon, Illinois.

At once—great opportunity with adult program station for three top flight announcers. One morning man, one play by play man, one newsmen. All tapes welcomed. John R. Speciale, WSSV, P. O. Box 231, Petersburg, Virginia.

Middle of the road announcer, minimum of six months experience. Send tape, photo, and resume to Pete Sanders, KDLA, De Ridder, La.

Announcer experienced for wake-up show and all around staff work. WNJH, Hamonton, New Jersey.

### Technical

Wanted: an honest, sober, reliable combo engineer-announcer, a man who isn't afraid to produce. If you are interested in working at a progressive radio station for an employer who is fair to his employees. Write Box H-111, BROADCASTING.

Southern California, immediate opening for experienced cut-and-slice magnetic tape editor. Preferences shown for man with announcer-engineer experience. Background information and minimum starting salary to Box H-168, BROADCASTING.

Engineer-announcer combo with general maintenance ability for fast expanding daytime station. Above average pay for right man. Send tapes and resume to George Foulkes, Radio WAAC, Terre Haute, Indiana.

First phone operator straight engineering am-fm-tv union scale. Permanent position now open. Address Finnegan, Chief Engineer, WLBC AM-FM-TV, Muncie, Indiana.

Engineer-announcer-good working conditions and salary for good man. Contact J. B. Delzell, WGTV, Georgetown, South Carolina.

Engineer-announcer, qualified to assume complete responsibility of transmitter and studio operation and maintenance. Must be willing to do some announcing and other phases of 1 kw daylight operations. Send complete resume, tape and references to WTYN, Box 940, Tryon, North Carolina.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

### Production—Programing, Others

Number one midwest independent is looking for an experienced production announcer, creative and capable of writing agency type copy. Send written examples, tape, salary requirements, and complete resume to Box H-32, BROADCASTING.

Experienced copy writer or traffic girl. Excellent working conditions. Salary commensurate with ability. Send full resume with references. Box H-224, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programing, Others

Major New York agency needs junior producer-tv commercials. We want a industrious man who will be added to our tv production department. It's a "shirt-sleeves" job, best filled by a man who's successfully producing and directing tape and live commercials at a local tv station. Salary up to \$7000. Submit resume with references, availability and possible dates for interview in New York. Box H-193, BROADCASTING.

Writer . . . fast rewrite unusual happenings; plus a feel for creative living material. Box H-194, BROADCASTING.

New Detroit suburban radio station needs complete staff. Only mature, experienced (at least two years) newsmen and disc jockeys need apply. Engineers with first phone needed. Send complete resume, tape, salary requirements to WBRE, P.O. Box 489, Mount Clemens, Michigan.

## RADIO

### Situations Wanted—Management

General manager. Prefer one of top 10 markets. Just one of the best, that's all. Box H-3, BROADCASTING.

14 years experience all phases announcing through management. Age 37, married. Best references. Seeking change to eastern small or medium market with aggressive growing organization. Box H-191, BROADCASTING.

Master's degree—Radio-television major, age 36, now seeking more challenging position in major radio television market. Fully trained and experienced wiring, programming, announcing, sales, tv production-direction, teaching and theatrical booking. Can relocate with family immediately. Box H-196, BROADCASTING.

Young husband wife team will manage your station, any market. Box H-197, BROADCASTING.

Financial management—CPA, eight years diversified experience at all levels of accounting, lifelong interest in broadcasting, wants challenging opportunity in accounting and financial end of station management. First phone, announcing, broad experience, advertising background. Resume on request. Box H-199, BROADCASTING.

Desire manager-engineer position. Experienced in business management and handling personnel, can sell, announcing, know advertising. First ticket, pleasing personality, married, 48—belong to church, civic minded. Desire small to medium market. Best of character references. Box H-203, BROADCASTING.

General manager. Major market only. Good men are rarely available. One is now. Box H-228, BROADCASTING.

Wanted, 1st station to manager. Experienced: Account executive, news director, production, college, single. Box H-145, BROADCASTING.

Experienced manager, salesman, engineer competent departments, desires change-medium market. Good record and references. Box H-190, BROADCASTING.

Famous motion picture personality wants position as television time salesman. Don Marlow Ltd., Box 1621, Hollywood 28, California.

### Sales

Successful professional with 50 kw indie in top 40 market looking for new opportunity. 7 years experience. Good billing picture. Good references. Future a must. Major markets preferred. Box H-227, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Disc jockey newscaster, young, experienced, can do play by play baseball. Will locate anywhere for right offer. Box H-10, BROADCASTING.

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Personality. First phone. Best references. Available immediately. Box H-36, BROADCASTING.

Top c/w personality. Thorough background. Twenty years experience. Desire block plus sales. Minor investment possible. Prefer Ohio, all considered. Box H-87, BROADCASTING.

First phone. dj/announcer with board experience. Prefer east coast location in or near Pennsylvania. Box H-91, BROADCASTING.

DJ-announcer, relaxed style, college. Two years professional experience, now employed but want to relocate in southwest or southeast. Desire C & W or good music format. Have wide C & W background. Box H-95, BROADCASTING.

Virginia announcer—programer, 27, married. 10 years experience. A. P. news award winner. References excellent. Box H-139, BROADCASTING.

Good idea, negro deejay, first phone, tight board, great production. Box H-165 BROADCASTING.

Nine-year, morning/afternoon humorist (not merely reading jokes from books) with production spots a la Freberg. Prefer midwest medium. Box H-169, BROADCASTING.

Experienced young, announcer servicing small market. Any type format. Will send tape and resume upon request. Box H-176, BROADCASTING.

DJ announcer, top 40, available immediately, will travel. 3rd phone. Box H-177, BROADCASTING.

Newsmen, announcer, salesman, copywriter for radio and tv. Three years experience. College and service. Programing, production experience, radio/tv. Box H-205, BROADCASTING.

Hey! You morning all rise and no shine? Top experienced morning man. Comedy style unparalleled. Seeking to relocate permanently. Box H-93, BROADCASTING.

