



# BROADCASTING

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ND RADIO

NEWSPAPER

APRIL 1, 1963

Agencies can't find common ground for stand on ratings hearing ..... 27

NAB delegates facing critical issues as Chicago convention opens ..... 98

RAB's Bunker pulls no punches in attack on television ..... 38

Viewers are watching television more and enjoying it better ..... 48

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**THE EMBLEM  
SEEN MOST  
ON NORTHWEST  
TV SETS!**



**INTEGRITY  
RESPONSIBILITY  
RELIABILITY  
\*ACCEPTANCE**

\*WCCO Television has led in average quarter-hour total area homes in virtually every Nielsen Report (58 out of 60), covering the 7½ years that Nielsen has measured the market.

"THE DIFFERENCE BETWEEN GOOD AND GREAT IN MINNEAPOLIS  ST. PAUL TELEVISION"

## HOUSTON AT NIGHT

The city where the Arts keep pace with the burgeoning economy. The classic contemporary beauty of the Jesse H. Jones Hall for the Performing Arts, a gift to the city from Houston Endowment, Inc., now rises in the Civic Center.

*Houston at night* watches **KTRK-TV**.



see what's growing on KTVI



**St. Louis** has been looking around and changing TV habits. January ARB Metro shares compared with November document that change toward KTVI. Mornings are up 57 percent; afternoons are up 20 percent; late evenings are

up 13 percent.\* Programs that earned their new share include **GIRL TALK**, **DIVORCE COURT** and **STEVE ALLEN**. Now is the key time to take a fresh look at St. Louis for your client's future plans; see what's growing on KTVI!

\* 9:00 AM-12 NN, M-F  
12:00 NN-6:00 PM, M-F  
10:00 PM-12 MD, M-S

**KTVI**

abc

**2**

ST. LOUIS

HR

Television, Inc.

# Dollar values..and returns

The returns on your ad dollar are reflected by the homes delivered and by cost per thousand. Month after month and year after year you can depend on KRLD-TV to deliver more homes, greater audiences, and higher ratings at the lowest cost per thousand, giving you a greater return for your investment. . . . And, your product will be seen on the number one outlet in the nation's 12th television market — KRLD-TV.

If you want your ad dollar to do its best for you, place it in a Channel 4 schedule. See your ADVERTISING TIME SALES representative.



## KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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

## Texas revolt

Signs of incipient rebellion against NAB were reported last week—on eve of annual convention in Chicago. Movement, headed by Texas broadcasters dissatisfied with NAB President LeRoy Collins' stewardship, looks toward creation of new trade group with state associations as nucleus and with Washington headquarters. Texas Assn. of Broadcasters' president, Jack Roth (president-general manager, KONO San Antonio), is spearheading movement and, with authority of TAB board, this week will circularize all state association presidents urging approval by their memberships.

*Broadcasters opposing move take position that if NAB isn't doing job, it's up to membership through its board of directors to do something about it. Number of broadcasters opposed extension of contract of Governor Collins until 1966. At conference of state association presidents last Feb. 26-27, some dissatisfaction was manifested over NAB leadership and its implied unwillingness to resist regulatory inroads by FCC.*

## Rumble over ratings

High network officials are beginning to get jittery as House subcommittee investigating ratings services turns up more and more bugs in audience research. There have already been what-to-do-about-it meetings involving network brass and officials of some rating companies (not Nielsen), and dozen executives of networks, agencies and production companies were scheduled to meet in secret on subject Saturday, March 30, at country club near New York. Melvin Goldberg, NAB vice president for research, has been in on some meetings.

*Meanwhile, there is strong sentiment for conference sponsored by House Subcommittee on Investigations looking toward voluntary plan for correcting deficiencies in audience measurement methodology. There is precedent for such round-table: Similar sessions were held by Chairman Oren Harris' subcommittee following investigations of FCC several years ago. Chairman reportedly is considering such intermediate step short of seeking legislation although practically every committee member has said in hearing that new laws are needed.*

## RAB's big plans

There's apt to be news of major consequence for advertisers and agencies out of Radio Advertising Bureau's session Tuesday at NAB convention. In addition to probable offer to under-

# CLOSED CIRCUIT

write ratings methodology study (see page 38), RAB is expected to disclose plan to provide, in collaboration with Station Representatives Assn., dollar figures on radio spending of national advertisers—possibly by market as well as by brand. Plan will be explored in detail at follow-up meeting SRA is holding for broadcasters on Wednesday, with leaders including Ed Codel of Katz, SRA president; Ed Bunker, RAB president; Larry Webb, SRA managing director, and major agency executives.

## Why door stayed shut

Failure of House Rules Committee last month to vote on proposal that public hearings be opened to broadcast coverage has been blamed on "mushy" situation in committee and genuine fears of congressmen that serious abuses of privilege could follow access. Hard-core opponents shoved proposal in cooler, taking advantage of "foggy position" of proponents, and fence straddlers, access friend said last week.

*One lawmaker says his colleagues genuinely fear that broadcasters may be unfair in presentation of hearings excerpts (distortion, statements out of context, etc.) and that publicity seeking demagogues may hog spotlight, as some think already has happened in past on other side of Capitol Hill. Hope for access go-ahead is in providing convincing evidence of broadcaster fairness in news handling and some persuasive safeguard to block demagogues, congressman says.*

## Everybody's in act

Emil Mogul, president of Mogul, Williams & Saylor agency, New York, is reportedly formulating plan for "unified" broadcast rating system that he may disclose this week. Mr. Mogul is known to be dissatisfied with present ratings service methods and practices. He's upset by inconsistencies in audience measurement data and sees widely varying techniques employed by different services as unnecessary and as factors to current confusion.

## Market movement

With thawing of fm freeze on horizon and hopes for am thaw later, equipment makers expect quickened competitive pace this week in exhibit halls at NAB Chicago convention as industry buying mood revives. Collins Radio Co. today (Monday) will break news it is extending warranties on all products it manufactures from usual one-year term to two years.

Collins Wednesday will fly members of FCC to home plant at Cedar Rapids for fm symposium, plant tours.

## ARB's answer

Look for across-the-board "dramatic" increase in sample size for all American Research Bureau tv rating surveys in near future. Officials of ARB met on planned changes at Beltsville, Md., headquarters last Friday (March 29). ARB also plans extensive research into accuracy of its diary information and methodology. Firm is checking with clients and advertisers for acceptance before it makes definite plans.

## Hizzoner Grant

It hasn't been announced, but William Grant, who has resigned as president and board chairman of KOA-AM-FM-TV Denver, plans to run for mayor of Denver. It's understood he decided it would be best to disassociate himself from management of properties, but he retains his minority interest (5.9%) in stations, in which Bob Hope is principal stockholder. Mr. Grant is a Democrat.

## Program report

Proposed program reporting form is due for another go-round at FCC commissioner level soon. Commissioner Frederick W. Ford, chairman of special committee working on it, has distributed his version of what form should be to other members of committee, FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley. They will discuss it after their return from NAB convention and, if agreement can be reached, will submit it for full commission consideration.

*One of main points of controversy will be perennial one of composite week. Commissioner Ford's proposal omits it, except for reporting commercial material. Commissioner Kenneth Cox believes it should be retained. He argued this position vigorously as chief of Broadcast Bureau.*

## 'Post' mortem

*Saturday Evening Post*, which lately has been specializing in sensationalism and is now embroiled in nationwide controversy over recent article alleging collusion among football coaches in Southeastern Conference, is planning major story on ratings hearing now underway in Congress. Two *Post* writers, Bard Linderman and Alan Patureau, have covered past two weeks of hearing and have been interviewing principals involved.



**FAVORITE THROUGHOUT MARYLAND** THE MARYLAND SHOW, BALTIMORE MUSEUM OF ART

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



# WEEK-IN BRIEF

Agencies shook by rating inquiry, but at character of the probe, not at disclosures. Majority feels shortcomings are known to users. Plans underway to set up methodology study and possibly spot check service. See . . .

## AGENCIES EYEING RATING QUIZ . . . 27

Creditability of Nielsen results are questioned by congressional probers. Louisville sampling is a special target. Committee lifts eyebrows at Audimeter reliability and "weighting" practices. See . . .

## NIELSEN IS NO. 1 TARGET . . . 30

RAB lets loose with heavy attack on tv. For first time senior medium tackles its bigger brother on grounds that radio reaches better heeled audiences for longer periods of time and that tv's reach isn't uniform. See . . .

## RADIO BETTER THAN TV? . . . 38

Tv viewers appear satisfied with what they see on home screens; not as "restless" as they were few years ago. Depth study indicates that tv is on right track now and just needs continued improvement. See . . .

## MORE LIKE TV BETTER . . . 48

Fees for service is FCC goal. Majority orders staff to draft order levying charges for applicants—\$100 for tv and \$50 for radio. Income will be \$5 million it is believed. Effective date is 1964. See . . .

## FCC MOVES TOWARD FEES . . . 64

New Emergency Broadcast System plan roughed in. Ultimate objective is continued normal broadcasting by all stations. Fm and tv position in doubt as FCC awaits military requirements for vhf frequencies. See . . .

## CONELRAD'S SUCCESSOR? . . . 82

FCC reverses its field on commercial time limitations. Commission orders proposed rule-making on how time limits should be applied. Commissioner Cox is swing man in major regulatory move. See . . .

## CEILING ON COMMERCIALS . . . 84

Exploding world of space research is throwing off many advances for commercial use and one of the first may very well be miniaturization of tv cameras. First models already on hand and better to come. See . . .

## MIDGET TV CAMERAS ABORNING . . . 88

Government regulations, three of them proposed in last few days, gives broadcasters something to talk about at NAB convention. Commercial time limits, fees and programming heat up Chicago meeting. See . . .

## TOUGH REGULATIONS IS THEME . . . 98

Fm broadcasters choose Schulke to be first paid president. Magnavox advertising-sales promotion manager has long history in radio-tv with agencies, tv station and studios. Will be in Chicago. See . . .

## SCHULKE HEADS FM GROUP . . . 106

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## BROADCASTING

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Metro Radio  
Sales Represented  
Stations +58%†



## BIG CHANGE IN RADIO SALES

Top 500  
Stations  
+10-15%\*



Total  
Industry  
+4%\*



NATIONAL RADIO SPOT BILLING ESTIMATES FOR 1963

ACTUAL FOR 1ST QUARTER

Stack up our performance in the first quarter against industry estimates for the entire year. You'll see who's already making the big change in spot radio billings. We maintain a highly skilled selling organization representing a select list of major properties in major markets. We are currently representing WNEW New York, WIP Philadelphia, WHK Cleveland, WCBM Baltimore, KMBC Kansas City, and will represent no more than 12 select radio stations.

# Metro Radio Sales

H.D. "BUD" NEUWIRTH, V.P. AND DIRECTOR - OFFICES: NEW YORK, CHICAGO,  
PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO



## JUST IN TIME FOR NAB IN CHICAGO

### 'Side' expenses to convention will be deductible

Broadcasters at NAB convention in Chicago needn't worry about going out on the town. It'll be deductible.

This is latest word from U. S. Tax Commissioner Mortimer M. Caplin who issued proposed regulations on travel and entertainment Saturday (March 30). Mr. Caplin said public hearings on rules will take place in five or six weeks.

When "entertainment" follows *bona fide* business sessions at convention, expenses will be allowed, proposals state. Other tax deductible expenses in suggested rules:

- Hospitality suites at conventions.
- Wives' attendance at conventions if there is business reason for their presence.
- Meals if "conducive to business."
- Country clubs, yachts, etc., if used primarily for business. Otherwise ex-

penses must be pro-rated.

▪ Vacations combined with business trips, if they don't account for 25% or more of time away from home.

Expenses for goodwill won't be deductible, new rules indicate, unless business result can be shown in "determinable" future.

Gist of suggested rules, which involve what is and is not deductible in travel and entertainment field, is deductions will be okayed if "directly related to active conduct" of business.

Regulations, when finally issued, will be retroactive to last Jan. 1, although revenue agents have been told to be sympathetic with expenses incurred before standards are issued.

Record-keeping requirements were issued by Internal Revenue Service late in December (BROADCASTING, Dec. 31, 1962).

### Emerson anticipates 25% sales increase in '63

Emerson is stepping up production of its tv sets more than 50% this year over 1962, and company predicted sales in 1963 for all products should be up at least 25%.

Emerson said, in statement to distributors released today (April 1), that its hot seller is 16-inch lightweight portable tv for which firm is still working against back orders. Also noted: uhf-vhf channel sets are selling "at much faster pace than anticipated" and category now represents 25% of firm's overall business.

### 'CBS Reports' sponsors drop Wednesday segment

Withdrawal of three sponsors from this Wednesday's *CBS Reports* (7:30-9 p.m.) on use of insecticides attributed Friday to "incompatibility of product with subject, rather than the fact that the show is controversial."

Spokesman for Lehn & Fink Products, one of three withdrawing sponsors, explained "CBS actually suggested we transfer our time from this particular show to another *CBS Reports*, and we agreed." Lehn & Fink's Lysol disinfectant spray was product to be aired and, spokesman said, "it wasn't exactly the type of product to be advertised on a show about insecticides."

Other two companies — Standard Brands Inc. and Ralston Purina Co.—

are food producers. Spokesman for Standard said CBS pointed up potential situation and while company didn't object to show's controversial content, it did feel show was unsuit for particular product advertised.

Show explores charges of Rachel Carson, in her book, *The Silent Spring*, that unrestricted use of insecticides is endangering mankind, as well as wildlife. Two of five sponsors will remain for broadcast—Kiwi Polish Co. and Brillo Mfg. Co.

### 'Censorship' protested in Mississippi incident

CBS News has protested what it called "most flagrant kind of censorship," in regard to treatment of CBS representative covering Negro voter registration demonstration in Greenwood, Miss.

In telegrams made available Friday, sent to Greenwood Mayor Charles E. Sampson and Police Commissioner B. A. Hammond, network contended: "After Richard Perez, cameraman on assignment by CBS News, had photographed demonstration of Negroes seeking to fill out applications to vote, he was taken into custody and compelled to surrender his film in Greenwood Police Station where it was exposed and rendered useless."

Telegram, signed by Blair Clark, vice president-general manager of CBS News, stated that CBS News wishes to protest action "in strongest possible

terms," and concluded: "We ask that CBS News representatives in Greenwood be allowed freedom to pursue their legitimate efforts for collection of news for radio and television."

### New bureau proposed by NL&B for ratings

Formation of new organization to do for tv-radio what Audit Bureau of Circulations does for print media was proposed Friday by Needham, Louis & Brorby, Chicago. Agency suggested Bureau of Audited Broadcast Measurement be formed with membership of BABM board to be taken from NAB, Assn. of National Advertisers, American Assn. of Advertising Agencies (four directors each), plus two directors each from broadcast, advertiser and agency fields who do not belong to industry associations.

Blair Vedder, vice president-media director of NL&B, explained basic function of board would be to develop standards for conducting all forms of tv-radio measurement. "This will require great deal of experimenting with present methods and exploring new ones," he said, which could be done through Advertising Research Foundation.

Once standards are developed and published for all methods of audience measurement, Mr. Vedder said, "the independent research services would be asked to follow BABM standards for the method they employ. More important, BABM would arrange for periodic audits of data from any company which claims its work has been conducted according to BABM standards." BABM research would have to be supported financially through dues system shared by broadcasters, agencies and advertisers, he said.

Formation of such organization already has received favorable reaction among advertising leaders, NL&B said, citing Robert Davis, Kraft Foods; James Fish, General Mills; Charles B. Foote, State Farm Insurance; Douglas Smith, S. C. Johnson & Sons, and A. G. Waack, Household Finance Corp.

### NBC-TV signs Disney for two more seasons

Walt Disney and NBC-TV have renewed agreement for Disney tv showings on network for at least two more seasons, Disney Productions continuing to produce 50 weekly color broadcasts each year (half new and remainder selected from Disney library). Sunday show (7:30-8:30 p.m.) started on NBC-TV on Sept. 24, 1961.

## WEEK'S HEADLINERS

**Oliver Treyz**, vp and worldwide sales manager of Warner Bros. tv division since March 1962, appointed vp of Revlon Inc., effective April 8 (CLOSED CIRCUIT, March 25). Mr. Treyz's assignment in-



Mr. Treyz

cludes special marketing projects at Revlon and consultant work for advertising and marketing division of Schick Inc., of which Revlon has substantial interest. Appointment of Mr. Treyz, whose previous posts included executive in charge of ABC-TV starting in 1956, president of Television Bureau of Advertising beginning in 1954, sales promotion at ABC and research director of Sullivan, Stauffer, Colwell & Bayles, is seen as being connected with Schick's plans for immediate expansion in electric and safety razor business to encompass line of men's toiletries and related male products.

**John T. Murphy**, executive vp of Crosley Broadcasting Corp., elected president, succeeding late **Robert E. Dunville** (BROADCASTING, March 4). He will continue as member of board and of executive committee. Mr. Murphy entered radio in 1930 as NBC page in New York and spent 18 years with network ending up in sales and

tv station relations. He joined Crosley's WLWD (TV) Dayton in 1949 as manager, was elected vp in charge of tv in 1951, and last September was made executive vp of Crosley group (WLW and WLWT [TV] Cincinnati, WLWD [TV] Dayton, and WLWC [TV] Columbus, all Ohio, and WLWI [TV] Indianapolis, Ind.).

**Fred Silverman** appointed director of daytime programs for CBS-TV. Mr. Silverman, former staff producer-writer assistant to program manager and director of program development for WGN-TV Chicago, was most recently with WPIX (TV) New York as supervisor of live programming and general program assistant to executive vp. In effect, Mr. Silverman assumes duties handled by Oscar Katz, prior to executive shuffle at network two weeks ago (BROADCASTING, March 18) in which Mr. Katz was promoted to vp for program administration.



Mr. Silverman

**James A. Schulke**, advertising-sales promotion manager of The Magnavox Co., elected president-chief executive officer of National Assn. of Fm Broadcasters (see story, page 106), with head-

quarters in New York City. Appointment of Mr. Schulke as first fulltime paid NAFMB president (CLOSED CIRCUIT, March 25) was ratified Friday (March 29) at association's board meeting in Chicago.

**Thomas M. DeHuff**, vp and director of tv commercial production at Cunningham & Walsh, New York, joins The Zakin Co., New York advertising agency, as partner. In his new post, Mr. DeHuff



Mr. DeHuff

will be responsible for account management and supervision of broadcast activities. Prior to joining C&W in 1952, he was with William H. Weintraub agency (now Norman, Craig & Kummel) where for two years he was director of live tv production. Earlier, Mr. DeHuff served as program director of ABC Radio and staff director for ABC-TV.

**Delbert L. Mills**, operating vp of RCA Sales Corp., elected vice chairman, newly created post. At same time, **Raymond W. Saxon**, vp for marketing, elected president of company. Position of president was previously held by **W. Walter Watts**, who is also chairman of board.

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

### Look overseas, AFA told, for advertising growth

"There's plenty of business overseas for the advertising business" and it will grow quickly in years ahead, Draper Daniels, national export expansion coordinator, told Sixth District of Advertising Federation of America in Chicago Friday. He said advertising and marketing are "the trump cards that American business hold as it plays for a major share of the greatest market ever known, the market of the Western world."

Jack Baxter, senior vice president in charge of creative services, Post-Keyes-Gardner, Chicago, told AFA competition for consumer attention in advertising is so great today no brand can afford to copycat other campaigns. He claimed evidence shows copycat ad theme actually helps sell original competitor rather than second brand in mind of public.

AFA Sixth District elected John F. Bonsib, Bonsib Adv., Fort Wayne, Ind.,

as president, succeeding Frank M. Baker, Grant, Schwenck & Baker, Chicago. New secretary of Lee Wilson, executive secretary of Detroit Adcraft Club; re-elected treasurer, Harold Cothrell, Fort Wayne National Bank.

### Humble spots in 150 markets

Humble Oil & Refining Co., Houston, will begin on May 10 spot tv campaign on 13 weekends in approximately 150 markets. It will use minute announcements in daytime slots to reach adults. Agency: McCann-Erickson, New York.

### ABC Radio makes changes in daily news lineup

Two changes in ABC Radio's daily news lineup go into effect today (April 1), and new weekly commentary program begins next Sunday (April 7).

Today, Ron Cochran takes over 2:55-3 p.m. news spot from Hank Weaver, who moves into 3:55-4 p.m. period. Mr. Weaver replaces Quincy

Howe, who will begin Sunday commentary (7:30-7:45 p.m.) reviewing European newspaper views. Show replaces commentary program by Virgil Pinkley.

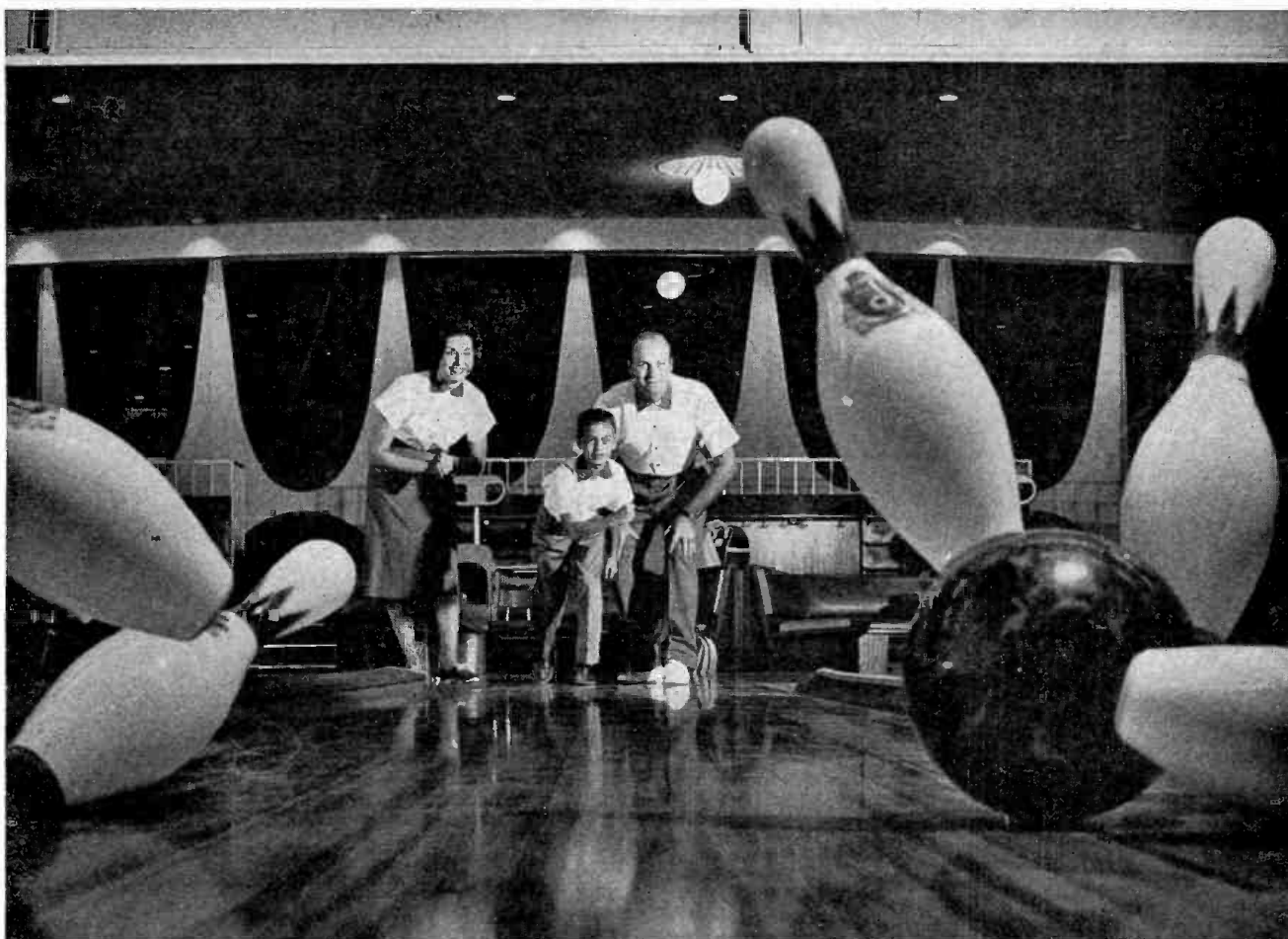
### NBC-TV signs sponsors for weekend baseball

American Chicle Co., through Ted Bates & Co., New York, and International Harvester Co., through Aubrey, Finlay, Marley & Hudgson, Chicago, have purchased national participations on NBC-TV's *Major League Baseball*. New regional sponsors on weekend baseball series are Lucky Lager Beer, through McCann-Erickson, New York, and A. H. Folger Co., through Fletcher Richards, Calkins & Holden, that city.

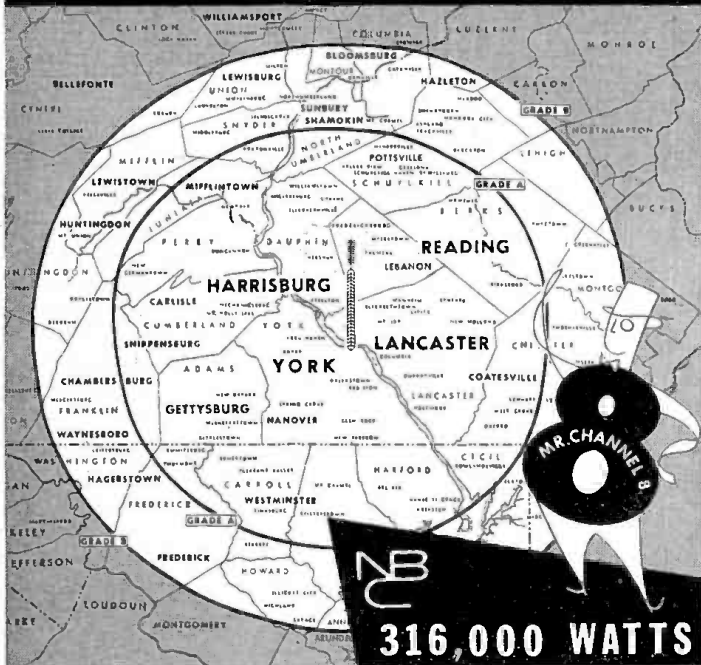
### 'Untouchables' syndicated

After four seasons on ABC-TV *The Untouchables* is being released for national syndication. Desilu Sales, headed by Richard Dinsmore, will handle distribution of 116 hour segments of series.

you always WIN when you use **WGAL-TV**



**MULTI-CITY TV MARKET**

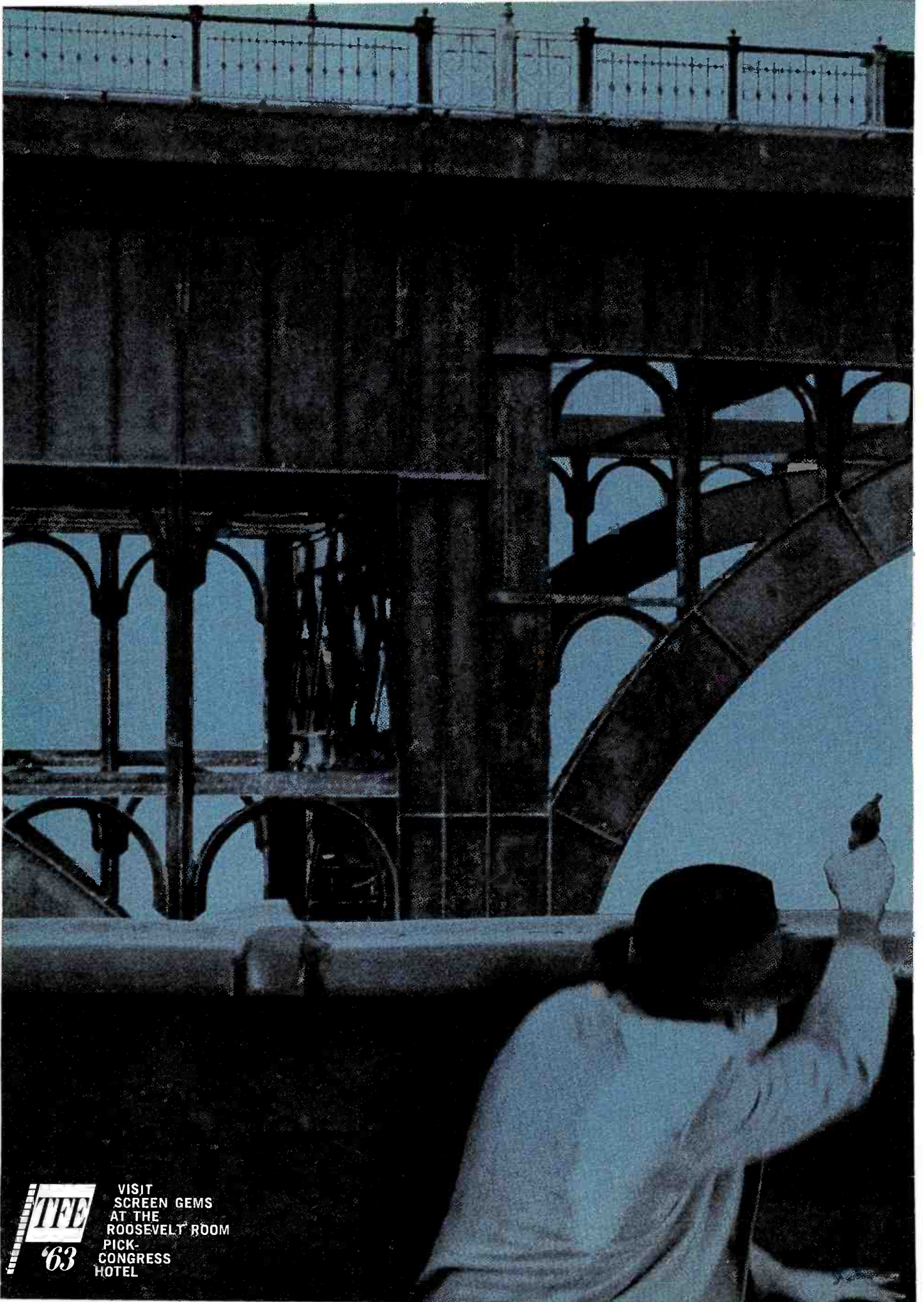


Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequalled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

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

STEINMAN STATION • Clair McCollough, Pres.

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



VISIT  
SCREEN GEMS  
AT THE  
ROOSEVELT ROOM  
PICK-  
CONGRESS  
HOTEL



**ONE OF TV'S MOST ACCLAIMED ACTION SERIES**

**'NAKED CITY'**

**99 HOURS AND 39 HALF-HOURS NOW AVAILABLE  
FOR FALL TELECASTING**

New York City, the most exciting metropolis in the world, is the setting for this unique police-action series that captivated television viewers from coast-to-coast for four years on the ABC-TV network!

This is Screen Gems' first hour-long series to come off the networks, to be made available for syndication... and it's the one for which local stations have been waiting.

"NAKED CITY" is one of the most talked-about, most-acclaimed action series ever made, consistently delivering top audiences for leading national advertisers. The superb production...the first-rate dramatic writing...the big-name guest stars, can now be yours in your market on your station! Don't delay, see your Screen Gems representative...or see us at the TFE-'63, Pick-Congress Hotel.



**STARRING  
PAUL BURKE**



**CO-STARRING  
HORACE McMAHON**

**SCREEN GEMS, INC.**



# FOR GUTS!

If this medal is ever issued, it will go to WHLI to take its place among the hundreds of awards and citations given to WHLI over the years.

WHLI believes its responsibility is active participation in the affairs of the area it serves. WHLI assumes — and broadcasts — its stand on local and other controversial issues.

Nor does WHLI's responsibility to its Nassau-Suffolk area end with editorials. WHLI runs 19 regularly scheduled  $\frac{1}{4}$  and  $\frac{1}{2}$  hour Public Service Programs *every week!*

Sure we get citations, plaques and medals because WHLI has *earned* its reputation as "the Voice of Long Island."

**WHLI** 10,000 WATTS  
AM 1100  
FM 98.3  
Hempstead  
Long Island, N. Y.  
*the voice of  
Long Island*

PAUL GODOFSKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales  
REPRESENTED by Gil-Perna

## DATEBOOK

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

\*Indicates first or revised listing

### APRIL

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

\*April 1—Annual stockholders meeting, Wometco Enterprises Inc. 400 North Miami Ave., Miami, Fla.

April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and enactment of special press rates for wire services.

April 1—Deadline for comments on FCC proposed rulemaking to reserve ch. 39 in Allentown for etv use, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for etv use.

April 1—Deadline for comments on FCC proposed rulemaking to add ch. 18 to Gaithersburg, Md.

April 1—Eighth annual membership breakfast meeting of Tv Stations Inc., Mayfair Room, Sheraton-Blackstone Hotel, Chicago. Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International, will be guest of honor and principal speaker. Other speakers will be W. D. (Dub) Rogers, Tv Inc.'s chairman, who will also preside, and the organization's president, Herb Jacobs.

\*April 1-3—American Management Assn. briefing session on international defense and space marketing, Hotel Shoreham, Washington, D. C.

\*April 2—Chicago chapter of American Women in Radio and Television, Havana Room, Sheraton-Blackstone, cocktails 5:30 p.m. and dinner 6 p.m. Talk on "The FCC From Both Sides of the Fence" by William Ray, chief of FCC Complaints and Compliances, and former manager of news and special events for NBC central division.

April 2—Premium Advertising Conference, conducted by Premium Advertising Assn. of America, McCormick Place, Chicago.

\*April 2—Los Angeles chapter of National Academy of Recording Arts & Sciences (NARAS) panel discussion, Capitol's Studio A. Topic will be "Over production in the Record Business—What's the Answer?"

\*April 4—Annual stockholders meeting, Crowell-Collier Publishing Co., Chemical Bank New York Trust Co., New York.

April 4-5—Assn. of National Advertisers annual West Coast meeting, Biltmore Hotel, Santa Barbara, Calif. Speakers: Alan Stoneman, Purex Corp.; Fairfax Cone, Foote, Cone & Belding; Gilbert H. Well, ANA general counsel; John B. Hunter Jr., B. F. Goodrich Co.; E. J. Beam, Hughes Aircraft; Ralph Carson, Carson/Roberts Adv.; Courtenay Moon, Grey Adv.; Harry F. Schroeter, National Biscuit Co.; Don Connell, Market Research Corp.; Peter Langhoff, Young & Rubicam, and Donald Kanter, Tatham-Laird.

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

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

\*April 8—Effective date of FCC rule permitting automatic logging, requiring station to keep maintenance log and have transmitting equipment inspected daily by first-class engineer.

\*April 9—Annual stockholders meeting, Storer Broadcasting Co., Miami Beach, Fla.

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

April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin

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

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

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

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

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

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

April 18-20—Twentieth annual Alpha Epsilon Rho convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.

April 18-21—Annual spring convention of Mississippi Broadcasters Assn., Broadwater Beach Hotel, Biloxi. Golf tournament on 18th. First business session at 1 p.m. on the 19th.

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

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

April 20—Seventh annual convention of the UPI Broadcasters Assn. of Connecticut, Yankee Silversmith Inn, Wallingford, Conn.

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

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

\*April 20—Indiana AP Radio-Tv Assn. at Indianapolis.

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

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

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

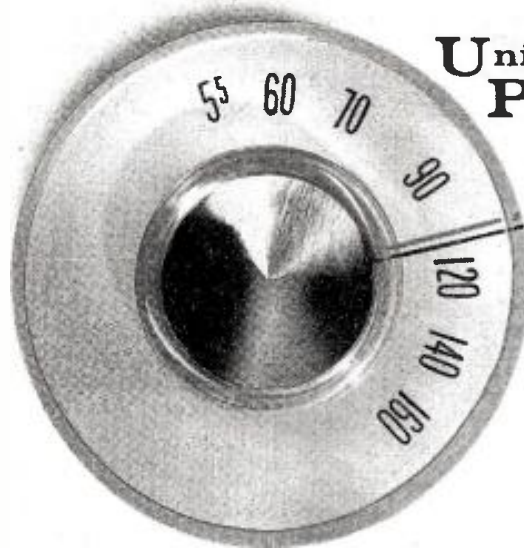
\*April 25—Federal Communications Bar Assn. luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier; George S. Turner, Field Engineering & Monitoring; and Curtis B. Plummer, executive director. Willard Hotel,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

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

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



Looking or listening, you're tuned to UPI. More radio and television stations use UPI than any other news agency. Only UPI provides everything for news on the air: newswire, newspaper pictures, newsfilm . . . and Univoice, UPI's audio news service. UPI is foremost because it offers most in news coverage for broadcasters.



United  
Press  
International



**WNBC-TV** devotes over one-third of its schedule to information, education, culture. More than programmed by any other New York commercial television station. More hours of hard news, too. That's why WNBC-TV is known as "New York's community-minded station."

Each week, more than 90% of New York's metropolitan area families spend over 11 hours with WNBC-TV's diversified entertainment and information schedule. And the unique, community-service programs reach sizable audiences, too. More New Yorkers tune to *Recital*

*Hall* in a typical month than will attend concerts at Philharmonic Hall in Lincoln Center in a year. WNBC-TV's *Dialogue*, *Open Mind*, *Direct Line*, and *Youth Forum* each attracts more New Yorkers than subscribe to the Saturday Review. (*Youth Forum* alone has won 23 awards for excellence and community service.) Together, these five programs form the basis for a new sponsorship plan called Pathways—to help advertisers concentrate impact on New York's most thoughtful audiences. (Detailed brochures available on request.



**as much a part of New York as its subways**



Current sponsors are P. Lorillard Company, Bowery Savings Bank, and Socony Mobil Oil Company, Inc.)

WNBC-TV – serving the metropolitan area of New York, New Jersey, and Connecticut—creates programs that viewers talk about, think about, care about. That's why New Yorkers rely on WNBC-TV. It links them to local issues and events—much as the subway system links them to many points in the metropolitan area. This kind of community-station bond is distinctive to the programming of all NBC Owned Stations.



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

NBC Owned. Represented  
by NBC Spot Sales.



*A special November election-night survey by Western Union proved again the power of KCBS. 1000 phone calls, at random in 6 counties, placed KCBS first by far, with a 15% share. Listeners in search of fact put the next three stations (independents) 10% to 15% behind KCBS. The second-ranking network placed 5th in the survey. Surprising? Not when you consider the regular format of KCBS. Foreground programming -- including thorough, professional news reporting, analysis and discussion -- has made KCBS the air of authority in the San Francisco Bay Area. Affluent listeners give it their full attention. The result is better-than-ever action for advertisers.*

*Get your share on*

**RADIO / KCBS**

A CBS OWNED STATION

REPRESENTED BY CBS RADIO SPOT SALES

## OPEN MIKE ®

### Relayed it to Kellogg

EDITOR: I have already put the Jan. 28 article ("A big new sound blows out of Nashville") to two important uses: (1) a presentation on the importance of radio to the top management of the Kellogg company and (2) as background information for a recommendation to use the *Grand Ole Opry*.

I have been to Nashville twice since the article appeared and as far as I am able to determine, the research that went into the article is extremely accurate. It was well done and interesting reading regarding a phenomenon in the entertainment world.—*Dan Scully, account executive and brand supervisor, Leo Burnett Co., Chicago.*

EDITOR: I find your article on country music of more than passing interest, and am placing it in our Business Development Office as a permanent record. It is very interesting, mighty well done and . . . deserves wide reception.—*Finis L. Nelson, executive vice president, First American National Bank, Nashville.*

### Echoes in the valley

EDITOR: It's about time a responsible publication told the real story of West Virginia [SPECIAL REPORT: Ohio Valley, March 18]. Leave it to BROADCASTING to do a first-rate job. With your permission for reprinting, we will make good use of your splendid article in connection with our efforts for WSAZ-AM-TV.—*Ken Klein, The Katz Agency, New York.*

(Editor's note—permission granted.)

EDITOR: Tremendous strides have been made in the past two years in all areas of West Virginia's economy, and it is good to see that many of these accomplishments are noted in your March 18 SPECIAL REPORT . . . There is a growing awareness of West Virginia's potential and this recognition is gradually becoming more and more widespread.—*Charles Brandt, West Virginia News Bureau in New York, J. M. Mathes Inc., New York.*

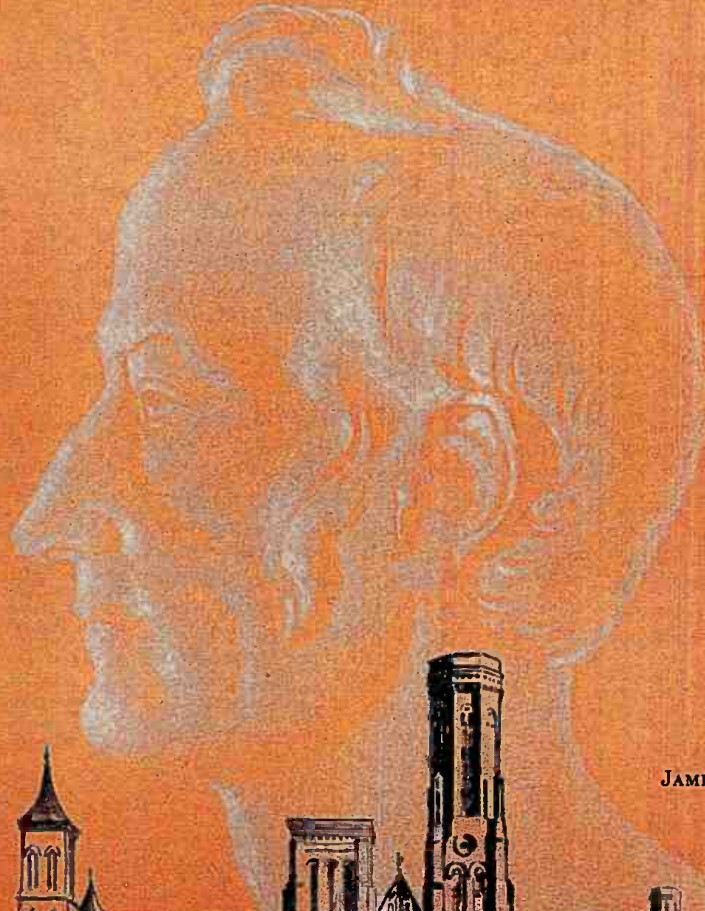
EDITOR: You have covered one of our major industrial areas in a very convincing fashion.—*A. B. Brown, president, Southern Indiana Gas & Electric Co., Evansville, Ind.*

### Revives Hurleigh suggestion

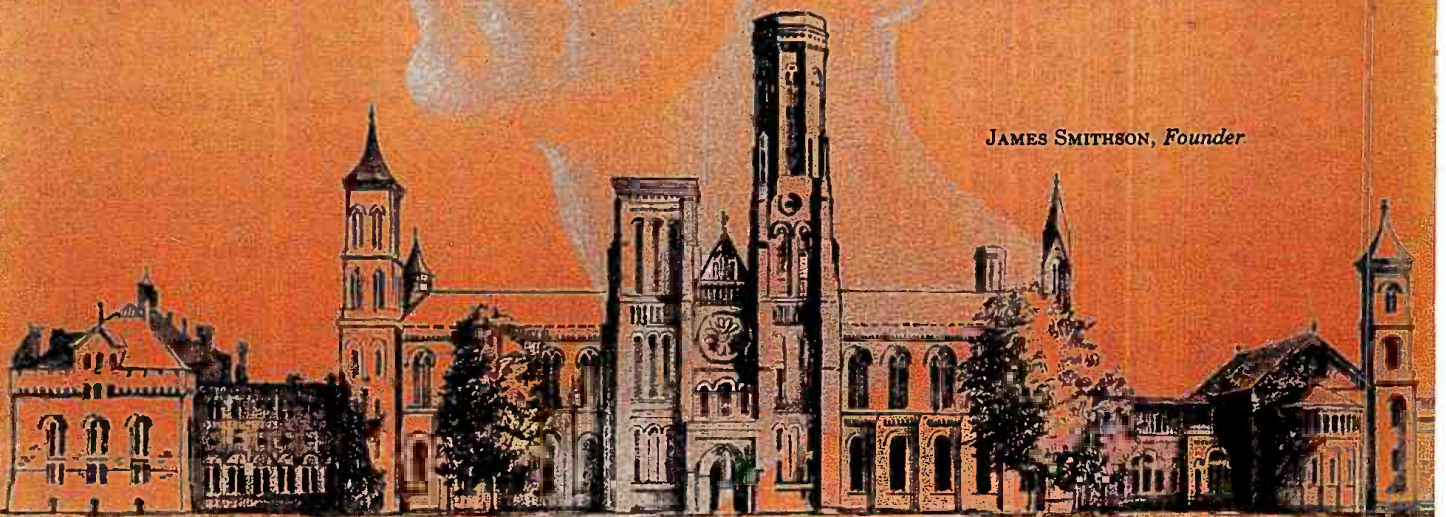
EDITOR: At the last Harris probe sessions on payola, ratings and their effects on programming were quite in the fore. And as I recall it only one broadcaster came forth at that time with any kind of concrete plan to overcome the rat-

# GREAT INSTITUTIONS

...noted for public service



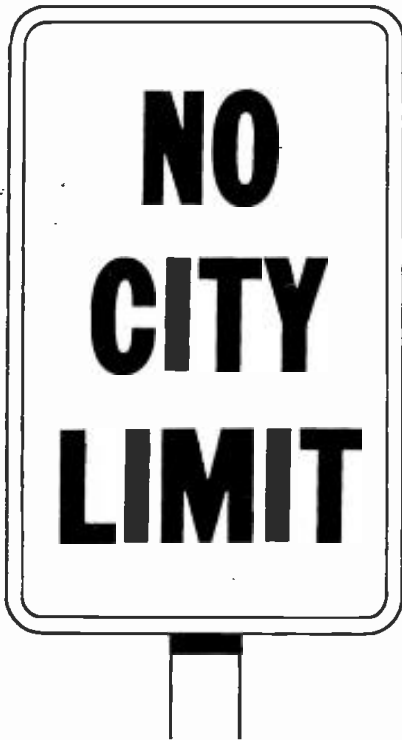
JAMES SMITHSON, *Founder*



SMITHSONIAN  
INSTITUTION

**KWTV**  
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.



Where the great city of Indianapolis ends—490,700 more TV sets begin within the big WLW-I viewing area.