Working man's Herb Shriner. Want larger market for my highly rated, topical morning show. First phone. Box H-204, BROADCASTING.

Announcer/dj. Young, cheerful, experienced. Summer relief or regular staff. Box H-209, BROADCASTING.

Announcer, thoroughly experienced in news, copy, programing. Deep, mature voice, pleasant delivery. Presently working large east coast market. Married, will travel. Box H-215, BROADCASTING.

Start the day number one. Sound good? So do I. Good enough to stay number one for the past six years. Morning humor done with taste. Box H-216, BROADCASTING.

Top 40 dj wants to locate in California. Currently holding down number one evening show in area. Also experienced as chief engineer. Box H-218, BROADCASTING.

DJ experienced? Yes, 5 years worth. Call area code 717-885-8981 anytime or Box H-219, BROADCASTING.

Announcer—salesman wishes to relocate. Currently sign on man with sales reminder of day, 26, married, 1 child. 7 years experience. Good voice, good music, strong sales. Prefer midwest but will consider all offers. Middle to larger markets only. Box H-221, BROADCASTING.

First phone announcer with 15 years experience looking for station heavy on country music. Box H-222, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Announcer. Married, two children. Prefer news, play by play. 9 years experience. Over 100,000 only. Box H-231, BROADCASTING.

Sports director. Not ex-athlete. 9 years experience. Heavy play by play. Desperate. Family man. Medium or major market only. Box H-232, BROADCASTING.

Casual man next door dj with two years in number one cost of living area desires to relocate. Will consider all offers. Box H-233, BROADCASTING.

Young news director-dj. Now in AM format FM stereo. Prefers top 40 in Indiana. One year experience all phases radio, hops. Some college. Box H-234, BROADCASTING.

Beginning announcer. Will locate anywhere. Can do news, commercials and tight board. Available immediately. John Paterek, 3618 28th Avenue, Astoria 3, N. Y.

Pennsylvania and Jersey stations; young, versatile, experienced announcer with bright intelligent delivery, desires full or part-time summer employment. Write or phone Bill Gordon, 5257 Marwood Road, Philadelphia 20, Pennsylvania, 215 GLadstone 5-4625.

First phone wants first job in radio. Good voice, college grad. Music authority, Reliable, can sell, hard worker, P. O. Box 1361, San Pedro, California.

East coast area announcer. 1st phone, BA in speech, 2 years experience. Age 24, married. Prefer top 40; will consider 11. Good pay gets good man. Write or call Chuck Sidebottom, 1557 Meadowbrook Road, Meadowbrook, Pa. TU 7-1950.

Ambitious, bright, eager beginner, seeking position as announcer; single, will travel. Tape on request. Jack DeWaard, 16 West 16th Street, Holland, Michigan.

Experienced announcer. Mature voice. Fast paced or homey. Excellent references. Jim Ericson, Coleraine, Minnesota until June 27. Phone 86.

Seeking first position. Young (18) with good potential. Have training equivalent to that of announcing school. Available immediately. Bill Elliott, 48 Imperial Ave. Pittsfield, Massachusetts. Telephone Hillcrest 2-1283.

Newsman, married, family, seeks news, sports, N. Y. state area. 4 years experience. Presently employed Denver, Colorado, station. Reply 1570 S. Yates Street, Denver 19, Colorado.

### Technical

Permanent position with progressive station desired, limited experience, first phone. Prefer Missouri. Box H-140, BROADCASTING.

I wanna go home. First phone, presently employed one of Dallas, Fort Worth largest stations seeks work upper Michigan northern Wisc. E. T. Since 1948 experienced all phases engineering & DA. Can handle light announcing and production, age 37, very settled, married, children, home sick. Box H-175, BROADCASTING.

FCC first class license holder. Recent graduate of Radio Engineering Institute of Florida, Inc. Desires beginning job in radio. No experience. Willing to work for minimum wage for opportunity to learn and advance. David Nuttall, P. O. Box 1058, Saratoga.

## Situations Wanted—(Cont'd)

### Production—Programing, Others

News director. Station must be vitally concerned with news and public affairs. Ten years experience includes radio, television, newspaper, public relations, editorials, and documentaries. Major markets only. Box H-171, BROADCASTING.

Program director. Twelve years experience all phases of programing; board . . . news, play by play. Married, three children. Want steady progressive station. Have worked NBC-CBS affiliate stations in major market. Bob deVille, Phone 221-8031, Cleveland, Ohio, write Box H-189, BROADCASTING.

Program director, highly qualified with ten years experience. Thorough knowledge in all phases of broadcasting. All replies confidential. Box H-172, BROADCASTING.

Newscaster, 13 years: one organization; 37, married, desire larger eastern market. Box H-192, BROADCASTING.

Seeking prestige radio or tv newsman? Young political science professor, broadcasting consultant, newspaper supervisor at university. Edited weekly newspapers. Broadcast experience includes interviews, documentaries. Skillful reporter and writer, authoritative delivery. Salary secondary to opportunity. Box H-198, BROADCASTING.

Good music stations attention. Peedee, nineteen years experience, wants medium to large market. Take charge man. Good solid production. Family man. Box H-217, BROADCASTING.

15 years tv experience in all phases. Consider station management position and others. Heavy in film, news, interviewing. All replies answered. Box H-236, BROADCASTING.

## TELEVISION

### Help Wanted

North Carolina's newest television station, WNBE, New Bern, N. C., on air September 1, is receiving additional applications from professional people for responsible positions in sales, traffic, promotion and copy art. Send complete resume to Nathan Frank, Piedmont Television Corp., Box 1041, Henderson, N. C. No collect telephone calls. Personal interviews required.

### Announcers

Announcer. Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR. Box H-52, BROADCASTING.

News Anchorman personality for leading northeastern VHF needed immediately. Must be mature personality with a solid background in news and a proven on-the-air track record. Box H-159, BROADCASTING.

Top station in major midwest market is looking for an experienced newsman who can write and deliver editorials in addition to routine news work. Send complete resume and photograph. Box H-167, BROADCASTING.

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings Montana's largest metropolitan area.

Announcer, some tv, experienced, good voice. Tape, resume, photo, references, KFBC-TV, Cheyenne, Wyoming.

First class radio telephone operator wanted for tv transmitter duty. Experience desirable but not necessary. Box H-179, BROADCASTING.

## Help Wanted—Technical—(Cont'd)

TV Engineers and Technicians opening for experienced technical personnel to construct and operate two new television stations in South Carolina. 1st class FCC license required. Positions for transmitter supervisors and transmitter control operators to begin employment immediately. Apply in writing giving full qualifications and experience. Box H-214, BROADCASTING.

Engineer with 1st class phone license for video control transmitter operator, some maintenance. Experience desirable, but will consider applicant with good technical background. Contact Walter Nelson, Engineering Director, WUSN-TV, Charleston, South Carolina.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Very unusual opportunity for several select and aggressive electronics men, preferably with business experience, to become mail order dealers in 17 year old electronics home-study school. Small investment required for franchise and supplies. Write for details and application forms. CSOE. Box 10634, Jackson 9, Mississippi.

## Production—Programing, Others

Continuity director. Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. 400 month. Box H-53, BROADCASTING.

## TELEVISION

### Situations Wanted—Announcers

Newsman, announcer, salesman, copywriter for radio and TV. Three years experience. College and service. Programing, production experience, radio/tv. Box H-205, BROADCASTING.

Five years radio experience, college, family, desires tv, or combination opportunity. Bass voice; currently in deep south will consider anywhere. Box H-210, BROADCASTING.

### Technical

For Sale: Ability and experience gained through 20 years broadcast, 10 years television chief engineer. Experienced, construction, operation, maintenance. Non drinker, age 42, conscientious, dependable, efficient. Willing to branch out into new fields. 2512 Yellowstone, Billings, Montana, 252-3062.

## Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Newsman-director, 6 years solid radio news experience in New England, college degree and ETV. Presently employed, family man. Seeking advancement, preferably news directorship. Box H-186, BROADCASTING.

Attention ETV. An experienced producer-director, engineer, speech, dramatics and technical theater person is looking for a position with a new or established etv station. Willing and capable teacher in all above areas. Have B.S. degree. Willing to work for college assistanship. Would rather have productive position that fabulous salary. M. P. Stowers, 2420 Club Drive, South Bend 15, Indiana.

Newsman-director 6 years solid radio news experience in New England, degree in Communication Arts. ETV experienced in television operations. Seeking tv news opportunity. Presently employed family man. Box H-188, BROADCASTING.

News photographer, nine years experience in all phases of news documentary filming and editing. Presently chief photographer at highly rated midwest station. Seeking better opportunity. Box H-208, BROADCASTING.

Newsman, over decade radio-television. Presently writes, performs: daily radio, weekend live television, station's editorials. Abjures 'rip-n-read'; bulds concise colorful newscasts. \$140 weekly. Box H-184, BROADCASTING.

## For Sale

### Equipment

Surplus 3M video tape available. One or two splices in an hour reel. Unable to use due to client requiring unspliced tape. Box H-80, BROADCASTING.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Transmission Line; Teflon insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3827.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. \$27,500. Box H-8, BROADCASTING.

950 mc steel ant. & single plane 18-DB complete. 2 for \$210. Box H-166, BROADCASTING.

Ampex automation (1200A), Schaeffer, record/play, 3-playbacks, electronics 'brain,' 2-Seeburg 200 players, photo cell amp., 2-remote control, reels. New 1961. Ownership change dropped automation. Box H-174, BROADCASTING.

5000 watts AM transmitter BXX BC-5P about 5 years old. Write Box H-183, BROADCASTING.

Collins 20 V2. 1000 watt transmitter—used only 18 months. Best offer. Box H-153, BROADCASTING.

Used 1000 watt transmitters. Collins, RCA, Gates, Raytheon. Trade-ins, same only two years old. Excellent buys. Write for list. Bauer Electronics Corporation, San Carlos, California.

P-60. Magnecord with new carrying case \$300. Robert O. Moran, WBEL, Beloit, Wisconsin.

Federal 3dk fm transmitter model 192-A. Best offer over \$1500 takes it. Bob Admas, KUTE, 217 West Broadway, Glendale 4, California.

Western Electric 5-A fm monitor \$500. Raytheon RL-10 limiting amplifier, \$250. WABQ, Cleveland, Ohio.

BTX-LA sub carrier plug in type background music. Audiomation laboratories autospencer. Presto Model 625 tape play back model A-909-1 preamplifier. Used 6 months. Best offer WCLE, Cleveland, Tennessee.

Five kilowatt RCA transmitter, now tuned to 1250 kc. Model 5-C water cooled WRYT, Inc., Pittsburgh 30, Pa.

## WANTED TO BUY

### Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Tower wanted, self supporting. Contact Bill Chapman, Box 3297, Birmingham Alabama. 251-5117.

Need 3 or 6 layer super turnstile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

## WANTED TO BUY—(Cont'd)

### Equipment

UHF Television. Need everything. Transmitter, Antenna, tower, studio equipment. Box H-220, BROADCASTING.

### Miscellaneous

TV and Radio news directors; coverage of National Governor's Conference from Miami Beach, exclusive, reasonable. free details, write immediately. Box H-207, BROADCASTING.

Tour, cooperative non-profit for radio, television, newspapermen, by air, South Seas, New Zealand, Australia, January 9, 31 days, \$1537 all expense. Extension available to Singapore, Bali, Djakarta, Borneo, Philippines, etc. Interviews top government officials. Nathan Bolton, Bastrop, Louisiana.

JOCKEY Joker is a new series of one line gags for deejays. This publication will be habit forming first issue \$2.50. Show Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

Tell the importance of Radio to prime accounts, potential opinion-makers in your community with monthly publication under your own imprint. \$39.95 monthly. Details, "Radio Reports Newsletter," 1186 Arlington Lane, San Jose 29, California.