This is a fact! The 201,000 television homes in the metropolitan Indianapolis area represent only approximately 29% of the 691,700 WLW-I television homes. The other big 71% is generously spread throughout the 63 Indiana counties and 11 Illinois counties covered by WLW-I, making many markets.

This unusual and important market situation creates a rich prosperous outer area to which WLW-I, with the maximum power of its maximum tower, beams its signal and commercial messages . . . brighter and clearer . . . farther and wider than any other media could hope to do. It's the same old but unbeatable story of "coverage vs. covers." And WLW-I wins every time, to market, to market.

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  
CROSLY BROADCASTING CORPORATION  
a subsidiary of **Arco**

ings problem . . . Bob Hurleigh, president of Mutual.

On Nov. 23, 1959, Bob, at a Chicago Sales Executive Club meeting, set forth his formula for overcoming the ratings shennanigans. . . He advocated a "single-standard ratings system that cannot be swayed or influenced by the persons paying the freight." He suggested that broadcasters combine all the moneys spent on the many ratings services, pick one as the standard, then allocate all the budgets to this one. And if one of the current services could not meet all the requirements of the time, he suggested formation of a new service, a la the Audit Bureau of Circulations.

. . . He continued his campaign through the first half of '60. Then he had to drop the subject. No actual backing from the industry.

Perhaps the industry at its NAB convention in Chicago will hark back to Mr. Hurleigh's warnings—and his suggestions for remedial action.—*Harold Gold, vice president, Jay Victor & Assoc. Inc., Newark, N. J.*

### Tv's great contributions

EDITOR: My recent interview on the WCBS-TV program *The Way to Go* was not my first experience with tv. As a matter of fact, it was a second appearance on this very program. But every time I have anything to say on this medium I am struck again with the great possibilities that tv has for strengthening good understanding among people and the elevation of taste and even the refining of their habits. The subject I discussed was, as you can well imagine, a very abstruse one. I had fears that there would be little interest and even less understanding of the philosophy and ideas of the great 17th century philosopher Baruch Spinoza.

To my amazement the number of letters I received after the program and the report from the station itself indicates that perhaps a million people may have listened to it and that thousands seem to have been affected by the teachings I described.

You see, what I tried to say was that Spinoza was a "God-intoxicated man" and apparently this message struck home to many people, who in our day may not have much in common with what might be called formal religion and yet are truly religious minded in Spinoza's sense. It is certainly sobering to think that this kind of teaching can be presented in a popular medium like television and that it can also be so well-received.

. . . What a blessing it is that in our country at least, tv can be used for such constructive ends.—*Rabbi Maurice J. Bloom, Tremont Temple, Congregation Gates of Mercy, Bronx, N. Y.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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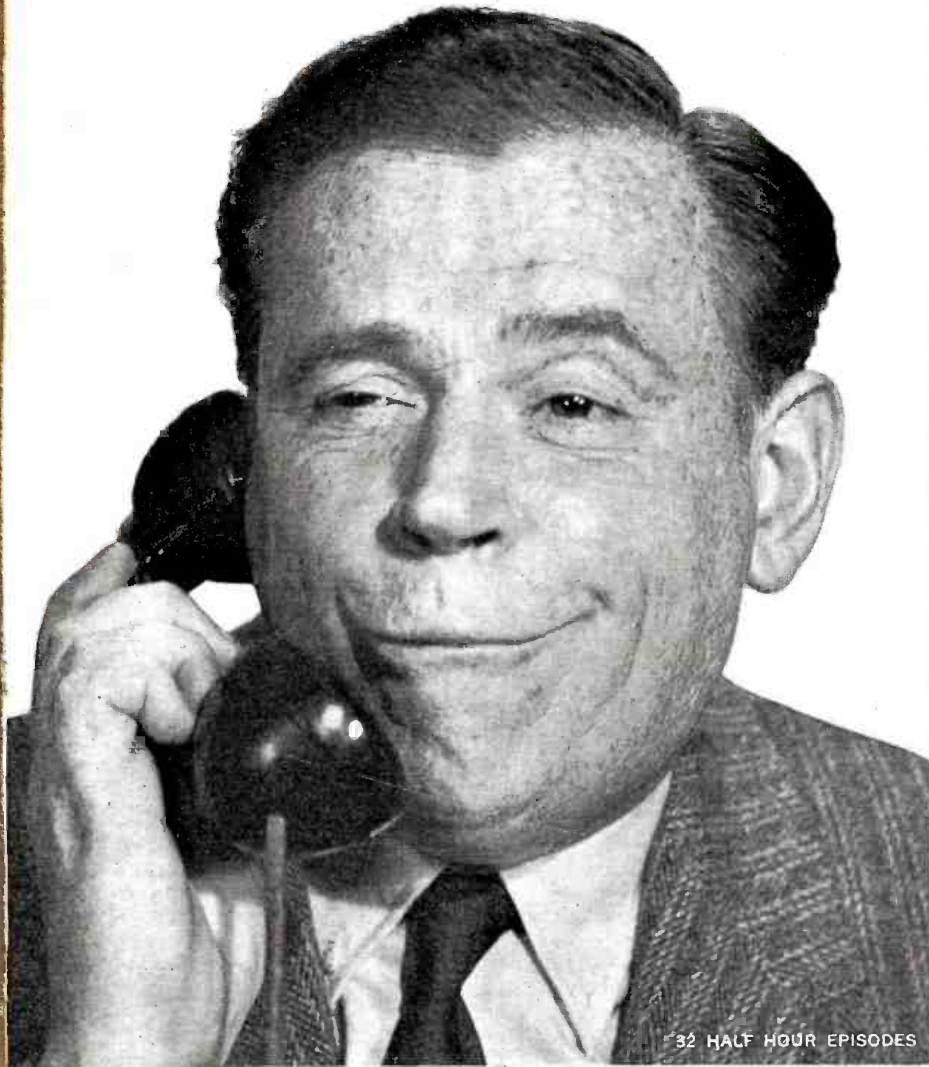
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\*Reg. U. S. Patent Office  
Copyright 1963: Broadcasting Publications Inc.

*"What's that, Len? My show's in syndication by popular demand? Great!"*



32 HALF HOUR EPISODES



*"... and we're already sold in New York and Los Angeles? Wow!"*



*"... and stations all over are asking for me because comedy's so popular... with 10 comedy shows in Nielsen's top 15? Terrific!"*



*"... and you're giving stations photos and promo extras for every episode, just like the networks? That's swell!"*



*"Gee! I wish I owned a television station so I could buy **THE TOM EWELL SHOW**..."*

# THE Tom Ewell SHOW


STARRING TOM EWELL. CO-STARRING MARILYN ERSKINE WITH MABEL ALBERTSON AND FEATURING SHERRY ALBERONI, EILEEN CHESIS, CINDY ROBBINS AND NORMAN FELL

The Len that Tom Ewell is talking to on the phone is Four Star's Vice President and General Manager, Len Firestone.

Obviously, funnyman Ewell is pleased with all the good news. We have a hunch you'll be pleased too, when you call Len at LT 1-8530 in New York. Better still, say hello to Len in person at the TFE Convention in Chicago. You're cordially invited... Victorian Room at the Pick-Congress Hotel, March 30-April 3.

When you drop by, say Tom sent you. He sends everybody!



<p>"PROVEN-PROGRAMMING" FROM</p>  <p>A SUBSIDIARY OF FOUR STAR TELEVISION</p>	<p>600 FIFTH AVENUE NEW YORK 20 NEW YORK</p>
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## Advertising in the total marketing scheme

There are those who contend that advertising takes too much credit in the sales success of many products. And as a result of this egotistic posture by some of its practitioners, advertising receives far too much blame when products fail to succeed.

I could address myself to a particular advertising interest—such as radio, tv, newspapers or magazines. Each is an important part of advertising, but each is just a part, a specialized tool; just as advertising itself is not an entity, but one of many marketing tools, all of which must be used expertly in putting a product into the hands of a consumer.

Depending on the nature of the product, many factors come into play.

The successful marketing of a product depends, first and foremost, upon the quality of the product. Advertising may be capable of achieving sales the first time around, be it cars or chewing gum. But all the advertising in the world will not influence a repeat sale without product quality.

Advertising can stimulate sales of an inferior product but it cannot create customers for that product. American business thrives on customers, not on expedient sales.

**Distribution** ■ A very major element in the total marketing mix is distribution, including in the so-called package goods field the importance of shelf space and shelf positioning.

For most product categories, the effectiveness of any advertising goes right out the window when the product is not available at the precise moment of the decision to purchase. (You've got to be there when the lady says "yes.")

In today's complicated marketing world, the function of advertising needs a re-examination. Such a re-examination would not produce any new and revolutionary definitions of advertising's basic purposes and abilities.

There are many who are concerned that advertising has gradually been awarded the mantle of hero or bum in the business world because too much is expected from it. If such an attitude continues, much less grows, in the minds of client management we may see the disintegration, through misunderstanding, of a major economic force.

**Big Business** ■ Today, advertising is reputed to be a \$12 billion a year business. When you get that big you'd better be thinking of being grateful for that bigness, and of protecting the talents and virtues that made you big. When you are that big, the spotlight is

on you and everything you do is magnified all out of proportion.

The advertising community—including media and related suppliers, advertising agencies, and those of us who are the professional client advertising management—has a very large house to keep in order at all times.

Unfortunately, we are the ones who primarily promote our business beyond its basic functions and responsibilities.

We are not the sole salvation for all economic problems. We forget too often that we are a part, a very major part indeed, but not the absolute "make or break" in the success of our products' futures.

It is time for advertising to make certain of its proper and achievable perspective—document as legitimately as possible its contributions and its needs in the overall marketing complexities of today and then aggressively apply and promote them, but them alone, for all they're worth.

There are many approaches to this problem of evaluating the contribution of advertising to the end result, which is the sale or final transaction.

I subscribe to the philosophy that advertising makes its own particular contribution to the sale of a product and that it cannot overcome product quality deficiencies, rejected styling and design, inadequate distribution or improper dealer service and attitude at the point of purchase.

If you will accept this philosophy, then you must agree that advertising effectiveness can only be evaluated or measured when not one single other marketing element is involved which is beyond the control of the advertising responsibility.

**Advertising's Function** ■ First, we have to define the function of advertising. Here's one definition:

"Advertising's job purely and simply

is to communicate to a defined audience information and frame-of-mind that stimulates action. Advertising succeeds or fails, depending on how well it communicates the desired information and attitudes to the right people at the right time." . . . and with credibility.

With this definition, the objectives or goals can only be those which reasonably can be expected from the advertising. To define the objectives, it is necessary to apply systematic research, experience and judgment to these basic questions:

1. What are all the important benefits and services we have to sell?
2. Who are the people we want to reach?
3. Why do some people buy and why do some people fail to buy our products?

These three points of information then move us on to strategy and measurement such as:

1. What are the key ideas, information and attitudes we want to convey about our benefits and services?
2. How do we reach the people we want to reach?
3. How do we propose to measure accomplishment in getting the intended message to the intended audience?

The basic job simply is to translate product information into advertising strategy, with strategy then expressed in terms of measurable goals.

When goals are established, then measurement of them is feasible.

The job is mainly one of bringing all the vast knowledge and methods of acquiring knowledge already at the command of the advertising industry into sharp focus with regard to objectives. When this is accomplished, advertising's role in the total marketing scheme stands on its own two feet and becomes the whipping boy only when the whip is deserved.



Gail Smith, director of advertising and market research for General Motors Corp., Detroit, joined the GM distribution staff in April 1959 as director of television advertising. He was promoted to his present position in December 1960. From 1943 to 1957, Mr. Smith was associate manager of advertising production for Procter & Gamble. Before joining GM, he was president of a Hollywood tv production company. His MONDAY MEMO is from a speech he delivered to the Hollywood Ad Club last month.

# THIS IS THE ST. LOUIS MARKET!

No single picture truly depicts its greatness! No picture can show the 2,126,000 sales prospects awaiting national advertisers...or graphically illustrate \$4,748,209,000 in net effective buying income...or visually explain why the labor force earns wages 22% higher than the national average...or demonstrate the progressive civic and business spirit which produced America's first space capsule only 34 years after inspiring Charles A. Lindbergh's historic Atlantic flight.

It's true, one picture can't show you our total market in all of its greatness...but we can help you reach the total market the most effective way...through KMOX Radio. For only the "Voice of St. Louis" reaches 77%\* of the homes in Greater St. Louis weekly...the highest penetration of any station in the nation's top ten markets!

Progress...is St. Louis!  
St. Louis...is KMOX Radio!

# KMOX RADIO

A CBS Owned radio station  
Represented nationally by CBS Radio Spot Sales

\*Cumulative Pulse, 1962

SHOW

MEN

SHIP

---





Among the harbingers of Spring in New York is the sight of grim-faced network executives, armed with pilot films and attache cases, on the hunt for Fall sponsors. But not at NBC. The early hunting has never been better, and the network was substantially sold, well before the vernal equinox. The reason for this unprecedented sales success can be summed up in one word: ■ Showmanship. For example: ■ Showman Bob Hope takes a new direction as star and host in a weekly series of one-hour dramatic, variety and comedy shows. And the program is SRO for 52 weeks, in one of the biggest sponsorship deals ever. Chrysler has Hope—and a red hot show for the Fall. ■ Showman Richard Boone is creator, star, host and continuing player in a one-hour dramatic series featuring television's only repertory company. Boone is a boon to advertisers, and Reynolds Metals has him—another bonanza prospect for the coming season. ■ And so it goes. ■ Thanks to showmanship—and salesmanship—Spring has come in merrily at NBC.





DON'T FIRE UNTIL YOU SEE THE WHITES OF THEIR EYES!

Those were Putnam's words at the battle of Bunker Hill, June 17, 1775. Those muskets had message for the British . . . and it was a message that got through! We think there's a lesson here. First, aim your fire and then get the best dispatcher you know to carry it, be it muskets or a radio station. Balaban Stations are famous for carrying messages direct to the buyer. On a Balaban Station, your message rides on top-flight programming, strong, popular personalities and keen selling "know-how". Day in, day out, the message gets through with Balaban—couriers par excellence.

**THE BALABAN STATIONS**

in tempo with the times. John F. Box, Jr., Managing Director

**WIL-ST. LOUIS**

Sold Nationally by Robert E. Eastman

**KBOX-DALLAS**

# AGENCIES: WHERE CAN WE TURN?

- Many feel Washington ratings hearing has disclosed nothing
- Some hope for lasting benefits from committee's findings
- Others feel confidence of radio-tv sponsors has been shaken

The Washington furore over the ratings services has generated a turmoil of uncertainty among key advertising agency executives trying to foresee what the outcome will be.

Their ultimate decisions may be the biggest influence, short of actual legislation, on the future usage of ratings—and perhaps on the future of the ratings services themselves. As a matter of business judgment, stations tend to follow the lead of important agencies in subscribing or not subscribing to a particular service.

One upshot of the investigation, although not stemming from the agencies, may be an offer—this week—to underwrite a study to determine audience-measurement methodology that would be acceptable, workable and practicable. An offer along these lines, BROADCASTING learned, may be advanced by the Radio Advertising Bureau at its session Tuesday at the NAB convention.

A BROADCASTING survey of executives in more than a score of agencies placing approximately a billion dollars a year in television and radio time and programming found them dividing into five not always clearly defined camps last week:

- The biggest number took the position that the Washington "disclosures" had disclosed nothing that wasn't already well known to anybody dealing with ratings. For the most part the members of this group gave no sign of changing their habits of ratings usage.

- At the other extreme a smaller group, but also containing some influential members, expressed concern over the hearings and their effect—rightly or wrongly—on confidence in ratings generally. One of the key figures in this group was Paul E. J. Gerhold, vice president and director of marketing services for Foote, Cone, & Belding, New York, and chairman of the technical committee of the Advertising Research Foundation.

Mr. Gerhold told BROADCASTING that "we are convinced that some of the existing ratings services are able to produce accurate information on tuning and viewing." But, he added, "restoring the confidence of business in television

audience figures, after these hearings, may well require setting up a completely independent facility; perhaps an organization controlled and financed by advertisers and agencies, to produce and publish spot checks on the accuracy of the syndicated data."

- Closely allied to this group were a handful of executives—again including some important ones—who thought they probably would be "more guarded" or "more cautious" in their own use of ratings, but without changing their use radically. One suggested that he probably would not, in the future, use existing audience data as extensively as in the past to get detailed demographics of audience composition.

- In a similar vein, but sounding somewhat more optimistic, some experts

thought the hearings would prove beneficial at least to the extent that "a healthy skepticism about ratings will be developed at the advertiser and agency level," or that a fuller understanding of ratings will result.

One member of this school, Samuel B. Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield, said the hearings are "performing a service which will ultimately—after the cries of anguish die down—be helpful in providing a constructive perspective on how ratings have been, and should be, used."

He contended that the radio-tv advertising business has no reason to be "ashamed" of its use of ratings; that like stock prospect uses, ratings are "good, valuable tools in determining

## THE NAB IN CHICAGO

### 41st annual convention facing many problems

**THE MAIN EVENT:** Although not listed on the official agenda of the NAB convention, ratings promised to be a principal topic—with NAB

President LeRoy Collins devoting much of his opening day luncheon address to a proposal that present systems be scrapped. Page 98.



**SIDE ISSUES:** The FCC last week served up two new bones of contention for NAB delegates to chew over—proposals to adopt fees for applications filed with commission and to consider time limit on commercials stations can broadcast. See stories pages 64 and 84.

**QUESTIONS ANYBODY?** Any delegate to the convention will be able to ask members of the FCC panel questions under the rules adopted last week. See page 98.

**WHAT GOES ON:** Complete list of all agenda and non-agenda meetings, with times, places. Page 110.

**WHERE TO FIND IT:** Complete list of locations of exhibitors, reps, networks and all other elements in attendance at Chicago. Page 115.

## AGENCIES: WHERE CAN WE TURN? continued

whether to invest" ("and agencies are in the investment business"), and that "both we and the conscientious ratings services should be able to survive a complete airing-out and go on from there to nothing but better.

▪ One or two authorities expressed surprise and even "shock" at some of the hearing's disclosures about some details relating to specific services, although they agreed with most of their colleagues that the overall limitations of ratings have been known and understood all along.

▪ Next to the stand-patters who felt the hearings have produced nothing new and will change nothing old, the biggest number of executives had little but condemnation for the hearings and the way they are being conducted. This attitude was evident to some extent among all groups, but a few could talk of almost nothing else.

Said one:

"It's a sad commentary on the way our government conducts its affairs. The people doing the investigating are completely outside the realm of understanding our business, and yet they feel qualified to come in and conduct an investigation, and treat the people they are investigating like crooks. . .

**A Boondoggle** ▪ "These hearings are a kind of boondoggle. It's a terrible thing and I'm sick of it. The government could do well to spend its dollars on something more worthwhile—in fact, if this is the way they conduct such a hearing as this, then it makes me stop and wonder about how they conduct other affairs."

This indignant vice president said—as did a number of others, in different ways—that "the people who are asking

for ratings are the companies who have invested millions in this business and want some sort of accounting. It's much the same as an Audit Bureau of Circulations for a publication. We have a lot of confidence in such organizations, we feel they try to do a conscientious job, and these hearings have not affected our faith in them."

Others held that the investigating committee had shown "a singular lack of knowledge of what it was investigating," that it was "unduly rough" in its questioning, and that it had not given the ratings witnesses adequate opportunity to "speak up."

Henry Fownes, senior vice president in charge of broadcasting at MacManus, John & Adams, criticized what we called government interference in an area "where it doesn't belong." He said the reaction of knowledgeable people assessing the investigation was, generally speaking, "the old ho-hum," and that it would have "absolutely no effect" on his agency's use of ratings data.

**Not "Precise" Measurements** ▪ An insistence running through most of the comments was that agencies do not use ratings as "precise" measurements or "conclusive" proof, but as general indications of program audiences and audience trends.

One of those making this point, Paul Gumbinner, vice president and tv-radio director of the Lawrence C. Gumbinner agency, also made clear that he had seen no evidence indicating any reason to drop any of the three major services Gumbinner now uses.

FC&B's Mr. Gerhold meanwhile told BROADCASTING that he and his agency were "disturbed" about two things in the hearings:

"First, we have been concerned about their tone and by the sensationalism with which they have been reported in the press.

"We have also been concerned by the doubts which the hearings have raised concerning the validity of current television and radio audience information.

"We do not believe that government participation will ever be a desirable or a practical control for ratings research. But the hearings, at least to date, have done little to reassure us about the soundness of the present structure. Rather, they suggest the need for more vigorous and more independent industry control."

**Control Sentiment** ▪ Mr. Gerhold was not alone in feeling that some sort of "independent" control might be needed to police ratings. Others thought that this, in one form or another, or perhaps the establishment of some sort of agreement on methodology or survey

## Who's in the bottom ten?

One indication of how closely advertising agencies watch television ratings is a current internal report at Foote, Cone & Belding, Chicago, which even takes note of the "bottom 10" as well as the leaders.

It's "sad to relate" about the "bottom 10," the FC&B report said, "but most of these programs represent the networks' contribution to quality programming."

Compiled by Jack Sullivan, media analyst in FC&B's media department, the report is based on the Nielsen television index listings for February. The "bottom 10" in average ratings cited by FC&B included: Howard K. Smith, 2.7; *Voice of Firestone*, 4.6; *Chet Huntley Reporting*, 6; *Valiant Years*, 6.7; *Make that Spare*, 7.1; *Eyewitness*, 7.9; *David Brinkley's Journal*, 8.9; *Stump the Stars*, 9.4; *CBS Reports*, 9.8; *Father Knows Best*, 10.

The FC&B internal report noted that the "top 10" usually get so much publicity it was time the other end of the scale got some attention. The agency has published its rating reports regularly since last fall.

techniques, might be the answer.

There was a wide variation of opinion on whether or to what extent agencies and advertisers might support such a project financially, however. Some executives held that costs are high enough already and said their main complaint about ratings now—the so-called inadequacy of some sample sizes—could be cured fairly easily if money were available to pay for bigger samples.

"To make them any more complete," said one, "would be far more expensive than we could afford. Right now the ratings services present a tremendous cost to us."

At least one executive doubted his agency would participate in any cooperative venture to establish a standard methodology, for fear of being charged with "collusion."

Although there was little unanimity on what, if anything, ought to be done, there was considerable evidence of agreement that, whatever their faults, ratings are needed until something better is found. Said one executive: "We must recognize ratings with their limitations or seek some alternative, but right now nobody is going to say, 'well, to hell with them.' Where else can an agency turn?"

Audience Reaction Report



Herblock in the Washington Post

# Who's generous to a fault?

(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday – practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events.

Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



WFAA-AM-FM-TV

Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

# Nielsen: No. 1 rater now No. 1 target

## COMMITTEE TEARS INTO TESTIMONY, RIDICULES AUDIMETER RESULTS

The giant of the ratings industry, A. C. Nielsen Co., came out of a House subcommittee's hearing last week with its credibility seriously questioned.

The climax—or maybe the first of a series of climaxes—came after a 20-month investigation by the subcommittee staff and Chairman Oren Harris (D-Ark.). This long probe was focused last week on (1) the handling of Nielsen's Louisville samples, (2) the reliability of its Audimeter reports and (3) the way Audimeter findings are applied as weighting or ratio factors to Audlog (diary) and Recordimeter reports.

Several times, by inference, questioning and direct statements, subcommittee members and counsel put the broadcasting and advertising industries on notice that Nielsen ratings are deceptive, in their opinion, because they are based on smaller samples than those claimed by Nielsen and because meter-diary figures are weighted against national Audimeter data.

**Louisville in Spotlight** ■ The boom was lowered a half-dozen times Thursday as the subcommittee paid particular attention to Louisville ratings. The Hearing was held Tuesday, Wednesday and Thursday last week; it will resume today (April 1).

Madison Avenue was dragged in by the ears Thursday as Robert E. L. Richardson, special subcommittee counsel, threatened to summon agency executives who had told the staff they paid scant attention to ratings in buying time. He said they had not been candid with the staff, suggesting it might be a good idea to put them on the stand to explain how they use ratings and how they buy time.

To date the subcommittee hearing has attacked with particular emphasis the methods and published reports of Videodex, Conlan, Pulse and Nielsen. Last week's charges against Nielsen were accompanied by vigorous comments from both subcommittee members and counsel.

A bitter attack was made Thursday on Nielsen—last week's only victim—for what Mr. Richardson said was an attempt to confuse the record plus purported juggling of diary and meter data. At the weekend the broadcasting and advertising fraternities were discussing among themselves the significance of subcommittee questioning and revelations. Many of those who sat through the torrid questioning and sharp commentaries seemed to agree the implications could be profound though some suggested the subcommittee had dredged

up one problem situation to discredit a widely used nationwide service.

**ARB Praise** ■ Emerging with a subcommittee halo was American Research Bureau, which was praised for a Louisville report claiming a sample of 160 homes that actually produced 160 tabulated diaries. Nielsen was charged, on the other hand, with claiming a 205 sample in Louisville at the same time



Chief 'critic' at last week's House probe into rating services was Robert E. L. Richardson, special subcommittee counsel, who tore into methods and reports of A. C. Nielsen Co.

subcommittee staff studies showed an average of 123 in-tab reports.

Thursday's session wound up with partial disclosure of an interoffice memo ascribed to Warren Cordell, technical vice president and chief statistical officer of Nielsen. The memo noted that Nielsen had "vital weaknesses" he hoped subcommittee investigators wouldn't uncover. This led Rep. John E. Moss (D-Calif.), acting chairman, to suggest that testimony to date pointed to a need for government regulation of rating services.

Mr. Cordell voiced embarrassment at disclosure of the memo. He defended its substance, saying it was a plea to management for more money for the technical staff which later was provided. Chairman Moss suggested ratings reg-

ulation might be more important than regulation of the broadcasting industry by the FCC.

Nielsen witnesses were unsuccessful last week in obtaining a detailed study of Audimeter ratings. Chairman Moss said the decision would be up to permanent chairman Oren Harris (D-Ark.) when he returns this week.

**Audimeter Criticized** ■ In introducing staff analyses of data from Louisville Audimeters, Mr. Richardson said the subcommittee was demonstrating that tuning is not a good measure of actual listening or viewing, especially late at night.

Subcommittee members active last week in questioning included Chairman Moss (who presided Wednesday and Thursday), Rep. J. Arthur Younger (R-Calif.), Rep. Paul G. Rogers (D-Fla.) and Rep. Donald G. Brotzman (R-Colo.). Mr. Richardson was flanked by Rex Sparger, special investigator. Henry Rahmel, Nielsen executive vice president and media research manager, and Mr. Cordell were chief Nielsen witnesses.

As the hearing resumed Tuesday afternoon the subcommittee counsel pursued a line of questioning directed at accuracy of the statement in two Nielsen Louisville reports that the sample consisted of 205 gross homes. Mr. Rahmel and Mr. Cordell read explanatory language in the reports which they contended gave a proper explanation of the 205-home gross figure. Usable homes might be about three-fourths that figure, counsel suggested.

The investigators contended even broadcasters they had contacted were not aware the figure was gross rather than a projection based on a smaller sample representing usable reports. Rep. Moss said the Nielsen explanation "was exceedingly tiring and a strain on the patience of men far more charitable." He added, "This looks like false labeling." He wondered why the Federal Trade Commission didn't require "bold-face" explanatory language and asked for the exact number of homes represented.

**Clear as "Mud"** ■ "Rep. Rogers said he was certain there was a "great error" in the Nielsen data and Rep. Moss observed, "Mud has far more transparency." Rep. Younger said, "You don't give a very good image of Nielsen."

Mr. Richardson continued questioning based on the ability of Audimeters to give a true picture of radio reception, citing a case where a meter might hit 15 stations by the time it reached 740 kc and then supply false readings



*What's Discretionary Income?*

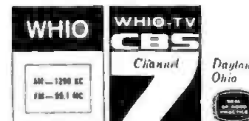
*It's either more lessons or a new set of woods.*

*Whichever it is, it's going to be spent. And there's 27% more of it (on the national average) in Ohio's Third Market. No medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. If you want proof, just ask George P. Hollingbery.*

**Additional morsel for thought:**

*Good Labor-Management Relations. Less idleness through work stoppages than any city its size, last ten years. (Source: Dayton Area Chamber of Commerce.)*

*Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC-TV Charlotte North Carolina*



**DAYTON, OHIO • WHIO • AM • FM • TV**



Nielsen executives who bore the brunt of House staff and subcommittee questions and comments were (l to r) Warren Cordell, vice president-chief

statistical officer; Henry Rahmel, executive vice president; George Blechta, client relations vice president, who testified little last week.

in the upper end of the dial. He also was queried about the effect of loose tuners and slippage. Mr. Rahmel said the 15-station case might occur once in a decade.

Mr. Richardson asked about equipment freezing in the Nielsen instant rating service in New York City, where home meters are connected to a central office. "You learn something every day," Mr. Rahmel observed, saying he had never heard of any freezing. The two became involved in an exchange based on Nielsen's share of network business. It appeared Nielsen does 90% of tv network business and about 85% of radio network business, having cancelled ABC when the network "didn't want to go along with a new and improved type of service." The committee questioning included references to a Nielsen practice of sending a diary to a home with a dollar bill attached, with testimony indicating up to 40% or 50% of homes receiving diaries fail to return them with desired tuning information. "It's like sending out Christmas seals," Mr. Richardson suggested.

**Faster Figures** ■ Nielsen witnesses

### Richardson speaking date

Robert E. L. Richardson, counsel to the special subcommittee on investigations, will speak before the Radio-TV Research Council in New York at the Hotel Lexington on Wednesday (April 3). A spokesman for the council said Mr. Richardson is expected to talk about the hearing into the ratings research companies, but declined to reveal additional information, pointing out meetings of the council are closed and proceedings are confidential.

said installation of new IBM equipment made possible faster computations of sample size, saving a delay of several days in computing data from in-tab reports and gross sample figures. The IBM replaced a Univac, they said, adding that starting in February a Milwaukee report had been published with full sample figures using the new equipment. The probers called for full explanations of Louisville samples.

The key point in subcommittee questioning Wednesday was the March 1962 Nielsen tv rating book for Louisville matched against a similar ARB survey. Mr. Richardson said ARB claimed a 160-home sample and actually used ratings based on 160 homes whereas Nielsen claimed a 205-home sample but actually had an average of only 123.4 in-tab homes, or 60% of 205.

Mr. Richardson said a station owner naturally would be influenced in making a purchase by the sample size, bringing from Mr. Rahmel the suggestion a decision would also be influenced by the purchaser's advertising knowledge.

When Mr. Rahmel said the difference in the size of the Louisville samples was not important, Mr. Richardson observed, "I hope broadcasters read the report of this proceeding so they will not be misled."

**Variation** ■ Mr. Richardson and the Nielsen witnesses argued at length about a subcommittee claim that a 20 Nielsen rating actually could be anywhere between 12 and 27. He added this comment, "Timebuyers should be warned that a 20 rating can be anywhere between 12 and 27." Mr. Cordell said the Nielsen reports warn of statistical variations.

And Mr. Richardson added, "Isn't the end result not very accurate, far from perfect?" He started to compare Nielsen and ARB parallel rating for WHAS-TV and WAVE-TV Louisville, based on subcommittee tabulations of the material from which figures were

compiled, but the subject was dropped in mid-air during a long argument over whether Nielsen's ratio estimation procedure is really weighting of data.

Rep. Moss said Nielsen responses to questions were evasive and lacking in candor. He also charged equivocation.

Rep. Younger commented after hearing a technical statement by Mr. Cordell: "I've never seen anyone sell confusion like you do and get so much money for it. If we did this in Washington we could pay off the government debt in no time."

Rep. Moss suggested the Nielsen witnesses indulge in "less semantic gymnastics, more candor and less equivocation." Mr. Richardson, referring to weighting, added an aside about "messing with the figures," and said staff tabulations of Nielsen data gave higher ratings. Mr. Rahmel said small adjustments were made to improve quality on the basis of its Audimeter and recorder-diary comparisons. He felt the Audimeter is more accurate than the Recorder-Audilog (recorder-diary) method, explaining any adjustment from homes-in-use is the same for each station.

During colloquies on past statements by A. C. Nielsen Sr., chairman of the firm, and on patents, Mr. Richardson hinted it may be necessary to recall the senior Nielsen from Paris. Mr. Rahmel said Mr. Nielsen left in early February on a business trip abroad and estimated he might return around April 19.

**Give and Take** ■ Here are other observations by subcommittee members and Mr. Richardson:

Mr. Richardson: "I have seen network ads in BROADCASTING that claim first place on the basis of a 17.9 against a 17.7 rating in a 1,100 sample. Are they really first? . . . Do you tell, if asked, whether they are within statistical tolerances?" Mr. Rahmel said Nielsen has refused permission to use data in ads if misleading.

Mr. Richardson: "Has Nielsen ever offered rebates if ratings are under 70% of the sample, or has the client been told?" Mr. Rahmel said, "No," but added Nielsen does not charge more when the sample goes over par, "which happens much oftener."

Mr. Richardson: "You said a broadcaster could check and tell what the sample was. We found it 60% (in cases examined)." Mr. Cordell said reports are published before Nielsen knows if the sample is subpar.

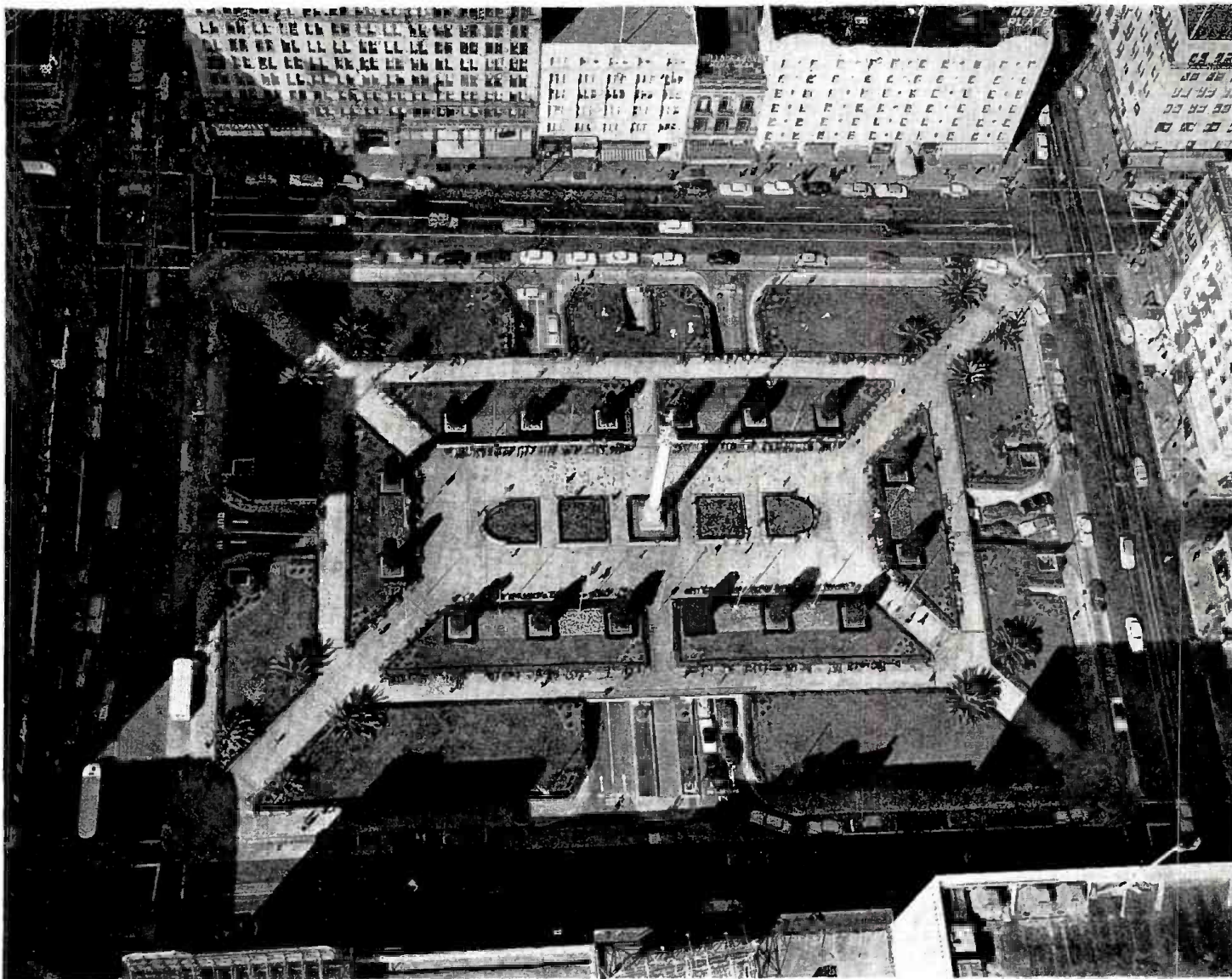
Rep. Rogers: "Your pattern of operation is amazing and disconcerting. You tell us one thing one day and the complete opposite the next day."

Rep. Rogers: "Anyone who has bought material from Nielsen to find later some cases haven't been checked—I think this shakes confidence in your entire operation."

**Size of Sample** ■ Rep. Moss: "Many



*If you lived in San Francisco...*



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

## NIELSEN: NO. 1 RATER NOW NO. 1 TARGET continued

tabulations fell materially below the 150 sample. What is materially below?" Mr. Rahmel said new Nielsen data are now within plus or minus 5% of the 150 par, effective Jan. 1, 1963.

Rep. Rogers: "I can't see any point in buying wrong information. Important decisions are based on these statistics; programs are dropped and jobs affected; a station's life may depend on them. I hope the truth is paramount over costs."

Rep. Moss: After asking if a power outage from a storm would be taken into account in ratings, asked, "Is there any other buying standard subject to so many faults as the measurements used to buy radio and tv?" Mr. Rahmel cited the consumer price index as an example. He submitted a table showing that of 1962 NSI reports, 47 were below par (plus or minus 5% or 150 homes); 203 were par; 528 were more

than 5% above par.

Rep. Younger: "Do you require the user to explain this is a cheap or inaccurate rating?"

Mr. Richardson: In referring to a New York city Audimeter sample, he suggested a rating of 15 actually is anywhere from 11 to 19 and he doubted the accuracy of certain adjacency ratings. Advertisers, agencies and stations can't tell from Nielsen pocket pieces whether figures are accurate, he suggested.

Mr. Richardson: "I hope all broadcasters know the [Nielsen] sample isn't as represented but 70% or 75% of this. Broadcasters should be put on notice. . . . We advised you last December to publish your actual sizes. Now you are doing it. . . . It took us eight hours in your office to get a sample size."

Scolded ■ Nielsen witnesses were

scolded Thursday by Mr. Richardson for "unresponsive" answers to questions about Louisville rating reports and pay of field men. "We don't want outside opinions or extraneous information," he said. "From now on answer yes or no." He added that Nielsen answers made it difficult to produce "a clear record."

Mr. Richardson assumed an added role as witness Thursday and was sworn in by the subcommittee, with Rep. Moss presiding. In an exchange about a "non-responsive" reply Mr. Rahmel said, "As God is my judge I thought you were talking about an entirely different thing."

In his witness role Mr. Richardson introduced data showing an average of around 76% of a Louisville sample he said Nielsen had described as 205.

The most severe comments from the subcommittee came Thursday as national and local (mostly Louisville) reports were reviewed. Here are several observations:

Rep. Brotzman: "You start out with

### Louisville's 11 Audimeter reports questioned

Nielsen Audimeter reports for Louisville were questioned last week by the House ratings subcommittee. Of the 11 Audimeters placed in Louisville homes in 1961 (nine radio, two tv), a substantial number provided information deemed of dubious value by the House group.

Following is a subcommittee staff analysis of the Audimeter information supplied by 9 of 11 Louisville homes, used in the House hearing to discredit Nielsen reports influenced by Audimeter data:

*Audimeter B.* No listing from 11-9-61 to 11-21-61. No Louisville stations listed.

*Audimeter C.* No Audimeter tape.

*Audimeter D.* 11-6-61: set was on WHAS from 9 p.m. till 9 a.m.; 11-7-61: set was on WHAS from 7 p.m. till 10 a.m.; 11-8-61: set was on WAVE from 8:30 p.m. till 12:40 p.m. next day; 11-9-61: set was on WAVE from 8:30 p.m. till 12:45 p.m. next day; 11-10-61: set was on WHAS from 9:30 p.m. till 9:28 p.m. next day; 11-11-61: set was on WHAS from 9:58 p.m. till 6 p.m. next day; 11-12-61: set was on WHAS from 6:27 p.m. till 10:08 a.m.; 11-13-61: set was on WHAS from 8:57 p.m. till 9:58 a.m.; 11-14-61: set was on WHAS from 9:58 p.m. till 9:55 a.m.; this set was on continuously from 11-6-61 till 2:51 p.m. on 11-14-61; 11-15-61: set was on WAVE from 8:28 p.m. till 12:41 p.m. next day; 11-16-61: set was on WAVE from 6:41 p.m. till 12:43

p.m. next day; 11-17-61: set was on WAVE from 7:27 p.m. till 3:35 p.m. next day; 11-18-61: set was on WHAS from 9:58 p.m. till 5:58 p.m. next day; 11-19-61: set was on WAVE from 11:20 p.m. till 6 a.m. next day at which time the audimeter tape was removed.

Audimeter "D" had readings for only the first two weeks of this report.

*Audimeter F.* 11-17-61: set on WHAS from midnight till 6 a.m. Audimeter tape shows that the set was turned on but station was off the air. The set at 11:59 was tuned to WHAS. Tape showed 4997 (set tuned to station after station signed off). On December 6 the same situation occurred at midnight till 6 a.m. However, this time the set was recorded on the tape as having been tuned to WHAS; 12-5-61: set tuned to WAVE, running continuously from 7 a.m. till 8:03 a.m. on Dec. 6. It is questionable that anyone listened for over 24 solid hours; 12-9-61: set tuned to WAVE, running continuously from 7:39 a.m. till 9:13 a.m. on Dec. 10; 12-10-61: set tuned to WKLO, running continuously from 9:13 a.m. till 9:58 a.m. on Dec. 11; 12-12-61: set tuned to WAVE, running continuously from 7:02 a.m. till 8:56 a.m. on Dec. 13; 1-3-62: set tuned to WAVE, running continuously from 3:10 p.m. till 8:35 a.m. on Jan. 4.

*Audimeter G.* No tab for Audimeter G.

*Audimeter H.* 6-30-61: set tuned to WKLO, running continuously from 11:15 p.m. till 6:19 a.m. next day; 7-3-61: set tuned to WKLO, running continuously from 11:15 p.m. till 11:48 a.m. next day; 7-20-61: set tuned to WKLO, running continuously from 5:34 a.m. till 4 p.m. and continuously from 9:25 p.m. till 3:30 a.m. next day; 7-23-61: set tuned to WKLO, running continuously from 6:49 p.m. till 8 a.m. next day; 7-25-61: set tuned to WKLO, running continuously from 11 p.m. till 7:20 a.m. next day; 7-26-61: set tuned to WKLO, running continuously from 9:48 p.m. till 8:50 a.m. next day; 7-27-61: set tuned to WKLO, running continuously from 9:04 p.m. till 11:47 a.m. next day; 7-28-61: set tuned to WKLO, running continuously from 5:37 p.m. till 10:26 a.m. next day.

*Audimeter I.* 11-22-61: set tuned to WAVE, running continuously from 10:02 a.m. till 8:31 p.m.

*Audimeter J.* 1-3-62: set tuned to WLOC, running continuously from 10:51 a.m. till 8:57 a.m. on Jan. 6, at which time it would appear the audimeter tape was pulled to be sent in, since this is the last recording for home J.

*Audimeter K.* 11-24-61: set tuned to unidentified station from 10:50 till 11:17; 11-28-61: set tuned to a tv channel which received neither picture nor sound from 7:36 p.m. till 7:53 p.m.; 11-29-61: set tuned to unidentified station from 9:30 p.m. till 9:46 p.m. No Louisville stations listed.

SEVEN ARTS ASSOCIATED PRESENTS  
FOR YOUR VIEWERS' UNADORNED PLEASURE

# The Fantabulous Emmett Kelly Show

39 LONG LASTING HALF HOUR PROGRAMS  
STARRING THE INCOMPARABLE 39

## EMMETT KELLY



AS THE INTERNATIONALLY FAMOUS CREATION

### "WEARY WILLIE" *The Sad Clown*



An exhilarating experience for both young and old in a sumptuous series of **117 UNIQUE ACTS** prepared with stupendous effort especially to confound and delight your discriminating audience. Weary Willie hosts **117 UNRIVALED** cartoons starring the remarkable **Porky Pig** and the incredulous antics of his daring cartoon friends, cavorting in capers bound to amaze you!

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**DONALD KLAUBER**  
Producer  
**ERIC J. ALBERTSON**  
Associate Producer  
**HARVEY CHERTOK**  
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### HURRY! HURRY!

Beckon your nearest Seven Arts Salesman at any one of the offices listed below:  
NEW YORK: 270 Park Avenue, YUkon 6-1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105  
DALLAS: 5841 Charlestown Drive, ADams 9-2855  
LOS ANGELES: 3582 Royal Woods Drive, Sherman Oaks  
State 8-8278  
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

POSITIVELY THE MOST MAGNIFICENT

EXTRAVAGANZA ON TOUR THIS YEAR

### NIELSEN: NO. 1 RATER NOW NO. 1 TARGET *continued*

something that's inaccurate and then compound the inaccuracy—that's the way it sounds to me."

Mr. Richardson: "You apply what five homes show to what say 200 homes show and correct it?" Mr. Rahmel said "No."

Chairman Moss: "None of us on the committee have any interest in any rating service."

After Mr. Richardson introduced a series of Audimeter readings in Louisville that showed readings for periods of 24 hours and longer, based on 11 installed meters in the area (see box page 34), Rep. Younger observed: "This can be taken as a fair sample of Audimeters everywhere."

Rep. Moss: "These people [whose meters are on 24 hours, for example] mirror you, me and everybody else. What type of person is that. Do people view around the clock day in and day out? The people in that house never sleep."

Rep. Younger: "You sell the record of a machine. You took in \$40 million last year [18% of it from broadcasting]. This is one of the instruments you think an advertiser should pay money for—for a listener who goes to sleep with the set on. Advertising agencies want to know the number of listeners. I doubt if any agency would pay much money if it knew of the audience predicated on this machine."

**Appraisal** ■ Rep. Moss: "Are these people representative of those who have Audimeters in their homes?" Mr. Rahmel said they are not, saying the staff excerpted Louisville information to make its point. He proposed a fair appraisal of Audimeter homes.

Rep. Younger: "Have Audimeters been removed from these (Louisville) homes?" Mr. Rahmel said, "Not to my knowledge."

Rep. Rogers: "I have no confidence in information from Audimeters. Yet your weight other material to come in line with Audimeters. This is almost unbelievable. I hope now this committee will get advertising firms in New York to find out what you present to clients and what use they make of these things." Mr. Rahmel said that the probers were representing the Louisville reports as an entire Audimeter sample; that they were mixing summer and fall-winter.

The staff study showed swift changes and discrepancies in Louisville ratings, with the then McLendon station (WAKY) making a quick jump from seventh to first place and getting a 3,000% increase in national billings, Mr. Richardson said, adding, "This proved our point." He said the city wasn't picked because of any individual station's performance.

**Secret Formula** ■ Reference was made to a memorandum written by Bill Brazzil (William Brazzil, sales vice president of WTVJ [TV], Wometco station in Miami.) Counsel and committee members didn't get very far into contents of the memo other than to say that Mr. Brazzil had tried to obtain information from Nielsen about reports but had limited success. This led to a discussion of educational criteria of diary homes.

Mr. Richardson said staff tabulation of two Nielsen reports showed 60% and 58.3% of the stated sample size was actually available for the computer.

**Memo by Cordell** ■ Investigators produced a confidential Nielsen memo-

#### Collins's proposal

LeRoy Collins, president of the NAB, is expected to recommend today (Monday) at the association's convention in Chicago that the broadcasting industry stop buying and using the present rating services (see page 94).

Gov. Collins said last week that he has no confidence in the accuracy of the product of the existing rating companies and that he planned to make a "firm proposal" for correcting the situation during his luncheon address today. He said that the industry can use to good advantage reliable audience measurements but that it would be better off with nothing than to continue with unreliable data.

random written by Mr. Cordell in March 1962 to board chairman A. C. Nielsen Sr. which the investigators charged showed the company was covering up "vital weaknesses" in its operations.

Mr. Cordell denied this interpretation and said the memo was an attempt "by extraordinary means" to persuade Mr. Nielsen that the company research arm seriously needed improvement. "I spend half of my life working to improve weaknesses," the statistician said. "I've never obscured anything from them [investigators]," he added.

The portion of the Cordell memo read into the hearing record:

"Government and industry investigations are very important to Nielsen prestige and progress. These have been handled without top management during past years.

"1. Federal Trade Commission—Wycoff and Tobin [names of investigators].

"2. Harris Committee—Sparger and Richardson.

"3. Madow Committee — Madow, Hyman and Jessen.

"4. NAB—Governor Collins.

"5. ARF relations.

"These governmental investigations were trying [annoying] because we preferred not to let these people learn and publish some of our vital weaknesses."

**Probing Weak Points** ■ The subcommittee tried to pin down the Nielsen firm's "vital weaknesses." Mr. Cordell listed three: 1. failure of radio surveys to measure any but plug-in receivers. 2. delay in building new samples until census statistics are available. 3. small sample size in radio.

There were no others of which he was aware, the witness said. "I must say I'm surprised to find this letter ending up in the committee's hands," Mr. Cordell said. "I just wonder if I still have a job."

**Preposterous** ■ Rep. Moss said, "Many of us are approaching the conviction that regulation by ratings is more significant than regulation by the FCC." It is "completely preposterous" to rate the entire nation on Nielsen's small tv sample, Rep. Moss said.

Asked how a sample of 365 radio homes in the New York City area could represent listening of 39 am stations when there were average quarter hours showing 36 sets in use, Mr. Cordell said, "I would judge the better stations do tend to come to the top of the heap." He suggested stations that felt a rating report treated them unfairly and thought they had lost business because of it might request a larger sample.

"I probably shouldn't say this," Rep. Moss said, "but I might seek another form of relief."

**Radio Hiatus** ■ Mr. Rahmel said the Nielsen firm announced to its clients March 2 that it had discontinued its radio report because larger samples were required and it had not overcome the problem of measuring non-plug-in listening (BROADCASTING, March 11).

The hearing recessed Thursday and will resume today (Monday). Committee sources said again, as they did two weeks ago, that they hoped the hearing might be concluded "this week."

The head of a New York broadcast measurement firm said last week he has supplied the subcommittee with documents that show he had misrepresented his company neither to the staff during its investigations in 1961-62, nor in his testimony in mid-March (BROADCASTING, March 18). Allan V. Jay, president of Videodex Inc., said he has forwarded to the subcommittee letters from an advertising agency and from firms with which he had conducted business.

Subcommittee sources say they have received Mr. Jay's correspondence. But, they said, Mr. Jay has not requested an opportunity to testify again.

# OUR DAWN... of a new French language series

## "EN FRANCE" from Seven Arts

Through the cooperation of the leading publishing firm of France, Librairie Hachette, Seven Arts brings you this series of 26 half hour foreign language entertainment-instruction films. From the first program, during which you arrive at Orly Airport in Paris and go through customs, you will be exposed to French life as it is lived in the cafes, streets, and in the typical French home.

The series starring Dawn Addams and photographed entirely on location utilizes the most modern techniques of foreign language instruction, with entertaining and enlightening trips through France as if you were really there.

**Meet our Dawn in Chicago  
at the TFE-'63: Sat. March 30—  
Wed. April 3—Pick-Congress Hotel.**



**SEVEN ARTS  
ASSOCIATED  
CORP.**



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



# Radio often better than tv, RAB insists

## NEW PRESIDENT PULLS NO PUNCHES IN ALL OUT ATTACK ON KISSIN' COUSIN

The Radio Advertising Bureau let fly last week with its sharpest attack yet on radio's closest cousin but strongest competitor, television.

The lambasting, although administered through the unemotional channels of research, was regarded as the mark of a significant change in RAB's television policy under the new administration of President Edmund C. Bunker.

In the past RAB has singled out television for heavy fire occasionally, and has taken pot-shots at it frequently. The current blast is so much stronger and more concentrated than its usual efforts, however, that there seems no doubt that

RAB is now determined to accord tv full recognition as a competitor—its strengths and also its relative weaknesses.

**Acknowledge Tv Strength** ■ There was nothing in last week's attack to indicate that RAB will question television's force as a major medium. Rather, it acknowledged television's strong points while at the same time claiming superiority for radio in basic areas.

The blast was contained in a new RAB presentation, but the fuse was lit by Mr. Bunker in a speech last Wednesday, 27 days after he took over the RAB presidency (also see page 40). The presentation, which he excerpted brief-

ly in his speech, has not yet been released for general distribution, but copies have been circulated among leading advertising agencies.

It is titled "Why Buy Radio Now that Television is So Big?" and it answers the question in these ways:

■ "Because tv's reach is not uniform. Tv is extremely big among 40% of adults, very weak among the light-viewing 40%."

■ "Because the heavy viewing 40% of adults are not the best customers for many advertisers. They are older people . . . less affluent . . . less educated . . . lighter consumers of some products [and] little better than average consumers of other products."

■ "Because radio is 'bigger' than tv among many adults."

■ "Because the adults who spend more time with *radio* than tv are better-income, better-educated people—better customers."

These answers were based on a special compilation by R. H. Bruskin Assoc., New York, through its bi-monthly association-identification-measure (AIM), a survey service for national advertisers and agencies. The analysis for RAB was limited to people 18 years of age and older, on the ground that most buying is done by adults.

A quintile study drawn from the AIM data showed that 40% of television's adult viewers do 67.1% of the television viewing, while another 40%—the lightest viewers—account for barely 15% (see Chart A).

The AIM material also was used to determine the make up of the various quintiles by age level, income, selected product usage, and time spent with radio and television (see tables). In most of these instances, the presentation contends, radio has an edge over television from the advertiser's point of view—sometimes a big edge.

For instance:

■ In television, "contrary to widespread impression, just as many young adults in 'brand choice age' [18 to 35] are light viewers as heavy," while in radio the opposite is true: "young adults are more numerous in heavy listening quintiles" (Table 1).

■ Older people (55 and over), who presumably buy less than younger families, are more numerous in television's heaviest-viewing groups—and less numerous in radio's heaviest-listening groups.

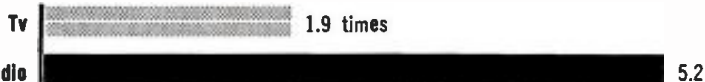
■ Lower-income adults (below \$7,000 a year per household) are more numerous among television's heavier viewing

### COMPARISON OF RADIO AND TV IMPRESSIONS

#### Number of home impressions weekly



#### Average number of impressions per home per week



#### Number of different homes reached weekly



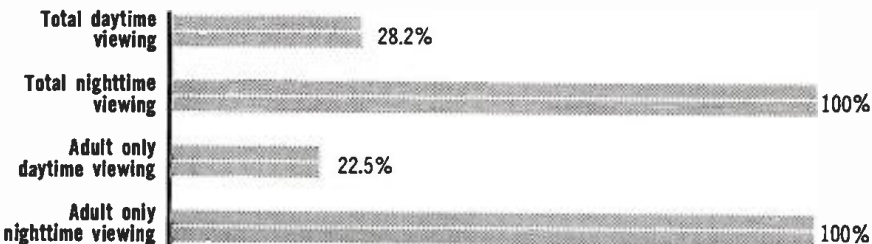
#### Audience composition per home

Tv 80% adults (1.9 viewers per home)  
Radio 91% adults (1.7 listeners per home)

Chart B.—How much more one advertiser in one major market could have got with radio than with tv, and at

10% less cost, is shown by RAB in this chart. It is based on Nielsen analysis by AM Radio Sales.

#### Ratio of daytime to nighttime viewing



NOTE: The most-often-quoted rating service is the source of the data in the examples above. From the information shown it is apparent that the disparity in Radio's favor would be even greater if the measurement included all radio sets. Radio reach and frequency did not include listening to auto radio, battery portables and in places of business.

Chart C.—When radio's audiences are biggest and the most shopping is being done—in daytime that is—television's audiences are smallest, according to this chart from the RAB

presentation. Measured in terms of individuals, the total daytime tv audience is placed at 28.2% of the total nighttime tv audience—only 22.5% if children are not counted.

groups, more evenly distributed throughout radio's audience (Table 2).

▪ Least-educated adults (grade school or less) are more numerous in television's heavy-viewing groups, less numerous among radio's heavy listeners.

▪ Three of television's adult quintiles—all but the 40% representing the heaviest viewers—spend more time with radio, on the average, than with television, and this is true of both men and women.

What all this means for the advertiser, RAB's presentation maintains, is that the lighter-viewing 40% of adults, accounting for only 15.2% of the viewing, is "extremely difficult to reach with tv—the shibboleth that tv 'reaches everybody' is clearly fractured."

In addition, the president continues, the advertiser will find a higher proportion of people 18 to 35 years of age by radio than by television, except in the lightest-listening 40%. Similarly, his chances of reaching families with incomes above \$7,000 and with above-grade-school education are better among the top 60% of radio listeners than among the 60% who do the most television viewing.

**Drivers Don't Watch** ▪ In an analysis of selected product usage (Table 3) the report also contends that "the more they drive, the less tv they watch—radio covers heavy drivers far better than tv."

And: women who watch television the least buy just as much coffee as heavy viewers—"and can be reached better in radio."

And: "almost as many light as heavy viewers are headache remedy purchasers—and radio reaches them better."

And: "light viewers smoke almost as much as heavy viewers—"

[And] can be reached better in radio."

RAB's presentation also trots out earlier research to advance additional reasons for buying radio even though television is big.

"Radio is bigger in frequency by far than tv," it asserts. "For the same money in the top 100 markets, on the

Adults Divided Equally by Fifths Based on Viewing

Adults Divided Equally by Fifths Based on Viewing		Percent Viewing Hours Accounted For by Each Quintile
Quintile 1 (heaviest viewing) 20%		41.7%
Quintile 2 20%		
Quintile 3 20%		25.4%
Quintile 4 20%		17.7%
Quintile 5 (lightest viewing) 20%		11.9%
		3.3%

Chart A.—What RAB calls television's "uneven reach" is depicted in this quintile analysis of material gathered by R. H. Bruskin Assoc. in interviewing done May 28-June 8, 1962. Limited to viewers 18 years old or over, it shows the heaviest-viewing 20% of adults doing 41.7% of the tv

viewing; the next-heaviest 20% does 25.4%, and so on down to the lightest-viewing 20%, which accounts for 3.3% of the hours spent with tv. What it means, says RAB, is that tv is "big" with 40% of adults but "very weak" with another 40%—and below par with the remaining 20%.

average you can buy 42 one-minute radio announcements distributed throughout the day—or two 20-second tv announcements in class A time."

**Economy Too** ▪ The presentation contends that "radio is more economical per adult reached and therefore delivers many more impressions per ad dollar." In one major market, the report asserts, an advertiser compared his television schedule with a radio schedule 10% lower in cost—and found that radio delivered 331% more impressions, 174% more frequency, 17% more different homes and 20% more adults (see Chart B).

In the summer, the report continues, radio's audience is almost 10% bigger than tv's. Winter or summer, it maintains, television's audience is at its lowest in the daytime (see Chart C)—

when radio's is at its peak and when more shopping takes place. In addition, it says, many daytime viewers use television like radio anyway, listening to the audio without watching the video—and in any case, "tv is biggest of all in risk."

The 24-page brochure opens with an extensive summary of television's rise, the changes in radio listening patterns, and the failure of rating services to measure radio's complete audience. It closes with this admonition to advertisers and agencies:

"Tv's claim to 'bigness' is not so valid as 'home' ratings seem to indicate. Drop out the youngsters through measurement of adults, measure all radio, and then you see tv's bigness is top-heavy—big coverage of 40% of adults.

**Children Listen** ▪ "If youngsters

Daily Viewing vs. Listening of Male and Female Adults by Tv Quintiles, Showing Selected Product Usage

Quintile	Average Miles		Average Radio Minutes		Average Miles Driven Annually		Average Cups Coffee Drunk per Day Family	Percent Using Headache Remedies		Average Packs Cigs. Smoked Daily	
	male	female	male	female	male	female		male	female	male	female
Quintile 1 (heaviest tv)	278	364	152	188	8,059	2,164	6.9	93.3%	94.1%	.80	.57
Quintile 2	175	219	127	136	8,059	2,300	7.0	93.2	95.7	.87	.51
Quintile 3	120	160	134	187	10,398	3,071	7.7	91.2	95.7	.95	.48
Quintile 4	76	108	114	152	9,824	2,357	7.1	92.8	93.8	.75	.39
Quintile 5 (lightest tv)	20	32	105	182	11,615	2,846	6.9	88.4	91.8	.81	.46

Table 3.—In this composite table, based on seven in RAB's report, the viewing, listening and selected product usage habits are depicted for

each of the tv quintiles, from heaviest to lightest. Among other things it shows, according to RAB, that radio covers heavy drivers "far better" than

tv does; that light viewers consume as much coffee, almost as many headache remedies and almost as many cigarettes as heavy viewers do.

aren't your prime target, and if you want to do business with more potential customers, you need radio.

"Radio added to tv can:  
 "... give you full reach.  
 "... add frequency.  
 "... add impact close to buying time.  
 "... add safety.  
 "... and do it economically.  
 "If you are big in tv, you should be big in radio!

"Tv alone can't deliver your full potential.

"Radio alone, in fact, does far better, because it provides better balance—both big reach and big frequency."

**Percent Adults in Each Quintile Who Are Under 35**

	TV	RADIO
(20%) Quintile 1 (heaviest*)	35.9%	43.7%
(20%) Quintile 2	40.6	41.7
(20%) Quintile 3	32.2	35.5
(20%) Quintile 4	35.3	31.3
(20%) Quintile 5 (lightest*)	37.1	28.7

Table 1.—The years between 18 and 35 are sometimes called "the age of acquisition," and RAB's contention in the table here is that this age is more frequently represented among heavy radio listeners than among heavy tv viewers.

**Percent Adults in Each Quintile with Household Income Under \$7,000**

	TV	RADIO
(20%) Quintile 1 (heaviest*)	57.2%	48.1%
(20%) Quintile 2	49.0	45.8
(20%) Quintile 3	51.4	43.7
(20%) Quintile 4	38.5	42.1
(20%) Quintile 5 (lightest*)	36.9	53.6

\* These tables combine two of those in RAB's report. The tv percentages relate to tv-viewing quintiles; radio percentages relate to radio-listening quintiles. Example: 35.9% of the heaviest tv viewers are adults under 35 years of age; 43.7% of the heaviest listeners to radio are adults under 35.

Table 2.—Heavy-listening radio users are apt to have bigger incomes available than heavy-watching television viewers, according to RAB. This table, combining two from the RAB presentation, puts it the other way: the percentage of adults with household incomes below \$7,000, arranged according to viewing and listening quintiles.

**Hamm's adds Kansas City**

Theo. Hamm Brewing Co., St. Paul, last week purchased one-fourth of the Kansas City Athletics radio and television schedule over WDAF-AM-TV.

The buy, through Campbell-Mithun, Minneapolis, makes Hamm's the largest single beer sponsor in number of teams. Already signed by the brewery were one-third of the Chicago White Sox and Chicago Cubs tv, and one-third of the Minnesota Twins radio and tv (BROADCASTING, March 4).

# RAB'S BUNKER SWINGS AT RATINGS

## Contends they've only done half the job needed

The edge of Edmund C. Bunker's sword last week cut into the state of effectiveness of current radio audience measurements.

Mr. Bunker, in his first major New York speaking appearance as Radio Advertising Bureau's president (he took office on March 1), let few radio "problems" alone in his slashing attack against the medium's competitors and detractors.

Along with radio rating services, his victims included television (he attacked

Behind Times = Mr. Bunker, who was the featured speaker at an International Radio & Television Society luncheon on March 27, described a "major research firm" as having "been most successful in discouraging major expenditures in radio" by failing to keep up with its new growth and characteristics.

"This same organization, he declared, "now seeks through public breast-beating to attempt to match its findings with the evidence so openly spread before all of us." But, he continued, this "cannot replace the millions of dollars which many of us feel have been lost to our medium through a policy which, in retrospect, was unbelievable."

Mr. Bunker said "the pity of it is" the company does a "fine job" of gathering its information—but "just part of the data about radio.

"But if I recall my school days, if you only attempted to answer half the questions on an examination and got them all right, that wasn't counted as 100%. It was counted as 50% and you flunked."

**Highlights:**

■ RAB, he disclosed, will provide separate services for small and large markets by setting up a small market division and with a plans board that will concentrate on those markets. ("If we can make a contribution to better radio selling in smaller markets, then bigger markets gain.")

■ Much of radio's overall problem as a medium is actually a research problem, he asserted, and "certainly one possibility is that new measurement firms will enter the field." But, he warned that any proposals for new radio measurement must be "quite carefully" examined.

Said Mr. Bunker, portending additional RAB moves in research (see RAB's expected underwriting of a rating methodology study, page 38), "we must have better research . . . and I want to make it clear that this will be the major objective of RAB during the coming months to start radio into measurements of every set on a basis advertising agencies and advertisers can accept as valid.

"... We are completing preliminary plans for an important project in this area. We will announce these plans in the future, probably next week at the RAB presentation during the NAB convention."

He indicated RAB expects to invest heavily in research to improve radio measurement, encouraging agencies to "suggest" radio to clients with "more enthusiasm than at any time in the past few years."



President Bunker

We must have better research

it by referring in part to a study RAB now has in circulation, see page 38), and the computer—"it is very easy to lose sight of the factor that a computer is essentially a zombi," he said.

Mr. Bunker, in noting the current fad among agencies for ratings data to "feed" the computer, warned that the "poor zombie and the computer can only do certain highly defined tasks. (Also see story on agency reactions to ratings furor, page 27.)

"... Feeding facts into a computer does nothing for the data," he said, asserting that the so-called "read-out sheet may never be questioned even though it deserves to be." The computer, he said, "doesn't evaluate the facts," and he went on, media measurement experts ought to devote as much time to proving the worth of data "being whirled around at such great speed in the computers" as experimenters spent in developing the first computers.



# TELEVISION PARK

*The new home of Channel 2, Baltimore*

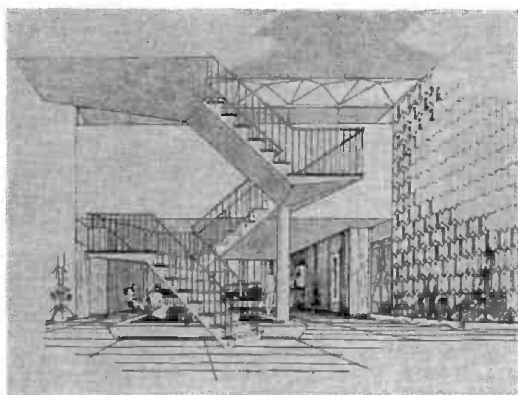


*Sometime next month WMAR-TV, Channel 2, Sunpapers Television, will move into its new facility at 6400 York Road in Baltimore.*

*Conceived specifically for television use, the new studio-office building will house within its 65,000 square feet of floor area, the very newest innovations in electronic equipment, studios, increased facilities for "live" audiences, garage for mobile units, shops and offices. There is also a spacious parking area.*

*A distinctive design feature of Television Park is the rooftop radome, constructed of fiberglass and plastic to contain WMAR-TV's auxiliary microwave studio-transmitter link.*

*Television Park is another step forward in the station's program of progress, a continuing policy with WMAR-TV ever since it went on the air more than 15 years ago as Maryland's FIRST television station.*



**No Wonder — In Maryland Most People Watch**

**WMAR-TV** 

*Channel 2 — Sunpapers Television — Baltimore 3, Md.  
Represented Nationally by THE KATZ AGENCY, INC.*

## Blair celebrating 30th anniversary during convention

John Blair & Co., one of the oldest and foremost station representation firms, celebrates its 30th anniversary this week with a three-day champagne-and-cake party at its NAB convention headquarters in the Blackstone Hotel in Chicago.

The open house starts today (April 1) and will continue through Wednesday, convention closing day.

The birthday cake will be both chronologically and culinarily distant from founder and President John P. Blair's start in the radio business, which can be traced directly to a loaf of bread.

What probably was his most influential single sale came in the late 1920s when, working in the San Francisco office of J. Walter Thompson Co., he convinced a bakery client to introduce its new extra-long bread product via a three-week schedule of radio spots. Struck by the bread-buying public's response, he concluded that his own future lay in radio.

Though by then the depression was raging, he helped form the representation firm of Grieg, Blair & Spight and opened it in San Francisco in April 1933, expanding eastward to Chicago and New York six months later. By 1935 he had assumed personal control of the company and opened an office in Los Angeles. By 1945 there were eight



Mr. Blair



Mr. Lundy



Mr. McCoy

offices. Now there are 10, representing 52 radio stations (by Blair Radio) and 49 television stations (Blair Television).

His company has been credited with many other accomplishments as well. Two of its most noted sales concepts are the Blair Group Plan for radio, which enables national advertisers to tailor their spot campaigns to their particular needs, and the Blair Test Market Plan for television, which provides a system for "pre-testing" tv spots on the air.

The Blair companies also pride themselves on their service departments.

Last year Blair Television also inaugurated a special projects depart-

ment to encourage the sale of local programs, particularly in the field of civic and public affairs, sports and other activities of local interest.

**Blair Personnel** ■ Under a reorganization last year John Blair & Co. now consists of two groups. Blair Radio is headed by President Arthur H. McCoy, a veteran of two other rep firms, Free & Peters and Avery-Knodel, before he moved to Blair in 1955. Blair Television, first set up as Blair-Tv in 1948, is under the direction of President David Lundy, who had headed sales for KYA San Francisco, KLAC-AM-TV Los Angeles and KGO San Francisco before he joined Blair as head of its San Francisco television office in 1958.

## CMA declines to urge ban on cigarette ads

The American Cancer Society belief that cigarette smoking is harmful to the smoker's health received official medical endorsement last week from the California Medical Assn., reportedly the first medical society in the nation to take such a step. CMA declined, however, a proposal to urge cigarette advertising.

The CMA House of Delegates, meeting in Los Angeles, on Wednesday (March 27) adopted this resolution: "Resolved: That the CMA take steps on a statewide basis to publicize, particularly in schools and homes, the harmful effects of cigarette smoking."

In presenting the resolution, the reference committee requested that it be referred to the CMA council for implementation through an appropriate committee that is to be appointed.

The resolution, which was adopted without debate, was drafted by the reference committee as a substitute for three resolutions submitted by county organizations, the committee stated. One, which was greeted with laughter

from physicians in the smoke-hazed meeting room, would have ordered all CMA members to give up smoking themselves and to urge their patients to do likewise.

A second, which was just as summarily rejected, called for CMA to ask the California state legislature to pass laws which would "forbid the portrayal of youths, athletes or other famous persons smoking and/or forbid all advertising of cigarettes in any public information media."

The resolution adopted by the CMA was introduced with the statement that: "In view of the testimony offered at the reference committee hearing, including the conclusions of the cancer commission, on the effects of cigarette smoking on health, your committee feels that the CMA should take all appropriate steps to educate the public in the harmful effects of cigarette smoking and the concomitant health hazards."

## Rep appointments...

■ WBSR Pensacola, Fla., and WHOT Youngstown, Ohio: Robert E. Eastman & Co., New York, as national representative.

■ KAIL (TV) Fresno, Calif.; WHIL Medford, WOCB West Yarmouth and WNBH New Bedford, all Massachusetts., WRAM Monmouth and WIZZ Streator, both Illinois: Vic Piano Assoc. as national representative.

■ WLOB Portland, WCOU Lewiston, WRUM Rumford, WGUY Bangor, WFST Caribou, WFAU Augusta, WGHM Skowhegan, WSME Sanford, all Maine (Lobster Network): Radio-Tv Representatives Inc., New York, as national representative.

■ WQMR (Washington, D. C.) Silver Spring, Md.: Mid-West Time Sales, Kansas City, as regional representative (St. Louis, Kansas City, Memphis, Omaha, and Des Moines).

■ WRGM Richmond, Va., and WHAY Hartford, WNHC New Haven, WNAB Bridgeport, WSTC Stamford, WATR Waterbury, WTOR Torrington, WICH Norwich, all Connecticut: Mort Bassett & Co., New York, as national representative.

■ KATN Boise, Idaho: Charles Bernard Inc., New York, as national representative.



# City of Los Angeles State of California

### GREETINGS

As the Mayor of the City of Los Angeles and on behalf of its people I am happy to extend this official commendation to

## Radio Station **KFWB**

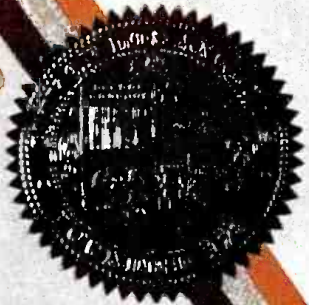
for distinguished public service.

Recently this fine station placed first in an international competition which attracted 1400 entrants in the category of public service. This station is particularly effective in its dedicated program to obtain recruits for the Los Angeles Police Department.

We of Los Angeles are proud that KFWB has won such an award and we consider ourselves extremely fortunate that we have such a station operating within the Greater Los Angeles Area.

Sincerely,

MAYOR



Thank you, Mayor Yorty. And thank you, members of the Advertising Council, for the First Place Public Service award presented by you to KFWB at the Third Annual International Broadcasting Awards presentation on February 26. KFWB is grateful for the awards and is determined to continue to make the public aware of its eagerness and availability to participate in projects of community interest and importance.

**KFWB/98 LOS ANGELES**  
CROWELL-COLLIER BROADCASTING CORPORATION  
represented nationally by JOHN BLAIR & CO.



Stop in at the SESAC Exhibit Booth E to audition a special program series of 60 second show stoppers. 160 selections on 10 Hi-Fi albums . . . \$19.95.

And be our guest at the SESAC CELEBRITY SUITE 906-A.

*Continuous Live Entertainment*

## MEET IN PERSON

Bill Anderson  
Blackwood Brothers  
Warren Covington  
Til Dieterle  
Roy Drusky

Terry Gibbs  
Woody Herman  
Betty Madigan  
Richard Maltby  
Jorge Morel

Bill Snyder  
Billy Taylor  
Plus  
Surprise  
Guests

*Personalities available for taped interviews.*

NAB Convention  
March 31st-April 3rd  
Conrad Hilton, Chicago

## Details of Kellogg's 'corny' radio spots

It's still a little early to tell about sales results from Kellogg Co.'s "corny" radio campaign, now in its fifth week with three more to go. From the comments that customers are making to grocers and the grocers are making to Kellogg salesmen it apparently will be a big success, Daniel B. Scully, brand supervisor on the Kellogg account at Leo Burnett Co., Chicago, said, Thursday (March 21).

In an informal talk to the Southern California Broadcasters Assn., Mr. Scully traced the campaign from its inception a year ago and its test in four eastern markets where Kellogg Corn Flakes had a problem. That was a 10-week campaign, with 23 different sets of corny jokes, but with some stations broadcasting more than 200 Kellogg spots a week, surveys conducted every two weeks showed public enjoyment high at first but dropping off after the sixth week when the jokes were being heard for the third or fourth time. That's the main reason the current nationwide radio campaign is being limited to eight weeks, Mr. Scully said.

With a goal of reaching two-thirds of every home in each market 15 times a month, the radio campaign is really saturation, he said. Kellogg is spending more than \$1 million on radio, with about 300 stations being used and up to 350 spots a week on the air in the larger markets. To avoid boring the listeners with too many repetitions of the same jokes, 50 separate commercials are included in the present campaign, the agency executive reported. The radio spots total 4,132 a week across the country.

Kellogg has merchandised the Homer and Jethro spots to its salesmen with a handsome brochure and has supplied kits to all the radio stations carrying the spots showing ways in which they can promote them to their audience. The cooperation has been fine, especially from disc jockeys who augment the impression of the commercials by appropriate lead-ins and take-offs. Mr. Scully also reported wide use of the Homer and Jethro id's supplied to stations, with individually tailored spots, using the station's call, provided to stations in the top markets.

The main problem with using radio this way, Mr. Scully told the Southern California Broadcasters, is the small amount of time the agency and client have to merchandise their radio campaign to their own salesmen and to the trade. With television, the schedule is firm months in advance of the starting date, he said, but in radio there is only four weeks from the first request for availabilities until air time. By the time

the markets and stations have been selected, which must be done before the promotional material can be prepared, two or the four weeks have gone by. "This means there's only one week to do the whole job of pre-selling the campaign and getting the retailers enthusiastic about it and willing to stock up with extra merchandise to meet the demand the campaign is expected to generate once it hits the air," Mr. Scully said, "and that isn't time enough. We feel we could have gotten more out of the radio campaign if we'd had more time to get ready."

The account supervisor praised radio stations generally for their willingness to help merchandise the Kellogg campaign, but he said that where the station offered to get store space for the corn flakes in exchange for store mention on the air, given as a bonus for the Kellogg spot order, it was usually necessary to turn the offer down.

### New Hollywood office

The Hollywood office of BROADCASTING Magazine has moved, effective today, to 1680 N. Vine St. The telephone number remains unchanged: Hollywood 3-3148.

## Florida Citrus puts everything into C-E

Effective April 1, Campbell-Ewald Co., Detroit, will become the sole consumer advertising agency for the Florida Citrus Commission, adding the orange account to the grapefruit account which has been in C-E hands since last spring.

The Detroit agency, in competition with Lennen & Newell, New York, won the orange business with a presentation before the commission Monday, March



## PROGRAM MANAGERS!

While you are in Chicago  
audition

## THE STEVE ALLEN SHOW

in your own room!

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## WBC PROGRAM SALES, INC.

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A SUBSIDIARY OF WESTINGHOUSE BROADCASTING CO.

25. This was two weeks after the commission severed its long-time connection with Benton & Bowles Inc., New York. Campbell-Ewald was awarded the grapefruit share on the account nearly a year ago, leaving B&B with the larger orange account.

Since the size of the advertising budget for the 1963-64 season will be determined by the volume of fruit produced, there is no solid basis to estimate the amount of money which may be available for promotion purposes. There have been guesses however, that ad monies available may amount to approximately \$1 million for grapefruit and some \$3.5 million for oranges.

In their presentation, C-E representatives outlined advertising proposals which would include both print and broadcast media, with the latter in the form of spots rather than network shows. No effort was made to offer a media plan at this time.

## Magazine concept in tv to grow, Cone predicts

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, predicts that in time "advertisers . . . will be revolved through the totality of a week's programs, in the same way that all advertisers are rotated through the pages of national magazines."

Expressing his views in an interview which appeared in *The Christian Science Monitor*, Mr. Cone said, "I don't

## Cooperative media data bank considered

### CRICHTON SEES COMPUTER RECOMMENDATIONS BY 1973

The prospect that by 1973 every major media recommendation from an agency will be supported by some sort of computer analysis was held out last week by John Crichton, president of the American Assn. of Advertising Agencies.

He said the importance—and cost—of computers are so great that "we have actually considered the construction of a cooperative media data bank by the AAAA," so that its facilities would be available to a wide range of agencies.

He indicated this development is not imminent, however, because of the expense involved, uncertainty about "how rapidly the needs for this information will arise," and AAAA's policy against competing with profit-making enterprises "unless no reasonable alternative exists."

Mr. Crichton spoke Tuesday at a meeting of the Magazine Advertising Sales Club in New York, and along with complimentary words for magazines he had some strict ones.

**Not As Careful** ■ He said few agency men believe that magazines are as careful about their copy acceptance stand-

think the advertising agency should have anything to say about television. I don't think the advertiser should have anything to say at all." Indicating that he thought we are "fast reaching that point," Mr. Cone observed, "as we do we are helped away from the Madison Avenue-huckster image."

Mr. Cone alluded to the first 10 years of television when, he said, "advertising people got into show business . . . they thought nothing of telling a network what they wanted in a television program.

"Now they are no longer able to do much about it because the networks are getting closer and closer to saying 'get off, boys, we'll sell you some minutes, but we won't let you tamper with our programs.'"

## Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Fine Arts Productions Inc., 7417 Sunset Blvd., Hollywood 46.

Foremost Milk (milk), one 60, one 20 for tv, animation on film. John D. Wilson, prod. mgr.

ards as they were a few years ago; that magazine salesmen show little interest in the client's advertising objectives and little knowledge of how to interpret research data effectively; that magazine sales promotion is criticized for "gloss and puffery"; that while regional editions represent an advance, there is no uniformity in the geographic splits of different magazines and that this limits their benefits; that there is not enough compatibility in the presentation of audience research, and that magazine salesmen spend too much time knocking each other and not enough in learning about the advertiser or about the facts in other media fields.

He said many people "now believe that only the specialized magazines, the farm publications and the business papers are doing a good job of informing agencies about their markets and interpreting their editorial services to those markets." Consequently, he said, there is a trend "to shift expenditures away from larger magazines to selective magazines which have a higher cost-per-thousand but represent a no less efficient way to reach a producer's market."

Agency: Guild, Bascom & Bonfigli. Dave Fulmer, acct. exec. John Orloff, agency producer. Approx. cost \$8,200.

Foremost Milk (ice cream), one 8-second for tv, animation on film. John D. Wilson, prod. mgr. Agency: Guild, Bascom & Bonfigli. Dave Fulmer, acct. exec. Dan Lindquist, agency producer. Approx. cost \$2,580.

Sande & Greene Inc., 1777 N. Vine St., Hollywood 28.

Parkay Margarine, series of 90's for radio, jingles. Bob Sande and Larry Greene, prod. mgrs. Agency: Needham, Louis & Brorby. Tom Thomas, agency producer.

MPO Tv of California, 800 N. Seward, Hollywood 28.

Muriel Cigars, series of 60's for tv, live on film. Ernie Motyll, prod. mgr. Agency: Lennen & Newell. Phil Penberthy, agency producer.

Overland Music Services Co., 2220 Vista del Mar, Hollywood 28.

Animal Trap Co. (Victor Mousetraps), one 5-minute for radio. Jimmy Sheldon, prod. mgr. Agency: Foltz & Wessinger. Frederick Wilson, agency producer.

KTTV, 5746 Sunset Blvd., Hollywood 28.

Frigidaire, series of 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Dancer-Fitzgerald-Sample. Chuck Collar, agency producer.

Western Oil & Fuel, sixteen 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: John W. Forney. Bill Sheppard, agency producer.

Van de Kamp's Bakeries, series of 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Lennen & Newell. Claire Smith, agency producer.

Purex, series of 120's for tv, live on tape. Al Bowen, prod. mgr. Agency: Foote, Cone & Belding, Inc. Bob Sallin, agency producer.

Great Western Federal Savings and Loan, series of 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Doyle, Dane, Bernbach. Shirley Martin, agency producer.

Erickson Hair and Scalp Products, four 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Livingston and Associates, Inc. Fred Livingston, agency producer.

L. B. Hair Oil, series of 20's for tv, live on tape. Al Bowen, prod. mgr. Agency: Siteman-Brodhead. John Brodhead, agency producer.

## Business briefly . . .

**Johnson's Wax** through Foote, Cone & Belding, Chicago, is starting major tv spot campaign to run through May in midwest region and Baltimore-Washington to introduce six new home garden products under brand name of "J-Way." Magazines and Sunday supplements also are being used.

**State Farm Mutual Automobile Insurance Co.** through Needham, Louis & Brorby, Chicago, will co-sponsor new game show *Picture This* with Jerry Van Dyke starting June 25 on CBS-TV in Tuesday 7:30-8 p.m. period as summer replacement for Jack Benny.

**Louis Marx Toy Co.**, New York, will sponsor *The Jetsons* on ABC-TV next fall (Saturday, 10:30-11 a.m. EST). The series currently is in ABC-TV's prime time, Sunday, 7:30-8 p.m. Agency: Ted Bates & Co., New York.



## **OUR JOB GETS 6 MILES LONGER EVERY WEEK**

Long ago we discovered that air-borne coverage of Los Angeles traffic was too big a job for one man. We added a second helicopter, a second pilot. But the Los Angeles Metropolitan Area builds streets and freeways at the rate of 6 miles a week. So KMPC has added a third airplane. A fixed-wing craft that can scoot the 175-mile breadth of the Metro Area in the tick of a few minutes. It takes this kind of winged expansion to keep pace with an area where nearly 2 million motorists spend a daily average of 1 hour and 36 minutes behind their auto radios. Only KMPC does it. That's why, in Los Angeles, only KMPC matches the market by moving with it.

**KMPC Los Angeles**

Represented by AM Radio Sales Company

# More and more like tv better and better

## SATISFACTION IS REPLACING RESTLESSNESS OF A FEW YEARS AGO

(Condensed from an article in the April issue of *Television Magazine*.)

"Overall, there has been a marked change in the viewer's stance toward television. Less than three years ago a good many viewers could validly be classified as 'restless'; that is, while they found much that attracted them to television, they had a good many things to criticize and a vague feeling that somehow television was not living up to its promise, either as entertainment or as a moral agent in the society.

"As time has passed, program changes, the increase in family selectivity of what to watch and not watch, and, perhaps, a decline in highly publicized scandals in the industry and attacks on it, have all tended to lead to a decline in this restlessness and protest about television.

"Today, viewers can perhaps be classified as 'satisfied' rather than restless; they are getting a great deal of

what they want, and little that offends or frightens them. What they do not like they do not need to watch, but they are reasonably accepting of the fact that someone else might like to watch it, and has a right to.

"This does not mean, however, that viewers do not expect television to change and improve: By making entertainment informative, by making information programs more entertaining, by bringing into the home new kinds of entertainment and new experiences and knowledge from the real world.

"The difference is that people now feel television is pretty much on the right track; it has only to improve, perfect and progress, not to give up the intrinsically 'bad ways' many people felt it had a few years ago."

Television and its audiences have both come a long way in the last two and a half years. How far, and how nearly in step they are now, are sug-

gested in the words above and are described in detail below.

These conclusions come from a 227-page report on television audience attitudes compiled for McHugh & Hoffman Inc., a relatively new but influentially employed television, radio and advertising consultant firm in Birmingham, Mich.

The compiler was Social Research Inc., a widely known Chicago organization. Its similar study for Campbell-Ewald Co. in the spring of 1960, when Messrs. McHugh and Hoffman were running Campbell-Ewald's radio-tv department, is the basic yardstick against which changes are measured in the current report. The late-1960 study was published in *Television* and *BROADCASTING* in May 1961.

Philip L. McHugh, president of McHugh & Hoffman, and Pete Hoffman, vice president, have used attitudinal surveys extensively both in their own firm and at Campbell-Ewald, where Mr. McHugh was radio-tv vice president and Mr. Hoffman his assistant. As consultant to some of the country's leading stations, both group-operated and individually owned, their firm has, through SRI, delved into local as well as national program attitudes in an effort to get a rounded understanding of the viewer.

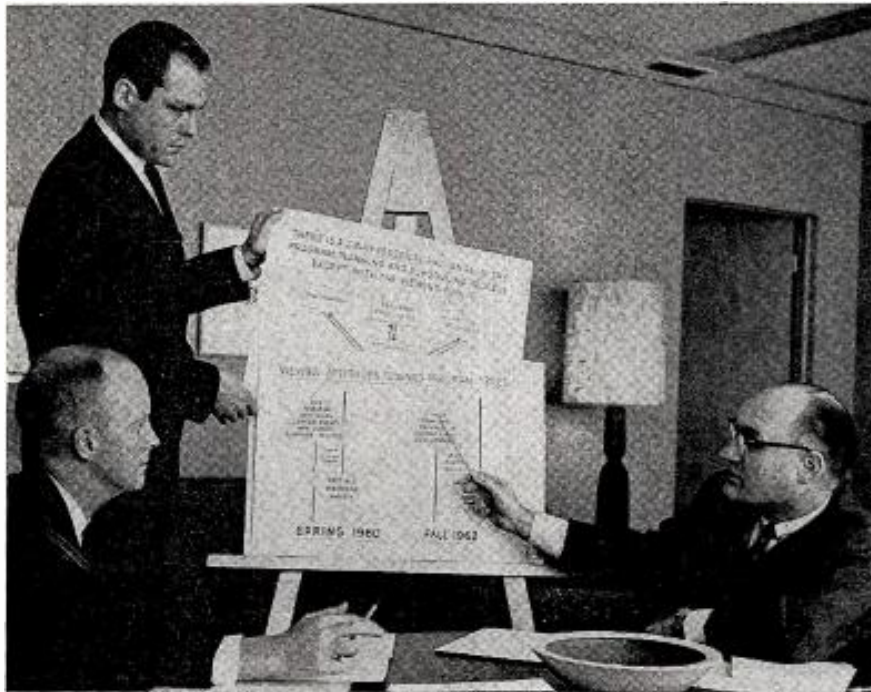
**Better and Better** ■ If their probings have found one conclusion that stands out, it is this, in Mr. McHugh's words:

"No matter how the government or intellectual critics of television see it, television is continually improving in the eyes of the people that count—the television audience. On the whole, the techniques of production are better, there is more current-events programming and people are watching more of it. The audience is learning how to handle more complicated plot structures and dramatic presentations with more personal reward."

The new study was conducted in 14 cities\* last fall, six to eight weeks after the start of the current tv season.

SRI researchers interviewed 751 adults at length, 551 in their homes to allow for a free-ranging expression of their views and 200 somewhat more briefly by telephone. Although the viewers interviewed were all 18 years

\*Atlanta, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Los Angeles, Milwaukee, New York, Philadelphia, St. Louis, Seattle and Toledo. The 1960 study covered nine: Chicago, Philadelphia, Atlanta, San Francisco, Cincinnati, Oklahoma City, Louisville, Worcester, Mass. and Mason City, Iowa.