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

400 "Mike Bits" by top comedy writer. Great fill-in's, gags, quickies. Satisfaction guaranteed. \$3.00 Vinny Healy, 825-B, West End, New York City, 25.

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.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

## BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

## 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 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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.

## INSTRUCTIONS—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 30, Texas.

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.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 2-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House. Mobile, Alabama.

Pittsburgh, Pa. FCC First Phone accelerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

## Employment Service

**PROFESSIONAL**  
ALL BROADCAST PERSONNEL PLACED  
MOST MAJOR U. S. MARKETS  
MINOR-MARKET MIDWEST SATURATION  
WRITE FOR APPLICATION NOW  
**BROADCAST**  
**EMPLOYMENT SERVICE**  
4825 10th Ave. So. Minneapolis 17, Minn.

**RADIO**

**Help Wanted—Announcers**

**TALENT ONLY!**  
Dominant 50,000 watt independent . . . one of North America's great radio stations . . . seeks North America's greatest radio personalities. We're prepared to pay for the exceptional talent we require. Intensive experience, bright sound, swift pacing, and a definite personality are all necessities . . . comedy an asset. We're part of a major market chain with unusual staff stability. No phone calls . . . send air check tape, and complete resume to: Box H-170, BROADCASTING.

**ANNOUNCER**

Bright, fast paced tight production. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play experience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to  
Box H-200, BROADCASTING

**SITUATIONS WANTED**

**Production—Programing, Others**

To: Radio/TV Station Owners  
From: A One Man Task Force  
Do you need an experienced broadcaster to handle multiple duties for you?  
. . . A programing executive?  
. . . A writer-director-producer?  
. . . A promotion specialist?  
. . . A creative/administrative supervisor?  
Write for details: P. O. Box #1638 Grand Central Stat'n, New York 17, New York.

**YOUNG 3 IN 1 EXEC.**

Publicity, Promotion, Public Affairs. Any one or all three. Proven record with network O & O and other firms. Lured away from broadcasting for more money and now find broadcasting is more important to me. Ready to come back for \$10,000 plus.  
Box H-237, BROADCASTING

**TELEVISION**

**Help Wanted—Management**

**PROMOTION AND MERCHANDISING MANAGER**  
needed immediately. Strong on sales promotion. Opportunity for current assistant to head up own department. Good growth potential. Send complete story first letter including salary requirements.

**WRDW-TV  
AUGUSTA, GEORGIA**

**Sales**

**SALES MANAGER**

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

**Help Wanted—(Cont'd)**

**Technical**

**TELEVISION TECHNICIAN**

Progressive VHF-CBS affiliate in mid-South needs experienced man for studio maintenance and operation. 1st class license required. Send resume, references, salary requirements, and recent photograph.

Box H-230, BROADCASTING

**Production—Programing, Others**

**PRODUCER-DIRECTOR**

Capable of handling a variety of studio and/or remote assignments. Ability to handle switcher and capacity to prepare documentaries also vital. Write complete information to:

**PROGRAM DIRECTOR, WHAS-TV  
LOUISVILLE 2, KENTUCKY**

**Miscellaneous**

**WARNING**

The 3 "R's" of Broadcast Advertising . . . **RECOMMENDED-RELIABLE RETAILER** . . . is a copyrighted feature usable under franchise only.

Contact Clem Morgan,  
OWNER KWSK, Pratt, Kansas.

**WANTED TO BUY**

**Stations**

**MULTIPLE STATION OWNER**

seeks profitable full time outlet in good southeastern market. Principals only.

Box H-173, BROADCASTING

**For Sale**

**Stations**

**Profitable Regional Daytimer**

in one of Southwest's Richest and Fastest Growing single-station growth markets. \$180,000.

Box H-180, BROADCASTING

**FOR SALE: EXCELLENT**

Arkansas daytimer in growing, stable market. Operating in black. Price is right. Deal direct with owner. Only qualified operators need inquire.

Box H-223, BROADCASTING

**For Sale—(Cont'd)**

**Stations**

**MODEL FM STATION FOR SALES**

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-325, BROADCASTING.

**NEW ENGLAND**

Low frequency AM with superb coverage of 500,000 population market. Steadily growing gross exceeded \$145,000 last year. Station in the black and owns excellent building and land. \$200,000 cash or \$250,000 on terms.

Box H-238, BROADCASTING

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.  
P. O. BOX 9266 - CL 3-8080  
AUSTIN 17, TEXAS**

**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.

**STATIONS FOR SALE**

**GROWING WESTERN MARKET.** Fulltime. Gross \$200,000. Priced at \$300,000.

**EASTERN REGIONAL.** Daytime. Priced at \$85,000. \$30,000 down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

Pa.	single	daytimer	120M	terms
Ga.	single	fulltime	85M	cash
Fla.	single	daytimer	35M	cash
M. W.	medium	power	225M	35M
Fla.	medium	power	150M	30%
N. E.	metro	daytimer	200M	50M
S. W.	large	FM	75M	cash

And others

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

motion, reopened record and incorporated therein by reference information concerning change of residence and position of J. Lynn Johnston and closed record; (2) by Genesee Valley Television Inc. for leave to amend its application to show death of Ray F. Healy and related facts and, on examiner's own motion, reopened record and incorporated into record by reference facts stated in amendment and closed record; and (3) granted motion by Rochester Area Educational Television Assn. Inc. to strike portion of step V pleading by Community Broadcasting Inc. and dismissed as unnecessary Community's May 27 motion. Action June 10.

**By Hearing Examiner H. Gifford Irion**

Continued June 11 conference to Sept. 3 in proceeding on application of Broward County Broadcasting Co. for license for WIXX Oakland Park, Fla. Action June 10.  
 Upon request by Broadcast Bureau, continued further hearing from June 7 to June 21 in proceeding on applications of WIDU Broadcasting Inc. and Al-Or Broadcasting Co. for new AM stations in Ashboro and Mebane, respectively, both North Carolina. Action June 7.  
 Granted petition by Helix Broadcasting Co. for extension of time to June 21 to file reply findings in proceeding on its application for new AM in La Mesa, Calif. Action June 7.

**By Hearing Examiner Jay A. Kyle**

Granted petition by Broadcast Bureau for extension of time from June 12 to June 21 to file proposed findings and conclusions of law in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action June 10.

**By Hearing Examiner Forest L. McClennning**

Granted request by Port Chester Broadcasting Co. to close record in proceeding on its application for new AM in Port Chester, N. Y., and ordered that proposed findings shall be filed by July 8 and, on own motion, cancelled June 11 hearing conference. Action June 6.  
 Granted motion by Broadcast Bureau and continued June 24 hearing to July 10 in Perrine-South Miami, Fla., TV channel 6 proceeding. Action June 4.

**By Hearing Examiner Chester F. Naumowicz Jr.**

In proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-9, scheduled hearing conference for June 13 at which time parties shall be prepared to advise hearing examiner of progress in reaching agreement on pending controversy as to conductivity, and shall also be prepared to state whether they wish opportunity to present rebuttal evidence with respect to portions of direct cases heretofore received. Action June 10.  
 Upon request by Broadcast Bureau, extended time from June 10 to June 21 to file proposed findings in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota. Action June 7.

**By Hearing Examiner Herbert Sharfman**

Pursuant to agreements reached at June 4 prehearing conference in proceeding on application of K BAR J Inc. for new AM in Hastings, Neb., scheduled certain procedural dates, and hearing for June 24. Action June 4.  
 Upon request by applicant Prince William Broadcasting Corp. (WPRW), Manassas, Va., and without objection by other parties in consolidated AM proceeding in Docs. 14873 et al., further extended time from June 5 to June 7 for final exchange of engineering and Sec. 307(b) exhibits. Action June 4.

**By Hearing Examiner Elizabeth C. Smith**

Pursuant to agreement of counsel at June 10 prehearing conference in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz., continued July 15 hearing to Oct. 2. Action June 10.

**BROADCAST ACTIONS**

**by Broadcast Bureau**

**Actions of June 11**

Granted renewal of licenses for following, on which action has been deferred, for

normal license term: KGA Spokane, Wash.; WERI Westerly, R. I.; KGON Oregon City, Ore.; \*WHUS(FM) Storrs, Conn.; KIMO Hilo, Hawaii; WHWB Rutland, Vt.; KRED Eureka, Calif.; \*WMEB-FM Orono, Me.; WNBC Conway, N. H.; WMNB North Adams, Mass.; \*WBOR(FM) Brunswick, Me.; \*WMUA(FM) Amherst, Mass.; \*WBUR(FM) Boston; \*WHSR-FM Winchester, Mass.; WEGP Fitchburg, Me.; KHBC Hilo, Hawaii.

WKNT-FM Kent, Ohio—Granted CP to install new alternate main trans.

\*WHAD(FM) Delafield, Wis.—Granted mod. of CP to change type ant.; ERP 75 kw. K70BS Naalehu and Volcano Area, Hawaii, and K74BA Naalehu and Pahala, Hawaii, Kilauea-Kau Community TV Assn.—Granted assignment of licenses for UHF TV translator stations to Kaiser Industries Corp.; consideration \$1 each; without prejudice to further action Commission may deem appropriate as result of pending criminal antitrust suit of U. S. v. Kaiser Aluminum & Chemical Sales Inc., Criminal Case No. 2124, U. S. District Court for Eastern District of Pennsylvania, filed October 31, 1962.

W02AD Waynesville and Hazelwood, both N. C.—Granted mod. of CP to change type trans. for VHF TV translator station.

**Actions of June 10**

Granted renewal of licenses for following, on which action had been deferred, for normal license term: WBBF Rochester, N. Y.; WEVD New York; \*WBGO(FM) Newark, N. J.; WHAZ Troy, N. Y.; WCRV Washington, N. J.; WPOW New York; WMBO Auburn; WPDM Potsdam; WMBO-FM Auburn; WLNA Peekskill, all New York; WNNJ-FM Newton, N. J.; WWOL-AM-FM Buffalo.

WFPG Atlantic City—Granted CP to install old main trans. as aux. trans. at main trans. site; remote control permitted.

WFAB Miami-South Miami—Granted CP to install new aux. trans. at main trans. site.

KCID Caldwell, Idaho—Granted CP to install old main trans. as alternate main nighttime and aux. daytime trans.; remote control permitted.

K5JB Jamestown, N. D.—Granted CP to install new aux. trans. at main trans. location.

WCRV Washington, N. J.—Granted license covering installation of aux. trans.; delete remote control.

KAHI Auburn, Calif.—Granted request to continue existing pre-sunrise operation with DA-D and power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

KCFM(FM) St. Louis—Granted mod. of CP to increase ant. height to 440 feet and change type ant.

**Actions of June 7**

WNEP-TV Scranton, Pa.—Waived Sec. 3.682(a)(15) or rules and granted CP to operate on regular basis with reduced aural ERP of 53.7 kw (main trans. and ant.); condition.

KPFA(FM) Berkeley, Calif.—Granted CP to install new alternate main trans. at main trans. site; conditions and without prejudice to such further action as commission may deem warranted as result of outstanding inquiry into affairs of Pacifica Foundation.

WUPI(FM) Lynn, Mass.—Granted request and cancelled license; delete call letters.

WCOC-TV Meridian, Miss.—Granted extension of completion date to Dec. 4.

**Action of June 6**

K09FX Ciceville, Utah—Granted mod. of CP to change frequency to channel 9, type trans. and make changes in ant. system for VHF TV translator station.

**Actions of June 5**

\*WGVE(FM) Gary, Ind.—Granted CP to change frequency to 88.7 mc; ERP 295 w; ant. height 83 feet.

WDCX(FM) Buffalo—Granted license; specify main studio and remote control sites.

WCGR Canandaigua, N. Y.—Granted license covering change in ant.-trans. location and changes in ground system.

WENT Gloversville, N. Y.—Granted license covering use of old main trans. as aux. trans. at main trans. location.