The ups and downs of audience preferences are examined by Philip L. McHugh (r), Pete Hoffman (l), and Stephen T. Saunders (standing), who joined McHugh & Hoffman last month after serving for the past three years with Campbell-Ewald Co. as account executive on Chevrolet. Charts indicate that in 1960 quiz, adventure, soap opera, current events, new comedy and suspense-mystery repre-

sented high appeal; drama and situation comedy were on a plateau, and specials, westerns and variety were trending downward. Last fall, comedy and comedians, hour drama, current events and documentaries were on the upbeat; variety, westerns and suspense-mystery were static, and adventure and audience-participation were losing ground.



old or older and were concentrated mainly in urban areas, Mr. McHugh and the SRI researchers feel that the attitudes uncovered should be reasonably representative of U. S. adult viewers as a whole.

SRI's report to McHugh & Hoffman, titled "Continuing Trends in Television: Viewer Attitudes and Preferences, Fall 1962," is one of a series of studies regularly made for M&H clients but not available for general distribution. Here is what it found:

In his progression from "restless" toward "satisfied," the most fundamental change in the viewer is probably his growing sophistication. He not only is watching more, but is watching a wider variety of programs. Social classes are less clearly distinguishable by the shows they select. The plainest distinguishing feature now is an upper-middle-class complaint about sameness and tiredness in some of the family situation comedies. Here, SRI researchers think, a trend may be gathering.

The blurring of caste lines may be traced, at least partly, to a growing eagerness for "information." As people learn more, they want to know more. They are struck by television's "excitement" when it covers the manshoots, the United Nations in crisis, the other events at which television serves as an instant newspaper, giving coverage "with which no other medium can compete."

**Progressive Interest** ■ From these events their interest progresses to news-casts and documentaries in an evolutionary process whose influence also has spread into their approach to so-called "pure" entertainment. They want to be informed entertainingly, but they also want to be entertained informatively.

On a broader scale, the general viewer's desire for information to be presented entertainingly, and entertainment informatively, is evident in his feelings about such diverse fare as elections and editorials.

He is "quite receptive" to tv editorials, considers them clearer than newspaper editorials, believes they are important because they stimulate thinking. But he wants them to deal with real, controversial issues, not cleaner streets and motherhood.

**Election Coverage** ■ His attitude toward election coverage, national or local, so strongly demands a lacing of entertainment that it calls for a complete overhaul of current coverage practices. In the public mind networks and stations inflict too much information for too long a time with too little diversionary relief.

SRI found that "Many people, even those genuinely interested in the election, wish that the coverage could begin later in the evening when the num-

bers really mean something, and that coverage could be limited to just one channel so that viewers could watch programs which are more interesting part of the time, tuning in the election channel occasionally to check up on the political situation. . . ."

These resentments probably would be lower in a presidential election, but some people would complain no matter what.

Viewers are more satisfied, and show it in many ways. They are watching more. Many think television is "better than two years ago and enjoy it more."

A clue to their preoccupation with the electronic box is their deliberate approach to it. Almost nobody tunes randomly any more.

There are still favorite programs that are watched "every week," but there is also "an increasing non-committed audience" that does not make up its mind until it has checked the listings, program guides and promotional spots to see what's on, who's in it, what it's

\*Statistically, SRI's findings on these two points evoke the Camel cigarette interrogatory about smoking more now but enjoying it less: 80% thought tv is as good or better than two years ago, while only 73% said they were enjoying it as much or more than they "used to." Thus 20% thought it's not as good but 27% are enjoying it less, perhaps indicating that in some cases disenchantment has out-run tv's improvements. The dissidents in both cases were found mostly in the upper classes.



Executive director of Social Research Inc., which conducted the studies tracing the average viewer's transition from "restless" to "satisfied," is Dr. Burleigh Gardner. An SRI study made in the spring of 1960 was compared with findings reached in the fall of 1962 to determine changes in viewer attitudes toward programming and in ways in which they use tv.

about.

**More Sets** ■ The growing reliance on dialing-aids feeds and is fed by a phenomenon detected by SRI three years ago: The fragmentation of in-home audiences. In multiple-set homes—more than one-third of SRI's sample, and about 15% of all tv homes in the U. S.—togetherness around the television set has become a sometime thing. Families more and more often split up, with adults watching in one room and the children watching something else in another.

Stars and themes are increasingly influential in the family decision making. As viewers become more interested in a wider variety of programs, they can no longer be as unyieldingly loyal to a large number of programs.

The dial-turners' acceptiveness of television's offerings does not indicate complete acceptance of the notion that television is offering as much as it might.

**Too Much Sameness** ■ This concern stems from the belief—one of the major specific complaints today—that television is too prone to imitate itself by proliferating any kind of program that gets a big audience.

Viewers usually want a choice of two or three shows of a type, but sometimes even two of a kind can be too many. *Flintstones*, a cartoon show, lost uniqueness—and therefore some of its lustre with viewers—when *Jetsons* arrived using a similar technique, whereupon *Jetsons* suffered from being considered too much like *Flintstones*.

The closest thing to a new viewing trend found by SRI this season is the preference for comedians and selected situation comedies. This, too, is seen as a sort of reaffirmation of the thesis that television could do better.

One of the most specific complaints relates to summer fare. "We detect a growing resentment of this summer hiatus," the report asserts.

On many subjects the interviewers found ambivalent attitudes. Viewers get a great deal of pleasure from prime-time movies on the networks, but don't think they speak well for television's creativeness. Color isn't much of an influence on program selection yet—but the fact that NBC serves up big helpings of color improves that network's image.

**Network Images** ■ SRI found viewers "quite tentative"—as of last fall—about all of this season's new programs but two: *Beverly Hillbillies* and *The Lucy Show*. Compared to the rest of the new programs, the three networks formed much plainer images in the public eye:

ABC.—The burst of popularity ABC enjoyed a year ago, and the image it was developing as a "youthful, lively and dynamic" network, seemed last fall

## Tv critic Susskind likes looks of next season

David Susskind spoke out against television "when I was rich and had nothing to lose." The statements began in 1956 and continued through 1961, the tv season he refers to as the nadir of the industry.

Today Mr. Susskind has a new opinion of television. "I am for the first time fiercely optimistic that we are going to see an upgrading of television in general, and very specifically the entertainment section which comprises 90% of television."

The statements appear in a copyrighted interview appearing today (Monday) in the April issue of *Television Magazine*.

Mr. Susskind says there is hope for television in the future, that it won't be perfect, but next year's nighttime schedule offers "more quality than any season in the past 10 years" and prospects have grown brighter rather than dimmer.

The current season, says Mr. Susskind, is the pivot season. "This 1962-1963 television season has been a season of enormous casualties, numerically, financially and psychologically. . . bad television proved to be disastrous business, and good television seems to be increasingly good business."

He cites the change in management at ABC, praises the stand of James T. Aubrey Jr., president of CBS-TV, who "has made the best compromise of any broadcasting system expectant between giving the public what it wants and what it should have, and yielding a profit to his stockholders, all three of which are rather urgent considerations"; and says NBC is healthier and more



Mr. Susskind

responsible than it was in '61.

The FCC under Chairman Newton N. Minow has had "an enormous influence on broadcasting, and I think the FCC has become a fairly dynamic government agency, from being a rather inert, inept one," Mr. Susskind says.

His views of the television audience have not changed appreciably. Mr. Susskind notes, "I think its appetite for the mediocre is as powerful as ever. Its preference for the frivolous is far larger than its instinct for the good. But what I do think is happening unmistakably is that a cultural revolution is on in America. . . The selective viewer has more to be happy about, more to be glad he owns his television set for than he ever did before, and next season he will have more than ever."

to be petering out. Compared to CBS and NBC, it was "beginning to slip back into the also-ran category," seemingly content to sit still rather than plan ahead. It was increasingly becoming known as "the Ben Casey network"—which "is not enough to sustain much loyal viewer interest." It was looked to almost solely for entertainment. Its newscasting was deemed "notably weak."

CBS.—With some solid new shows added to its old favorites, CBS emerged "dramatically and distinctively" as "the network that is 'fun to watch.'" When people talked of CBS programs they often stressed "the wholesomeness, clean humor and absence of violence or neurotic odd-balls whose behavior is depressing." In addition, CBS News had gained in respect. Walter Cronkite's appeal had increased consider-

ably. CBS News's coverage of top events seemed "second to none," even though Huntley-Brinkley still appeared to be "the most personable" of television newsmen.

NBC.—People were "a little disappointed." They had thought of NBC as "somewhat more powerful, more authoritative, and more businesslike" than CBS. By and large they still did. But they also thought it gave the appearance of "standing still and resting on past laurels rather than changing and growing." Its news image was still high, though its towering stars, Huntley and Brinkley, no longer were "brand-new overnight sensations" and in fact were beginning to be taken for granted. People were pleased by NBC's emphasis on color, which suggested lavishness. *Saturday Night at the Movies* was "extremely well liked,"

and the network still had its quota of top-appeal shows.

**Reasons Why** — The exploration of attitudes toward program types and specific programs, according to SRI, was intended to find out not what the ratings would be, but why people give high ratings to some shows and low or middling ratings to others.

**News, information, documentaries.**—The popularity of these programs is rising rapidly, but people tend to judge each entry on its merits, with the night's topic usually the factor influencing the decision to watch or not watch.

**Situation comedies.**—The season's rush to light programs extended to some of the situation comedies, although the group as a whole seemed a little wobbly.

The *Andy Griffith Show* remained a favorite because it seemed to "represent the charm of by-gone days when life was simple and uncomplicated."

The *Donna Reed Show* was re-discovered by many viewers and, after *Father Knows Best* became wholly a re-run operation, stood out as "the best expression of what most people feel family life 'should' be like."

People weren't especially enthusiastic about the *Danny Thomas Show* but watched out of old loyalties—and to some extent, it was suspected, because the show was fortuitously situated between Lucille Ball and *Andy Griffith*. Location also had benefited the *Dick Van Dyke Show*, immediately following the *Beverly Hillbillies*.

**Some Slipping** — *Hazel*, at the top of the ratings heap last spring, seemed in the fall to have become "less interesting as the novelty of a maid running the family wears off and her overbearing manner begins to antagonize some of the viewers." Others judged slipping: *Ozzie & Harriet*; *Mr. Ed*; *Car 54, Where Are You?*; *Dobie Gillis* and *The Real McCoys*.

**Comedians.**—Viewer attitudes vary from one comedian to another, but success comes most often to those able "to be very current, to report the foibles of the times in ways that point up the humor inherent in them, to help people laugh at themselves." To do this with regularity is hard, as many comedians have learned. Among those who have succeeded are Red Skelton, Jack Benny and Bob Hope.

**Variety Programs.**—Once thought to be television's prime forte, variety shows have met with more and more viewer disappointment in recent years as they became, in the public mind, less lavish. But recently viewers have "become accepting of a wide range of programs whose only link with the past is that they each have a wide and varied content."

The *Perry Como Show*, despite



**WHO GREW THE MOST?**



# IN NEW STATIONS, ABC RADIO GREW THE MOST!

In the last twelve months, for example, Seven 50,000 WATT STATIONS joined the ABC Radio Network.

WCKY, Cincinnati; KCTA, Corpus Christi; WHAS, Louisville; WHAM, Rochester; KRAK, Sacramento; KWKH, Shreveport; WWVA, Wheeling.

Four of these stations joined us directly from other network affiliations. The other three dropped affiliations to become independent, then joined ABC Radio. Their reason? It made the best broadcasting and business sense. This statement by WHAS management is typical:

"We have been impressed by the aggressive fashion in which ABC administers its network. This coincides with our strong convictions about Radio as an important medium to the people."

In total, ABC achieved a net gain of 36 stations during 1962. Some of these stations represent new markets; others repre-

sent market improvements through better facilities. All represent our establishment of a "balanced" network representing both power and inside coverage.

Our long-time affiliates haven't stood still either. Forty-three per cent of them effected power increases during 1962, furthering their coverage and competitive effectiveness.

That's why advertisers on the ABC Radio Network were able to conclude a twenty-six or fifty-two week campaign with more stations, and greater effectiveness than when they began. It will be a fact 52 weeks from now that the same was true in '63.

Add it all up and you will find that now is the time to re-evaluate network radio because: **THE FACTS ABOUT NETWORK RADIO HAVE CHANGED IMPORTANTLY DURING THE LAST TWELVE MONTHS.**

## ABC RADIO



Como's own popularity, was seen as becoming "duller and duller," its whole atmosphere "so casual that the viewer finds it difficult to become deeply involved." The *Ed Sullivan Show* had something for everyone but seemed old hat to many viewers.

The *Andy Williams Show* was "enjoyable viewing" but "like an overdose of . . . Perry Como."

The new Jackie Gleason show just wasn't quite the same for old Gleason fans.

The *Garry Moore Show* seemed to be everybody's favorite. Carol Burnett was missed, but Moore and his warmth and spontaneity and rapport with the audience were largely credited with the show's success.

**Caution by Paar** ■ The hero of the *Jack Paar Show* seemed more cautious, and his new show less good, than the *Tonight* show when he was running it.

*Tonight*, with Johnny Carson in Paar's old seat, found viewers wanting to like Carson, particularly those who did not like Paar as a person, but they didn't feel that he was getting across in a personal way.

**Panel, Audience Participation.**—On the whole, this category seemed to be losing appeal. *The Price Is Right* was dull in spots (the weekly sweepstakes segment) and in general no longer seemed a "very important" program. *What's My Line?* appeared "ingrown and much too highly mannered."

*Candid Camera*, newer than most of the others, seemed "a lively and diverting program for Sunday night."

*Walt Disney's Wonderful World of Color*, which employs such a variety of formats and techniques that it does not fit neatly into any of the standard program classifications, was given exceptionally high marks.

**Contemporary Drama.**—Viewers make relatively few distinctions between the medical, lawyer and adventure series and the individual plays scheduled weekly or bi-weekly.

*Ben Casey* still appeared "more vigorous, masculine and actively exciting" than the other medical programs.

*Dr. Kildare* was running neck and neck with *Casey*.

*The Nurses* was a "disappointment," "a pallid imitation" of *Casey* and *Kildare* (and "unlike" CBS).

Lawyer programs, offering largely the same type of appeals found in medical shows, looked "durable and permanently interesting." *Perry Mason* was still a big favorite. *The Defenders* was seen as gaining from starring both a young and impetuous son and his experienced and more restrained father. *Sam Benedict* was accepted as "lively and entertaining"—perhaps too lively.

Adventure series, now rapidly declining in number, "wore out their welcome because the proliferation was

simply too great." Only *Route 66* appeared to be still strong.

**Westerns.**—Fans felt that some of the weaker entries had been weeded out, but were "relieved" to find that their favorites—*Gunsmoke*; *Wagon*

*Train*; *Rifleman*; *Have Gun, Will Travel*; *Rawhide* and *Bonanza*—remained and had been augmented by such "new type" westerns as *Virginians*, *Empire*, *Wide Country* and *Stoney Burke*.

## Smith defends Hiss television appearance

### DEPLORES DECLINE OF COMMENTARY ON RADIO-TV

Two repeat winners of the Alfred I. duPont Awards—ABC commentator Howard K. Smith, and WFMT (FM) Chicago—were honored last Monday at the 21st annual awards dinner in Washington. The third winner was KVOA-TV Tucson. Awards were made by the duPont Foundation, administered by Washington & Lee U., for superior broadcasting in the public interest.

Mr. Smith, who will relinquish his ABC-TV program this year, defended his Nov. 11 program "A Political Obituary for Richard M. Nixon," which provoked weeks of controversy and sponsor retaliation. His inclusion of a one-minute filmed interview with Alger Hiss, which brought the repercussions, Mr. Smith said, did not constitute the first use of the convicted purjurer on the air, following his release. He said that Hiss had appeared on CBS twice prior to his program as well as in other news presentations.

Mr. Smith, who received his first duPont Award in 1955, deplored the

"decline of commentary in the electronic media." He recalled that time was in radio when an hour on either side of 7 p.m., offered a choice among some 20 commentators of different opinions. He expressed the hope that the function of the commentator can be "rescued" despite some of his own "pretty rocky experiences."

Mr. Smith contributed his \$1,000 duPont check, plus \$1,000 of his own to Roosevelt U. in Chicago.

WFMT, a commercial fm station, won the large station competition for 1962. In 1956 it won the small station award. KVOA-TV, which recently changed hands from the interests headed by Clinton D. McKinnon, California publisher-broadcaster and former congressman, to Steinman Stations, was the recipient of the small station award.

Gilbert Seldes, dean of the U. of Pennsylvania Annenberg School of Communications, in an address at the awards dinner, suggested there must be invented a new "social mechanism" that will compel broadcasters to serve



Winners of the 21st annual Alfred I. duPont Foundation Awards received their plaques and their \$1,000 checks last Monday in Washington: (l to r) Norman Pellegrini, program director, WFMT (FM) Chicago, which received award for second time; President Fred C. Cole of Washington and Lee U.,

Lexington, Va.; Howard K. Smith, ABC Washington, who received commentator's award for second time; Gordon E. Hamilton, station manager, KVOA-TV Tucson and Clinton D. McKinnon, president of station at time award was won (station ownership has since transferred to Steinman Stations).

## With 10 women—there's no dead air

Putting 10 women before a microphone is one way of assuring no dead air. And, in the case of five New England stations, it has been the means of bringing five local business concerns further into radio and on a year-round basis.

WESX Salem, WPEP Taunton, WKOX Framingham, WBRK Pittsfield, all Massachusetts; and WHEB Portsmouth, N. H. are carrying the *Women's Quiz Bowl*, a weekly question and answer game. Four of the stations have found local bank sponsors and the fifth is sponsored by a 100-year old department store.

The *Women's Quiz Bowl*, brainchild of Steve Stavis, president of Stavis, Sloane & Stavis, Marblehead, Mass., started on WESX, March 27, 1962. Two five-woman panels compete on current events, theatre and

art questions taken from the pages of a news magazine.

"In each of the areas where the *Quiz Bowl* appears, the women and organizations who lead and participate in community affairs are also the women who participate on the *Bowl*, and are its biggest boosters," says creator, writer and producer Stavis.

The panelists are members of various civic, professional and religious clubs and societies. One WESX program had Red Cross Volunteers pitted against Hospital Aid members. Both teams' winnings (\$35-first and \$15-second) went to their respective United Fund agencies.

The club women also have another use for the program. They use the taping sessions as entertainment during regular meetings.

the intelligent public interest as part of the nation's "pluralistic system of education." He said he could not describe the mechanism, but only suggest the atmosphere in which its inventors can work. He cited the difficulty in defining "the public interest," but said that until the law is changed or rendered impotent by definition, it means that "every single minute of your transmissions must be in the public interest."

## 'Thin Man', 'Benedict' put in syndication

MGM-TV has made its *Sam Benedict* and *The Thin Man* series available for syndication.

*Sam Benedict* will complete its schedule of reruns on NBC-TV during August when it will be cleared for local telecast. *The Thin Man* was presented originally on NBC-TV in the 1957-58 and 1958-59 seasons.

Licensing of both series begins immediately, according to Richard A. Harper, director of syndicated and feature sales. *The Thin Man*, consisting of 72 half-hour episodes, will be made available for both daily telecast and once-weekly use. *Sam Benedict* comprises 28 one-hour segments.

## UA 'off-net' package sold in 101 markets

United Artists Assoc. reported last week that its "off-network" feature film package of 33 post-50 titles has been sold in 101 markets in the six months it has been in syndication. Latest sales on "United Artists Showcase for the Sixties," carried originally on ABC-TV, were to KPRC-TV Houston, WTMJ-TV Milwaukee, WEEK-TV Peoria, Ill.;

WGAL-TV Lancaster, Pa.; WWLP (TV) Springfield, Mass. and WFLA-TV Tampa, Fla.

Erwin H. Ezzes, executive vice president of UAA, said that sales continue brisk on the UA package of 32 post-48 features which has been bought by KPIX (TV) San Francisco, WTMJ-TV Milwaukee, WPRO-TV Providence and WRVA-TV Richmond, and a group of 26 post-48 features which have been purchased by WORK (TV) Rochester; WKTU (TV) Utica, N. Y.; WJZ-TV Baltimore; WTHI (TV) Terre Haute, Ind.; WSOC-TV Charlotte, N. C.; KWTU (TV) Oklahoma City and WFAA-TV Dallas.

## Broadcasters oppose music bill in Idaho

Broadcasters and music-licensing organizations usually negotiate at arm's length, often in a frigid atmosphere, but there's a group of station men in Idaho that the music people may wish to clasp warmly to their bosoms.

Idaho broadcasters are being given credit for blocking passage of a bill that could have put the licensing organizations practically out of business in that state. Moreover, they did it despite the prospect of profiting themselves from its passage.

The bill, sponsored by Idaho tavern owners, would have required performing rights organizations—BMI, ASCAP, SESAC, et al—to deal on a song-by-song basis in Idaho. As the broadcasters and presumably the tavern owners knew, this would be virtually impossible to do. The bill had been passed by the Idaho Senate, 40 to 2, before its op-

ponents took its prospects seriously.

Despite heavy and widespread pressures, including an offer to exempt radio and tv stations from the bill's provisions, the state's broadcasters held firm in their opposition, and on March 19 the legislature adjourned with the measure still uncleared by the House.

Clair Hull of KCID Caldwell, a member of the House, and Henry Fletcher of KSEI Pocatello, president of the Idaho Broadcasters Assn., are among the station men credited with leading the broadcasters' opposition.

## Mystery-comedy show scheduled by CBS-TV

A new program, *Careful, My Love*, mixing comedy with mystery, was scheduled last week by CBS-TV for the fall season. It will fill the Wednesday, 8:30-9 p.m. slot, following *CBS Reports* and preceding *Beverly Hillbillies*.

CBS-TV weeks ago had announced its new schedule for 1963-64, but there had been a lingering doubt as to the certainty of *The Real McCoys* which was slated for the Wednesday period. Numerous other entries had been rumored, among them *Car 54, Where Are You?* and a new series that would star Ethel Merman. A pilot for the selected show was placed into production in late January by Desilu (BROADCASTING, Feb. 4). The series stars Glynis Johns and Keith Andes.

A clincher on the scheduling: Ralston-Purina, through the Gardner agency, will sponsor the entire half hour.

## Film sales...

*M-Squad* (MCA Tv): Sold to KFMB-TV San Diego; KYTV (TV) Springfield, Mo. and WSB-TV Atlanta.

*Danger Man* (ITC): Sold to WSLA (TV) Selma, Ala.

*Love That Bob* (MCA Tv): Sold to KRLD-TV Dallas-Fort Worth.

*Bachelor Father* (MCA Tv): Sold to WOC-TV Davenport; KCRA-TV Sacramento, Calif.; KNTV (TV) San Jose, Calif.; KEZI-TV Eugene, Ore.; WRCV-TV Philadelphia; WAGA-TV Atlanta and WGR-TV Buffalo.

*Dragnet* (MCA Tv): Sold to WGN-TV Chicago; KOMU-TV Columbia, Mo. and KTVE (TV) El Dorado, Ark.-Monroe, La.

*The Dick Powell Theatre* (Four Star): Sold to WPIX (TV) New York; WNBQ (TV) Chicago; WDAF-TV Kansas City, Mo., and KCTO-TV Denver.

*Brave Stallion* (ITC): Sold to WSLA (TV) Selma, Ala. and KMTV (TV) Omaha.

# TIME BUYER: ♦

Sharpischerthinken gootenratenunit uppensnapper

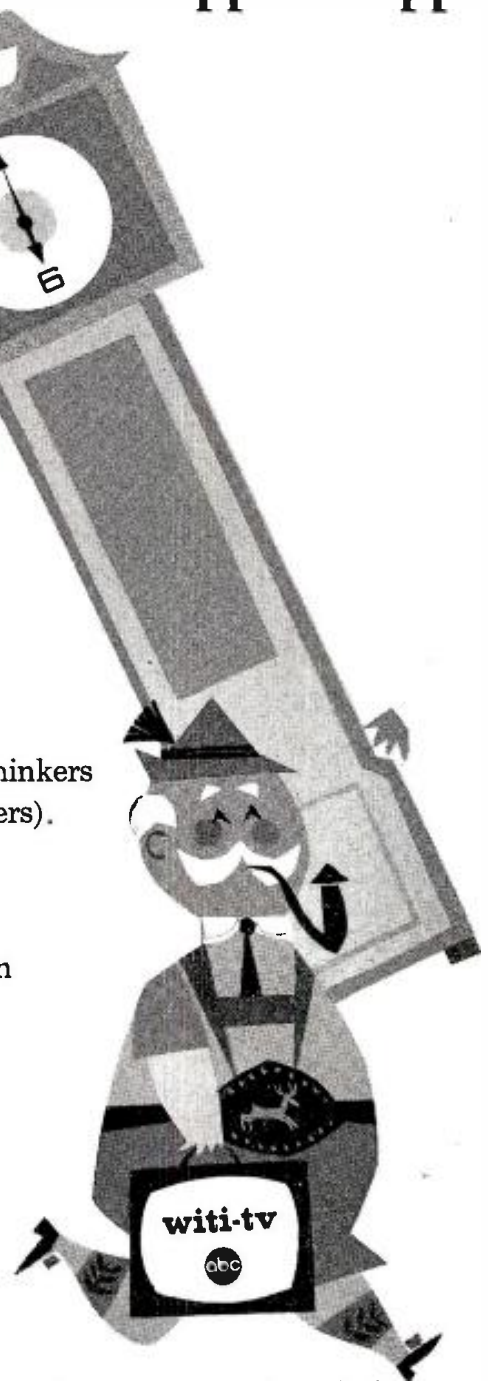
Time Buyers ben smartisch folkers!

Ben knowen all der highclassen foodengestuffenspots und swingenisch drinkenmitdancenclubs.

Also ben knowen trickenschemes mit finden der costen-per-1000-hausfras und even der grossen guessenpoints. (Meanwhilen ben uplousen der computenthinkers mit der sneakenkicks und outpullen der connectenpluggers).

Finaller, Time Buyers ben knowen der nettenwork's local standen oftenisch ist risen high ober das national standen. Mit spotten such ein case, der sharpischers ben rushen mit breaknecken speeden und upsnappen der time! Milwaukee ist wunderbar example!

Insiden Milwaukee, WITI-TV, der ABC transmittenplacer, ist FIRST in der Primisch Lookentime. Maken der shrewisch buy in Steingehoistenburg ben simplisch as ABC!



Call Storer Television Sales for that prime time story . . . or a translation.

LOS ANGELES <i>KCBS</i>	PHILADELPHIA <i>WIBC</i>	CLEVELAND <i>WJW</i>	MILWAUKEE <i>WITI-TV</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJIB</i>	<b>STORER</b> BROADCASTING COMPANY
NEW YORK <i>WJW</i>	MIAMI <i>WGBS</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJIB-TV</i>	

## AFTP facing strike by music writers

Possibility of a strike of Composers & Lyricists Guild of America against the Alliance of Television Film Producers loomed large last week. The CLGA moved to force the producers' association to recognize the union as bargaining agent for its 400 members, who are said to compose and conduct virtually all live music for tv films. CLGA already has a labor pact with the major motion picture producers.

The union's move was to invoke a special working rule forbidding com-

posers to sign alliance contracts unless provision is made for non-performance in event of a strike or boycott. Members violating the rule are subject to disciplinary action plus fines of \$1,000. In announcing the move, CLGA said that it stems from the refusal of the alliance to recognize and bargain with the guild.

The CLGA announcement, made Monday (March 25), drew a prompt response from Richard W. Jencks, president of AFTP who accused the guild of using half-truths in an attempt to mislead the public. Mr. Jencks pointed out that when the CLGA had gone to the National Labor Relations Board in

an attempt to secure a ruling to force the AFTP to negotiate with it, the NLRB had ruled that "the degree of control exercised by alliance member companies over composers engaged by them is insufficient to establish an employer-employee relationship and we find that all composers in the unit sought are independent contractors."

"The guild," Mr. Jencks stated, "appears now to be trying to do by devious means what it failed to accomplish in the labor board proceeding. . . If it had been held that composers engaged by the alliance companies were engaged as employees and if the guild had thereupon established that it was the bargaining agent of such employees, we certainly would have fulfilled our moral and legal obligation to bargain with the guild."

CLGA responded with a counterblast from Executive Director Georgis Hanni, who called the NLRB ruling "a highly debatable judgment" and accused Mr. Jencks of seeking "to hide piously behind an NLRB decision that only means the government will not put its weight into compelling the alliance to bargain. The decision does not preclude the alliance from bargaining."

## CBS Films to release 233 'Have Gun' episodes

CBS Films is releasing for syndication later this spring 233 half-hour episodes of the *Have Gun, Will Travel* series which is completing its sixth season on CBS-TV.

James T. Victory, vice president, domestic sales, CBS Films, said plans for selling the series were to be outlined at a meeting scheduled in Chicago shortly before the opening of the NAB convention. CBS Films has obtained distribution rights to *The Jimmy Wakely Show*, a new half-hour series combining popular and country music.

## 'Scotchman' to be syndicated

Richard H. Ullman Inc. has acquired worldwide distribution rights to Gordon McLendon's *The Old Scotchman's Scrapbook*, a group of 316 five-minute radio programs, each episode featuring an actual recording of a history-making event. Mr. McLendon first broadcast the scrapbook programs in 1952 with plans for syndication which were later dropped when he ceased his personal broadcasting to concentrate on station management.

The McLendon stations are KLIF-AM-FM Dallas; KILT and KOST (FM) Houston; KTSA San Antonio; KABL Oakland-San Francisco, WYSL-AM-FM Buffalo, N.Y., and WYNR Chicago.

The Ullman company is a subsidiary of The Peter Frank Organization.



## KETO Launches New Ad Service for Seattle Radio Benefits — Instantaneous Jingles!

Jack Link, GM of KETO & KETO-FM/Stereo, Seattle, announced a new service to Seattle advertising agencies this week—the Lang-Worth RADIO HUCKSTERS AND AIRLIFTS SERVICE. Said Link, "It is a complete library of production aids which makes it possible for agencies to build inexpensive, custom-sound jingles for any business from autos to zithers."

Don Clark of Don Clark & Associates, Seattle advertising agency, commented: "We think it's great. It fills a need, especially when an agency is faced with the problem of producing a custom jingle or sound effect on a limited project budget. KETO is to be commended."

John Courcier, Lang-Worth's representative, pointed out the Huckster Service should be a must with all agencies producing custom-made radio commercials.

Photograph—L. to R.: Don Clark, John Courcier, Jack Link

# LANG-WORTH

151 N. FRANKLIN ST.  
HEMPSTEAD, N. Y.  
516 IV 5-2400



LATEST (FEB. 11)  
NATIONAL NIELSEN:  
**32.6% SHARE**

.....  
INTRODUCING FOR LOCAL PROGRAMMING  
.....



# Leave It To Beaver

Fresh—*and we do mean fresh*—  
.....  
from 6 BIG NETWORK YEARS!

234 FAMILY-FUN HALF-HOURS

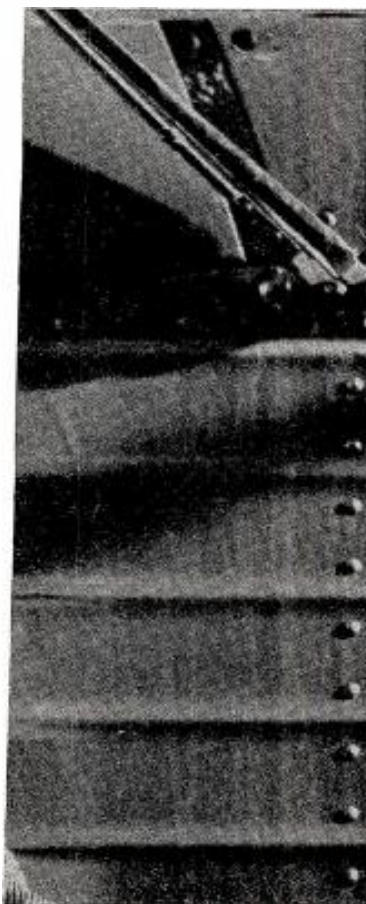
Hugh Beaumont  
Barbara Billingsley  
Tony Dow  
and  
Jerry Mathers  
as  
'Beaver'

**mca**  
TV FILM SYNDICATION

HE RUNS, HIDES AND  
(AND THE  
COMMITTED



# DODGES THE LAW ONLY CRIME HE EVER WAS JAYWALKING.)



This man has been convicted of killing his wife. He is innocent. Desperately he seeks the anonymity that will help him avoid the law, and a relentless police detective. And with equal desperation, he searches for the clue to the one-armed psychopath, who, in fact, did kill his wife. He is *The Fugitive*. An underdog in the classic tradition of Jean Valjean. The Innocent Condemned. David Janssen plays the role of the one-time doctor, now forced by fate into being a bartender, truck driver, night clerk, soda jerk. A man who can have no friends, no future, no identity. Roy Huggins, who developed the 60-minute format—with *Maverick*, created *The Fugitive*. Quinn Martin (Executive Producer) Walter Grauman (Director) and

a roster of top writers and guest stars keep the adventure going from week to week. We think it is destined to be one of the great hits of the 1963-64 season. *The Fugitive* premieres this fall—on ABC Television—along with more than a dozen other new shows. Among them: an authentic American saga of an engaging father and son in the Gold Rush Days of '49 (*The Travels of Jaimie McPheeters*). An hour-long dramatic series of life behind ivy-covered walls (*Channing*)' introducing an exciting new discovery, Jason Evers. New shows, new formats and faces, new ideas—all with one thing in common. Entertainment. Exciting programming to attract the younger, larger families that we, and you, want to reach.

**'THE FUGITIVE'  
ONE OF THE BIG NEW  
SHOWS COMING THIS FALL** 

# BMI

MUSIC IS USED  
EVERY DAY ON  
EVERY NETWORK  
...105 TV SHOWS  
EVERY WEEK...  
MONDAY

TO TELL THE TRUTH... CBS  
I'VE GOT A SECRET... CBS  
THE LUCY SHOW... CBS  
DANNY THOMAS SHOW CBS  
ANDY GRIFFITH SHOW CBS  
STONEY BURKE... ABC  
THE TONIGHT SHOW... NBC

AMONG OTHERS



BMI

\*

More  
on  
page  
64

**BROADCAST  
MUSIC, INC.**

589 Fifth Avenue  
New York 17, N. Y.

## FINANCIAL REPORTS

### STORER SEEKS TO SELL CLASS B STOCK

Stockholders to vote on \$12.5 million purchase

Stockholders of Storer Broadcasting Co. will vote on an offer by founder George B. Storer to sell 439,700 shares of Class B stock at \$28.50 a share to the company.

If approved by a two-thirds vote of all shareholders at the annual meeting April 9, the \$12,531,450 purchase price will be financed by an eight-year bank loan of \$15 million at an average of 5%, permitting the company to also retire other bank debts.

During this year, Storer's common shares, traded on the New York Stock Exchange, have ranged from a high of 35% to a low of 31. The 1,223,240 Class B shares, not traded publicly, are convertible to common stock on a share-for-share basis. They have been receiving an annual dividend of 50 cents a share; regular common stock dividends have been running at \$1.80 a share.

If the sale is approved by stockholders, the 439,700 Class B shares will be retained as treasury stock. This will give the company sufficient company-owned stock for future acquisitions, it was said, without diluting stockholders' equities.

After the transaction, Mr. Storer will continue to personally own 418,590 Class B shares. He will continue to vote an additional 206,250 shares held in trust. He would personally own 20.9% of 2,001,200 total shares outstanding and would have the right to vote 10.4% of both classes. At present Mr. Storer and his family own 41.79% of total outstanding stock.

Two reasons are given by Mr. Storer for proposing the sale: he desires to place his personal estate in a more liquid position, and he wants to avoid the complications and expenses of disposing of the shares by public distribution. Mr. Storer is 63, and has been a broadcaster since 1927 when he bought what is now WSPD Toledo.

**Record Year** — Storer Broadcasting reported a record year for 1962, the "best in the 35-year history of the company," according to Mr. Storer (BROADCASTING, March 4).

As a result of the excellent earnings, Mr. Storer reported the company refinanced the \$7,764,750 in 5¼% notes used for buying WHN New York with a bank loan of \$5 million at 4¾% interest. Storer bought WHN in 1961 for \$10,950,000.

Other highlights of Storer annual report: (1) Storer Television Sales Inc., established in 1961 to represent the company's five television stations,

showed a "substantial" profit; (2) Storer Programs Inc., also established in 1961, reported a "small" profit.

In the statement calling the annual meeting, aggregate remuneration to officers, including incentive compensation payments based on a percentage of consolidated profits, was listed as follows:

Mr. Storer, chairman, \$83,664.32; George B. Storer Jr., president, \$74,495.72; Stanton P. Kettler, executive vice president, \$69,652.22; William E. Rine, vice president (administration), \$45,396.80; John E. McCoy, vice president-secretary, \$45,446.76; Lionel F. Baxter, vice president (radio division), \$51,020.75; Bill Michaels, vice president (television division), \$57,285.83; Terry H. Lee, vice president (business planning and development), \$50,195.87.

Storer Broadcasting Co., which also controls Standard Tube Co., Detroit, owns the following broadcast stations: WGBS-AM-FM Miami, WHN New York, KGBS Los Angeles, WIBG-AM-FM Philadelphia, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WJW-AM-FM-TV Cleveland, WAGA-TV Atlanta and WITI-TV Milwaukee. It also owns Nemir Industries (plastics), Bethesda, Md., and publishes the *Miami Beach Sun*.

### SEC reports radio-tv stock transactions

Purchases and sales of common stock in companies in which they are officers and directors were reported for the following in radio-tv and allied fields by the Securities & Exchange Commission last week in its March official summary of security transactions and holdings:

American Broadcasting-Paramount Theatres—Leonard H. Goldenson, sold 5,000, retains 55,727; D. B. Wallerstein, bought 2,143, exercising option, giving him total of 3,061.

Ampex—Charles P. Ginsburg, sold 500, retains 1,015. Collins Radio—J. C. Flynn, sold 500, retains 1,045.

CBS—William S. Paley, sold 75,000, retains 722,580 personally plus 144,383 in holding company name, and 2,920 as trustee (BROADCASTING, March 18); Arthur Hull Hayes, sold 2,000, retains 5,210; Kenneth W. Hoehn, bought 1,000, under option, has total of 6,000. Theodore F. Koop, bought 371, under option, giving him total of 441.

Macfadden-Bartell—Gerald A. Bartell, bought 300, contributed 101,820 to corporation for retirement, leaving



Hugh DePree, president of Herman Miller, Inc., Zeeland, Michigan

## ***Please sit down***

One day the First Secretary of the Communist Party shocks the world by his display of displeasure on the floor of the U.N. The next, a prominent local manufacturer stimulates the community's economy by introducing a distinctive new collection of seating designs. Both events make the headlines and the features on WOOD'S three stations — as part of our function to keep our listeners and viewers among the best-informed, best-entertained people in the world.

We can do it only because we make full use of the resources of NBC, Time-Life Broadcast and the talents and facilities of our own people. How well we do it may be gauged in part by the ratings we get—more, we believe, by the respect and confidence we've earned from the two million WOODlanders we serve.

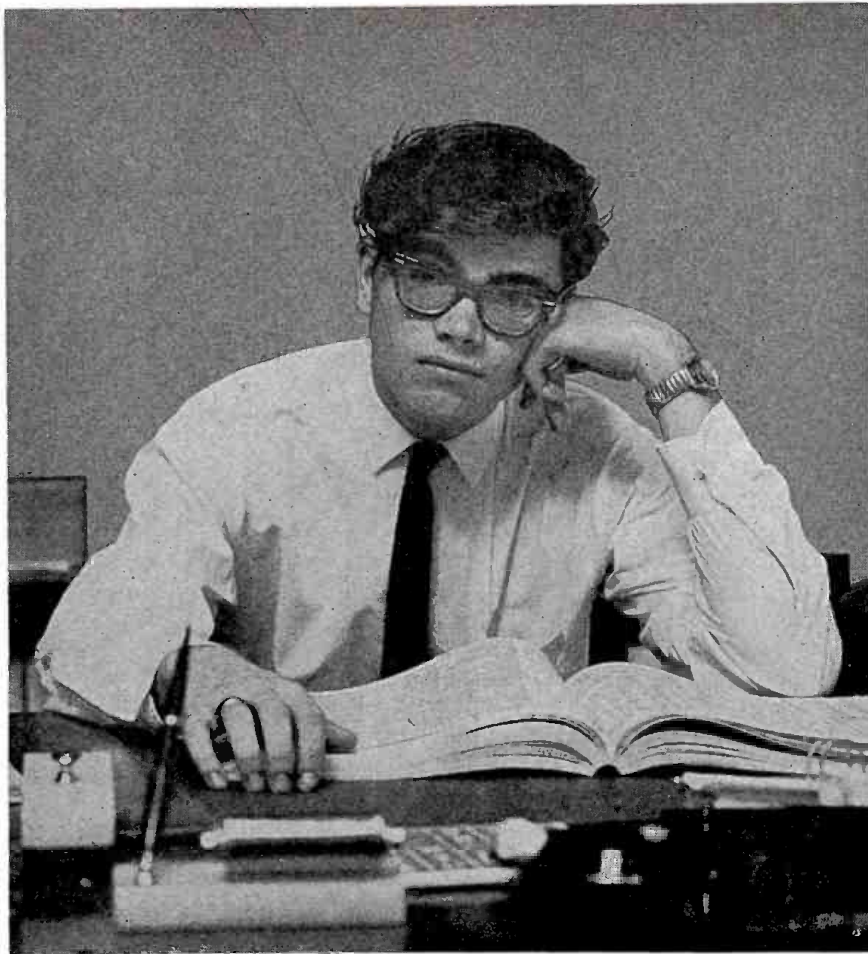


**WOOD AM·FM·TV** Grand Rapids, Mich.  
TIME-LIFE BROADCAST, INC.

WOOD • THE STATION WITH 2,000,000 CLOSE FRIENDS



NATIONAL SALES REPRESENTATIVES • THE KATZ AGENCY, INC.



### Harry Mopp, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city Golden Triangle . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course — which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club — provided our official hat can fit onto your tousled wig.

**WSJS TELEVISION**   
WINSTON-SALEM / GREENSBORO / HIGH POINT

## CENTRONIC PROGRAM SYSTEM\*

### CONTACT

Irv Schwartz  
Room 2114 Executive House  
N.A.B. Convention Chicago



© 1962

him with 220,872; Lee B. Bartell, contributed 101,188, retaining 220,872; Melvin M. Bartell, contributed 15,442, retaining 100,700.

Metromedia Inc.—Benedict Gimbel Jr., sold 1,000, retains, 13,000. Reeves Broadcasting & Development Corp.—Harry L. Petersen, bought \$1,000 worth of 6% convertible subordinated debentures, giving him total of \$10,000 worth.

Taft Broadcasting—Hulbert Taft Jr., sold 2,000, retains 116,815.

## Metromedia gross up 1,000% since '56

The six-year financial history of Metromedia Inc., outlined in the annual report distributed to stockholders last week, shows that gross revenues rose by almost 1,000% from \$5,564,913 in 1956 to \$53,069,751 in 1962. Gross revenues were \$48,653,186 in 1961.

Net income rose from a loss of \$899,593 in its first full year of operation in 1956 to a profit of \$2,489,639 in 1962.

John W. Kluge, board chairman-president of Metromedia, noted this progress in a letter to shareholders and said 1963 is expected to show increased sales and profits.

Mr. Kluge pointed to these significant developments in 1962: the acquisition of KTTV (TV) Los Angeles for \$10.4 million, subject to FCC approval; the listing of the company's common stock and convertible debentures on the New York Stock Exchange, and the establishment of Metro Broadcast Sales, the company's own national sales organization for radio-tv stations.

### MCA's 1962 net earnings

MCA Inc. announced last week that consolidated net earnings of the company for 1962 amounted to \$12,706,849 (\$2.50 a share), after payment of preferred dividends. In addition, there was a non-recurring item of \$2,118,410 (47 cents a share). These figures include, on a "pooling of interests" basis, MCA Inc.'s interest in the reported consolidated net earnings of Decca Records Inc. for the year.

### Reeves firms have good year

Reeves Soundcraft Corp., New York (manufacturer of magnetic tape recording products, specialized motion picture and sound equipment and other products) showed a net income after taxes in 1962 of \$90,227 (3 cents a share) compared with a loss of \$220,938 in 1961. Net sales for 1962 reached \$8,333,467, up 28% from 1961's \$6,520,690. The 1961 net income figures do not include special credit of \$1,170,439 from the sale of Cinerama stock.

For 1963, overall sales volume

What kind  
of cop  
wears this  
kind  
of uniform...

And  
uses  
this kind  
of  
equipment?



**THE NEW BREED** A new one hour syndicated show about a new kind of cop opens a new kind of audience. **THE NEW BREED**, starring Leslie Nielsen, is a completely different approach in a detective series: the inside story of a special elite police corps, armed with *brains* as well as *brawn*. Guest stars like Eddie Albert, Keenan Wynn, Tina Louise, Vic Morrow, Wendell Corey and the sure touch of

Quinn Martin (Executive Producer of this as well as of "THE UNTOUCHABLES") made **THE NEW BREED** a real network power: Kansas City, 42 per cent share\*; Miami, 37 per cent share\*; Philadelphia, 39 per cent share\*; Seattle, 47 per cent share\*. **THE NEW BREED** is the show that cuts across your competition with a new, compelling, high quality twist. 36 hours now available to increase your ratings and sales in your market. **ABC FILMS, INC.**

1501 Broadway, New York 36, N.Y. LA 4-5050.

# BMI

MUSIC IS USED  
EVERY DAY ON  
EVERY NETWORK  
...105 TV SHOWS  
EVERY WEEK...