WFAS White Plains, N. Y.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

WGBB Freeport, N. Y.—Granted license covering use of old main trans. as aux.

trans. at main trans. site; remote control permitted.

WLIB New York—Granted license covering increase in aux. power by using old main trans. as aux. trans. at main trans. site.

WXXW Troy, N. Y.—Granted license covering installation of aux. trans.

WSYR Syracuse, N. Y.—Granted license covering installation of new alternate main trans.

WVOC Battle Creek, Mich.—Granted mod. of CP to change ant.-trans. location and type trans. and make changes in ground system; conditions.

KETO-FM Seattle—Granted mod. of CP to make change in transmission line.

WKRZ Oil City, Pa.—Granted authority to remain on air for period beginning June 8 and ending Sept. 21, while WSAJ ceases operation for summer recess.

KETO-FM Seattle—Granted extension of completion date to Aug. 9.

Granted licenses for following: WCGR Canandaigua, N. Y., and redesignate ant. height as 163 feet; WXXW Troy, N. Y.; WFSR Bath, N. Y.

Granted licenses for following: \*WHCL-FM Clinton, N. Y.; \*WGSU(FM) Genesee, N. Y.; \*WRRH(FM) Franklin Lakes, N. J.

**Action of June 4**

Luis Prodo Martorell, Dorado, P. R.—Reconsidered and set aside May 28 grant of CP for new AM on 1030 kc, 10 kw-D.

**Actions of June 3**

Tahoe Translator Co., Bijou, Calif.—Granted CPs for new UHF TV translator stations, on channels 79 and 82, to translate programs of KXTV(TV) (ch. 10) Sacramento and KTVU(TV) (ch. 2) Oakland, both California.

Potter Valley Television Assn., Potter Valley, Calif.—Granted CP for new VHF TV translator station, on channel 6, to translate programs of KTVU(TV) (ch. 2) Oakland, Calif.

**Action of May 29**

A. W. Brothers, Weaverville, Calif.—Granted CPs for new VHF TV translator stations, on channels 4 and 5, to translate programs of KHSL-TV (ch. 12) Chico, and KVIP-TV (ch. 7) Redding, both California.

**Action of May 22**

Wendover City, Wendover, Utah—Granted CPs for new VHF TV translator stations, on channels 8, 10 and 12, to translate programs of KUTV(TV) (ch. 2), KCPX-TV (ch. 4), and KSL-TV (ch. 5), all Salt Lake City.

**Rulemakings**

**PROPOSED**

Commission invites comments to notice of proposed rulemaking looking toward assigning channels 20 and 26 to Phoenix, Ariz., as petitioned for by Dwight Harkins and Power Television Inc., respectively. Assignments would necessitate concurrence of Mexican authorities. In his petition for channel 20 assignment, Harkins indicated his interest lies in utilizing channel for subscription TV, and requested that channel, if assigned, be designated for this special purpose. Designation is not necessary since, if channel is assigned to Phoenix, applications for authorization to conduct subscription TV operations on it could be filed; however, they would have to comply with conditions of commission's third report on subscription TV in Doc. 11279. Action June 5.

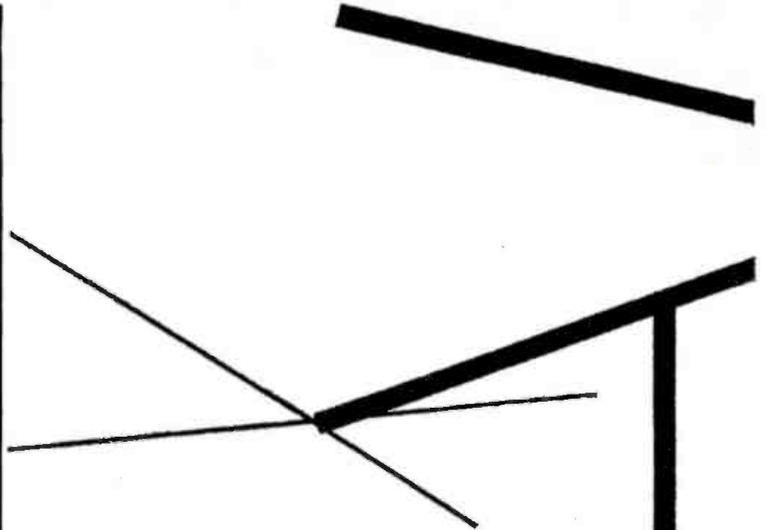
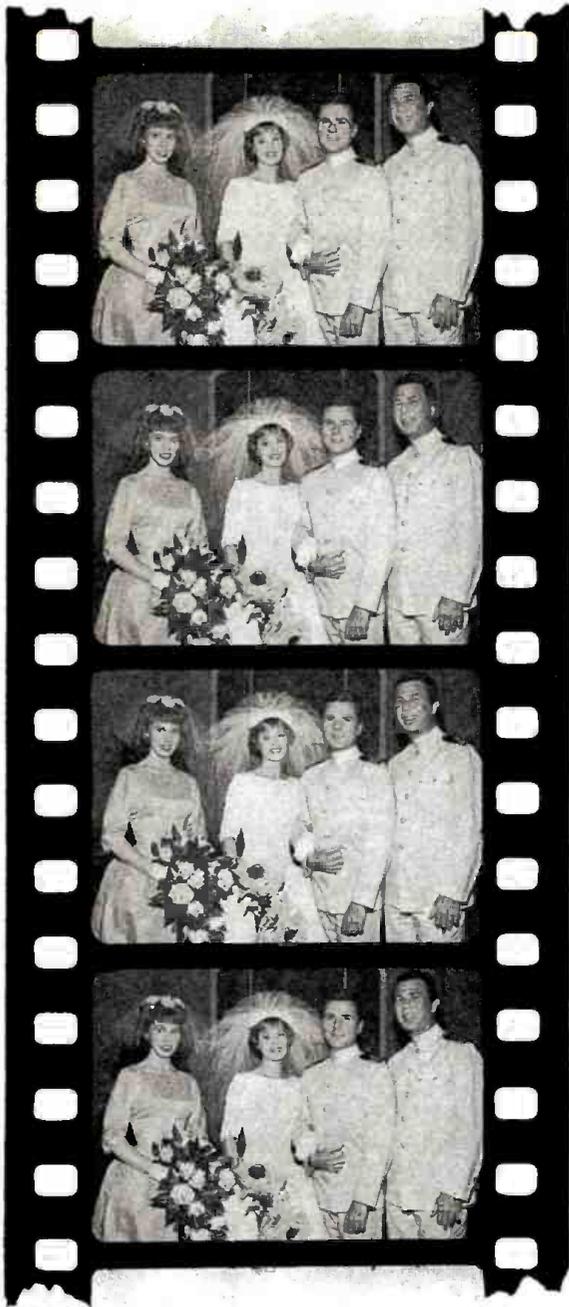
**PETITIONS FOR RULEMAKING FILED**

John J. Tibiletti, Houston—Requests amendment of rules by addition of channel 30 to Victoria, Tex. Received May 31.

Guadalupe Valley Telecasting Inc., Bishop, Tex.—Request institution of rulemaking proceedings looking toward amendment of television table of assignments as follows: Victoria, Tex.: add channel 25; Cuero, Tex.: delete channel 25 and add channel 30. Received June 3.

WKNX-TV Saginaw, Mich.—Requests institution of rulemaking proceeding by making following changes in table of assignments: Saginaw: delete channel 57—, add channel 25—; Midland, Mich.: delete channel 25—, add channel 57—. Received June 5.

\*WSIU-TV Carbondale, Ill.—Requests amendment of rules so as to allocate and reserve for noncommercial educational television use channel 14 at Alton and channel 16 at Newton, and at same time substitute channel 55 for channel 16 at Olney and channel 67 for channel 28 at Vandalia, all Illinois. Received June 4.



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## OUR RESPECTS to Leonard Firestone

### All selling is based on logic

It may well be an old wives' tale that everybody has a "hidden talent" of which he is unaware. But Len Firestone, vice president and general manager of the Four Star Distribution Corp., isn't so sure.

He was a young, struggling announcer in Pittsburgh in 1949 when he discovered that he had a penchant for selling. At that time he was intent on advancing his career as a disc jockey-announcer at WPGH Pittsburgh, and was eager to originate a program from a local restaurant.

"But the station's sales staff couldn't sell the restaurant management on the idea," Mr. Firestone recalls. "I decided to try myself. And I succeeded. The arrangement lasted for seven or eight months, and then I succeeded in persuading a local clothing store to originate my show."

Mr. Firestone decided that he had the sales touch. He quit his job at the station and headed for New York—and the "Big Time." Station jobs in 1950 were scarce for an inexperienced salesman, but persistence is one of Mr. Firestone's virtues. He landed a selling post with the Schep-Reiner Co., which handled promotional projects for radio stations, and his sales career was launched.

**Into Syndication** ■ After a year of seasoning, he left to become a part of the then fledgling TV film syndication business. Mr. Firestone joined Unity Television Co. in 1951 and began to acquire a background in the techniques of selling films to stations in an era when this practice was a flourishing enterprise. He rose to vice president in charge of sales at Unity in 1955 when the company was sold.

Mr. Firestone thereupon joined a company that was probably the kingpin of the syndication field in the 1950's, Ziv Television Programs, which later became Ziv-United Artists and now operates as United Artists Television. He rose rapidly in the Ziv organization, holding various sales executive posts, and was vice president in charge of sales for several years when he left last August to join Four Star Distribution Corp., the syndication arm of Four Star Television, which was then in the process of formation.

Despite his obvious success, Mr. Firestone regrets one phase of his life: he is sorry he abandoned his original plan to study law.

"Don't misunderstand me," he explains. "I love selling. But I feel that a legal background teaches logic and it is my contention that all selling is based on logic."

Even without exposure to Blackstone,

Mr. Firestone has developed into a serious-minded, clear-thinking individual who knows the shortcomings and problems of the TV film field today. But with the optimism characteristic of the skilled salesman, he is certain that syndication can surmount its ills.

**Early Days** ■ Leonard Firestone was born in Pittsburgh on Aug. 30, 1921, and attended local schools and Duquesne University in that city. He was graduated from the university in 1943 after completing the business administration course. His plan to study law was delayed (and later abandoned) because he was drafted into the Army.

Len Firestone served as an Army glider pilot in the Pacific. His interest in broadcasting was whetted during his Army days when he was asked to deliver newscasts at noon over the public address system.

When he was discharged in March 1946, Len decided to look for a job as a radio announcer. He obtained posts with several small stations in Pennsylvania for two years and in 1948 he landed an announcer's berth at WPGH.

His voice retains the vibrancy of an announcer, and his manner is warm and friendly but not intrusive. A former co-worker describes Len as "energetic and engaging with a keen knowledge of the film syndication business."

**The Sales Record** ■ Mr. Firestone is understandably proud of the sales record achieved by Four Star Distribution in the comparatively short time it has been in existence. He points out the company has chalked up almost \$4.5 million in sales since operations began late last summer on a group of off-network series, including *The Dick Powell Theatre*, *The Rifleman* and *Zane Grey*



Mr. Firestone

*Theater*. But he is not unaware that syndication is beset by problems.

He ticked off some of the problems: prices paid by some stations are "unreasonably low"; competition for time slots is rugged because of the use of network programs in what used to be considered station time; the large volume of off-network shows available, and the scarcity of regional advertisers.

"But we must remember one thing," Mr. Firestone stresses. "Some distributors have brought some of the problems on themselves by pricing their shows too low. You can't blame a station for buying cheaply when distributors make it so easy for it to do so."

There is little likelihood that the prime-time, first-run syndicated series will become available in quantity in the foreseeable future, according to Mr. Firestone. He added: "Until the large regional advertiser comes back into TV, you won't see many first-run series produced. They cost too much to be marketable today."