# TUESDAY

THE UNTOUCHABLES . ABC  
MARSHALL DILLON . . . CBS  
LLOYD BRIDGES SHOW CBS  
JACK BENNY SHOW . . CBS  
GARRY MOORE SHOW . CBS  
LARAMIE . . . . . NBC  
EMPIRE . . . . . NBC  
DICK POWELL Theatre NBC  
AMONG OTHERS



More  
on  
page  
86

**BROADCAST  
MUSIC, INC.**

589 Fifth Avenue  
New York 17, N. Y.

should exceed \$10 million, Hazard E. Reeves, president, announced.

Mr. Reeves is a part owner of Reeves Broadcasting & Development Corp. with a 1962 sales volume of \$4,719,016, a 9% increase over the 1961 figure of \$4,340,240. Net income for last year was announced as \$72,451 (5 cents a share) compared with 1961's \$15,283 (1 cent a share).

Reeves Broadcasting & Development Corp. owns WUSN-TV Charleston, S. C.; KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va. It offers video tape and sound recording services from its Studios Div., New York.

## Goodwill Stations Inc. sets new financial mark

Goodwill Stations Inc. had its most successful year in history, it was reported last week with issuance of its 1962 financial statement. All four stations operated by the company showed increased revenues and profits during the year, it was reported.

Net income after taxes reached \$673,118 (\$1 a share), more than double 1961's net of \$333,365 (49 cents a share). Revenues jumped 30% to \$7,919,009 compared with 1961's \$6,088,084. Cash flow for last year amounted to \$1,596,700 compared with \$969,908 in 1961. Working capital in-

creased to \$1,879,792.

The annual stockholders meeting will take place May 1 in Detroit. There are 671,465 shares outstanding.

Goodwill stations are WJR Detroit, WJRT (TV) Flint, both Michigan, and WSAZ-AM-TV Huntington-Charleston, W. Va.

## Financial notes . . .

**Magnavox report** - Magnavox Co., Fort Wayne, Ind., reported net sales for 1962 at \$201,922,006 with net income after taxes of \$12,655,663 (\$1.73 a share). This compares with 1961's net sales of \$140,782,333 and net income of \$9,006,871 (\$1.25 a share).

**Hawley net up** - Hawley Products Co., St. Charles, Ill., reported net income after taxes of \$403,192 (\$1.44 a share) on net sales of \$7,649,035 for 1962. This compares with a net of \$104,570 (41 cents a share) on sales of \$5,880,954 in 1961. Hawley Products manufactures loudspeaker diaphragms and accessories.

**Sales up** - Attributing a 30% increase in billings for February to new accounts entering the Spanish-speaking broadcasting field of KWKW Los Angeles, has reported a record high in billings for February in the 20-year history of the station. The increase amounts to \$15,000.

## GOVERNMENT

# FCC MOVES TOWARD FEES

### Instructs staff to prepare final order that would charge up to \$100 for television, \$50 for am-fm

FCC licensees and applicants are faced with the virtual certainty of being required to pay fees of up to \$100 for applications filed with the commission after Jan. 1, 1964.

The commission, moving to complete a rulemaking outstanding for over a year (BROADCASTING, Feb. 19, 1962), instructed its staff last week to prepare a final order establishing a fee schedule ranging from \$2 to \$100 for applications.

It was understood the \$100 fee would be charged for television applications for new stations, transfers, renewals and major changes. The fee for am and fm applications in these categories would be \$50, it was learned.

These fees would be a sharp reduction from those originally proposed. The rulemaking had contemplated a \$250 fee for television and \$150 for am and fm.

**Some Exemptions** - The commission announcement indicated that other fee

proposals would also be reduced and said that applications in a number of services would be exempted. It's believed the exemptions will include non-commercial educational stations and some broadcasters in the safety and special services field.

The commission set Jan. 1, 1964 as the effective date for the schedule to provide time, in which to make the necessary administrative changes. Some FCC officials say the order could be ready for final adoption at the commission meeting next week.

The revised proposal, the commission estimates, will bring in some \$5 million, which would be about one-third of the commission's \$14.5 million appropriation for fiscal 1963. The original schedule was designed to bring in \$6.75 million.

But the reduction in proposed fees isn't likely to mollify broadcasters who, almost unanimously, had opposed the rulemaking (BROADCASTING, May 21,



# the big picture in Kansas



For advertisers, the big picture in Kansas is WIBW-TV. So big that it dominates in 32 of the leading counties; so big that it includes 94% nighttime coverage of Topeka, Emporia, Manhattan, Fort Riley and Junction City. For viewers, with their choice of the best of the three networks, WIBW-TV has always been the big picture, delivering an average of 42,900 homes in prime nighttime. No other advertising medium in Kansas gives you so much...for so little. How little? Ask Avery-Knodel or your Stauffer office.



TELEVISION

Topeka, Kansas  
Division of Stauffer Publications  
Represented nationally by Avery-Knodel

## FCC reverses itself on programming

The FCC last week gave official sanction to a practice it had ordered its staff to abandon only two-weeks earlier—the questioning of renewal applicants about their local live programming in prime time (BROADCASTING, March 18).

In what had been regarded as a policy-setting action, the commission on March 13 ordered its staff to renew the licenses of some 70 Far West television stations without any further letters inquiring into their 6-11 p.m. programming practices.

But at its meeting last week, the commission, by a 4-3 vote ordered the renewals of six New England television stations deferred until the

staff inquires further into what they are doing to present local live programming in prime time. The composite weeks submitted by the stations failed to show what a majority of the commission considered a satisfactory amount.

The new majority in favor of the letters was made possible by the replacement of T. A. M. Craven (who had voted against the letters three weeks ago) by Commissioner Kenneth A. Cox, who voted for them, and the switch in the vote of Commissioner Robert T. Bartley. Others in the majority were Chairman Newton N. Minow and Commissioner E. William Henry.

1962). An NAB spokesman termed the commission action last week “shocking” and said efforts would be made to block implementation of the fee schedule.

He said the NAB would file a petition for reconsideration when the final order is published and that the association might appeal the commission's action to the courts. He also indicated the association might seek help from Congress to sidetrack the fee schedule.

**5-2 Vote** ■ It was understood the commission acted on a 5-2 vote, with brand-new Commissioner Kenneth A. Cox joining with Chairman Newton N. Minow and Commissioners Robert E. Lee, Rosel H. Hyde and E. William Henry in the majority. Commissioners Robert T. Bartley and Frederick Ford dissented.

At the time the rulemaking was proposed, NAB President LeRoy Collins said the FCC would be exceeding its authority in charging filing fees. He said the FCC is not a taxing agency.

The commission, in its announcement, sought to meet these arguments. It cited as authority for levying fees the Independent Offices Appropriations Act of 1952, in which Congress held that the agencies should be self-sustaining “to the fullest extent possible.”

The commission also said its “essential purpose” in levying fees “is to require applicants to bear a part of the costs of processing their applications, in the form of filing fees analagous to the filing fees imposed by various federal and state courts.”

The adoption of a fee schedule has long been one of Chairman Minow's pet projects. In the summer of 1961, a few months after joining the commission, he proposed a fee schedule designed to recover the commission's entire annual appropriation. This was later abandoned in favor of the pro-

posed rulemaking that was issued last year.

**Budget Bureau Pressure** ■ Pressure on the FCC and other federal agencies to charge fees has come from the Bureau of the Budget and the House Appropriations Committee. Both have urged the agencies to adopt programs to recover at least some of their costs.

The chairmen of the Senate and House Commerce Committees have conceded the commission's authority to levy fees and some members of Congress have introduced bills over the years specifically authorizing such ac-

## MORE DENIALS OF NEWS MANAGEMENT

### Newsmen get blame; inaccuracies in emergencies defended

The top information chiefs of the Pentagon and State Department last week defended the government's right to provide inaccurate information to newsmen to deceive the nation's enemies in times of extreme emergency—even if such action also deceives the American people.

However, Arthur Sylvester, assistant secretary of defense for public affairs, and Robert E. Manning, his State Department counterpart, denied before the House Foreign Operations and Government Information Subcommittee charges by broadcast and print newsmen that they managed news either during the Cuban crisis or at any other time.

Messrs. Sylvester and Manning took a cue from White House News Secretary Pierre Salinger and dumped the blame for “news management” in the laps of news directors and news editors. Mr. Salinger made a similar charge during a Washington speech (AT DEADLINE, March 25).

Rep. John E. Moss (D-Calif.), sub-

tion. Two are now pending. They were offered by Reps. J. Arthur Younger (R-Calif.), a member of the House Commerce Committee, and Charles S. Joelson (D-N.J.).

Some members of Congress, however, feel that the commission shouldn't adopt a fee schedule without a specific mandate from Congress that all agencies could follow. When the FCC first proposed the imposition of fees in 1954, the Senate Commerce Committee adopted a resolution requesting the agency to defer action pending congressional action.

Commissioner Ford is understood to have based his opposition to the fee schedule on the ground that the commission needs clearer congressional authority. Commissioner Bartley, in opposing the proposal in the past, said payment of a filing fee would give a licensee property rights he doesn't otherwise have.

**Precedents Cited** ■ Commission officials, however, note that the imposition of fees by the FCC wouldn't be without precedent. They point out that the Federal Aviation Agency, the Immigration & Naturalization Service and the Defense Dept., acting under the authority of the 1952 Independent Offices Appropriations Act, charge fees for various services.

Other agencies, such as the Securities & Exchange Commission, the Federal Power Commission and the Federal Maritime Commission, charge fees but under specific congressional authority.

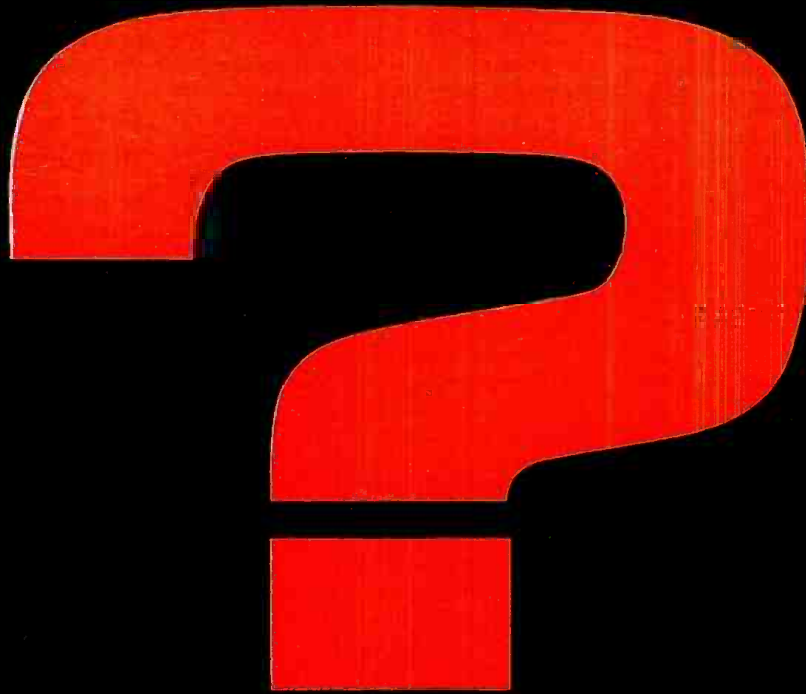
committee chairman, said the management controversy is “completely out of focus” and what the subcommittee is most concerned about is access to facts.

The subcommittee heard earlier from a panel of newsmen and media association executives, including NAB Vice President Howard H. Bell, that it is the government's responsibility to free the flow of all information but that which might endanger national security (BROADCASTING, March 25).

With the testimony of the newsmen and the information chiefs now on the record, Rep. Moss said the subcommittee would resume hearings, possibly late this month, at which it would hear government witnesses behind closed doors in an effort to develop government information guidelines for short-of-war situations, such as the Cuban missile crisis of last October.

He said that the government should not “in any future crisis” extemporize by keeping reporters away from military activity. Hesitancy to bring American newsmen to Cuba or to strategic

# WHAT'S NEW



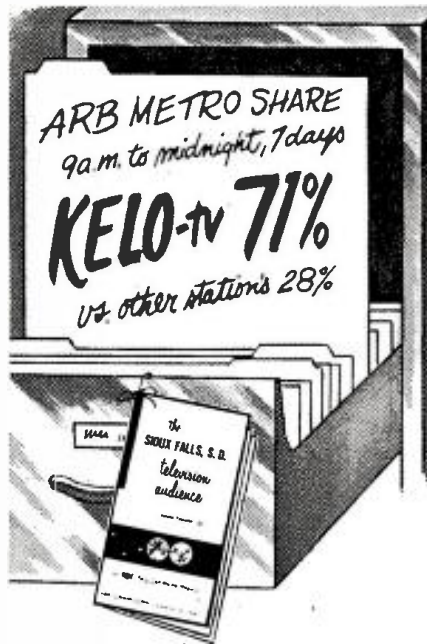
LAST YEAR, OVER THIRTY PROGRAMS...LARGELY OFF-NETWORK  
...WERE SYNDICATED...IN THIS RE-RUN MARKET, **BIOGRAPHY**...A  
FIRST-RUN PROGRAM...OUT-SOLD ALL THE OTHER PROGRAMS.

# BIOGRAPHY



THIS YEAR, OVER THIRTY PROGRAMS...AGAIN LARGELY OFF-NETWORK...ARE EXPECTED.  
PROVEN IN SALES, RATINGS AND STATION IMAGE, BIOGRAPHY 2 **BRAND NEW** IS NOW  
AVAILABLE FROM OFFICIAL FILMS, T.F.E. MEMBER, PICK-CONGRESS HOTEL, CHICAGO, ILLINOIS.

## BIGGEST FIND IN YOUR MARKET FILES!



You have KELO's massive audience pull going for you every hour, every day, and by every measurement. Like ARB average quarter-hour homes reached 6 p.m. to 10 p.m.—KELO-land 72,900 vs. other station's 17,000. And like *Sales Management's* billion-dollar-plus rating of the Sioux Falls-103 County Market (Feb. 1963). But remember, only KELO-LAND TV makes it a billion dollar market—in effective advertising reach.

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# KELO-TV LAND

KELO-TV, SIOUX FALLS, S.D.;  
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martialing points early in the October crisis set off severe criticism by newsmen. Reporters should be allowed to be on the scene even if security requires their reports to be delayed, Rep. Moss said.

Rep. Moss pointed out that while the government has classified censorship plans for use during an all-out war, none apparently exists for periods such as the Cuban crisis. (Censorship plans for "hot" war were published in *BROADCASTING*, May 8, 1961, and Aug. 4, 1958.) The White House issued a 12-point memorandum to guide newsmen during the Cuban crisis, but no office of censorship was established (*BROADCASTING*, Oct. 29, 1962).

**Sylvester Testifies** ■ Mr. Sylvester said Monday (March 25) that a Pentagon policy instituted in October which requires Department of Defense officials to report their contacts with newsmen and to explain what they talked about does not inhibit the flow of information. However, the subcommittee expressed a strong belief that persons holding views contrary to department policy would be inhibited from expressing these views.

Mr. Sylvester termed alleged management of news as "hogwash," and said he doubted newsmen could back up their complaints with facts: "To date, no record has been made on which we could act."

Mr. Manning said a similar policy on reporting of news contacts was followed by his department, but only for about a month during and after the October Cuban situation. He considered it more a "sociological study" than a device for plugging news leaks. "I still haven't the slightest idea where most of the big leaks in this town come from," Mr. Manning told the subcommittee. State's reporting requirement could be reinstated, he said.

The planned hearings on near-war information policies appear to be the first this eight-year-old freedom of information subcommittee will hold behind closed doors, committee sources said. Such action will be necessitated, it was explained, because of the classified material which must be discussed.

### Bra ad policy found illegal

Exquisite Form Brassiere Inc., New York, was found to have allegedly made illegal cooperative advertising and promotional payments to certain retailers in an initial decision last week by Federal Trade Commission Hearing Examiner Robert L. Piper. He ruled Exquisite Form had made preferential payments that exceeded the bounds of "good faith" efforts to meet competition.

The examiner's ruling was made following a rehearing after the U. S. Court

of Appeals had remanded an earlier FTC decision which reached the same conclusion. The original order was remanded to consider additional evidence offered by Exquisite Form. If the initial decision is upheld, the company would be required to discontinue the alleged discriminatory practices.

### Proposed rule to protect Illinois observatory

The FCC last week proposed a rulemaking that would limit the use of uhf ch. 37 to radio astronomy within a 600 mile radius of Danville, Ill., the location of the U. of Illinois' radio astronomy observatory.

At the same time the commission said that any applications for a ch. 37 operation anywhere in the United States would be held in abeyance pending the outcome of the proposed rulemaking. The FCC said the proceeding may lead to a different plan for protection of the university's operation. The commission also said that any stations that may be granted on ch. 37, outside of the 600 mile radius, could operate between midnight and 7 a.m. only.

There are presently three applicants for a new tv station on ch. 37 in Paterson, N. J.: Bartell Broadcasters Inc., Progress Broadcasting Corp. and Spanish International Tel. Inc. The commission said that no other channel can be substituted for ch. 37 in Paterson.

The commission said that in 1961 it denied a petition from the U. of Illinois requesting that ch. 37 be reserved for radio astronomy on a nationwide basis. The commission said that at that time as well as now, it was considering the total needs of all radio service between the 25 mc and 890 mc bands. The commission added that it has avoided the granting of new stations on ch. 37 until the study is concluded.

However, the commission said that the all-channel receiver law and the growing number of applications for uhf tv stations requires further interim action.

Comments are due May 1 concerning the proposed rulemaking and should be directed only at the problem of interim protection of the radio astronomy operations of the U. of Illinois and not at the general problem of frequency allocation for radio astronomy, the FCC said.

# RBC

see page 109

OBSERVES  
SILVER  
ANNIVERSARY

does your station  
carry this program?



*Martin*

**REACHES PEOPLE EVERYWHERE**  
**NBC RADIO**

SERVING THE U. S. THROUGH 191 QUALITY RADIO STATIONS.

# COX MOVES UP FROM SECOND STRING

Sworn in as FCC commissioner to replace T.A.M. Craven

Kenneth A. Cox was sworn in last week as a member of the FCC.

The oath of office was administered by Associate Justice William O. Douglas of the Supreme Court, in a brief ceremony that attracted an overflow crowd to the commission's meeting room. Among those attending were members of the commission, its staff, and the new commissioner's family—his wife, Nona, and their three sons, Gregory 13, Jeffrey 9, and Douglas 6.

Justice Douglas drew a laugh from the throng with what was regarded as a reference to reports Chairman Newton N. Minow will resign in the next few months. He recalled that the last time he swore in a new FCC commissioner was when Chairman Minow took office two years ago. "Heaven only knows," he added, "when I'll be back again."

**Third New Frontiersman** ■ Commissioner Cox, 46, is a Seattle attorney and Democrat, and is the third appointee of President Kennedy to the

FCC. He succeeds T. A. M. Craven, who reached the mandatory retirement age of 70 on Jan. 31. The former commissioner remains with the agency as a consultant on space communications.

The new commissioner, who served the Senate Commerce Committee as special counsel in communications matters on several occasions in the 1950s, is regarded as a protege of Sen. Warren G. Magnuson (D-Wash.), chairman of that committee. As a result, he was looked upon as a potential FCC member ever since his appointment as Broadcast Bureau chief two years ago.

Commissioner Cox was nominated by the President—and confirmed by the Senate—for the balance of Mr. Craven's term, which ends June 30, 1963, and for a regular seven-year term ending June 30, 1970.

The new commissioner moved into the offices vacated by former Commissioner Craven, and participated in his first commission meeting, as a member, on Wednesday (March 27). He is ex-

pected to announce his personal staff this week.

**Sheridan Appointment Official** ■ Commissioner Cox is being replaced as head of the Broadcast Bureau by James Sheridan, a 22-year veteran of the commission who for the last three years was special assistant to the chairman. The decision to appoint Mr. Sheridan was made in January (BROADCASTING, Jan. 28) but was not officially announced until after his predecessor stepped up to the commission.

In announcing Mr. Sheridan's appointment, Chairman Minow hailed him as one of the commission's "most highly regarded career employees. We welcome him to this new position of responsibility which we are confident he will discharge with ability and distinction."

Although Mr. Sheridan's appointment is subject to Civil Service Commission approval, he assumed the duties of his new post immediately.

Appointment of a replacement for Mr. Sheridan as special assistant to the chairman is under consideration.

## HIS FIRST SPEECH

Cox stresses importance of local live tv programming

Within less than four hours of his oath taking as an FCC commissioner, former Broadcast Bureau chief Kenneth A. Cox publicly proclaimed his belief in the importance of local live programming—particularly in prime hours.

He also expressed his personal opinion that the Chicago and Omaha television hearings served a good purpose.

Speaking to the Federal Communication Bar Assn., Commissioner Cox summed up his attitude on local programming in these words:

"I believe that there are important aspects of service to the public which a broadcaster can only achieve through the presentation of locally originated, community-tailored programming, and that he can achieve his goals to a significant degree only if some of these programs, particularly those designed to provide an outlet for local self-expression on community problems, are presented during peak audience hours."

In television, Mr. Cox emphasized, the 1952 Sixth Report & Order listed as a second priority that as many local stations be assigned to as many communities as possible. The first criterion was to provide at least one tv signal to as many people as possible.

And, he continued, in 1960 the FCC issued its programming report, which also referred to local self-expression and the encouragement of local talent.

Thus, he stressed, the FCC has been concerned about local programming in



Kenneth A. Cox with his family—wife Nona and sons Gregory, Jeffrey and Douglas—following Mr. Cox's swear-

ing-in Tuesday morning as an FCC commissioner. Mr. Cox moves up from chief of the Broadcast Bureau.

# SMASH FIRST RATINGS!

## NEW YORK:

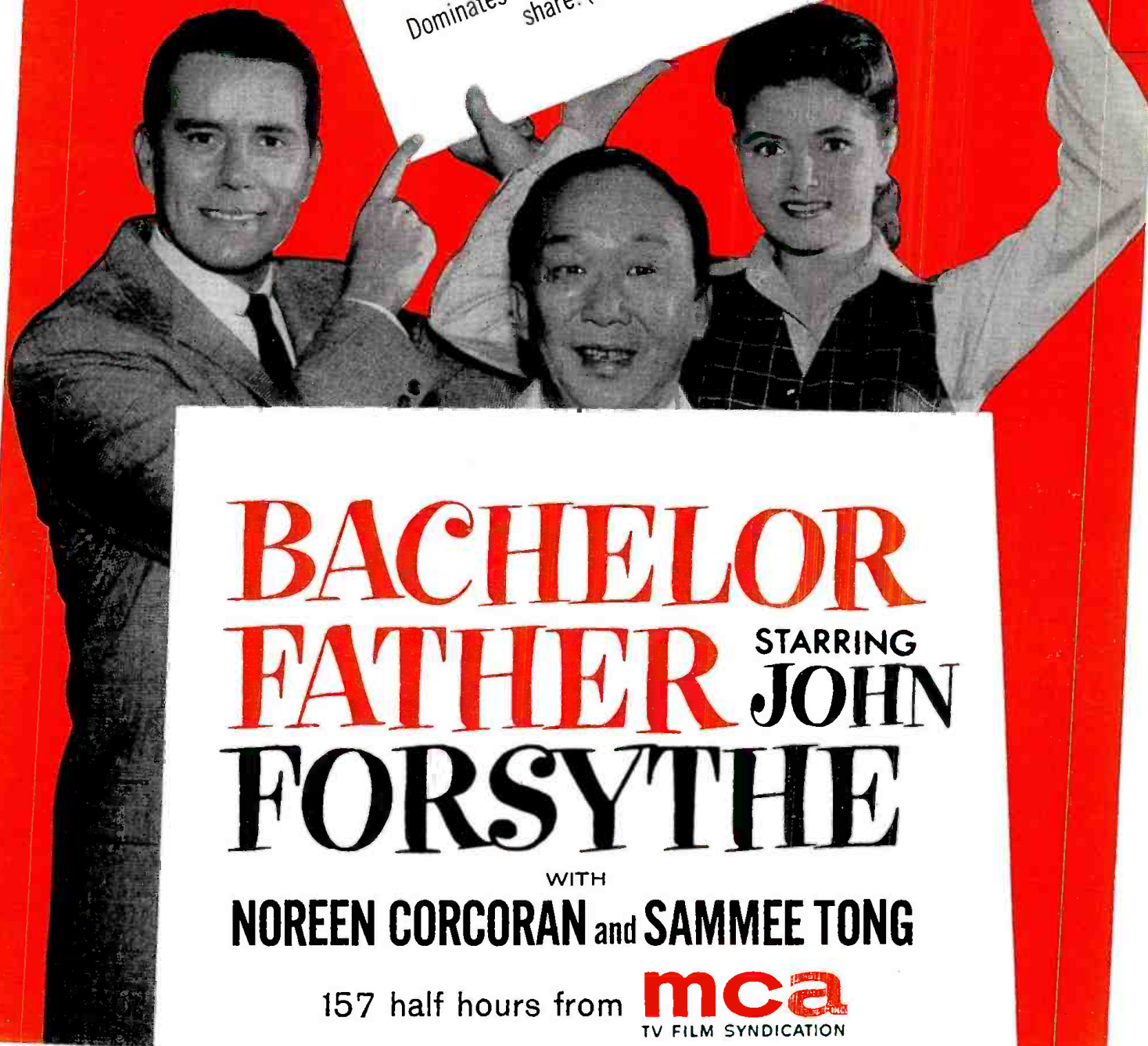
Tops 4 of 5 competing programs with a 14.4 rating and 27% share! (WNBC-TV, Fri. 7:00 PM)

## FORT WAYNE:

Tops both competing syndicated shows with a 16 rating and 41% share! (WANE-TV, M-F, 6:00 PM)

## ORLANDO-DAYTONA BEACH:

Dominates all competition with an 11 rating and 67% share! (WDBO-TV, M-F, 1:00 PM)



# BACHELOR FATHER STARRING JOHN FORSYTHE

WITH  
NOREEN CORCORAN and SAMMEE TONG

157 half hours from **mca**  
TV FILM SYNDICATION

## Equal time sought to refute IRS spots

An Ohio congressman, who says some of this year's Internal Revenue Service "helpful hints" tv films are "vicious" and "misleading," has demanded an opportunity to appear on the tv networks to refute the controversial spots.

Rep. William Ayres (R-Ohio) last week cited a letter from FCC Chairman Newton N. Minow which explained that it is agency policy to require equal time on controversial issues but that no one had asked for the opportunity in the IRS case. With that, Rep. Ayres said he wanted 10 minutes on each network which carried the IRS films.

The two most controversial spots were withdrawn from circulation after viewers protested earlier this

year, an IRS spokesman said. One presents an unflattering portrayal of a businessman living on his expense account; another discusses withholding taxes in a way which implies that people whose taxes are automatically held back really pay no taxes at all, Rep. Ayres said.

Withdrawal of the businessman spot "is an admission that it was controversial," Rep. Ayres said. He wants to appear on all networks "so that the other side . . . might have public attention," he said.

Rep. Ayres said he understood from IRS that there were 19 spots in the series and that they cost \$15,000. Congress should "find out how much dough they're spending to mislead the public," he told a reporter.

tv for more than 10 years.

Mr. Cox emphasized that there is no fixed percentage for local programming or any set ratio of local originations to overall programming. He called attention, however, to a study of 448 stations all affiliated with networks submitted in a recent comparative tv hearing which showed that an average of 8.9% of their time was devoted to local programming. He noted that 50 of these stations devoted 15% or more to this element of programming.

**Program Logs** ■ In a reference to last year's controversial action by the Broadcast Bureau in holding up tv stations' licenses because of questions on local programming, Mr. Cox explained that the commission found that many stations carried local live programs in the 6 p.m. to 11 p.m. segment of the broadcast day, but usually irregularly on a pre-emption basis, or if regularly it was not apparent from the program forms. He indicated that the new program forms would ask for this information specifically.

Although he said he agreed with the commission that program forms should be updated to show local live programming with more clarity, he added: "I would prefer, as an interim measure, that other supplementary means be employed to determine performance in the local live program area before renewals are granted." A revision of the program forms, used in applications for new stations and renewals, has been under consideration by the commission for the last three years.

In talking about the FCC's policy on allocating local stations, Mr. Cox added: "It seems only logical to expect the stations assigned from community to community to provide something tailored to their respective localities and

not simply provide a pale copy of what could have been supplied by high powered stations operating in nearby large cities."

Talking about the results of the Chicago hearing, Mr. Cox said that the "proceeding established that the four stations in Chicago had made reasonable efforts to determine local needs and interests; that the major areas of controversy centered around the treatment of local religious groups, racial and social problems; that local talent was not afforded much opportunity and that maintaining local autonomy for the three stations owned by the networks presented a serious problem."

The FCBA luncheon was attended by all seven FCC commissioners and retiring Commissioner T. A. M. Craven, who received a standing ovation from the more than 200 present.

## BOSTON CH. 5 CASE

### Four applicants to compete with WHDH-TV for facility

The long struggle for ch. 5 in Boston was revived last week with the filing of applications by four parties to compete with WHDH-TV's hopes for a license renewal of its ch. 5 operation.

The FCC last week received applications from Greater Boston Tv Co., Hub Broadcasting Co., Boston Broadcasters Inc. and Charles River Civic Tv Inc. for new tv stations on ch. 5 in Boston. WHDH-TV had previously filed its renewal application.

WHDH-TV, a CBS affiliate, has operated ch. 5 since it received the grant in April 1957, and is owned by the *Boston Herald Traveler*.

Greater Boston, one of the original applicants, is a corporation of 41 stock-

holders. Arthur D. Cronin (2.5%) is its president. Greater Boston is the only applicant, besides WHDH-TV, which applied last week that had been a former contestant. However, Massachusetts Bay Telecasters, which had been an original applicant, asked the FCC last week not to take immediate action on the present applications or establish a cut-off date for the filing of further applications, indicating that Massachusetts Bay may yet re-apply for ch. 5.

**New Challengers** ■ Charles River is owned by the Charles River Foundation, which is a trust having no stock issued. The foundation owns all of the voting stock of the tv applicant, and has an option to purchase all preferred stock which has been issued for the purpose of raising funds. If given the ch. 5 operation Charles River plans to distribute all profits from the station's operation among various charities. Charles River has offered WHDH-TV \$5 million for the station's facilities and "transferable good will," should Charles River be granted the channel.

Theodore Jones, one of the Charles River trustees, is half-owner of Charles River Broadcasting Co., licensee of WCRB-AM-FM Waltham, Mass.

Hub Broadcasting Co. filed an application but did not give any engineering or ownership data in the application. Hub said that it would file the ownership information within 15 days, and that two-fifths of the stock would be owned by station personnel.

The last application filed was by Boston Broadcasting Co. which is owned by 21 stockholders. Leo L. Beranek (5.6%) is president of the company.

**Long History** ■ In April 1957, when WHDH-TV was given the ch. 5 grant, Greater Boston and Massachusetts Bay took the case to court. Both WHDH-TV and Massachusetts Bay had been cited for *ex parte* contacts with then-FCC Chairman George C. McConnaughey. The *ex parte* charges were brought up before the House Legislative Oversight Committee in 1958. Because of the House hearing the court remanded the ch. 5 case back to the FCC for further hearing. It was then ruled by a special hearing examiner that the *ex parte* contacts had not been improper. This ruling was then overruled by the FCC in July 1960. In January 1961 the court, which had retained jurisdiction in the case, vacated the grant to WHDH-TV and ordered further comparative hearings by the commission.

In September 1962 the FCC reaffirmed its 1957 grant to WHDH-TV by giving the station a four-month license and denying the applications of Greater Boston and Massachusetts Bay (BROADCASTING, Oct. 1, 1962). Since all three applicants had been given black marks, Greater Boston for con-



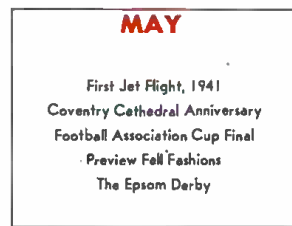
EXCITING . . . ENTERTAINING . . . TOPICAL

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A series of up-to-date quarter-hour programs featuring a variety of events in Britain and the Commonwealth is available every two weeks on a continuous basis or for programming on a weekly basis using 13 or 26 issues.

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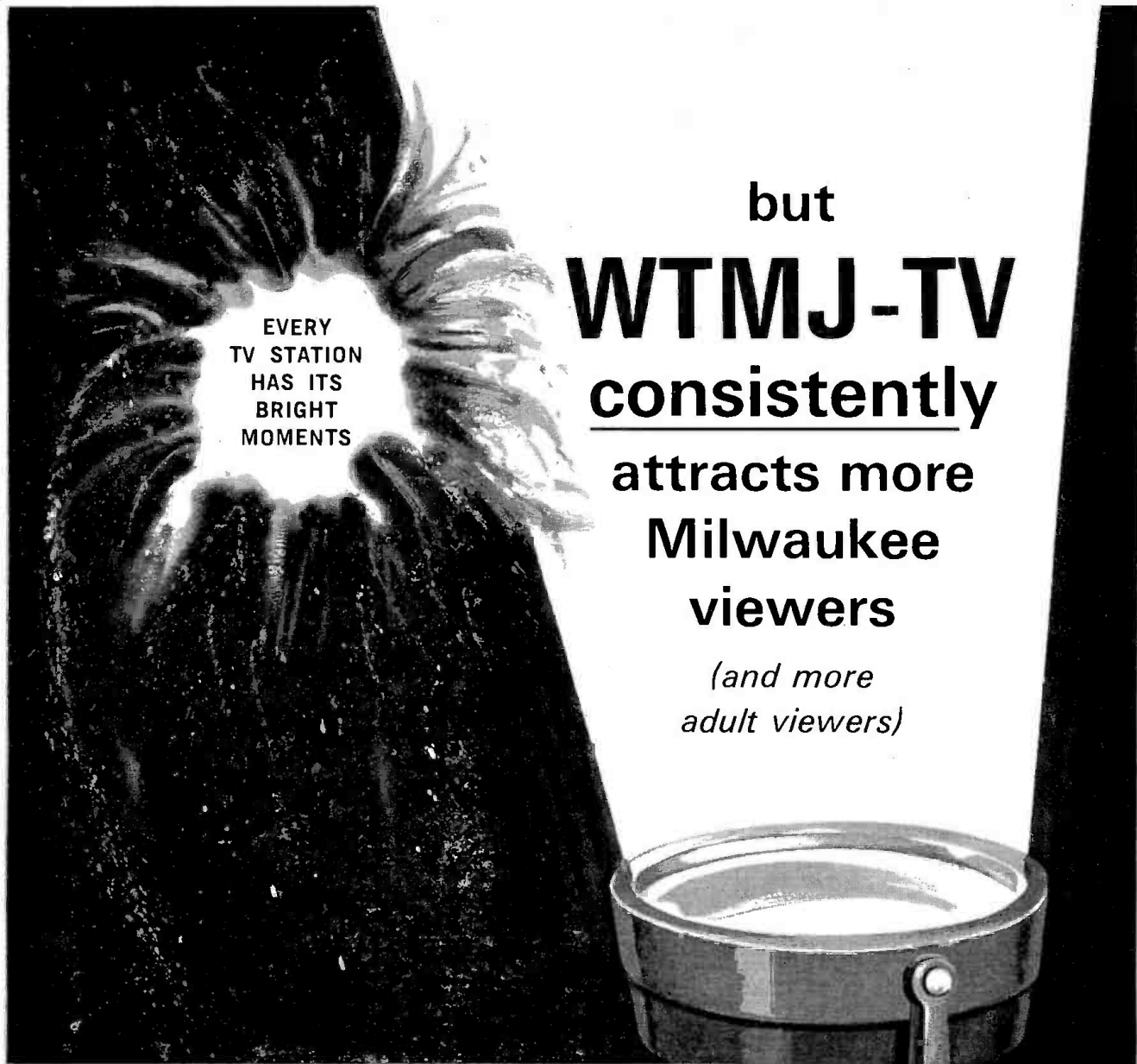
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EVERY  
TV STATION  
HAS ITS  
BRIGHT  
MOMENTS

but  
**WTMJ-TV**  
consistently  
attracts more  
**Milwaukee**  
**viewers**

*(and more  
adult viewers)*

## See for yourself!

	Station	Total Homes	Total Adults
(Mon. - Sun.) 9 A.M. TO MIDNIGHT	WTMJ-TV	62,200	91,100
	"X"	50,100	63,800
	"Y"	52,300	59,700
(Mon. - Sun.) 4-6:30 P.M.	WTMJ-TV	71,500	97,800
	"X"	44,500	42,500
	"Y"	45,500	22,400

Source: ARB Report, January, 1963.

Every station can show sparkling figures for individual program segments. But the truest gauge of popularity is Total Day statistics. The ARB figures at left show that WTMJ-TV is *consistently* first in the eyes of Milwaukee.

In addition, WTMJ-TV attracts more *adult* viewers . . . *buying* viewers. This is emphasized by the ARB figures for the Monday through Sunday, 4 to 6:30 P.M., time segment . . . when the greatest number of *both* adults and children are available for viewing.

Remember the station that *consistently* shines brightest in Milwaukee, for both viewers and advertisers . . . WTMJ-TV.

**WTMJ-TV**  
THE MILWAUKEE JOURNAL STATION

Represented by: HARRINGTON, RIGHTER & PARSONS • NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, ST. LOUIS, LOS ANGELES

cealing facts and the other two on the *ex parte* charges, WHDH-TV was given the short-term license because of its broadcast record.

The commission then set March 26 as the filing date for applications to compete with WHDH-TV's renewal efforts. March 26 was not set as a definite cut-off date. Instead the FCC said that applications filed on or before March 26 would be assured acceptance if they were properly prepared.

## MORE ON DROP-INS

### Potential applicants favor ABC proposal

The FCC's vhf drop-in decision was the target of another round of pro and con views as the commission received 10 comments last week on the controversial case.

Following a previous petition by ABC urging that the drop-ins in the seven proposed cities be made (BROADCASTING, March 18), allowing a dual vhf-uhf operation, six would-be applicants for the vhf drop-in channels urged last week that the FCC adopt the ABC suggestion. The six were:

- WTVK (TV) Knoxville, Tenn., which operates ch. 26 there, urged the drop-in of ch. 8 in that city.

- WUTV (TV) Charlotte, N. C., asked that ch. 6 be dropped-in at Charlotte and combined with its ch. 36 operation.

- Miami Valley Telecasting Corp. asked that ch. 8 be given to Dayton, Ohio, for which Miami would apply, along with a uhf channel.

- Megacity Tv Inc. has also expressed interest in a dual operation with ch. 8 in Dayton.

- Joe Speidel III and Donald Bolton, speaking for a group interested in applying for a dual operation, asked that ch. 10 be added in Jacksonville, Fla.

- Magic City Tv Corp. will apply for a dual operation on ch. 3 in Birmingham, Ala., if the proposed drop is made.

**Self-defeating** ■ The Assn. of Maximum Service Telecasters Inc. told the FCC last week that ABC met "itself coming and going" in its arguments for the drop-ins.

AMST said that ABC argued that only vhf can augment the tv service in the seven proposed drop-in markets and that the number of tv homes in these areas is not great enough to stimulate the growth of uhf and that only the additional vhf channels will foster uhf development. "But ABC cannot have it both ways," AMST said.

The association told the commission that if the communities are important enough to warrant the drop-ins, they are important enough "to offer a signal opportunity for providing a significant stimulant to uhf development."

AMST said that it is difficult to un-

derstand why ABC thought uhf stations would have problems getting network schedules. AMST called the commission's attention to WTVK (TV) Knoxville and WARD-TV Johnstown, Pa., which are ABC and ABC-CBS affiliated respectively.

WARD-TV told the FCC two weeks ago that the station was having trouble supporting itself and requested that it be allowed to operate a drop-in ch. 8 along with its uhf ch. 56 (BROADCASTING, March 25). WTVK (TV) has also asked for relief through operating a vhf drop-in. WGAL-TV Lancaster has asked denial of the WARD-TV request.

**Which Is Best** ■ AMST told the FCC that the ABC allegation that uhf would provide poor coverage in the markets and hence couldn't compete with vhf is wrong. Uhf can provide better and more competitive service than can short-spaced vhf drop-ins, AMST said.

The Assn. for Competitive Tv argued

last week that the ABC petition, which set forth the network's ideas for the drop-ins, should be denied because it did not meet commission procedural rules. ACT said that the FCC issued staff instructions but did not release a definite decision, and that ABC based its pleadings on what the network assumed were the reasons behind the FCC's instructions.

ACT added that it would not even attack ABC's arguments because "For anyone new to offer arguments to contradict the arguments which [ABC]... developed to meet an imaginary set of commission reasons would be simply to add a travesty to a farce."

The Ohio Educational Tv Network Commission got into the act last week by requesting the commission not to reallocate ch. 52 to Dayton from Springfield. ABC had previously proposed that ch. 52 be used along with ch. 8 in Dayton for a dual operation.



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# S-S-SH OR BE SHUT OFF

## Loud commercials face severest regulation from individual listeners, commission told

The FCC was advised last week that the best mechanism thus far invented for eliminating "objectionable loudness" in broadcast commercials is the tv viewer and radio listener. Furthermore, the commission was told, chances of finding anything better than the viewer and listener, who simply switch off their sets when annoyed, are slim.

This was the gist of seven comments submitted in response to the commission's notice of inquiry into the prevalence of "annoyingly loud" commercials and how such practices could be regulated (BROADCASTING, Dec. 24, 1962).

The question, which has troubled the commission for years, came to the fore again after the agency received some 450 complaints last year, including letters from members of Congress asking that something be done to eliminate loud commercials.

The NAB, ABC, CBS and Storer Broadcasting Co., among others also

filed comments, disputed the contention that the problem exists to such an extent that the commission should attempt to regulate it. They said they had received few complaints over the years about loud commercials.

Several of those submitting comments also cited the finding in "The People Look at Television" (BROADCASTING, Feb. 18) that, of 2,497 persons questioned on what they disliked most about commercials, only 4% mentioned loudness.

**Beyond FCC Authority** ■ But the major argument opposing any proposed rulemaking in the area was that the problem involves subjective and psychological factors that are not a proper area for government regulation. Storer said the Communications Act doesn't authorize the FCC to act as "censor" of matters of subjective judgment or taste.

And Dow, Lohnes and Albertson, a law firm representing broadcast li-

censees, said any effort to apply stricter standards to commercials than to other broadcast material would constitute a suppression of free speech.

Many of the comments said that complaints about loud commercials are voiced by those who object to any commercial messages. The comments also said that commercials may often sound loud simply because they follow material that is soft.

The NAB, however, conceded that loudness is sometimes introduced in commercials. George W. Bartlett, NAB's manager of engineering, said this may occur in filmed and recorded commercials as a result of efforts to "produce a brilliant sound." Mr. Bartlett said no one connected with the production or broadcast of a commercial benefits from "unpleasant loudness." But, he added, such loudness may be "the by-product of efforts to make the commercial as audible and attention-getting as possible."

**Measuring Loudness.** ■ The FCC, in its notice of inquiry, said a device capable of measuring loudness would be "a tremendous aid." But none of those submitting comments were very hopeful such a device could be developed. CBS, which has pioneered in the field of sound-measurement, said the desired instrument would have to measure, among other things, the stridency of the delivery and the listener's socio-psychological attitude toward the program content.

The complexities involved in attempting to regulate loudness, the network said, are "overwhelming." It suggested that the commission rely on its present technical rules and the good practices of broadcasters.

In discussing the difficulty of developing a loudness-measuring device, the NAB said psychological tests show that "although there seems to be a relationship between the sensation of loudness and actual decibel level, this relationship varies in a non-linear manner depending upon the sound."

As a result, the NAB said, "a listener might not be able to hear a difference between two sounds of differing levels when listening to a receiver at a high volume level, while another listener, with his receiver set at a lower volume level, might be very much aware of the differences in level."

ABC, however, disclosed that it has begun its own effort to define the nature of the problem and develop an approach that industry might take to its solution. The network said it has contacted the Stanford Research Institute for assistance in the project.

In the meantime, the network suggested that the FCC defer further consideration of the matter until the agency's engineering division completes its current review of various loudness meas-

## Another FCC move to boost uhf television

In another move in its continuing effort to boost uhf broadcasting, the FCC last week amended its rules to relax some of the technical requirements demanded of tv stations in the upper band.

The amendments, to take effect May 1, provide for the following changes:

■ Transmitters may be operated by remote control. The commission noted that present transmitters need close supervision, but wanted to allow for remote control once it is feasible in order to stimulate research into the problem.

■ Stations may have aural power as low as one-tenth as high as visual power. Present rules require aural power to be at least one-half visual power, but the commission hoped that this amendment would result in savings in equipment and operating expenses for existing stations as well as for new stations, as the present uhf broadcaster will be allowed to increase visual power without making a corresponding aural boost.

■ Stations with transmitters developing power of 1 kw or less no longer will have to heed the requirement for specified reduction of lower sideband radiation.

■ Unrestricted use of directional antennas is permitted for stations

with transmitters generating 1 kw or less, and more powerful stations may use directional antennas with a ratio of maximum to minimum radiation of as much as 15 decibels (the present 10 decibel limit will still be in force for vhf's).

Commissioner Robert Bartley dissented to the adoption of the amendments.

The FCC's uhf rules will come under further scrutiny Thursday (April 4) when the executive committee of the Committee for the Full Development of Uhf Broadcasting meets in Chicago following the NAB convention (BROADCASTING, March 25). Commissioner Robert E. Lee is chairman of the committee.

Relaxation of the technical rules for uhf television was one of several proposals offered by the FCC in August 1961 as a means of encouraging uhf development. Still outstanding are proposals to abolish the table of uhf assignments and build a new one on the basis of demand, and grant uhf channels on a first-come, first-served basis.

The commission dropped other proposals—the proceeding to permit dual uhf-vhf operation and establish a pool of uhf channels—after Congress passed the all-channel receiver law last year.



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PICTURES CORP.

**JOSEPH E LEVINE**, who made the name of EMBASSY synonymous with Showmanship, is bringing 33 powerfully pre-sold new features to television for the first time. From the flamboyance that made “Hercules” a household word, to the finesse that culminated in an Academy Award for Sophia Loren in “Two Women”, EMBASSY guarantees pre-established acceptance, via its own special brand of showmanship, for each of the 33 features now available for television. Agencies and advertisers are aware of the impact of dynamic merchandising that results in each EMBASSY attraction being pre-sold to audiences all over the nation.

Added to this are the power of star names, story values and Academy Awards that make EMBASSY—the most Exciting name in Entertainment—the most Exciting new Entry into television.

# 33 NEW FEATURE FILMS FOR TELEVISION FROM EMBASSY PICTURES CORP.

TITLE	RUNNING TIME	CAST
APHRODITE (color)	86 minutes	Isabel Corey, Antonio de Teffe
* ATTILA (color)	83 minutes	Anthony Quinn, Sophia Loren
THE BEAR (color)	86 minutes	Renato Rascel, Francis Blanche
BIMBO THE GREAT (color)	96 minutes	Claus Holm, Germaine Damar, Elmar Karlow
LANDRU (color)	118 minutes	Michele Morgan, Danielle Darrieux, Hildegarde Neff, Charles Denner
CONSTANTINE AND THE CROSS (color)	114 minutes	Cornel Wilde, Christine Kaufmann, Belinda Lee
CRIME DOES NOT PAY	159 minutes	Richard Todd, Danielle Darrieux, Michele Morgan, Pierre Brasseur
DEVIL'S WANTON	77 minutes	Birger Malmsten, Doris Svedlund
DIVORCE ITALIAN STYLE (Nominated For 3 Academy Awards)	104 minutes	Marcello Mastroianni, Daniele Rocca
FABIOLA	100 minutes	Michele Morgan
FABULOUS WORLD OF JULES VERNE	87 minutes	Lou Tock, Ernie Navara
FACE IN THE RAIN	90 minutes	Rory Calhoun, Marina Bertl
FURY AT SMUGGLERS BAY (color)	96 minutes	Peter Cushing, John Fraser,
GASLIGHT FOLLIES	90 minutes	100 Stars of Yesteryear!
*HERCULES (color)	107 minutes	Steve Reeves, Sylva Koscina
HERCULES UNCHAINED (color)	101 minutes	Steve Reeves
JACK THE RIPPER	89 minutes	Lee Patterson, Eddie Byrne
THE LOVE MAKERS	103 minutes	Jean-Paul Belmondo, Claudia Cardinale
LOVE AT TWENTY	110 minutes	Jean Pierre Leaud, Marie Pisier, Barbara Lass
MADAME (color)	104 minutes	Sophia Loren, Robert Hossein
MORGAN THE PIRATE (color)	93 minutes	Steve Reeves, Valerie Lagrange
NIGHT IS MY FUTURE	87 minutes	Mai Zetterling, Birger Malmsten
O. K. NERO	90 minutes	Walter Chiari, Silvana Pampanini
PASSIONATE THIEF	100 minutes	Anna Magnani, Ben Gazzara, Toto
YOUNG GIRLS OF GOOD FAMILIES	104 minutes	Ziva Rodann, Fred Clarke
THE SKY ABOVE—THE MUD BELOW (color)	90 minutes	
STRANGERS IN THE CITY	83 minutes	Kenny Delmar, Robert Gentile
THIEF OF BAGHDAD (color)	89 minutes	Steve Reeves
TWO WOMEN (Academy Award Best Actress)	99 minutes	Sophia Loren, Jean-Paul Belmondo, Raf Vallon
WALK INTO HELL (color)	93 minutes	Chips Rafferty, Francoise Christophe
NO PLACE LIKE HOMICIDE	87 minutes	Donald Pleasence, Shirley Eaton, Dennis Price
WHERE THE HOT WIND BLOWS	114 minutes	Melina Mercouri, Marcello Mastroianni, Gina Lollobrigida, Yves Montand
WONDERS OF ALADDIN (color)	93 minutes	Donald O'Connor, Vittorio DeSica

\*HERCULES and ATTILA made their television premieres on New York's independent WOR-TV; the first two titles shown, out of the thirty-three purchased.

In January, "Hercules" had the highest rating in history for any single movie ever presented on this station, overwhelming all competition with 46.1% of the viewing audience, according to Nielsen Station Index. The 35.1 average quarter hour rating exceeded that of the three networks combined!

ATTILA, which followed in February, was ranked No. 1 in its time period (7:30-9:00 PM), again outrating any of the three networks, achieving a 24.7 average quarter hour rating according to the Nielsen Station Index. It had 32% share of the audience.

IN CHICAGO, premiering on WNBQ Saturday, March 9, "Hercules" topped the three competing stations—with a 22 ARB and a record breaking 46% share of the viewing audience in the late evening time.

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Television Department, Embassy Pictures Corp., Time & Life Bldg., Rockefeller Center, N. Y. 20, N. Y. JU 2-2100



urement techniques and instrumentation for their applicability to the problem. The network said it would cooperate if the staff investigation indicated a research and development program were warranted.

An FCC suggestion, in its notice of inquiry, that amplifiers employed at transmitters might contribute to undesirable loudness drew objections from a number of those submitting comments. ABC said AGC amplifiers are needed to provide a more uniform program level than is possible by means of manual control. The devices are not used to cause objectionable loudness, ABC said. And CBS sought to sidetrack another commission suggestion—that a rule be adopted lowering the permitted maximum percentage of modulation on peaks of frequent recurrence during commercials. CBS said such a rule wouldn't assure transmission of program and commercial material at equal loudness, or guarantee that all of the material would be broadcast at a "pleasing loudness."

WGAM-AM-TV Portland, Me., said the use of equipment designed to reduce the aural output of broadcast transmitters to a minimum of volume variance "would be as disastrous as requiring a composer of music to eliminate 'andante' or 'crescendo.' The spoken word . . . could be reduced to a boring uni-level drone." The stations suggested that commission monitoring could easily find any broadcaster who violates good modulation practices.

KCRA-TV Sacramento, Calif., in commenting on difficulty of measuring loudness, said, "a beer commercial might seem exceedingly loud to one active in WCTU affairs."

## FCC lifts catv freeze if etv is sought

The FCC has partially lifted its freeze on applications by catv groups for microwave facilities if the microwave applied for is to carry the signal of an educational station.

The commission said that the freeze was "unduly broad" in denying applications for facilities to carry etv signals. However, the FCC stipulated that only etv station signals may be carried on such authorizations and that catvs which are given such grants must carry all local tv signals, if the local stations request that the system do so.

The commission had already placed this stipulation on the acceptance of applications by catv systems pending the outcome of the FCC's proposed rule (BROADCASTING, Feb. 25).

FCC Chairman Newton N. Minow dissented to conditioning the acceptance of applications when the facilities are to be used to carry etv station signals. Chairman Minow said that catvs should

not have to carry all local signals "as the price" for using etv signals. Chairman Minow said that catvs should carry the programming of local stations, reducing the competitive damage of catv operations, but added that the means towards this should have a more reasonable relationship to the end.

## Law firm questions FCC on ownership tightening

The FCC was asked last week why, after so long a time, was the agency proposing to tighten its multiple ownership rules so that broadcasters with the maximum number of stations would have to dispose of one interest before applying to purchase or build another. (BROADCASTING, Feb. 18).

Cohn and Marks, a Washington communications law firm, told the commission that for almost 20 years the

agency has processed and granted applications by an applicant already owning a full complement of stations, provided that the applicant dispose of one interest before the transfer takes place.

Cohn and Marks said that the number of such applicants has never been great, or a burden to the commission. The law firm added that past history indicates there has not been any abuse.

Cohn and Marks felt that the new rule would also force station owners to give up their seventh or fifth tv before they could apply to improve the facilities of an existing station, such as changing channels or frequencies. The firm concluded that the proposed rule "is without any justification whatsoever."

The FCC has extended the deadline for comments on this rulemaking to May 24 from March 25, and to June 10 for reply filings.



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# CONELRAD'S SUCCESSOR?

## Emergency Broadcasting System proposed by NIAC would keep all am's on normal power, frequencies

A volunteer emergency broadcasting system to be invoked in the case of war and which proposes that all radio stations continue broadcasting on their regular frequencies with normal power has been recommended by the National Industry Advisory Committee (NIAC).

The plan, abandoning the 12-year-old Conelrad 640 kc and 1240 kc system, proposes a two-step approach:

1. All present am radio stations holding National Defense Emergency Authorizations would form the nucleus of a new Emergency Broadcast System (EBS). These stations would continue broadcasting on their assigned frequencies and with full power in a war emergency.

2. As other standard broadcast stations volunteer and meet the criteria established for EBS, they would be authorized to join the system.

Because the Dept. of Defense has not yet furnished the FCC with information regarding the impact of fm and tv broadcasting on military communications, navigational aids for the Air Force and weapon systems (all of which use vhf frequencies heavily), the NIAC plan suggests that for the time being fm and tv stations be required to go off the air. This is the same regulation as is now in effect.

The recommendations were drawn up by a special NIAC group under the chairmanship of Davidson M. Vorhes, CBS operations vice president. The documents were mailed to all state industry advisory committee members last week by John F. Meagher, NAB radio vice president and chairman of NIAC. State units are asked to submit comments by April 15. Mr. Meagher said he hopes to submit the proposals for the new system to the FCC by April 22. After coordinating the proposals with the military and the White House's Office of Emergency Planning, the commission is expected to adopt the measures quickly.

Meanwhile, it is stressed that the present "Conelrad" regulations remain in effect and must be followed until the new system is officially adopted.

The new system will take the place of the Conelrad system which was designed in 1951 at the request of the Air Force to deny navigational aid to enemy airplanes. Last April the Defense Dept. notified the FCC that there was no longer any need for Conelrad (BROADCASTING, April 30, 1962). Missiles don't rely on broadcast signals to "home" onto targets.

One of the major considerations for establishing the revised emergency sys-

tem primarily with am radio stations, it is pointed out, is that standard broadcast stations can be received on battery operated radio receivers at home and at work and in automobiles. This is still not possible generally for fm and tv.

**Two Steps** — The standard broadcast stations now in the Conelrad system would, upon an emergency, continue to operate on their normally assigned frequency with normally authorized power—but without station identification.

All other standard broadcast stations, and fm and tv, would leave the air.

The alerting signal, via AP and UPI Teletype circuits would remain the same.

During the emergency period, the present programming priorities would be continued. These are (1) presidential messages, (2) local programming, (3) state and regional programming, (4) national programming and news.

For local programming, NIAC recommends that state and local committees establish operating methods in cooperation with local and state defense officials.

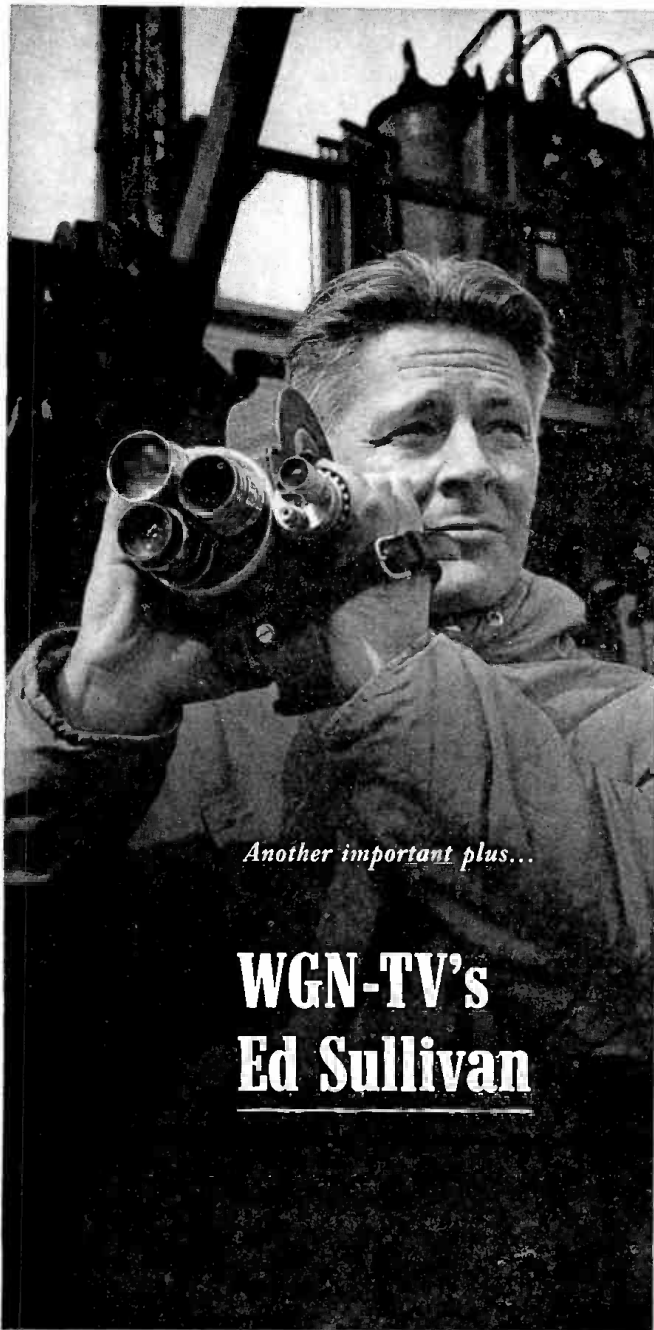
Presidential messages will be handled through the networks.

**Building Block** — In discussing the advantages and disadvantages of using the proposed approach, the NIAC group fixed as its goal an emergency system that "approaches as close to normal broadcasting as is consistent with maximum coverage and efficiency."

When and if Defense Dept. requirements involving vhf frequencies become known, fm and tv stations would be added.

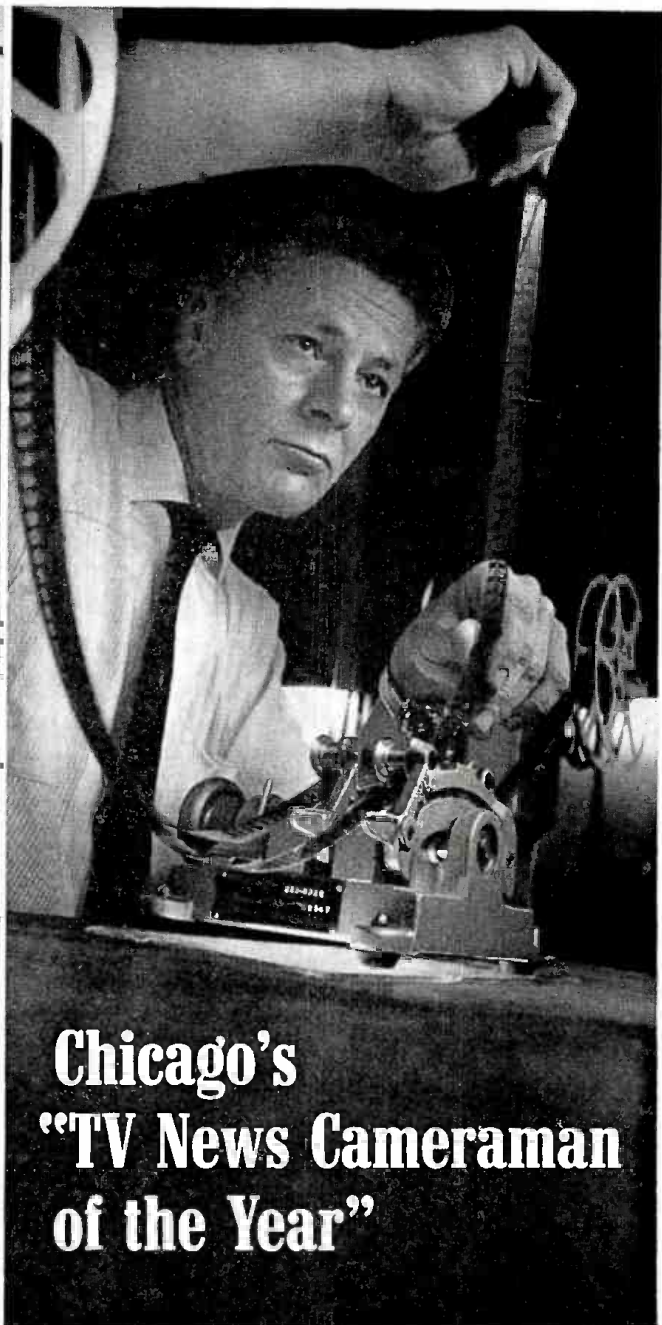
Among the advantages of the proposed system, as listed by the committee:

- Fewer interconnection problems.
- More nearly conforms to public listening habits.
- Provides maximum use of existing facilities, including surviving stations.
- Takes advantage of existing battery-operated receivers.
- Requires minimum engineering and allocations studies.
- Permits the use of fm and tv stations for emergency backup facilities and extra circuits for non-broadcast communications circuits.
- Stations volunteering for the EBS would have to meet the following standards:
  - It must be capable of being interconnected to both the presidential and local common program origination points.
  - It must conform to FCC engineering requirements for EBS.
  - It must be a member of its Local



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## **WGN-TV's Ed Sullivan**



## **Chicago's "TV News Cameraman of the Year"**

WGN-TV news cameraman and film editor—Ed Sullivan—was recently named "Television Cameraman of the Year" by the Chicago Press Photographers Association.

Sullivan is one of 30 professional WGN newsmen who keep Chicago on top of the news from morning to night. Just another reason why WGN-TV offers Chicagoland viewers the best local news coverage in Chicago . . . more expert local news footage day-for-day than any other television station.

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Industry Advisory Committee (LIAC) and must cooperate with other LIAC stations in the origination and broadcasting of the common local program.

▪ It must participate in public education in connection with the emergency system.

▪ Its hours of operation and the adequacy of its staff and physical facilities will be taken into consideration.

State committees were also advised that the fallout shelter and emergency generator programs are a responsibility of the Dept. of Defense's Office of Civil Defense, and that broadcasters should contact the Army Corps of Engineers

for the fallout shelter phase. Broadcasters were warned also, that inadvertent modification of licenses could take place and that precautions should be observed that this does not happen.

State committees were also given a status report from the NIAC committee studying the possible use of all broadcasting stations (am, fm and tv) for emergency alerting of the general public. This study, requested by the Dept. of Defense, is expected to result in a general warning procedure to supplement air raid sirens. The group met March 14 in Washington and will meet again April 10 in Washington.

## Commission may put ceiling on commercials

### WAYS OF SETTING LIMITS ON SPOTS TO BE CONSIDERED

An FCC-imposed ceiling on the amount of time broadcasters can devote to commercials was one short step closer last week, with a commission announcement of plans to consider ways in which a limit could be set.

The announcement—a preliminary to release of a proposed rulemaking—is a direct outgrowth of Commissioner Robert E. Lee's rejected proposal that the commission consider adopting the NAB's television and commercial codes as an FCC rule.

In its announcement, the commission said this would be one of the ideas considered. But, it said it doesn't want to limit its consideration of possible policies.

Instead, the commission said, "it wishes to obtain public comments on the widest range of alternatives, so that it may have an adequate basis upon which to adopt the policy which will best serve the public interest in this vital area."

The commission action, it was learned, was taken on a 4-3 vote, a direct reversal of the vote by which the commission had turned down Commissioner Lee's proposal (CLOSED CIRCUIT, Nov. 26, 1962).

The reversal was made possible by the "yes" vote of new Commissioner Kenneth A. Cox, who was attending his first meeting as a member of the commission. He succeeded former Commissioner T. A. M. Craven, who had been with the earlier majority.

Others in the majority last week were Chairman Newton N. Minow and Commissioners E. William Henry and Lee. Voting against the proposal were Commissioners Robert E. Bartley, Rosel H. Hyde and Frederick W. Ford.

The commission action, coming only a few days before the start of the NAB convention, is sure to stimulate heated discussion among the delegates in Chicago—which is what some of the commissioners had in mind.

**More in Chicago** ▪ Chairman Minow

reportedly the prime mover behind the commission's action last week, is expected to focus even more attention on the subject by discussing it in his speech to the convention. In addition, Commissioner Lee is scheduled to debate his own proposal, for adopting the NAB codes, with William B. Pabst of KTVU (TV) Oakland-San Francisco, chairman of the Tv Code Review Board, Tuesday morning.

One of the appeals the NAB codes have for Chairman Minow and some others in the agency is that they were drafted and adopted by the broadcasting industry, not imposed by the government. The commission, therefore, would have a handy defense against charges of imposing bureaucratic standards on broadcasters. At the same time, the commission could enforce the codes—and on all broadcasters—in a way the NAB cannot.

But the commission, as indicated by its announcement, recognizes some of the arguments used against adoption of the NAB codes. The commission, the announcement said, "wishes to consider whether special provision should be made for stations which, because of their location in sparsely populated areas or other factors, might not be able to observe the limitations contained in the NAB codes and at the same time maintain operation in the public interest."

Commissioner Ford has vigorously opposed adoption of the NAB codes as a commission rule for this reason, among others. In a speech two months ago, he said that enforcing the code against daytime stations in the northern U. S. during winter months or against outlets in summer resort areas would cause them to fail (BROADCASTING, Jan. 28).

**Code Maximums** ▪ The NAB code for television sets a maximum of four minutes of commercials plus 70 seconds of station-break time during any 30-minute segment in prime time. In

non-prime time, the tv code limits commercials to six minutes plus station-break time in any 30-minute time period. The code says that commercials in all other time periods are to be limited to this ratio, except that five-minute programs may contain one minute-15 seconds of commercial material and 10-minute programs, two minutes-10 seconds.

The NAB radio code says commercials are not to exceed 18 minutes in any one hour, or five minutes in any 15-minute segment, with the weekly average not to go over 14 minutes an hour.

It was far from certain last week, however, that the commission's latest action will result in a rulemaking. Officials emphasized that the commission has simply expressed a desire to obtain industry comments on the proposal to limit commercials. After reading the industry views, one source said, the commissioners "could decide the idea isn't feasible."

The commission said that its reasons for instituting the proceeding and "the particular alternatives on which it is most interested in obtaining public comment" will be specified in the proposed rulemaking, which is now being drafted by the staff.

## Daily equipment check just too much, NAB says

The automatic logging rule is a fine idea, the FCC was told last week, but the requirement that am and fm transmitting facilities be inspected daily, five days a week is too demanding.

The National Assn. of Broadcasters said that it fully supported the automatic logging provision.

However, the NAB said that the daily inspection provision "would not only be burdensome but unnecessary. . ." The association said that it understands the FCC's desire to improve performance standards and have adequate supervision of transmitting facilities, but questioned if the commission would achieve this end by requiring daily inspections.

A group of 11 am and fm licensees banded together to tell the commission that the inspection requirement is unnecessary because it has been known for years that transmitters can operate without human attendance.

**Better Engineers** ▪ The group of stations told the commission that it should raise the standards for licensing first-class engineers, then it "would have no need for these revised rules." The group said engineers are hired to see that a station runs according to its license and if it fails to do so it should be the engineer's license that is revoked.

The NAB said that it could not help but think that the FCC's "rationale be-

# 10

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GOING MY WAY ..... ABC  
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NAKED CITY ..... ABC  
PERRY COMO ..... NBC  
AMONG OTHERS



\*

More  
on  
page  
94

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hind the inspection requirement is the belief that some stations do not have a first-class operator in full-time employment and, hence, are in violation of commission rules."

The NAB said that it did not condone "such a flagrant disregard of regulation," but felt that the commission has the means to punish violators.

The FCC seemed to think so too, when it notified WCEF Parkersburg, W. Va., that it was liable to a \$500 fine for failure to employ a full-time first-class operator (see story below).

The commission last week granted a stay in the effective date, until May 10 from April 8, of the new logging and inspection rule. The NAB had requested the stay for a period, however, of 60 days (BROADCASTING, March 25).

### Simplex eradication on FCC agenda

Rulemaking machinery intended to totally eradicate simplexing by fm stations—only four licensees still make use of the practice—was set in motion last week by the FCC, which contended that simplex operation is no longer necessary or desirable.

Simplexing—the process of transmitting background music to subscribers on a station's main channel—is still practiced by WFMF (FM) Chicago, WEAW-FM Evanston, Ill., WNAV-FM Annapolis, Md., and KBMS (FM) Glendale (Los Angeles), Calif.

The commission originally allowed simplexing as a means by which fm stations could augment their revenues and thus promote the development of fm. In 1955 the FCC adopted rules which offered fm licensees interested in storecasting and background music the alternatives of simplexing or applying for a Subsidiary Communications Authorization. An fm station with SCA uses one or more multiplex sub-carrier frequencies which can't be received on conventional fm sets.

There are presently more than 300 fm stations holding SCA's.

The 1955 rule specified that multiplexing would be mandatory as soon as the proper equipment became generally available, as the FCC maintained that simplexing was predominantly non-broadcast. A 1958 court decision, however, overruled the commission, holding the simplexing was essentially broadcasting, but the court also noted that simplexing might be outlawed for other reasons.

The commission bowed to the court and took the matter under further consideration, and the rulemaking proposed last week suggested that simplexing fm broadcasters cannot serve the public interest as well as those "who program their main channels unfettered by subscription agreements." The FCC also

noted "possible competitive incompatibility" between stations using simplex and multiplex operations in the same community.

Comments on the proposed rule-making are due June 14. Action on renewal applications by simplex broadcasters will be deferred until last week's rulemaking is resolved.

Chairman Newton Minow and Commissioner Kenneth Cox dissented to the proposed ban of simplexing.

### Magnuson introduces FCC-sponsored bill

A bill which would require parties seeking to intervene in FCC hearings to file petitions within 30 days of publication of hearing issues was introduced Thursday (March 28) by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Under Sec. 309 (e) of the Communications Act petitions may be filed within 10 days of the start of such hearings.

Sen. Magnuson said the FCC requested the legislation.

The FCC still is preparing other legislative proposals on network and catv regulation, political broadcasting and station transfers (BROADCASTING, March 25).

### WCEF draws \$500 fine

WCEF Parkersburg, W. Va., owned by C. E. Franklin, was notified by the FCC last week that it will have to pay a \$500 fine for allegedly not having a first-class engineer in full-time employment.

Mr. Franklin, the station's only licensed first-class man, spends too much time away from WCEF to be classified as full-time, the commission said. Mr. Franklin has devoted a considerable portion of his time to another of his stations, KSRC Socorro, N.M., the sale of which was also approved last week (see FOR THE RECORD).

WCEF has until April 27 to contest the fine.

### FCC upheld in license refusal

The right of the FCC to refuse a radio operator license to an applicant who fails to answer questions about Communist activities last week was upheld by the U. S. Court of Appeals in Washington.

In a unanimous decision, the court denied appeals taken by three radio operator applicants who refused to answer questions about past Communist affiliations but stated they were not members at the time of their application filing.

Almost one year ago, the commission refused to accept applications from Stanley Blumenthal, Rudolph W. Jones, and Wayne P. Paschel.

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CBS Films, Suite 2319\*.  
First-class entertainment  
is their specialty."*



**\*AT THE CONRAD HILTON: YOU'RE INVITED!**

# Commercial tv to benefit from space

## MINIATURIZATION PROGRAM SPEEDING DAWN OF TINY CAMERA ERA

The day when a television newsman can walk into a courtroom or a legislative hearing and cover it live carrying nothing more obtrusive than a hand-held camera is coming close.

There's still a way to go yet, but coming out of crash miniaturization work done for the U. S. space projects and out of commercial laboratories are the early prototypes of what is sure to result in a tv camera as light and as compact as those newsreel men use for filming news events.

Tv operating engineers aren't too far behind either. Improvisation has resulted already in an umbilical-cord type camera. In its *Wide World of Sports* program ABC has already used what it terms its "press camera." This is a standard image orthicon tube in a case, which can be taken as much as 200 feet from its associated sync, power and amplifier components and attached to them by a single coaxial line.

Out of a commercial laboratory comes the latest move toward a reduction in bulkiness and an increase in versatility. This is Sylvania Electric Products' "two-in-one" transistorized closed circuit tv camera weighing only 18 pounds.

The new camera lists at \$2,875. The miniature removable vidicon unit may be used as a slave camera and is able to probe places inaccessible to the larger unit.

The complete unit incorporates a power supply and sync unit. A detachable rear control panel permits remote control capability up to 1,000 feet.

**Missile-Borne Camera** ■ Perhaps the most significant move in the miniaturizing of tv gear is that of Lear Siegler Inc., Anaheim, Calif., which produced a 2½-pound tv slow-scan camera which

will be used for the third time when Astronaut L. Gordon Cooper Jr. tries for 22 orbits in space next month.

The camera is 8 inches long and 2½ inches in diameter. Its associated equipment, fully transistorized, weighs 5 pounds and is 3¾ inches by 6 inches by 9 inches. It can be separated from the camera itself up to 100 feet. It is priced at \$9,750, and was used by NBC at Cape Canaveral last year during the Walter Schirra orbit.

The Lear Siegler camera was used in January last year to televise, back to scientists on earth, pictures of the Echo II test when the balloon was launched folded in a canister and inflated automatically 150 miles above the earth. The inflation ripped the balloon, but picture results were termed good enough to show on a home tv screen.

It was utilized for the second time last May in the Atlas-Centaur firing; it relayed back to earth pictures of the interior of the rocket's liquid hydrogen fuel tank.

And the missile-borne tv camera was used for the third time last July with the test flight of Echo II over the Atlantic; again it "covered" the ejection of the canister and the inflation of the 135-foot aluminized balloon.

Major Cooper will operate the camera, using both wide-angle and telescopic lenses, during his flight around the earth. It will be fixed above him to cover his own actions but he will remove it from its fittings and point it out of the M-9 capsule's window to show space phenomena or scenes of the earth.

The pictures, two frames per second, will be telemetered back to three receiving points on earth. A master receiving station will be manned at Mercury Control Center at Cape Canaveral. The

pictures received there will be electronically converted to regular commercial standards and fed to the three tv networks for distribution to their affiliates.

Receiving stations will also be located on board the Pacific Command Ship, anchored southwest of Japan in the Pacific Ocean, and at the U. S. tracking station on Grand Canary Island off the coast of Africa. At both these locations, however, Cooper's tv signals can only be recorded.

**Coming Up** ■ Television operations men see two potentially valuable developments on the horizon. One is a ½-inch vidicon designed to crawl through pipe lines for use by oil and gas pipeline companies for maintenance use.

The other is in the fibre optics field. This may eventuate in a system whereby only the lens of a tv camera is brought to the scene of an event; the picture is carried back to the electron gun at a remote location by way of a fibre optical line.

When that day comes, tv will have reached the pencil-and-pad stage of news reporting.

## IEEE CONVENTION

### Sees gear from 856 firms, hears report on uhf test

A total of 856 firms displayed more than \$15 million worth of the latest electronic equipment at the first international convention of the Institute of Electrical & Electronics Engineers in New York last week.

The IEEE was formed last Jan. 1 in a merger of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

The show revealed increasing experimentation in such fields as laser devices.

Among the firms displaying new laser equipment was RCA, which demonstrated its "Lasecon," an electron tube which converts light beams into electrical signals. The tube can "handle several hundred television signals simultaneously over a single light beam," according to RCA.

Laser beams, with the Lasecon, can be transmitted and received over interplanetary distances, "making possible improved communications with astronauts and satellites," Douglas Y. Smith, vice president and general manager, RCA electronics components and devices, said.

**New Diode** ■ RCA also displayed a new optical diode for beaming infrared

## January production and sales of sets

Sales and production of tv and radio sets in January took the usual post-Christmas slump, Electronic Industries Assn. reported last week,

but in one category the move was up —this was in the production of tv receivers with uhf tuners.

Figures released by EIA:

Period	DISTRIBUTOR SALES		Totals	Radio (With fm)
	Television Totals	(With Uhf)		
January 1963	503,821	.....	453,348	.....
January 1962	465,836	.....	562,869	.....
PRODUCTION				
January 1963	484,415	(58,032)	1,229,507	(87,641)
January 1962	488,869	(39,609)	1,350,630	(76,510)





**Reach her with a SPOT OF TAE**

*(the "homes reached" station in Pittsburgh)*

*Coffee time is TAE-time when  
The Jean Connelly Show's on.*

*Jean's 10 a.m. half-hour  
reaches more homes than  
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program in town.\**

*Take TAE and see.*

**WTAE CHANNEL 4**

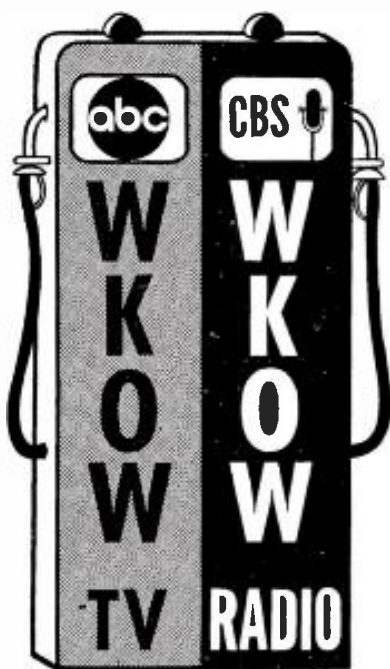
*Basic ABC in Pittsburgh*

**DK** THE KATZ AGENCY

\*ARB, Nov./Dec., 1962

# MADISON'S DOUBLE IMPACT

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UHF  
Television  
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Wisconsin's  
Most  
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Full Time Radio  
Station!

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**MIDCO**

Midcontinent Broadcasting Group  
WKOW-AM and TV Madison • KELO-LAND TV  
and RADIO Sioux Falls, S. D. • WLWL-AM,  
FM, Minneapolis-St. Paul • KSO Des Moines

light signals in tv transmission. The new device extends the area of communications beyond vhf and uhf into the optical range, according to Dr. Alan M. Glover, vice president and general manager, RCA semiconductor and materials division.

An experimental closed circuit tv transmission system demonstrated the high frequency capabilities of the diode. At the show, a live picture was picked up by a tv camera and transmitted by the diode to a photocell detector that feeds into a tv receiver.

RCA also exhibited a new tetrode, designed for uhf-tv, am and fm. Utilizing metal-ceramic construction, the tetrode is said to deliver 75 kw output up through 450 mc.

The semiconductor division of Sylvania Electric Products displayed a new series of vhf-uhf variable capacitance diodes. The silicon epitaxial varactors are said to make possible low series resistance and therefore high efficiency. They are designed for rf tuning, limiting, switching and phase shifting.

CBS Labs showed its Audimax, an automatic volume level control for tv, broadcasting and recording.

Sony Corp. of America, New York, exhibited its video recorder which records both tv and audio signals simultaneously and features a "stop-look" device, permitting the picture to be slowed from one-sixteenth of its normal speed to a complete stop.

**IEEE Problems** ■ In a speech before

the annual banquet on March 27, Dr. Frederick E. Terman, provost and vice president, Stanford U., outlined some of the problems that the new organization has yet to work out.

He indicated that "stresses and strains" should develop in coordinating the two groups inherited by the IEEE—the technical committee groups from the AIEE and the professional groups from the IRE. He pointed out that "considerable" time will elapse before responsibilities of each become defined.

In a session on broadcasting during the convention, Daniel B. Hutton, office of chief engineer, FCC, delivered a report on the mobile field strength measurements portion of the New York City uhf tv project.

Mr. Hutton revealed that tv signal strength drops faster with distance on uhf than it does on vhf. Where signals are weak, however, uhf is less subject to man-made noise than vhf. High vhf signal variations resemble uhf variations more than they do vhf variations.

**Improve Sets** ■ In another session on broadcast and tv receivers, designers of television equipment were urged to make improvements in commercial sets used in classrooms.

Dr. William H. Hayt Jr., head of the School of Electrical Engineering, Purdue U., criticized receivers now appearing in schools for being too small and too expensive, and for having inadequate audio quality and improperly shaped bandwidth.

## THE MEDIA

### Tv not the ogre magazines think, MPA told LARGE CIRCULATION MAGAZINES SEEN LOSING GROUND

General circulation magazines must "learn to share the bed with television, if not comfortably, at least with a minimum of kicking," Theodore Peterson, dean of the College of Journalism & Communications, U. of Illinois, told the annual spring conference of the Magazine Publishers Assn. in Washington last week.

Magazine editors and publishers have been over-awed by the competition offered by tv, he said. "Instead of meeting it forthrightly, they have pretty much let tv dictate the terms of battle," Mr. Peterson said. The periodicals are by no means becoming obsolete and they can prosper in the years ahead if they will exploit their strengths rather than borrow the weaknesses of others, he said.

He said there is very little evidence that tv has directly harmed the magazine industry or seriously diminished the amount of reading by individual. "My guess is that television has affected the kinds of reading Americans do

rather than the total amount," he said.

Color tv and satellite communications are two major broadcasting developments that magazines will have to contend with in the next 10 years, Mr. Peterson predicted. When color tv becomes commonplace, magazines will have lost one of their major advantages over the competition, he said, "but the loss need not be a serious one" if magazines will concentrate on their advantages, such as selectivity of market, longer life span and appeal to critical senses rather than to the eye.

Partly because of tv, he said, the next decade will belong to the special interest magazines at the expense of large circulation periodicals. The weekly maga-

**more than 300 stations  
listed on page 109  
How About Yours?**

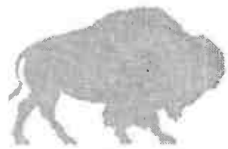


# **WBEN-TV** flags large audience attention with its fine film packages

WBEN-TV sets high standards for film-viewing in the rich Buffalo market with the week-day 5 O'CLOCK SHOW and nightly 11:20 SHOW.

Star-studded film packages with the best and most recent product available from major studios offer the early family-sized audiences and the late adult viewers enjoyable filmfare that puts a solid segment of the total audience on Channel 4.

And that's where you'll find it best to *channel* your television sales efforts. Participation rates keep the cost-per-thousand down to where you like them. And you'll like what you see when we give you an idea of current availabilities.



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Harrington, Righter & Parsons, Inc.

# **WBEN-TV**

an affiliate of WBEN-AM-FM  
The Buffalo Evening News Stations

# **CHANNEL 4**

**CBS IN BUFFALO**

zine is "obsolescent if not downright anachronistic," he said.

**Opposing Views** ■ The MPA and one of its speakers, Allen Dulles, former head of the Central Intelligence Agency, took opposing views on the right of the government to withhold information from the public. The MPA board of directors expressed concern "lest government go beyond the legitimate suppression of strictly military information and look upon news of what the government is doing not as an honest report . . . but as a means to some desired end."

Mr. Dulles, however, said that during his eight years as CIA director the motto was "we cannot inform you on anything." He said the government should not tell "all the truth all the time" and that news media should put its own house in order before it turns to the government for cooperation.

Louis M. Lyons, curator of the Nieman Fellowships, told the magazine publishers they should "see to it that advertising does not so dominate the magazine as to suppress the content people buy it for." He said that most magazines have gone "nearly as far as television in turning the whole show over to the advertiser." He charged that advertisers' demands determine the form, size, shape and appearance of broadcast programs as well as maga-

zines and newspapers.

He suggested that magazines reserve a large portion of pages for continuous editorial matter so that the reader does not have to skip over ads to read a single article.

Gibson McCabe, president of *Newsweek* and chairman of the Magazine Publishers Assn., said that magazines now are at "the peak of their excellence" and have just concluded a record year in circulation and advertising dollar volume. "The trend is up and we look for an even better 1963," he said. He disputed Mr. Peterson's contention that weekly magazines are obsolete.

President Kennedy addressed the MPA delegates in a short, off-the-record speech last Tuesday. Several other government leaders, including Secretary of Commerce Luther Hodges and members of Congress, also participated in the four-day conference at the Statler Hilton Hotel.

### Changing hands . . .

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

■ KHOW Denver, Colo.: Sold by Resort Airlines Corp. (Townsend Growth Co.) to Trigg-Vaughn group for \$600,-

000. Trigg-Vaughn stations are KROD-AM-TV El Paso, KOSA-AM-TV Odesa, KVII-TV Amarillo and KITE San Antonio, all Texas, and KRNO San Bernardino, Calif. Jack C. Vaughn also owns community antenna system in Tyler, Tex. KHOW operates on 630 kc with 5 kw fulltime.

■ KOME Tulsa, Okla.: Sold by Franklin Broadcasting Co. to Producers Inc. for \$315,000. Producers Inc., owned 100% by Polaris Corp., a diversified company with interests in leasing, real estate, data processing, and advertising (Klau-Van Pietersom-Dunlop Inc., Milwaukee), owns WTVW (TV) Evansville, Ind.; KXOA-AM-FM Sacramento, Calif.; KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota, and WKYW Louisville. Ferris E. Traylor and family, onetime 50% owner of Producers Inc., is now a minority stockholder in Polaris Corp. Franklin Broadcasting owns KTWN St. Paul; WEW St. Louis; WWOM New Orleans; and WLOD Pompano Beach, Fla. KOME operates on 1300 kc with 5 kw daytime and 1 kw nighttime, and is affiliated with ABC. Broker was Hamilton-Landis & Assoc.

■ WGTC Greenville, N. C.: Sold by A. W. Lewin to Roy H. Park Radio Inc. for \$200,000. Park stations are WNCT (TV) Greenville, N. C., which in turn owns one-third of WECT (TV) Wilmington, N. C. WGTC is on 1590 kc with 5 kw day, 1 kw night and is affiliated with CBS.

■ KOWL Bijou (Lake Tahoe), Calif.: Sold by Ed J. Frech, Keith L. Mealey, Joseph F. Desmond to KOWL Inc. for \$185,000. Buyers are headed by Jackson R. Stalder, as president, and C. Kenneth Hildebrandt, as vice president. Mr. Hildebrandt, who will be general manager of KOWL, is the former general manager of KYA San Francisco and of KMYR Denver, and more recently sales manager of Jack Douglas Productions. KOWL is on 1490 kc with 250 w fulltime. Broker was Lincoln Dellar & Co.

■ KSXX Salt Lake City, Utah: Sold by W. P. Fuller III to Starley D. Bush for \$160,000. Mr. Bush was formerly commercial manager and minority stockholder of KWIC Salt Lake City. KSXX is a 1 kw daytimer on 630 kc. Broker was Hamilton-Landis & Assoc.

■ KUXL Minneapolis-St. Paul, Minn.: Sold by Charles Lanphier to Edward Skotch for \$125,000. Mr. Skotch, of Cincinnati, is former owner of WZIP Covington, Ky. Station is 500 w daytimer on 1570 kc. Broker: Hamilton-Landis & Assoc.

■ KOKE Austin, Tex.: Sold by Giles

*Look for the Blackburn men at the*

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E. Miller to David R. Worley for \$110,000. Mr. Worley owns KLEA Lovington, N. M., and is 50% owner of KWBA Baytown, Tex. Mr. Miller retains KPCN Grand Prairie and KBUY Fort Worth, both Texas. KOKE operates daytime on 1370 kc with 1 kw. Broker was Hamilton-Landis & Assoc.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 140).*

■ WMBR Jacksonville, Fla.: Sold by WWDC Inc. (WWDC-AM-FM Washington, Ben Strouse, president) to Charles E. Smith, owner of WTMA-AM-FM Charleston, S. C., for \$400,000. WMBR is a 5 kw fulltimer on 1460 kc, affiliated with CBS.

■ WEET Richmond, Va., sold by Burton Levine to J. Olin Tice Jr. for \$300,000 plus \$2,000 agreement not to compete. Tice stations are WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBAZ Kingston, N. Y., and WFCT Knoxville, Tenn. WEET operates on 1320 kc with 1 kw daytime only.

■ WTMA-AM-FM Charleston, S. C.: 60% interest sold by George H. Clinton and Dorothy H. Marks to Charles E. Smith, 40% owner, for \$142,500. WTMA is on 1250 kc with 5 kw daytime and 1 kw night and is affiliated with MBS. WTMA-FM operates on 95.1 mc with 10 kw.

## United Artists to build uhf television outlets

The formation of a new company, United Artists Broadcasting Inc., to acquire and develop uhf commercial tv stations in the U. S. has been announced jointly by Arthur B. Krim, president of United Artists Corp., and John L. Sinn, president of United Artists Television.

UA last week applied to the FCC for three new uhf's, ch. 44 in Boston, ch. 65 in Cleveland and ch. 23 in Houston.

Mr. Sinn also revealed that United Artists was making studies of the current situation in several other markets insofar as television possibilities are concerned. He did not specify which markets.

Mr. Sinn said the applications mark another step in the diversification of UA in the fields of entertainment and communications. He added that in many markets there are limited television facilities and a need for "greater diversity in programming." He stressed that it is United Artists Broadcasting's intention to stress local programming on the stations it acquires.

BROADCASTING, April 1, 1963

## WLOB, WATV affiliate with CBS Radio

CBS Radio last week announced two new affiliation agreements, with WLOB Portland, Me., and WATV Birmingham, Ala.

WLOB, unaffiliated since it began operation in 1957, joined the network yesterday (March 31). The station, owned by Casco Broadcasters Corp., Portland, operates with 1 kw on 1310 kc, and has an FCC construction permit to increase power to 5 kw, unlimited time, beginning late this spring.

WGAN Portland and CBS Radio have terminated a 24-year relationship.