What it all boils down to, Mr. Firestone indicated, is that syndicators have to "work harder" at a sale and provide potential clients with added service and information. One sales aid instituted at Four Star Distribution, which Mr. Firestone considers particularly effective, is a rating history book on each of its series. This provides station representatives with a handy reference to the ratings scored by the series in selected markets during its network run in competition with other programs carried in the market.

**Selectivity** ■ "Agencies are becoming more and more selective about buying shows," he explained. "When a rep approaches a timebuyer and points out that a particular program did well on a particular station, he is supplying information that may help to make a sponsor buy."

When the FCC announced recently that network option time was going to be abolished, Mr. Firestone said, he felt originally that it would have no appreciable effect on station programming practices. But after talking to a sizeable number of station operators, he added, he learned that some are "going to take the intent of the FCC to heart and drop some network shows." He believes this will help the syndication field in the 1964-65 season.

Mr. Firestone married the former Carole Greenfield of New York in 1950 after an eight-week courtship. They live in North Woodmere, L. I., with their three children—Brian, 11, Jack, 8, and Patty Ann, 4½. For relaxation, he sails on Long Island's South Shore.

## The seething South

**T**O other parts of the country, the image of the South today is that of a region in social upheaval. The southern story that dominates newscasts and publications these days is one of racial demonstrations, of an old order reluctantly and slowly yielding to a new.

Yet there is another story that is of at least equal significance to anyone who does business with and in the South. That story is told in a Special Report in this issue.

A month-long look at the mid-South by an experienced BROADCASTING editor produced minimum evidence that the region, as a market, has been seriously affected by the racial incidents that have taken place. There have been localized disruptions, of course. Boycotts by Negroes and whites have temporarily hurt individual stores. Downtown business centers have lost business, generally to suburban competitors, but that phenomenon is not peculiar to the South.

It would be a serious injustice to the South and a tactical error by marketers who sell there to assume that the social agitation has had lasting influence on the business underpinnings of the region.

For businessmen, the mid-South deserves a calm, detailed study at a moment when local demonstrations provide the subject for exciting news accounts and when some of the area's political figures are directing attention away from the basic economic progress that is taking place.

## How to hang separately

**T**HE general board of the National Council of Churches, which represents some 30 Protestant and Eastern Orthodox denominations, has thrown its powerful support behind the campaign to impose tighter government controls on television and radio.

On June 8 the board adopted a resolution urging that the FCC continue to hold local hearings to examine the performance of stations, that the FCC intensify its drive to force an increase in local programming, that the FCC be given the power to regulate networks, that advertisers and their agencies be divorced from control of program content, that the FCC adopt the commercial time limitations of the National Association of Broadcasters' radio and television codes, that the FCC and other government agencies "control the integrity of advertising" and that the Congress prohibit its members who have interests in broadcast properties or common carriers from sitting on committees that set communications policies.

The board also set a general objective for the government to shoot at. "Television and radio programs," said the board, "should not be judged solely, or even primarily, on the basis of audience size or cost per thousand viewers or listeners. Rather, evaluation should be made on such criteria as integrity in reporting, aesthetic standards, and value for a particular audience."

In these recommendations are contained all the elements that are needed for complete government control over radio and television programming. Let the government adopt the whole package, and it will have deprived broadcasting of the rights guaranteed by the First Amendment.

We wonder if the general board of the National Council of Churches realized the implications of the resolution it passed. The same First Amendment that guarantees the freedom of broadcasting also guarantees the freedom of religious worship in the United States.

To religious leaders who have not read it lately, a re-examination of the First Amendment might be enlightening at this time. "Congress," the amendment says, "shall make

no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press. . . ."

Let churchmen begin chiseling away at those phrases of the First Amendment that pertain to others, and they may find they are also weakening the parts of it that pertain to themselves.

## So czary

**I**N a farewell letter to the President, Newton Minow has proposed a reorganization of the FCC that he headed until June 1. Mr. Minow has suggested the elimination of the seven commissionerships and the creation of a single administrative head and an administrative court. It is a plan that would undoubtedly tidy up the FCC machinery. It would also establish a dictatorship over radio and television.

As long as FCC policy is set by seven commissioners who have votes of equal value, some degree of moderation is assured. If policy could be set and regulations enforced by action of one administrator, the invitation for czaristic extremes would be irresistible. Congress has rejected in the past proposals to create a czardom of the FCC. It will reject this one, if the President submits it.

## Second chance

**A** NEW opportunity to knock out the discriminatory filing fee plan of the FCC is provided by Representative Walter E. Rogers (D-Tex.), chairman of the House Communications and Power Subcommittee. His bill (HR 6697) would prohibit the FCC from charging fees unless it is specifically authorized to do so by an act of Congress. The FCC, after fiddling with license fees for years, last month adopted a modified "filing fee" schedule effective next January 1.

There was only token resistance to the filing fees. Broadcasters should have gone all-out in opposition because it constitutes another manifestation of government interference with the business of broadcasting. Broadcasters are taxpayers and their taxes help defray the expenses of government. While the fees proposed are nominal now (\$50 for AM-FM new station applications; \$100 for TV) there is nothing to prevent the FCC from doubling or quadrupling them once the principle becomes entrenched.

We hope the Rogers bill gets the broadcaster support it deserves. With a January 1 effective date this second chance becomes the last chance.



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As an authority on charm and beauty, an actress, a writer and a successful business woman, Miss Wells has been called upon as a lecturer and consultant by organizations from New York to California.

A compelling and vibrant personality, Miss Wells speaks on a myriad of subjects with a quiet authority that invites attention – and gains faithful viewers.

Whether it be inspirational, factual, advisory or just plain common sense, "Betty Wells Chats" is the only show of its type in the Northwest, a show that steadily builds a loyal and interested audience.

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A practicing physician in the fields of internal and occupational medicine for more than 16 years, the personable and articulate Dr. Fox has made the show an immediate success.

DOCTOR'S HOUSE CALL is approved by the Minnesota Medical Association. The radio version of the show is currently being broadcast on more than 100 stations (KSTP Radio is one of them) including Australia, New Zealand, Hong Kong and Canada. It is approved by the American Medical Association.

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