WATV, whose affiliation with CBS Radio begins today (April 1), is owned by American Electronix Inc., is full-time on 900 kc with 1 kw. The station, which was a CBS Radio affiliate for 2½ years until August 1962, has operated in the interim as an independent. The station's officers are E. C. Atkerson, president, and Maury Farrell, general manager.

## Brentwood Pacific to be broadcast consultant firm

Brentwood Pacific has been formed to create broadcast audience promotions, devise and conduct sales promotion events, produce radio and televi-

sion programs and, in the future, purchase broadcast properties.

Jack Keiner is president and general manager and Geoff Edwards is vice president. Mr. Keiner was manager of KFMB San Diego, and Mr. Edwards was program director of that station. Brentwood Pacific will serve as management consultants to KFMB.

The new firm's address is 8167 La Jolla Shores Drive, La Jolla, Calif.

## Negro-oriented tv station

Central Broadcasting Corp., which owns KIIIX-TV Los Angeles, has applied with the FCC for ch. 30 in St. Louis, Mo., on which it intends to offer programs tailored to the area's Negro population, said by Central Broadcasting to be in excess of 300,000. Central's ch. 22 station in Los Angeles currently carries all live Negro-appeal programming.

## KONA-TV, Nippon sign pact

KONA-TV Honolulu, a primary NBC affiliate, will begin programming seven-and-one-half hours weekly of the Japanese Nippon Television Network April 8. A pact has been signed for a one-year affiliation.

In addition to the NTV shows to be aired on KONA-TV, the station will provide the Japanese network with oc-

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A complete list compiled for the purpose of reminding a prospective station buyer of the most important factors to consider when contemplating a purchase. It also serves as a guide to a seller in determining some of the information he will be expected to furnish.

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More  
on  
page  
102

**BROADCAST  
MUSIC, INC.**

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New York 17, N. Y.



## ABC-TV signs WNBE-TV as primary affiliate

ABC-TV moves into eastern North Carolina this fall with the signing of its first primary affiliate station in the area, WNBE-TV New Bern, which goes on the air Sept. 1.

Ch. 12 WNBE-TV, owned by Piedmont Television Corp., will serve the Greenville-Washington-New Bern market.

Looking on as Thomas W. Moore, vice president in charge of ABC-

TV (seated center), signs affiliation agreement with WNBE-TV are (seated l and r): Nathan Frank, president, Piedmont Television Corp.; Harold Thoms, Piedmont vice president and secretary; (standing l to r) Nat Cavalluzzi, regional manager, ABC station relations; Dr. Claye Frank, of Piedmont, and Robert Coe, ABC vice president in charge of tv station relations.

casional programs from Hawaii. Also as part of the agreement, NTV will help promote Japanese tourism of the islands and will represent the Hawaiian station for spot sales in Japan.

## Media reports ...

'Times' outlet ■ KDEF Albuquerque, N. M., has announced that about April 1 it will begin receiving complete news coverage from the *New York Times*, including features and regular columns. KDEF claims to be the first U. S. station, other than *Times*-owned WQXR New York, to carry the service, which will be provided via direct wire.

Color equipment ■ WTAE (TV) Pittsburgh has placed an order for RCA color equipment, including color film camera and new projectors, which will enable the ch. 4 outlet to transmit locally originated color films and color slides, according to Franklin C. Snyder, station's vice president and general manager. Mr. Snyder stated that the new equipment will be delivered sometime in May and will be available for use by mid-summer.

KBLU-TV joins CBS-TV ■ KBLU-TV Yuma, Ariz., becomes an Extended

Market Group affiliate of CBS-TV on or about June 1, Carl Ward, CBS-TV vice president and director of affiliate relations, has announced. KBLU-TV (ch. 13) is owned and operated by Desert Telecasting Co. Robert W. Crites is part owner-general manager.

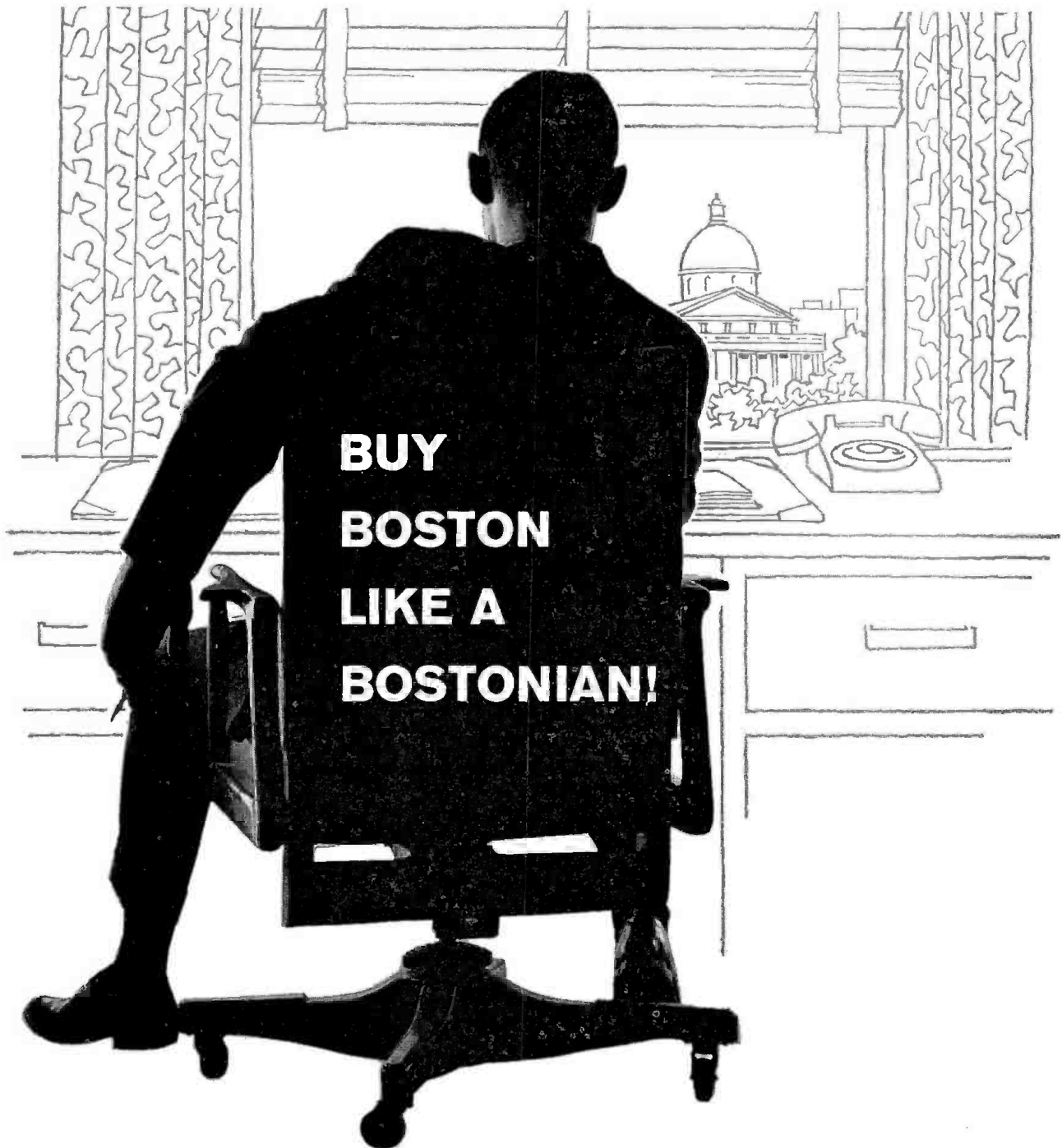
## Crutchfield protests cameraman treatment

Profane language, allegedly used by North Carolina Senate President, T. Clarence Stone, against WBTB (TV) Charlotte cameraman Joe Epley, has been condemned by Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co.

Mr. Crutchfield, in a telegram to Governor Terry Sanford, said "profane and derogatory statements were in our opinion deplorable and completely inexcusable. It's a reflection on the state of North Carolina and its leadership."

## LEADING STATIONS

listed on page 102  
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Like radio time buyers everywhere, Boston time buyers know they must get top results for their clients' money. They know that buying time on a responsible station, with progressive policies, top programming and loyal listeners is the way to get extra sales.

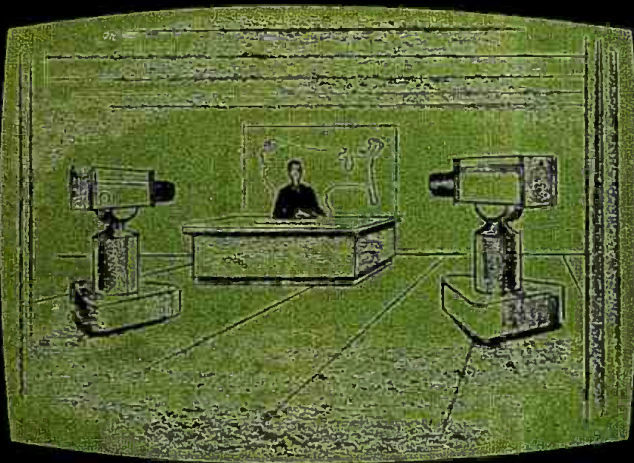
*Buy Boston like a Bostonian and you'll buy...*

**WHDH - BOSTON**  
**50,000 WATTS** ↗  
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# DON'T MISS THESE EXCITING

**NEW: FLICKERLESS QUICKERSWITCHER**

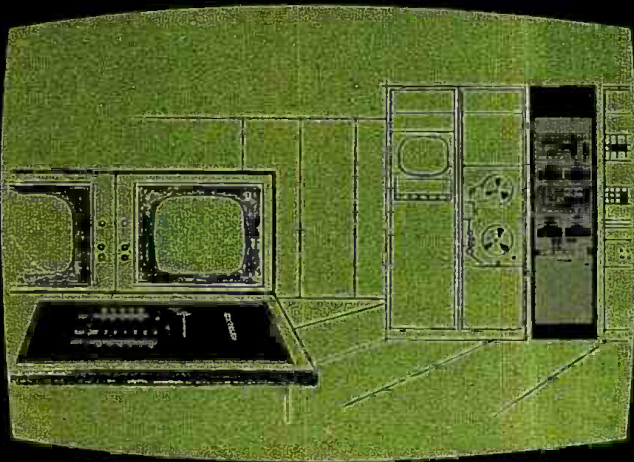
**NEW: DIAL MONITOR SYSTEM**



## A TRUE AUTOMATED TV STUDIO

The Performer Controls the Cameras

With this new completely remote-controlled improved Vidicon system, you can operate a "one-man" station, using two cameras for smooth commercials, newscasts, quiz shows, live spots, in fact 80% of all studio work. See it in operation. Operate the cameras yourself.



## THE FLICKERLESS QUICKERSWITCHER

Vertical Interval Switching with Custom Features

Feel the famous Flickerless Quickerswitcher in operation at NAB. See how it runs. Push the buttons and satisfy yourself that the switcher you get the most out of is the **GENCOM**\* switching system. Combines video, audio, tally relays, special effects, double re-entry, sync sensing and much more.

**EMU \*\* COLOR CAMERA**





# DISPLAYS AT THE SHOW !

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New at the show—a dial-operated Monitor System which accepts eleven composite video/audio signals and operates six remote monitor stations. The viewer dials the signal he wants. Fully transistorized. Only 3 control wires, a twisted audio pair and one coax. See it in operation.

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Check the quality of the new **EMI**\*\*\* Vidicon Camera Chain. Find out how you can cut your camera operating costs 90% for 80% of your studio work. Ask to be shown why **EMI**\*\*\* puts the camera controls in the control room—where they belong, how **EMI**\*\*\* puts a quality picture on the viewer's screen.



## SOLID STATE VIDEO DISTRIBUTION AMPLIFIER

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## 4 1/2" IMAGE ORTHICON

The **EMI** Image Orthicon Camera is a hallmark of quality the world over. Chosen by the finest stations, it is well-engineered and superbly constructed. See it at NAB and discover why quiet enthusiasm swells in those who own these superior cameras.



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# Tough regulation: theme for Chicago

## BRUISED BY BLOWS OF GOVERNMENT, BROADCASTERS OPEN CONVENTION

The nation's broadcasters convene in Chicago this week in a turmoil created by Congress and the FCC.

Although none is officially listed on the agenda, these subjects will dominate convention discussions:

- Ratings (now under severe attack by a subcommittee of the House—see page 27).

- Federal limitation of commercial time on radio and television (proposed as a rulemaking proceeding by the FCC last week—see page 84).

- The charging of fees for broadcast

evening schedules—three weeks after the commission had repudiated a similar policy invoked by its staff (see page 66).

The 3,000-plus NAB convention delegates will be gathered in Chicago, but their attention will be directed toward Washington.

**Hot Issue** ▪ NAB President LeRoy Collins will put the ratings dilemma before the delegates today (Monday) in his annual convention address. Gov. Collins said last week that he has "no confidence" in the accuracy of ratings

and a dependable replacement developed. Gov. Collins is expected to make a firm recommendation for a new course of action during his speech at the management luncheon today.

There has been some discussion of the formation of an independent, non-profit measurement organization with the support of broadcasting. Gov. Collins said that although the NAB would not actively participate in any ratings organization, it could stimulate the formation of a new group.

Since the revelations of the congressional investigation, Gov. Collins said, he has become more convinced than ever of the need for a new system. He said the House investigation, headed by Rep. Oren Harris (D-Ark.), has done broadcasting a "real service."

**More Stars** ▪ Along with NAB President Collins, starring roles in the 1963 convention also will be taken by radio-tv comedian Bob Hope, FCC Chairman Newton N. Minow and Michigan's Republican Gov. George Romney.

Mr. Hope will receive the NAB's Distinguished Service Award at the opening session this morning (Monday) and will also address the assembled management and engineering delegates. Edward R. Murrow, director of U. S. Information Agency, received the award in 1962. Mr. Hope is the first entertainer to receive it.

Chairman Minow will speak Tuesday at the noon luncheon in the face of undenied reports that he plans to resign from the FCC to accept a job in his hometown of Chicago. When questioned by two congressional committees about the report, Chairman Minow said that he had not made up his mind. It was hard to find anybody in Washington last week—either in broadcasting or government—who did not predict that the chairman will make known his plans in his NAB speech.

Gov. Romney, prominently men-

### Unrigged quiz for FCC this week

There will be no screening of questions in advance at the FCC panel this Wednesday during the NAB convention in Chicago, it was decided last week during a meeting between NAB and FCC officials.

Commissioners themselves recommended a departure from last year's practice, when questions were submitted in advance, screened and assigned to individual commissioners before the panel began (CLOSED CIRCUIT, March 25). On Wednesday afternoon, most if not all questions will be asked "live" from the floor in the Conrad Hilton's Grand Ballroom.

Moderator Clair McCollough (Steinman Stations), chairman of the NAB combined radio-tv boards, will have some reserve questions in

case proceedings from the floor drag. Delegates will be warned not to seek answers on pending cases before the commission although the seven commissioners are not proscribed from giving opinions on non-adjudicatory rulemaking proceedings.

Mr. McCollough will control the questions to the extent that when a subject is brought up it will be explored thoroughly before the discussion passes to a new matter.

This will be the first NAB session for Commissioners E. William Henry and Kenneth A. Cox, who was sworn in just last week (see page 70). The veterans on hand will be Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Frederick W. Ford.

applications (ordered by the FCC last week—see page 64).

- The appearance of a new FCC commissioner who has already asserted his interest in influencing programming (see page 70).

- The revival of FCC inquiries into local live television programming in

and that, although the industry needs reliable audience data, it would be better off with none at all than to continue to operate under the present system.

If broadcasters are not getting accurate information, he said, the present methods should be discarded completely



Mr. McCollough  
Joint board chairman

Mr. Schroeder  
Radio board chairman

Mr. Quarton  
Tv board chairman

Mr. Russell  
Convention co-chairman

Mr. Strouse  
Convention co-chairman

**WJAR-TV**  
HAS

---

**17** OUT OF **20**

**TOP SHOWS**

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in  
**PROVIDENCE**

WJAR-TV first again in this **three** station market of over 1,600,000 TV homes. Latest report (ARB Jan '63) — WJAR-TV first with 17 of the 20 top programs; "Station B" with 3; "Station C" with none.

WJAR-TV total homes dominance confirmed. Delivery of well over 100,000 homes per program.

TOP TWENTY PROGRAMS			
ARB JANUARY 1963	TOTAL HOMES—AVERAGE ½ HOUR		
PROGRAM	WJAR-TV	% MORE THAN STATION "B"	% MORE THAN STATION "C"
1. BONANZA (WJAR-TV)	187,100	195.6	364.3
2. MON. NIGHT AT THE MOVIES (WJAR-TV)	183,400	96.8	530.2
3. DISNEY'S WORLD OF COLOR (WJAR-TV)	178,900	112.2	375.8
4. DEATH VALLEY DAYS (WJAR-TV)	171,900*	264.2	1,145.7
5. HAZEL (WJAR-TV)	149,100	89.7	342.4
6. INTERNATIONAL SHOWTIME (WJAR-TV)	148,600	95.9	1,909.5
7. CAR 54, WHERE ARE YOU? (WJAR-TV)	147,900	26.0	201.2
8. VIRGINIAN (WJAR-TV)	146,300	409.8	118.7
9. SHANNON (WJAR-TV)	142,100*	211.6	1,591.7
10. SING ALONG WITH MITCH (WJAR-TV)	136,300	14.0	248.6
11. DR. KILGORE (WJAR-TV)	133,800	30.2	287.6
12. TUE. NIGHT AT THE MOVIES (WJAR-TV)	128,400	91.1	166.4
13. PERRY MASON (STATION B)			
14. SAM BENEDICT (WJAR-TV)	127,500	85.8	234.6
15. DICK POWELL THEATRE (WJAR-TV)	126,800	94.5	276.3
16. PRICE IS RIGHT (NIGHT) (WJAR-TV)	124,200	2.7	540.2
17. ALFRED HITCHCOCK (STATION B)			
18. PERRY COMO SHOW (WJAR-TV)	117,800	66.4	217.5
19. SAT. NIGHT AT THE MOVIES (WJAR-TV)	107,300	14.1	345.2
20. DEFENDERS (STATION B)			

\*Indicates Average ¼ Hour

**WJAR-TV** NBC—REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED OUTLET COMPANY STATIONS IN PROVIDENCE—WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND—WJAR RADIO IN ITS 41ST YEAR

## Put your money on the drum and you'll be saved

**I**T CAN hardly be described as coincidence that the FCC last week chose to take action on two of its most controversial issues a few days before the opening of the NAB convention. No commissioner will be surprised if the actions take their place alongside the congressional investigation of ratings as the dominant subjects of delegate talk.

As reported in detail elsewhere in this issue, the commission voted to charge filing fees for applications and to prepare a rulemaking proceeding that looks toward the imposition of federal limitations on the time that broadcasters may devote to advertising.

Broadcasters will resent the filing fees, not so much for their amount (the range of \$50 to \$100 would seem to be within the means of any serious applicant) as for the regulatory attitude that they bespeak. Among New Frontier members of the FCC it is fashionable to think that broadcasters have been getting a free ride on public facilities (never mind how much it costs to prepare and prosecute an application and to build and operate a station). This kind of thinking leads to all kinds of retaliatory moves, of which the charging of application fees is only a recent example.

Broadcasters will object violently to the proposal that the FCC adopt ceilings on commercial content in broadcasting schedules. This one would strike where the money is and will therefore become what politicians call a gut issue. It also puts broadcasters in an awkward position, for the principal threat is that the FCC will embrace in its rules the time limitations in the broadcaster's own radio and television codes.

We have no doubt that the NAB hierarchy will exhort broadcasters to subscribe and adhere to the codes as the only defense against the government. This exhortation has been made before in response to vaguer threats of

FCC intervention. But it ought to be obvious to everyone by now that the mechanism of code enforcement is almost the same whether manipulated directly by the FCC or manipulated by the NAB acting under threat of the commission. The latter, it will be argued, is preferable, for the NAB lacks the power to punish by license revocation or fine. This, we suggest, is an illusory advantage.

The bigger the code apparatus grows, the more easily it can be used as an instrument of unofficial, but effective, regulation by the government. Self-regulation through a centralized code authority is no defense at all, for it can lead, if successful, only to the very ends that it seeks to avoid—government regulation of yet another broadcast function. Under such a system, it is important to note, the FCC can force all kinds of stations in all kinds of communities to conform to a single set of standards—at no risk whatever of being challenged in court.

Those broadcasters who still value their individuality will disengage themselves from the entanglements that the FCC and NAB, perhaps independently, are now fashioning. They will individually oppose the FCC by every legal means. They will set for themselves their own standards to suit their own needs and the dispositions of their own audiences.

The setting of explicit standards ought to be left to individuals, for there is clear reason for standards to differ from station to station and community to community. The setting of a general code of ethics, on broad grounds of principle, is properly the function of a group.

Perhaps it is time to rewrite the codes of radio and television into instruments of broad policy. Let there still be enforcement provisions that exclude flagrant violators from membership. But let the codes be loose enough to encourage ingenuity and independence by broadcasters of responsibility and taste.

tioned as a possible 1964 Republican candidate for President, will speak to the broadcasters at the Wednesday management luncheon.

**More Issues** ■ Increased FCC regulatory pressures will receive due attention. Added impetus is given this year by recent efforts of the FCC staff to induce tv stations to program local live public service shows in prime time on a regularly scheduled basis. As is customary, the annual FCC panel will be held Wednesday afternoon as the convention's closing feature. A special panel has been added to the agenda for Monday afternoon on "Broadcasting in a Free Society."

Separate radio and tv assemblies will be held Tuesday and Wednesday mornings, with combined meetings all day Monday and for the closing FCC panel.

**Important Business** ■ Six members of the NAB tv board of directors will be elected at the Wednesday morning tv assembly. Four directors' terms are expiring with the close of the convention—those of Clair McCollough, Steinman Stations (who is chairman of the com-

bined NAB radio and tv boards); James D. Russell, KKTV (TV) Colorado Springs; Otto P. Brandt, KING-TV Seattle, and Robert F. Wright, WTOK-TV Meridian, Miss.

NAB board members may serve no more than two consecutive two-year terms. Of the four whose terms expire, only Mr. McCollough is ineligible for re-election. There is one board vacancy to be filled caused by the resignation of Joe Drilling, a tv director from Storer Broadcasting Co., who moved to Crowell-Collier Broadcasting Co., which owned no tv stations, during the past year. The sixth new board member will be elected as a result of last year's enlargement of the NAB tv board from 14 to 15 members.

In future years, six members will be elected at each convention with each tv network having one member who is appointed by his network. A chairman for both the radio and tv boards will be elected in separate meetings at 5 p.m. Wednesday afternoon. Present tv chairman is William B. Quarton, WMT-TV Cedar Rapids, Iowa, whose board

term does not expire until next year. Willard Schroeder, WOOD Grand Rapids, is chairman of the radio board which elected new members by mail in February (BROADCASTING, March 4).

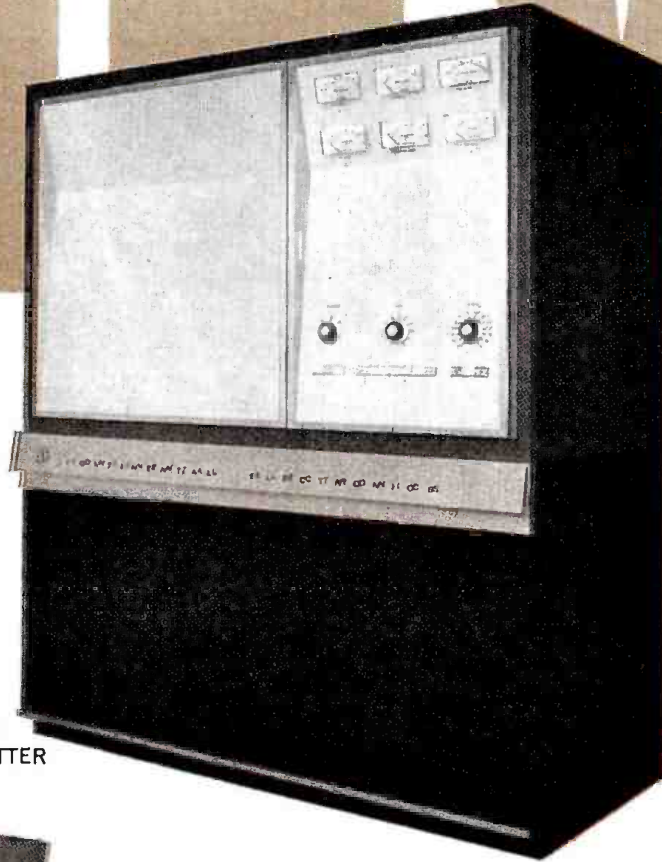
Mr. McCollough is expected to remain as chairman of the combined boards until the next NAB board meetings this June in Florida.

**Early Session** ■ Yesterday (Sunday) afternoon the annual NAB Fm Day was to be held, plus a special tv session on secondary markets.

Co-chairmen of the 1963 convention committee are Mr. Russell, and Ben Strouse, WWDC-AM-FM Washington. They are vice chairmen of the NAB tv and radio boards, respectively. Other convention committee members include:

John S. Booth, WCHA Chambersburg, Pa.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Gordon Gray, WKTV (TV) Utica, N. Y.; Willard Schroeder, WOOD Grand Rapids, Mich.; Mike Shapiro, WFAA-TV Dallas; Lester G. Spencer, WKBV Richmond, Ind.; Eugene S. Thomas, KETV

# NEW

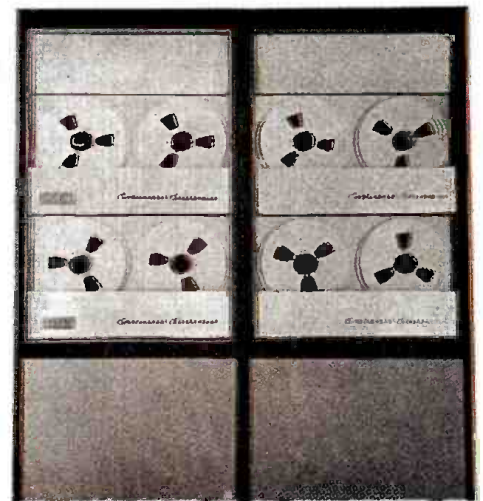


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EVERY DAY ON  
EVERY NETWORK  
...105 TV SHOWS  
EVERY WEEK...

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THE PRICE IS RIGHT .. NBC

MAKE ROOM  
FOR DADDY ..... NBC

I'M DICKENS—  
HE'S FENSTER .... ABC

THE FLINTSTONES ... ABC

ROUTE 66 ..... CBS

I LOVE LUCY (Daytime) CBS

AMONG OTHERS



More  
on  
page  
122

**BROADCAST  
MUSIC, INC.**

589 Fifth Avenue  
New York 17, N. Y.

(TV) Omaha, Neb., and Robert F. Wright, WTOK-TV Meridian, Miss.

NAB Secretary-Treasurer Everett Revercomb is in charge of convention arrangements and has been in Chicago the past 10 days. Howard Bell, NAB vice president, is in charge of the convention program.

**Engineers' Program** ■ Running concurrently with the convention will be the annual NAB Broadcast Engineering Conference under the direction of George Bartlett, engineering manager. The engineers' program will be highlighted by the presentation of the NAB Engineering Achievement Award to Dr. George R. Town, dean of engineering at Iowa State U., Wednesday.

Engineering luncheon speakers will include Dr. Edward E. David, Bell Telephone Labs, Monday; Sidney Metzger, RCA Astro-Electronics Div., Tuesday, and Dr. Simon Ramo, Thompson Ramo Wooldridge Co., Wednesday. The engineers will join the management delegates for the opening session Monday and for the FCC panel Wednesday afternoon.

The year's largest exhibition of commercial broadcast equipment offered by

electronics manufacturers will be shown to delegates throughout the convention in the Hilton's huge exhibition hall.

Also on tap are numerous hospitality suites throughout the Conrad Hilton and several other Chicago hotels. Convention activities will close down Tuesday afternoon so that delegates may visit the exhibits and hospitality quarters.

**Films on Display** ■ Coming in for a major share of attention during the convention will be the Pick Congress Hotel, where major film producers and syndicators will be exhibiting. The film exhibitors have been invited by the NAB to return to the main convention hotel beginning in 1964.

(A complete listing of convention events along with descriptions of exhibits, technical papers to be delivered at the engineering conference and hospitality suites was published in the March 25 issue of BROADCASTING. The official convention agenda, plus related meetings, begins on page 110 of this issue. A "where to find it" directory of NAB executives, exhibitors and hospitality suites begins on page 115).

## ABC Radio meet stresses network's growth OFFICIALS POINT TO EXPANDED SALES, PROGRAMMING

New growth in sales and gross volume, station affiliations and clearances, and an expansion in the *Flair* programming concept, were to be emphasized at an ABC Radio affiliates meeting in Chicago yesterday (March 31).

Robert R. Pauley, the network's president, was prepared to report increased volume spurred by a rise in sales and a raise in advertising rates.

Mr. Pauley was to reveal gross volume for the network's segmented programs in the first quarter of this year 23% ahead of the same quarter of a year ago. Also to be pointed up are a second quarter with three selling months still to go, already up 13%, and a third quarter, with six selling months remaining, running ahead of the same completed quarter of last year.

Mr. Pauley was to recall the affiliates meeting of last year at NAB convention time, when he presented A. C. Nielsen audience figures "indicating that five stations could deliver 20% more audience for Howard Cosell's sports show than 179 stations—including the five." Since that time, ABC Radio has dropped the Nielsen service and now uses Sindlinger & Co.

**Unlimited Progress** ■ In noting that other radio networks continue to "undersell radio based on antiquated measurement," Mr. Pauley stated his verdict: "It doesn't sell to us anymore, we've crossed the bridge from a barren desert to a fertile land which holds unlimited

promise. . . ."

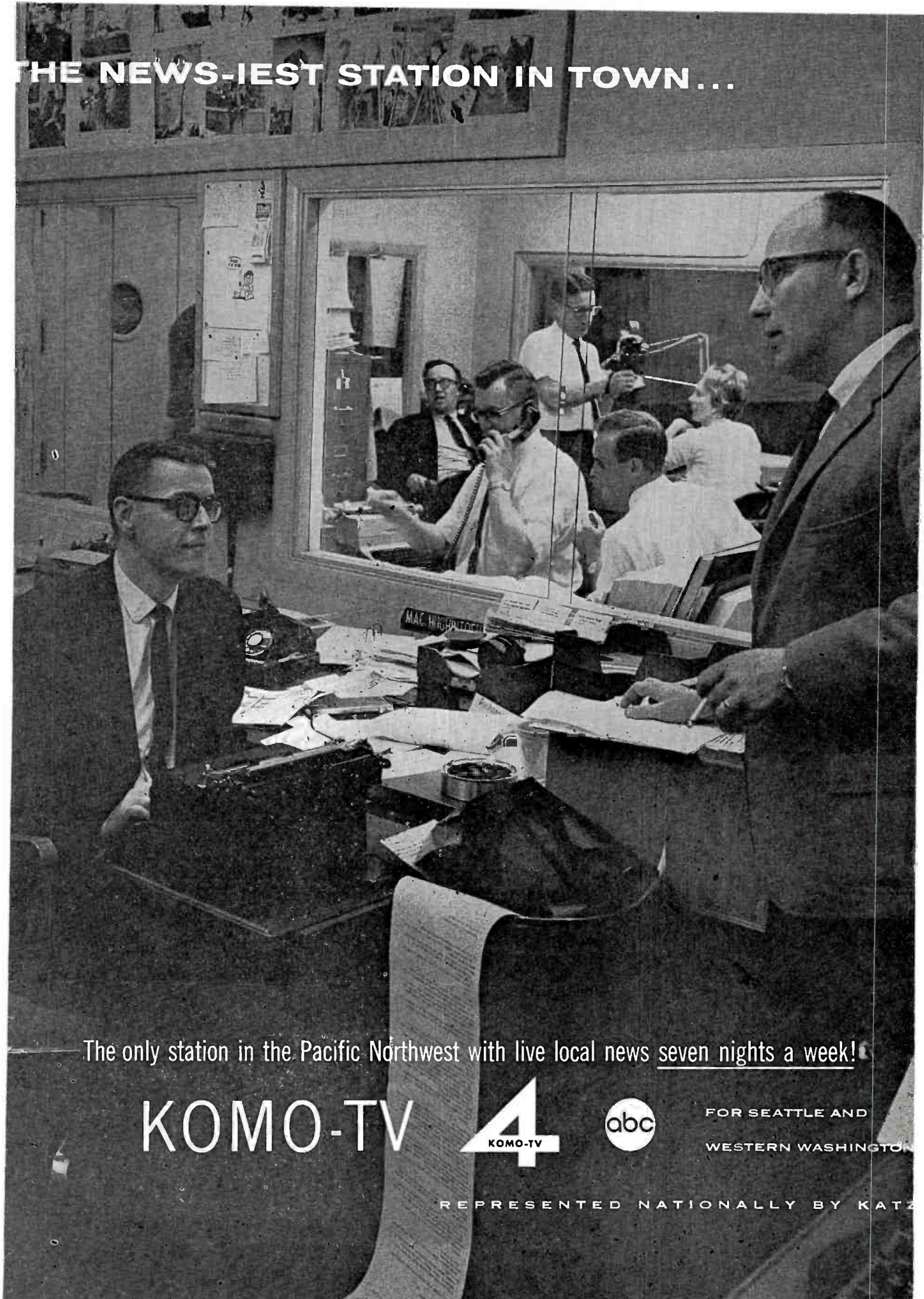
A presentation by James E. Duffy, executive vice president and national director of sales, that shows gross volume in each quarter after the first three months of 1961 increasing over the previous quarter (on this basis, gross volume is now 80% ahead of the 1961 period), and 17 advertisers with 52-week contracts compared to five such advertisers three years ago.

Mr. Duffy's presentation also was to compare Sindlinger and Nielsen estimated audiences for the same ABC Radio programming that indicates a much higher audience based on Sindlinger measurement.

A report by Earl Mullin, vice president in charge of station relations, that finds seven new 50 kw stations added during the past year and affiliates stations total up from 375 at the end of 1961, to 427 this year; evening block clearances up from 87% in March 1962, to 95% in March 1963 (sports average more than 85%, *Breakfast Club* nearly 95%, and weekday news 86%).

A new program called *Flair Reports* goes on ABC Radio in July in place of *Flair* and will be segmented in the form of the latter. It will consist of six 3½-minute featurettes on the news each weekday and three 3½-minute featurettes each Saturday and Sunday. Each segment will have 2½ minutes of program material and another minute of commercial.

THE NEWS-TEST STATION IN TOWN...



The only station in the Pacific Northwest with live local news seven nights a week!

KOMO-TV



FOR SEATTLE AND  
WESTERN WASHINGTON

REPRESENTED NATIONALLY BY KATZ

# ABC-TV TO CHALLENGE FOR LEADERSHIP

## Moore high on network's 'innovations' for '63-'64

ABC-TV is attacking the next season with "the boldest, most direct challenge for leadership ever made in our medium."

The network, too, is "confident that our next 10 years will prove even more fruitful than this last happy decade."

The speakers in turn were Thomas W. Moore, vice president in charge of ABC-TV, in presenting network affiliates with the new ABC-TV programming schedule for next season (see story below), and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, in noting the theatre and tv network merger that created AB-PT occurred a decade ago.

Both men were scheduled to pace the annual meeting with affiliates held over the past weekend (March 30) in Chicago as a pre-NAB convention feature, by setting the network's sights on the oncoming season. More than 1,000 people were expected at the meeting-presentation.

In previewing the fall schedule to advertisers, agencies and the affiliates, Mr. Moore said he believed ABC-TV will accomplish its "biggest advance" in 1963-64 compared to strides made in the last 10 years.

**Fresh Look** ■ For ABC-TV, it'll be a tv year of "innovations . . . and new product (programming) is fresh and far removed from carbon-copy programming," said Mr. Moore during the program that included entertainment by more than a dozen network stars in addition to a live *Lawrence Welk* program.

Also on the agenda: a cocktail party-banquet and plaque-awards to 23 ABC-TV affiliates. Featured were Jerry

Lewis, the *McHale's Navy* "crew," Patty Duke, Jimmy Dean, Chuck Connors, David Janssen, Ozzie and Harriet Nelson, Jack Palance, Donna Reed, and Inger Stevens. All will be featured in the fall's nighttime programming.

Highlighted during the meeting were the news and sports schedules. James C. Hagerty, ABC vice president in charge of news, special events and public affairs, commented that ABC's "news budget" has increased to more than four times what it was two years ago. A brief resume of ABC's plans to cover the 1964 winter Olympics in Innsbruck, Austria, plus other sports events was presented for affiliates.

Armand Grant, ABC vice president in charge of tv daytime programming was scheduled to report the following program slotting:

Monday through Friday: *The Price is Right*, 11-11:30 a.m.; *Seven Keys*, 11:30 a.m.-noon; *The Tennessee Ernie Ford Show*, noon-12:30 p.m.; *Father Knows Best*, 12:30-1 p.m.; *General Hospital*, 1-1:30 p.m.; *Day in Court*, 2:30-2:55 p.m.; *ABC Midday Report*, 2:55-3 p.m.; *Queen for a Day*, 3-3:30 p.m.; *Who Do You Trust?*, 3:30-4 p.m., and *Trailmaster*, 4-5 p.m.

Saturday: *The Jetsons*, 10:30-11 a.m.; *The Casper Show*, 11-11:30 a.m.; *Beany and Cecil*, 11:30 a.m.-noon; *Bugs Bunny*, noon-12:30 p.m.; *The Magic Land of Allakazam*, 12:30-1 p.m., and *Flicka*, 1-1:30 p.m.

Another scheduling change which was to be announced at the Chicago meeting concerns the network's Monday-Friday *Discovery* series. Next fall the show will become a weekly Sunday series under the supervision of the ABC News,

## ABC-TV affiliates told of firm fall lineup

ABC-TV has locked up its nighttime program schedule for next season, the network was prepared to tell affiliates at the March 30 annual affiliates meeting and presentation at the Conrad Hilton in Chicago.

The schedule as detailed by Thomas W. Moore, vice president in charge of ABC-TV, and Daniel Melnick, vice president in charge of tv nighttime programming:

Sunday: *Jaimie McPheeters*, 7:30-8:30; *Arrest & Trial*, 8:30-10; *100 Grand*, 10-10:30; *Franklin Delano Roosevelt*, 10:30-11.

Monday: *Stand By*, 7:30-8:30; *Wagon Train*, 8:30-10; *Breaking Point*, 10-11.

Tuesday: *Combat*, 7:30-8:30; *McHale's Navy*, 8:30-9; *Greatest Show on Earth*, 9-10; *The Fugitive*, 10-11.

Wednesday: *Ozzie & Harriet*, 7:30-8; *Patty Duke*, 8-8:30; *Ben Casey*, 9-10; *Channing* (formerly *The Young and the Bold*), 10-11.

Thursday: *The Flintstones*, 7:30-8; *Donna Reed*, 8-8:30; *My Three Sons*, 8:30-9; *Jimmy Dean*, 9-10; *Sid Caesar*, *Edie Adams*, 10-10:30.

Friday: *77 Sunset Strip*, 7:30-8:30; *Amos Burke*, 8:30-9:30; *Farmer's Daughter*, 9:30-10; fights at 10-11.

Saturday: *Hootenanny*, 7:30-8:30; *Lawrence Welk*, 8:30-9:30, and *Jerry Lewis* 9:30-11:30.

Special Events and Public Affairs Dept.

Plaques were presented to the stations as the network's "grateful recognition" of years of "enterprise and leadership" in cooperating with ABC-TV in the network's build-up.

Accepting the awards for their stations were Roger Berk, vice president and general manager, WAKR-TV Akron, Ohio; Max Sklower, station manager, KOAT-TV Albuquerque, N. M.; Robert C. Mulhall, general manager, WOI-TV Ames, Iowa; R. J. McElroy, president, KMMT (TV) Austin, Minn.; Herbert B. Cahan, general manager, WJZ-TV Baltimore; Joseph Hladky Jr., president, KCRG-TV Cedar Rapids, Iowa; S. C. Quinian, vice president, WBKB (TV) Chicago, D. L. Ferris, assistant general manager, WEWS (TV) Cleveland; Robert Wiegand, general manager, WTVN-TV Columbus, Ohio.

Mike Shapiro, general manager, WFAA-TV Dallas; John Bone, general manager WTVP (TV) Decatur; John Mullins, president, KBTW (TV) Denver; John Pival, president, WXYZ (TV) Detroit; George Fleharty, president and general manager, KJEO (TV) Fresno; Elton Rule, vice president and general manager, KABC-TV Los Angeles; Howard Maschmeier, general manager, WNHC-TV New Haven, Conn.; Theodore Shaker, president, ABC-owned tv stations, WABC-TV New York.

John Bone, vice president and general manager, WTVH (TV) Peoria; George Koehler, station manager, WFIL-TV Philadelphia; David Sacks, vice president and general manager, KGO-TV San Francisco; Thomas Shelburne, executive vice president and general manager, WNEP-TV Scranton, Pa.; Fred Shaw, general manager, WSUN-TV St. Petersburg, Fla.; and Fred Houwink, vice president and general manager, WMAL-TV Washington.

## Ratings computer on couch at Chicago

The relationship of ratings and the computer will come in for a close scrutiny at the NAB convention Tuesday when officials from TvB and Young & Rubicam conduct a panel discussion entitled "Computers: Friend & Foe."

(See related ratings stories, page 27 and 30).

Deriving their topics from questions submitted by various station personnel, the panel will delve into the value and influence of ratings and their ultimate effect on marketing and advertising.

A list of some 20 questions involving automation will be directed by TvB President Norman E. Cash and Executive Vice President George C. Huntington to a Young & Rubicam team of Warren A. Bahr, vice president and director of media relations and planning, and Joseph St. George, media vice president and director of computer application.

Among the questions the group will tackle applying specifically to ratings are these:

"What information from local stations is already in your computer? Where did it come from?"

"How often do you change the information stored in your machine? How long before it is considered out-of-date?"

"What about ratings? Which ones do you feed into the machine?"

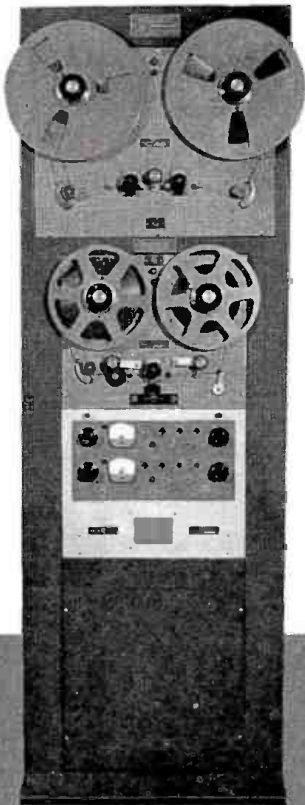
"Will the computer help increase the length of spot schedule market lineups . . . or will they grow shorter?"



# AM-FM...Three critical questions answered by PROGRAMATIC®

**Q:** *Can I separate AM and FM profitably?*

**A:** Others are doing it. Without any full-time FM personnel, Station KTTS of Springfield, Missouri, separates from 9 AM to 10 PM daily. Except for two 15-minute newscasts, the station uses Programatic and O-Vation music throughout this period in its FM Programming. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with Programatic.



*See us at the NAB Convention—  
Suite 1206 Conrad Hilton Hotel*

**Q:** *Can I automate and still be creative?*

**A:** Others are doing it. Nashville's WSIX (AM-FM), for example, since 1959. Operating in the black, WSIX-FM, uses Programatic automation seven days a week, a minimum of seven hours a day. Remaining hours are spent in creative programming—local live and 16½ hours a week in stereo. WSIX-FM has combined the time-saving, money-saving features of Programatic with imaginative programming to build audience ratings which often compare favorably with AM. You can do it too!

**Q:** *Can I cut costs on FM music programming without sacrificing quality?*

**A:** Others are doing it! Roanoke's WSLS (AM-FM), for example. With no extra personnel, WSLS broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music Programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high-quality, adult music. You save on time, music, manpower and money. Find out how O-Vation Music and Programatic Automation can help you.

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# SCHULKE TO HEAD FM BROADCASTERS

Ratified at Chicago meeting; NAFMB to open N. Y. office

Election of James A. Schulke, Magnavox Co., as fulltime paid president of National Assn. of Fm Broadcasters was ratified Friday (March 29) at a board meeting held in Chicago.

The NAFMB board confirmed earlier mail approval of the election of Mr. Schulke, advertising-sales promotion manager of Magnavox and a longtime buyer of fm time (CLOSED CIRCUIT, March 25).

Mr. Schulke announced he would participate in the NAFMB and NAB conventions, headquartering in Suite 1218A of the Conrad Hilton. He said he planned to meet broadcasters and their guests and to observe convention developments, choosing this role until he has had time to become settled in the job of giving fm broadcasting a sales promotion arm similar to the Radio Advertising Bureau for am stations and the Television Bureau of Advertising for tv broadcasters.

NAFMB's New York office, to be opened shortly, will be located at 45 W. 45th St. A lease has been signed for the space.

An ardent fm booster, Mr. Schulke was active in the Magnavox purchase of a \$150,000 block of fm time on

NAFMB member stations. The plan was developed by Frank Freimann, Magnavox president.

"The fm audience is here right now, ready for national, regional and local advertisers," Mr. Schulke told BROADCASTING. "We have positive evidence of the swift expansion of fm circulation. Our job is to see that its important place in American life is understood by advertisers, agencies and others connected with the broadcasting business.

"More recently stereo fm has been a boon to fm's growth. NAFMB will now be competitive with other broadcast media through its own sales promotion arm. Our work will include intensive promotion of small station and small market fm broadcasting. We will provide sales materials to help all types and sizes of fm stations in every type of market."

**Changes Proposed** ■ The NAFMB board meeting March 19 reviewed association by-laws and drew up proposed changes to be submitted to the membership.

Mr. Schulke is a former vice president-general manager of Paramount Sunset Corp., owning and renting film studios. He later became vice president



Mr. Schulke

of Paramount Television Productions Inc., operating KTLA (TV) Los Angeles, serving concurrently in both posts.

When he took over KTLA the station had been deep in the red for a number of years. After a staff reorganization, he installed new sales techniques and programming that were credited with bringing a quick change to a profit basis.

His new programming concept was claimed at Paramount to have raised the station from last place to top position among Los Angeles independents through a 50% increase in broadcast revenues.

Under his regime KTLA became one of the earlier exploiters of video tape recording techniques. An initial investment of \$650,000 in equipment, research and production over a two-year period was proved successful when the tape-produced *Wrangler* program, half-hour western, was sold to NBC and Ford. The series was used as a primary sales tool for demonstration of tape's potential. The separate Sunset studios of the station were integrated with Paramount's main studios, providing the setting for such programs as *Gunsmoke*, *Have Gun, Will Travel*, *Outlaws* and *Bonanza*.

Before joining Paramount Mr. Schulke had been with Saphier and Rosenberg-Coryell agencies (tv production and packaging) as New York manager, negotiating contracts with major networks and advertising agencies. Prior to that he had been manager of account planning for radio-tv at Young & Rubicam, supervising 14 tv account executives.

T. Mitchell Hastings, Concert Network, was to open NAFMB's business session March 30 as association president. As was the case with his predecessor, Fred Rabell, KITT (FM) San

## Commercial Producers, Incorporated

BOSTON, MASSACHUSETTS

*Cordially invites NAB members*

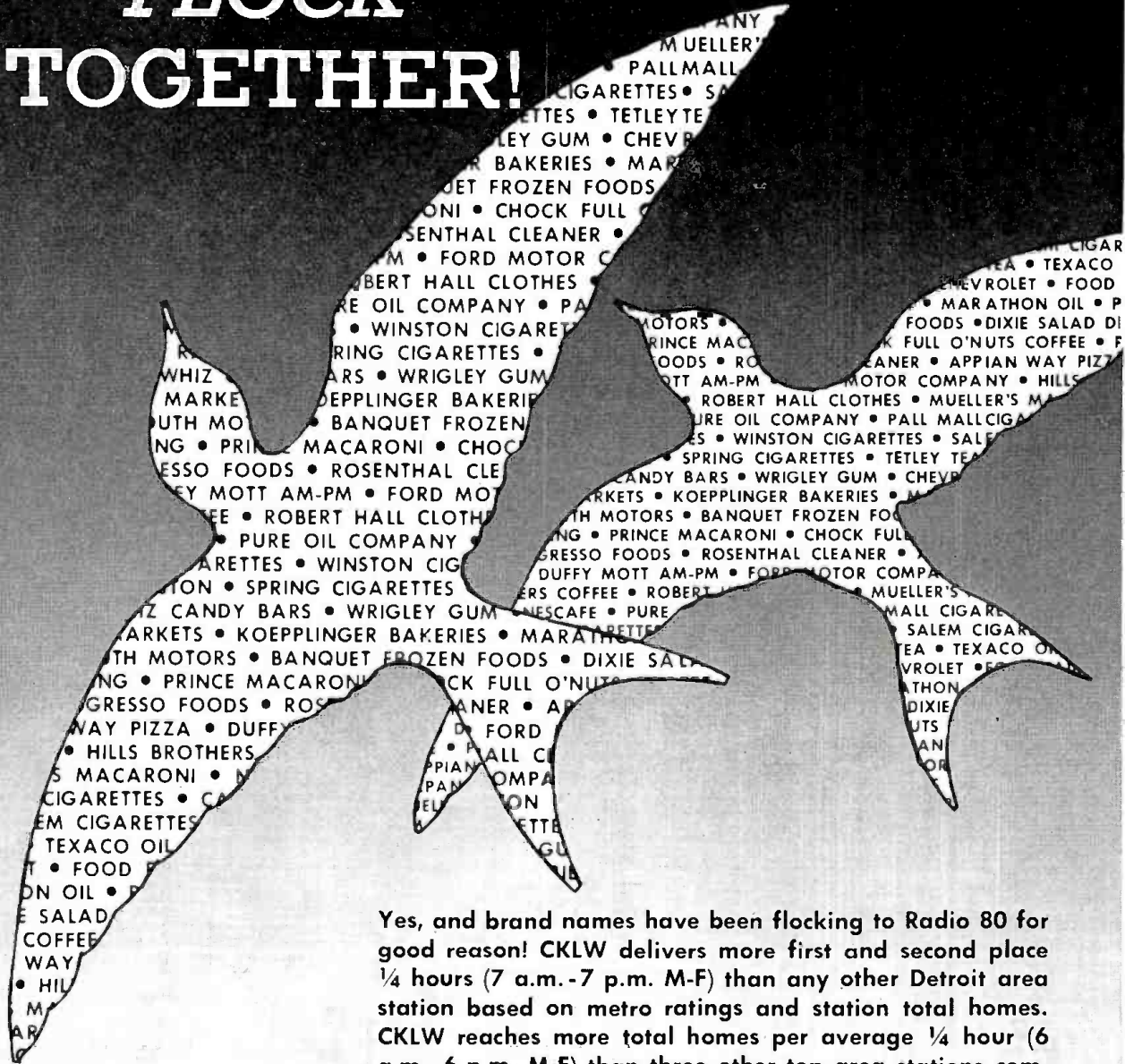
*to*

*Hospitality Suite 918A*

Conrad Hilton Hotel

*open from 10:00 AM ..... until*

# BIRDS OF A FEATHER FLOCK TOGETHER!



Yes, and brand names have been flocking to Radio 80 for good reason! CKLW delivers more first and second place ¼ hours (7 a.m.-7 p.m. M-F) than any other Detroit area station based on metro ratings and station total homes. CKLW reaches more total homes per average ¼ hour (6 a.m.-6 p.m. M-F) than three other top area stations combined. In less than 6 months, Radio 80's in-home audience (6 a.m.-6 p.m. M-F) has increased 91%! Inquire about our package plans and what this 50,000 watt facility can do to sell your product or service in a 28 Billion Dollar Market!

Write or call for availabilities  
or contact your  
RKO NATIONAL SALES  
DIVISION OFFICE



Audience Estimates Cited Above Are Based on NSI NOV.-DEC. 1962

ESSEX BROADCASTERS, INC., GUARDIAN BLDG., DETROIT 26  
WINDSOR, SERVING THE WINDSOR AND DETROIT AREA



M. R. De Haan, M.D.,  
Founder and Teacher



Rev. R. W. De Haan,  
Associate Teacher

# RADIO BIBLE CLASS

As we look back upon the past 25 years, one word comes to mind — **cooperation**. Without the teamwork of radio station and network personnel: executives, engineers, and others, we could not have completed this milestone. A hearty "Thanks" to all of the radio people!

We are also indebted to the thousands — yes, millions of listeners, who have been our co-workers by prayer and support. A radio program obviously must have a loyal following to survive.

Finally, and most important, we are grateful to God for His faithfulness. It is our firm policy never to solicit funds on the air, yet through divine blessing the programs are maintained by the free-will offerings of the listening audience.

We are all "laborers together with God"!

*M. R. De Haan*



*In the year 1938* the half-hour Sunday broadcast of Radio Bible Class was begun on one small station in the Detroit area (WEXL, Royal Oak, Michigan). The program immediately received enthusiastic response, and soon another station was added.

Later it was expanded to Grand Rapids, home of the founder and teacher Dr. M. R. De Haan, and the ultimate headquarters of Radio Bible Class. Within four years the broadcast was heard on more than 50 stations, and in September 1942 was released on the coast-

to-coast Mutual Broadcasting System.

Today this Bible-teaching ministry is heard on the ABC network, other regional networks, and hundreds of leading independent stations (see partial listing at right). In addition, it is heard in Canada and in many foreign lands.

Supplemental printed booklets, totaling millions of copies annually, are distributed free to the radio audience.

Below is a picture of the modern plant which houses the complete operation of this worldwide radio and literature service.



# Silver Anniversary

Is YOUR station listed among the following  
prestige stations carrying RADIO BIBLE CLASS?

ALABAMA Birmingham Dothan Gadsden Mobile Montgomery Tuscaloosa ALASKA Anchorage ARIZONA Phoenix Phoenix ARKANSAS Fort Smith Little Rock Siloam Springs CALIFORNIA Bakersfield Chico Dinuba Fresno Hunting Beach Los Angeles Los Angeles Los Angeles Modesto Mount Shasta Sacramento San Bernardino San Diego San Francisco San Francisco Turlock COLORADO Colorado Springs Cortez Denver Grand Jct. Greeley Pueblo KFEI CONNECTICUT Hartford Hartford New Haven DELAWARE Wilmington DISTRICT OF COLUMBIA Washington FLORIDA Daytona Beach Gainesville Jacksonville Jacksonville Lakeland Maitland Miami Miami Orlando Panama City Pensacola Pompano Beach St. Petersburg St. Petersburg Tallahassee GEORGIA Albany Americus Atlanta Augusta Columbus Macon Savannah Toccoa Valdosta Warner Robins IDAHO Boise Caldwell Idaho Falls Lewiston Twin Falls ILLINOIS Chicago Chicago Chicago Decatur Moline Peoria Quincy Springfield INDIANA Elkhart Evansville Fort Wayne Indianapolis INDIANA Burlington Cador Rapids Des Moines Mason City Shenandoah Waterloo KANSAS Coffeyville Wichita KENTUCKY Ashland Lexington Louisville Louisville Louisville Monticello Pineville LOUISIANA Baton Rouge Monroe New Orleans Shreveport	WAPI WOOF WAAX WALA WCOV WNPT KHAR KOY KHEP KTCS KAAY KLOA KPMC KPAY KRDU KFRE KGER KMPC KHJ KABC KTRB KWSO KRAK KRNO KOGO KGO KFRC KCEY KVOR KVFC KIHN KGER KYOU KFEL WPOP WHAY WNHC WDEL WEAM WROD WRUF WAYR WZOK WIAK WTYS WGBS WQAM WDBO WCFB WCOA WPOM WDAE WSUN WRFB WJAZ WISK WPLO WBQQ WDAK WMAZ WSAV WLET WGAF WRPB KBOI KBGN KIFI KRLC KTFI WLS WMBI WDAK WDLN WDLN WIRL WTAO WCVS WCMR WGBF WGL WISH KBUR WMT KIOA KGLO KMA KNWS KGGF KREDI WTCR WYWK WAKY WOWI WKYW WFLW WMLF WAIL KNOE WJMR KWKH	MAINE Augusta Bangor Bangor Biddeford Lewiston Portland Presque Isle MARYLAND Baltimore Baltimore Frostburg Hagerstown MASSACHUSETTS Boston Boston Pittsfield Springfield Worcester MICHIGAN Caledonia Detroit Detroit Detroit Flint Flint Grand Rapids Grand Rapids Holland Ironwood Ishpeming Kalamazoo Kalamazoo Lansing Lansing Manistee Muskegon Muskegon Petoskey Rogers City Saginaw South Ste. Marie MINNESOTA Austin Duluth Fergus Falls Minneapolis Worthington MISSISSIPPI Jackson MISSOURI Jefferson City Kansas City Kansas City Kansas City St. Louis Springfield MONTANA Butte Great Falls Kalispell Lewistown Missoula NEBRASKA North Platte Omaha Omaha Scottsbluff NEVADA Reno NEW HAMPSHIRE Nashua Portsmouth NEW JERSEY Atlantic City NEW MEXICO Albuquerque Gallup NEW YORK Binghamton Buffalo Elmira Elmira Kingston Massena New York New York Rochester Syracuse Troy NORTH CAROLINA Asheville Asheville (Black Mt.) Charlotte Durham Durham Greensboro Greensboro Hickory High Point Kinston KMA Raleigh Reidsville Wilmington Wilson NORTH DAKOTA Bismarck Bismarck Fargo Minot OHIO Akron Akron Canton Cincinnati Cleveland Dayton Mansfield Toledo Warren	WFAU WLBZ WABI WIDE WCOU WCSH WAGM WBAL WBH WFRJ WJEB WCOP WHAC WBKR WTLX WTOC WTVB WKM WXYZ CKLV WFDF WKMF WLAJ WFUR WJBL WJMS WJZO WCPK WKZO WILS WMTE WKBZ WKJR WMBN WHAK WKNX WQOO KGVW KOPR KMOM KGEZ KKLO KYSS KJLT KFAB KBON KNBE KBET WSMN WBBX WDBB KOB KGAK WKOP WENB WENY WKNY WPOW WABC WHAM WHEN WHRY WLOS WFGW WBT WDBC WTK WCOG WGBG WKYK WMPR WFTC WPAQ WPTF WFRK WKLW WGTW KFYR KFNW KJCB WAKR WHOF WLW WHK WONE WMAN WYGS WHH	OKLAHOMA Oklahoma City Oklahoma City Tulsa Tulsa OREGON Albany Ashland Bend Eugene Gresham Klamath Falls Portland Portland Portland Salem PENNSYLVANIA Allentown Allentown Coudersport Erie Harrisburg Johnstown Johnstown Lancaster Monroeville Philadelphia Philadelphia Pittsburgh Pittsburgh Pittsburgh Roaring Spring Scranton Scranton Scranton Scranton Scranton Scranton Scranton Scranton Rhode Island RHODE ISLAND Providence SOUTH CAROLINA Charleston Charleston Columbia Columbia Dillon Florence Greenville Spartanburg Sumter Walterboro SOUTH DAKOTA Rapid City Sioux Falls Sioux Falls TENNESSEE Chattanooga Chattanooga Chattanooga Knoxville Memphis Memphis Nashville TEXAS Amarillo Amarillo Austin Beaumont Beaumont Corpus Christi Dallas Dallas El Paso El Paso Houston Houston Langview Lubbock Lubbock Midland Midland San Angelo San Antonio San Antonio Tyler Tyler Wichita Falls UTAH Blanding Logan Ogden Ogden Salt Lake City VERMONT Rutland Rutland Waterbury VIRGINIA Bristol Bristol Covington Lynchburg Norfolk Norfolk Richmond Richmond Roanoke Roanoke Staunton WASHINGTON Bellingham Bellingham Colville Colville Puyallup Longview Seattle Seattle Seattle Spokane Spokane Walla Walla Walla Walla Yakima WEST VIRGINIA Beckley Beckley Charleston Fairmont Fairmont Matewan Matewan Wheeling WISCONSIN Chippewa Falls Chippewa Falls La Crosse Madison Madison Milwaukee Milwaukee Wausau Wausau Casper Powell	KBYE KTOK KOME KVOO KWIL KRVC KBNB KORE KAGD KAGO KPOJ KEX KPDQ KSLM WSAN WRTA WFRM WLEU WCMW WCRO WLAN WPEL WPHN WIP WEDO WYRE WPPA WKMC WATS WARM WILK WLYC WEAN WOKE WIS WCOS WDSC WJMX WNUU WSPA WSSC WALD KEZU KNWC WDDO WAPD WBIR WMC WSM KFDA KVET KFDM KCTA KRLD WRR KNEY KGBT KTHH KFRD KSEL KRE KWEL KPEP WNOH KTBB KWFT KUTA KVNW KLO KALL WSYB WDEV WPHG WKEY WDMW WTAR WRVA WRNL WSLS WAFB KPIG KCVI KAYE KBAM KGDN KTF KIQ KCCA KTEL KUN KIT WJLS WCHS WTCS WHJC WVVA WAXK WKTY WIBA WCUB WHL WSAU KVOC KPOW
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This is only a partial listing. For a complete listing of all stations releasing the Sunday broadcast, write to—  
RADIO BIBLE CLASS • P.O. BOX 22 • GRAND RAPIDS, MICHIGAN

This ad appears thru the courtesy of a friend.

Diego, Mr. Mitchell served as a member-elected non-paid president. With election of Mr. Schulke, NAFMB shifts to a fulltime paid president who will devote his entire time and energy to promotion of the entire fm medium.

NAFMB will continue its Washington office manned by Edward F. Kenehan, executive secretary, it was understood.

The convention program called for Saturday morning and afternoon (March 30) membership meetings and a Sunday morning program. At 2:30 Sunday afternoon NAFMB was to NAB in a joint program devoted to promotion, stereo and general topics of interest to fm stations.

## Pioneers to give awards at annual banquet-meeting

The Broadcast Pioneers will present a group of citations and awards during its 22nd annual banquet-meeting in the grand ballroom of the Conrad Hilton Hotel in Chicago tomorrow (April 2).

The Hall of Fame Award, given posthumously, will be made to Franklin Delano Roosevelt for his recognition and use of the radio medium. Rep. James Roosevelt (D-Calif.) is expected to acknowledge the award.

Citations or awards will be presented to the Armed Forces Network; Ed Wynn, in recognition of his early work in radio; H. V. Kaltenborn, for his 40 years of newscasting and news analysis, and Sol Taishoff, editor and publisher of BROADCASTING and Television magazines for his leadership in the defense of freedom.

## Also in Chicago . . .

Other firms at the NAB convention, who were not included in last week's listing of exhibitors and hospitality suites are:

### ASSOCIATED RESEARCHERS

Palmer House, Suite unassigned

Personnel: I. C. Stoll.

### SHOWCORPORATION

Executive House, Suite unassigned

Personnel: C. Robert Manby, Fred Schneider, Bill Finkeldey, Burr Manby.

### BREEN & WARD INC.

Town House, Suite unassigned

Personnel: Edward J. Breen.

### CBS RADIO SPOT SALES

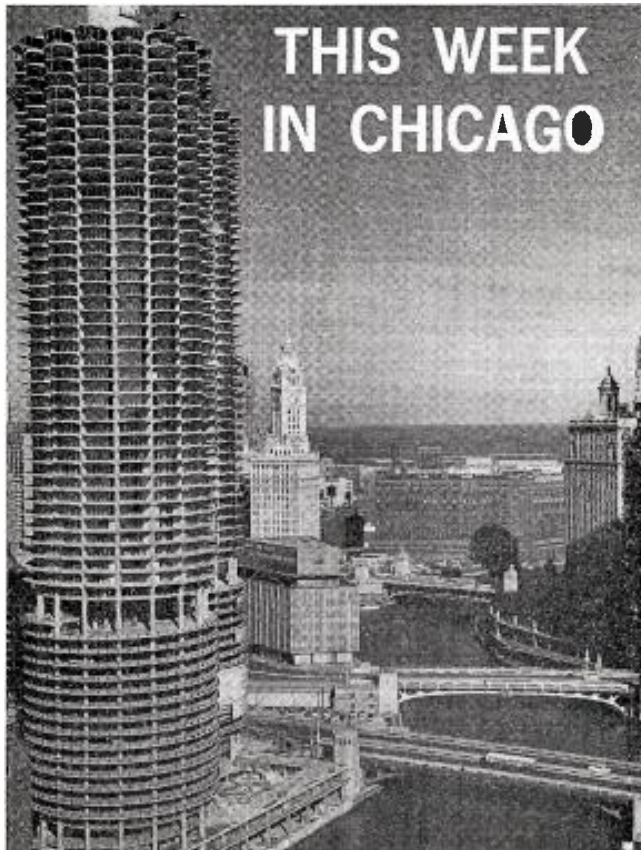
Suite 1824

Personnel: Maurie Webster, Ron Gilbert, Charles Burge.

### METRO RADIO SALES

Sheraton Towers, Suite unassigned

Personnel: H. D. Neuwirth, Robert Coppinger, William Lauer, Richard Janssen, Richard Schutte, Robert Jones, Richard Kelliher.



## ON TAP AT THE CONVENTION

*Official agenda for the 41st annual NAB Convention in Chicago's Conrad Hilton Hotel, March 31-April 3, is listed below. Also listed are unofficial and related meetings and activities. All rooms are in the Conrad Hilton unless indicated otherwise.*

**Registration** ■ Sunday, March 31—8 a.m.-6 p.m.; Monday, April 1—8 a.m.-6 p.m.; Tuesday—9 a.m.-5 p.m.; Wednesday—9 a.m.-5 p.m. Lower Lobby.

**Exhibits** ■ Sunday, March 31—12 noon-9 p.m.; Monday, April 1—9 a.m.-9 p.m.; Tuesday—9 a.m.-7 p.m.; Wednesday—9 a.m.-6 p.m. East and West Exhibit Halls.

### SUNDAY, March 31

- 8:30 a.m. **Assn. of Maximum Service Telecasters**, breakfast. Bel Air Room.
- 9 a.m. **Institute for Broadcast Financial Management**, board meeting. Sheraton-Blackstone.
- 9:30 a.m.-12 noon. **National Assn. of Fm Broadcasters**. Waldorf Room, Continental breakfast, 9:30. *Presentation* by John Meagher, NAB vice president for radio. *Sales clinic* on fm success stories. *Selling stereo*, including successful stereo commercials.
- 9:30 a.m. **Assn. of Maximum Service Telecasters**, membership meeting. Beverly Room.
- 9:30 a.m. **Assn. for Professional Broadcasting Education**, membership meeting. Upper Tower.
- 10 a.m. **Daytime Broadcasters Assn.**, membership meeting. Williford B Room.
- 10:30 a.m. **Broadcast Music Inc.**, board meeting and luncheon. Parlors 25 and 26.

- 11 a.m.-5 p.m. **ABC Radio Network**, affiliates meeting. Williford C Room.
- 12:30 p.m. **ABC Radio Network**, affiliates, luncheon. Williford A Room.
- 12:30 p.m. **CBS-TV Affiliates**, board of directors luncheon. Room 12.
- 12:30 p.m. **Assn. for Professional Broadcasting Education**, membership luncheon. Lower Tower.
- 1 p.m. **Assn. of Maximum Service Telecasters**, board of directors meeting. Bel Air Room.
- 2:30-5 p.m. **NAB Fm Day Program**. Continental Room.

*Report of the NAB Fm Radio Committee:* Ben Strouse, chairman, WWDC-FM Washington.

*Enhancing the Station Profile:* Lynn Christian, KODA-FM Houston; John D. Kennedy, WDRK (FM) Greenville, Ohio; Jack Kiefer, KMLA (FM) Los Angeles; James Sondheim, QXR Network, New York.

*Stereo—One Year Later:* Everett Dillard, WASH (FM) Washington; James Gabbert, KPEN (FM) San Francisco; David Polinger, WTFM (FM) New York; L. M. Sandwick, Electronic Industries Assn., Washington; Harold Tanner, WDLM (FM) Detroit.

*FM Forum:* Messrs. Strouse; Dillard; Tanner; N. L. Bentson, WLWL-FM Minneapolis; Merrill Lindsay, WSOY-TV Decatur, Ill.; Fred Rabell, KITT (FM) San Diego; Henry Slavick, WMC-FM Memphis (all members of NAB Fm Committee).

[NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters in the Waldorf Room beginning at 9:30 a.m. Sunday, March 31.]

- 2:30 p.m. **NAB Radio Code Review Board**, board meeting. Room 19.
- 2:30 p.m. **National Assn. of Tv Program Directors**, membership meeting. Williford C Room.
- 3:30-5 p.m. **Television Assembly**. Waldorf Room.  
*Secondary Market Tv Session:* Thomas C. Bostic, KIMA-TV Yakima, Wash., *moderator*. Warren L. Braun, WSAV-TV Harrisonburg, Va.; Raymond E. Carow, WALB-TV Albany, Ga.; Richard D. Dudley, WSAU-TV Wausau, Wis.; Rex Howell, KREX-TV Grand Junction, Colo.; J. Allen Jensen, KID-TV Idaho Falls, Idaho, *panelists*.
- 4 p.m. **Assn. for Competitive Tv**, membership meeting. Room 14.
- 4 p.m. **Clear Channel Broadcasting Service**, membership meeting. Room 18.
- 4-6 p.m. **Tour of WGN Mid-America Broadcast Center**. Buses leave 8th Street entrance of Conrad Hilton at 4 p.m.
- 5 p.m. **Assn. for Professional Broadcasting Education**, reception. Beverly Room.
- 6 p.m. **CBS-TV Affiliates**, reception and banquet. Ambassador West Hotel.
- 6:30 p.m. **NBC Radio and Tv Affiliates**, reception and banquet. International Ballroom.

### MONDAY, April 1

- 7:30 a.m. **Assn. on Broadcasting Standards Inc.**, mem-



Podner, you better visit Desilu Sales' NAB Convention Headquarters . . . or else.



That's where you'll see me and the other really great movie stars in "FRACTURED FLICKERS," produced by Jay ("Bullwinkle") Ward.



More amazing than a talking gorilla. Already sold in more than fifty markets for over 500,000 coconuts in less than 3 weeks.



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You'll be swept off your feet . . . so be sure to see us at NAB.

## *Desilu Sales Inc.*

**NAB CONVENTION HEADQUARTERS:** Presidential Suite (401-2-3) and Suite 311, Pick-Congress Hotel

780 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA • HOLLYWOOD 9-5911

Richard C. Dinsmore, Vice President, General Manager

## ON TAP AT CONVENTION continued

- bership breakfast. Room 14.
- 8 a.m. **Tv Stations Inc.**, membership breakfast. Sylvester (Pat) Weaver, board chairman of McCann-Erickson International, will speak on syndicated programming. Mayfair Room, Sheraton-Blackstone.
- 8:30 a.m. **NAB Broadcast Engineering Conference Committee**, breakfast meeting. Room 10.
- 10:30 a.m.-12 noon. **General Assembly (Management and Engineering Conference)**. Grand Ballroom.
- Presiding*, James D. Russell, KKTU (TV) Colorado Springs, 1963 convention co-chairman. *Invocation*, The Venerable Canon J. Ralph Deppen, Archdeacon of the Episcopal Diocese of Chicago. *Welcome*, the Honorable Otto Kerner, Governor of Illinois. *Special message from President John F. Kennedy*.
- Presentation of NAB Distinguished Service Award* to television personality Bob Hope by NAB President LeRoy Collins. *Address*, Mr. Hope.
- 12:30-2 p.m. **Management Conference Luncheon**. International Ballroom.
- Presiding*, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *Invocation*, the Reverend John S. Banaham, director, Radio-TV Office, Catholic Archdiocese of Chicago.
- Introduction of the Speaker*, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman, NAB Board of Directors. *Address*, The Honorable LeRoy Collins, president, NAB.
- 12:30-2 p.m. **Engineering Conference Luncheon**. Williford Room. *Presiding*, William S. Duttera, director, allocations engineering, NBC. *Address*, Dr. Edward E. David, director, Computing & Information Research Center, Bell Telephone Labs.
- 2:30-5 p.m. **Management Conference Assembly**. Grand Ballroom.
- Presiding*, James D. Russell, KKTU (TV) Colorado Springs, 1963 convention co-chairman.
- Broadcasting in a Free Society*, moderator Erwin D. Canham, editor, *Christian Science Monitor*, Boston. *Presentations* by Roscoe L. Barrow, dean, College of Law, U. of Cincinnati; W. Theodore Pierson, Pierson, Ball & Dowd, Washington.
- Respondents*, Philip M. Hauser, chairman, Dept. of Sociology, U. of Chicago; Charles H. King, dean, Detroit College of Law, and former member of FCC; Laurence Laurent, radio-tv editor, *The Washington Post*, Washington; Donald H. McGannon, president, Westinghouse Broadcasting Co., New York.
- 2:30-5 p.m. **Technical Session**. Continental Room.
- Presiding*, J. B. Epperson, engineering vice president, Scripps-Howard Broadcasting Co. *Session coordinator*, Leslie S. Learned, director of engineering, MBS. *Opening remarks*, LeRoy Collins, NAB president. Various technical papers will be delivered.

## TUESDAY, April 2

- 9 a.m.-12 noon. **Television Assembly**. Waldorf Room.
- Presiding and Opening Remarks*, James D. Russell, KKTU (TV) Colorado Springs, vice chairman, NAB Tv

Board. *Computers—Friend or Foe?*, TvB presentation by Norman E. (Pete) Cash, TvB president; Warren A. Bahr and Joseph F. St. Georges, both Young & Rubicam, New York.

*The Station Image—Local Programming and Public Service*, moderator, Mike Shapiro, WFAA-TV Dallas; *panelists*, John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKJG-TV Fort Wayne, all Indiana; Harold Essex, WSJS-TV Winston-Salem, N. C.; A. Louis Read, WDSU-TV New Orleans; W. C. Swartley, WBZ-TV Boston.

*Here's How*, presentation of Tv Information Office by Roy Danish, TIO president. *Introduction* by Clair R. McCollough, Steinman Stations.

- 9 a.m.-12 noon. **Radio Technical Session**. Continental Room.

*Presiding*, Jack Petrik, chief engineer, KETV (TV) Omaha, Neb. *Session coordinator*, Clyde M. Hunt, vice president for engineering, Post-Newsweek Stations, Washington. Various technical papers will be delivered.

- 9 a.m.-12 noon. **Television Technical Session**. Upper Tower.

*Presiding*, Albin R. Hillstrom, director of engineering, KOOL-AM-FM-TV Phoenix. *Session coordinator*, James D. Parker, director tv R-F engineering, CBS-TV. Various technical papers will be delivered.

- 10 a.m.-12 noon. **Radio Assembly**. Grand Ballroom.

*Report of the Chairman of the Radio Board*, Willard Schroeder, WOOD Grand Rapids, Mich. *Radio Month Roundup*, John Meagher, NAB vice president for radio; John Couric, NAB manager of public relations.

*The New RAB Presents a Blueprint for a Second Growth in Radio*, Edmund C. Bunker, RAB president; Miles David, administrative vice president; Robert H. Alter, vice president-national sales. *Radio: The Lively Corpse*, Mitch Leigh, creative director, Music Makers Inc., New York.

- 12:30-2 p.m. **Management Conference Luncheon**. International Ballroom.

*Presiding*, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *Invocation*, The Reverend Robert M. Pierce, pastor, The First Methodist Church of Chicago.

*Introduction of Speaker*, LeRoy Collins, president, NAB. *Address*, The Honorable Newton N. Minow, chairman, FCC.

- 12:30-2 p.m. **Engineering Conference Luncheon**. Williford Room.

*Presiding*, Leslie S. Learned, director of engineering, MBS. *Address*, Sidney Metzger, manager communications systems, Project Relay, RCA Astro-Electronics Div.

- 2-5 p.m. **No Scheduled Sessions** (This period is not programmed so that delegates may visit exhibits and hospitality suites.)

- 2:30 p.m. **NAB Tv Code Review Board**, board meeting. Room 18.

- 2:30 p.m. **All-Industry Tv Music Licensing Committee**, meeting. Room 14.

- 7:30 p.m. **Broadcast Pioneers**, annual banquet. Grand Ballroom.





SEE "EMPIRE" IN COLOR, NBC-TV, TUESDAYS

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It lasts for 5 years or 50,000 miles, making your car more valuable at trade-in time.

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**ON TAP AT CONVENTION** continued

**WEDNESDAY, April 3**

8 a.m. **Society of Tv Pioneers**, membership breakfast. Lower Tower.

9-10:15 a.m. **Labor Clinic (closed session)**. Grand Ballroom.

*Moderator*, James H. Hulbert, manager broadcast management, NAB. *Participants*, Abiah A. Church, Storer Broadcasting Co.; Louis P. Gratz, Time Inc. Stations; Joseph O. Schertler, Westinghouse Broadcasting Co.; David L. Doughty, NAB.

9 a.m.-12 noon. **Technical Session**. Continental Room.

*Presiding*, Frank Marx, ABC Engineers, ABC. *Session coordinator*, James E. Gray, chief engineer, WYDE Birmingham, Ala. Various technical papers will be delivered.

10:30 a.m.-12 noon. **Radio Assembly**. Grand Ballroom.

*The Importance of Radio's Dollar Volume Figures*, a presentation of the Station Representatives Assn. directed by Edward Codel, president. *Participants*, Edmund Bunker, president, RAB; Thomas Wright, vice president, Leo Burnett Co.; Ben Hoberman, vice president-general manager, KABC Los Angeles.

*The Next Time Around*, Robert T. Mason, WMRN Marion, Ohio, and chairman of the All-Industry Radio Music License Committee.

10:30 a.m.-12 noon. **Television Assembly**. Waldorf Room.

*NAB Tv Board Elections*, presiding, William B. Querton, WMT-TV Cedar Rapids, Iowa, and chairman, NAB Tv Board of Directors.

*Informal Discussion of Proposal to Adopt NAB Code Time Standards into FCC Rules*. *Participants*, The Honorable Robert E. Lee, member, FCC, and William D. Pabst, KTVU (TV) Oakland-San Francisco, chairman

of the NAB Tv Code Review Board.

12:30-2 p.m. **Management Conference Luncheon**. International Ballroom.

*Presiding*, James D. Russell, KKTU (TV) Colorado Springs, 1963 convention co-chairman. *Invocation*, Rabbi Ernst Lorge, president, The Chicago Board of Rabbis.

*Introduction of Speaker*, LeRoy Collins, NAB president. *Address*, The Honorable George Romney, Governor of Michigan.

12:30-2 p.m. **Engineering Conference Luncheon**. Williford Room.

*Presiding*, Orrin W. Towner, chairman, Broadcast Engineering Conference Committee, and director of engineering, WHAS-AM-TV Louisville. *Presentation of 1963 Engineering Achievement Award* by George Bartlett, NAB manager of engineering, to Dr. George R. Town, dean, College of Engineering, Iowa State U., Ames.

*Address*, Dr. Simon Ramo, vice president, Thompson Ramo Wooldridge Co.

2:30-5 p.m. **General Assembly (Management and Engineering Conferences)**. Grand Ballroom.

*Presiding*, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *FCC Panel Discussion* (members of FCC will answer questions from delegates), Newton N. Minow, chairman, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Frederick W. Ford, E. William Henry, Kenneth A. Cox. *Moderator*, Clair R. McCollough, Steinman Stations, Lancaster, Pa., and chairman of the NAB Board of Directors.

5 p.m. **NAB Radio Board of Directors**, meeting (for election of new Radio Board chairman). Room 18.

5 p.m. **NAB Television Board of Directors**, meeting (for election of new Tv Board chairman). Room 19.

7:30 p.m. **Annual NAB Convention Banquet**. International Ballroom.

**WHERE TO FIND IT**

*Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 20 are shown. All room and*

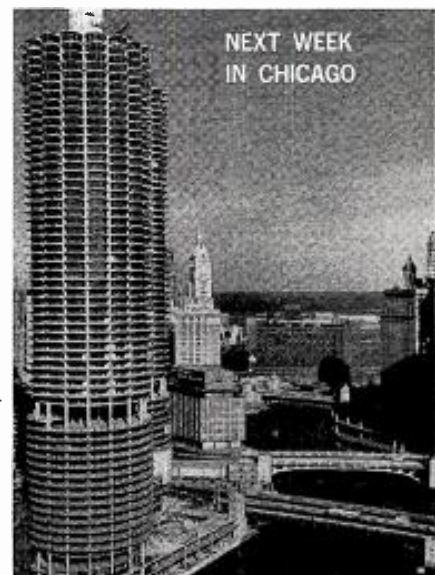
*space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.*

*Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.*

**EXHIBITORS**

- Advertising Council .....Exhibit Hall Foyer
- Aitken Communications .....Space 64W
- Alford Manufacturing Co. ....Space 21W
- Alto Fonic Tape Service .....Space 32W
- Ampex Corp. ....Space 28W
- Andrew Corp. ....Space 70W
- Automatic Tape Control .....Space 22W
- Ball Brothers .....Space 23W
- Bauer Electronics Corp. ....Space 56W
- Boston Insulated Wire & Cable .....Space 71W
- Broadcast Electronics .....Space 14E
- Charles Bruning Co. ....Space 41X
- CBS Laboratories .....Space 72W
- Century Lighting .....Spaces 14E, 19E
- Chrono-Log Corp. ....Space 47W
- Collins Radio Co. ....Space 27W
- Commercial Recording Corp. ....Space A-E
- Conrac Division .....Space 7E
- Continental Electronics .....Space 25W

- Cummins Engine Co. ....Space 36-37W
- Dresser-Ideco Co. ....Space 61W
- Dynair Electronics .....Space 49W
- Electra Megadyne Inc. ....Space 4E
- Electronic Applications Inc. ....Space 20W
- Electronics, Missiles & Communications Inc. ....Space 53W
- Gates Radio Co. ....Space 44W
- General Electric Co. ....Space 19E
- General Electronic Labs .....Space 41W
- GPL Division-General Precision .....Space 12E
- Harwald Co. ....Space 68W
- International Good Music .....Space 65W
- International Nuclear Corp. ....Space 3E
- ITA Electronics Corp. ....Space 15E
- Jampro Antenna Co. ....Space 39W
- Johnson Electronics .....Space 52W
- Kliegi Bros. ....Space 1E
- KRS Electronics .....Space 38W
- Logos Limited .....Space F-E
- MaCarTa Inc. ....Space 42W



- Magne-Tronics Inc. ....Space 46W
- McMartin Industries Inc. ....Space 43W
- Magnetic Products Div. 3M Co. ....Space 19W
- Miratel Electronics .....Space 34-35W
- Mitchell Vinton Inc. ....Space 62W

**WHERE TO FIND IT CONTINUED**

Mobilcolor Inc.	Space 60W
Moseley Associates	Space 48W
Ozalid Products, General Aniline & Film Corp.	Space 63W
Pepper Sound Studios	Space D-E
Radio Corp. of America	Spaces 5-6E
RCA Electron Tube Div.	Space 10E
Raytheon Co.	Space 11E
Riker Industries Inc.	Space 58W
Rohn Systems Inc.	Space 50W
Sarkes Tarzian Inc.	Space 17E
Schafer Electronics	Space 73W
SESAC Inc.	Space E-E
Sony Corp. of America	Space 51W
The Soundsciber Corp.	Space 54W
Sparta Electronic Corp.	Space 56W
Surrounding Sound Inc.	Space 76W
Tektronix Inc.	Space 29W
Telemet Corp.	Space 2E
TelePrompTer Corp.	Space 31W
The Telequip Corp.	Space 3E
Tv Zoomar Co.	Space 59W
Tower Communications Co.	Space 24W
U. S. Army Tele-Radio Branch, Office, Chief of Information	Space 66-67W
U. S. Navy	Space 69W
Utility Tower Co.	Space 40W
Visual Electronics Corp.	Space 14E
Vital Industries	Space 30W
Vitro Electronics	Space 46W

**NAB CONVENTION OFFICES**

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention Manager .....Room 1  
Everett E. Revercomb, secretary-treasurer

Convention Program .....Room 4  
Howard H. Bell, vice president for planning and development

Engineering Conference	Room 1
George Bartlett, manager	
Convention Exhibits	East and West Exhibit Halls
George E. Gayou, exhibit director	
Edward L. Gayou, assistant exhibit director	
Registration Desk	Lower Lobby
William L. Walker, assistant treasurer	
Convention News	Room 3
John M. Couric, manager of public relations	
Newsroom	Astoria Room

**NAB STAFF OFFICES**

Executive vice president	Room 4
Vincent T. Wasilewski	
Radio	Room 2
John F. Meagher, vice president	
Station services	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby
Alvin M. King, field director	
Broadcast management	Room 4
James Hulbert, manager	
Government affairs	Room 2
Paul Comstock, vice president	
Legal	Room 2
Douglas Anello, general counsel	
Research	Room 2
Melvin Goldberg, vice president	
Code Authority	Room 4
Robert D. Swezey, director	
Edward H. Bronson, manager for television	
Charles M. Stone, manager for radio	

**EQUIPMENT HOSPITALITY SUITES**

(See also Equipment Exhibitors)

Alto Fonic Tape Service Inc.	1835A
Albion Optical Co.	Unassigned
American Telephone & Telegraph Co.	2539A
Ampex Corp.	505A
Automated Electronics Inc.	Unassigned
Automatic Tape Control	1724

Bell & Howell	Unassigned
Bogen-Presto Div. of Siegler Corp.	Unassigned
CBC Corp.	Executive House 2114
Clark-Root Inc.	1835A
Collins Radio Co.	2224A
Commercial Producers Inc.	918A
Continental Electronics	2539
Dage Div.—Thompson Ramo Wooldridge Inc.	Unassigned
Dresser—Ideco Co.	1618
Eastman Kodak Co.	Unassigned
Electra Megadyne Inc.	Essex Inn
Federal Manufacturing & Engineering Corp.—Tv Specialty Co. Div.	Unassigned
Gates Radio	1924
General Aniline & Film Corp.	1924
General Electric	605
General Electronic Labs.	1900
Gotham Audio Corp.	2422A
International Business Machines	Unassigned
International Good Music	835A
ITA Electronics Corp.	2339
Johnson Electronics Inc.	1734A
Kline Iron & Steel Co.	2339A
Lighting & Electronics Inc.	Unassigned
McMartin Industries	Essex Inn
M & H Engineering Co.	Unassigned
MaCarTa Inc.	935A
Modern Broadcast Sound Co.	Unassigned
Moseley Assoc.	1234A
Moulic Specialties Co.	Unassigned
Pepper Sounds Studios Inc.	1335A
RCA	605A
Recorded Publications Labs.	Unassigned
Sarkes Tarzian Inc.	1319A
Scully Recording Instruments Corp.	Unassigned
Shure Brothers	Unassigned
Spectron Inc.	Unassigned
Stainless. Inc.	1506
Standard Electronics Div.—Radio Engineering Labs. Inc.	Unassigned
Surrounding Sound Inc.	823
Tape-Athon Corp.	Unassigned
Telescript-CSP Inc.	Palmer House
Television Affiliates Corp.	700
Utility Tower Co.	2419A
Visual Electronics Corp.	1200
Vitro Electronics	1023

# Eliminate Propagation Fades From Your TV Signal



Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg, preamplifier between your relay receiving antenna and the mixer. Micromeg has the effect of boosting your transmitter power four to ten times or of increasing the size of a six-foot-diameter antenna to one of 12 to 20 feet. In new installations, a Micromeg will allow you to space your repeater stations farther apart without deterioration of signal-to-noise ratio.

**WHAT IS A MICROMEG?** It is a low-noise, low-signal-level RF parametric amplifier. It is available in several indoor and outdoor models covering the UHF, 2000Mc, and 6000Mc range. Power requirement: 110V AC. A semiconductor varactor diode causes amplification by pumping power from a local RF source to the signal. APPLICATIONS include translators, remote pick-up broadcasting, inter-city microwave links, community antenna TV systems. Please write for the full story.

Installing a Micromeg parametric amplifier is equivalent to boosting transmitter power four to ten times.



**Micromega Corporation**

4134 Del Rey Ave., Venice, Calif. / EXmont 1-7137

Creator of advanced microwave systems and components for U.S. space and defense projects.

See us at Visual Electronics' Booth

**STATION BROKERS**

Blackburn & Co.	Essex Inn 801-02
Wilt C. Gunzendorfer & Assoc.	Unassigned
Hamilton-Landis & Assoc.	719-20A
Jack N. Stoll & Assoc.	Unassigned
Howard Stark	3536A
Edwin Tornberg & Co.	Essex Inn 1501

**STATION REPRESENTATIVES**

ABC-TV National Sales	Executive House
Advertising Time Sales	Essex Inn 301
Am Radio Sales Co.	2643-45
Avery-Knodel	Sh-B 1109
Mort Bassett & Co.	Essex Inn
Elisabeth Beckjorden	Unassigned
Charles Bernard Co. (Country Music Network)	Pick Congress
John Blair & Co., Blair-Tv, and Blair Television Assoc.	Sh-B 608
The Bolling Co.	Executive House 2011-12
Breen & Ward	Town House
Broadcast Time Sales	Executive House 3404
CBS Radio Spot Sales	1824
CBS TV Stations National Sales	Drake
Henry I. Christal Co.	1306
Robert E. Eastman Co.	Executive House 3211
FM Group Sales	Unassigned
Forjoe & Co.	Unassigned
Gill-Perna	2400
Harrington, Righter & Parsons	Sh-B 808
George P. Hollingbery Co.	1600
Hal Holman Co.	2122A
Bernard Howard & Co.	Unassigned
H-R Representatives	Executive House



**YOU MAY NEVER SEE THE BRIGHTEST STAR\* —**

**BUT... WKZO Radio Outshines 'Em All  
in Kalamazoo and Greater Western Michigan!**

**WKZO RADIO MARKET  
COVERAGE AREA • NCS '61**



First magnitude in Greater Western Michigan: NCS '61 credits WKZO Radio with more circulation than *any* radio rival in the area—with 40.4% more than all other Kalamazoo stations combined!

Brightest morning *and* evening star: the 6-county Pulse of Sept., '62 shows WKZO Radio outshining all competitors in 358 of 360 quarter-hours surveyed, and dominating *all* hours surveyed both in total listening and adult listening.

And our star is waxing, not waning—Sales Management has predicted that Kalamazoo will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Explore the galaxy of amazing facts with your Avery-Knodel man!

\*A super-nova in the constellation Taurus was seen to explode July 4, 1054—the "brightest star" to date.



*The Felzyer Stations*

**RADIO**

- WKZO KALAMAZOO-BATTLE CREEK
- WJEF GRAND RAPIDS
- WJEF-FM GRAND RAPIDS-KALAMAZOO
- WWTV-FM CADILLAC

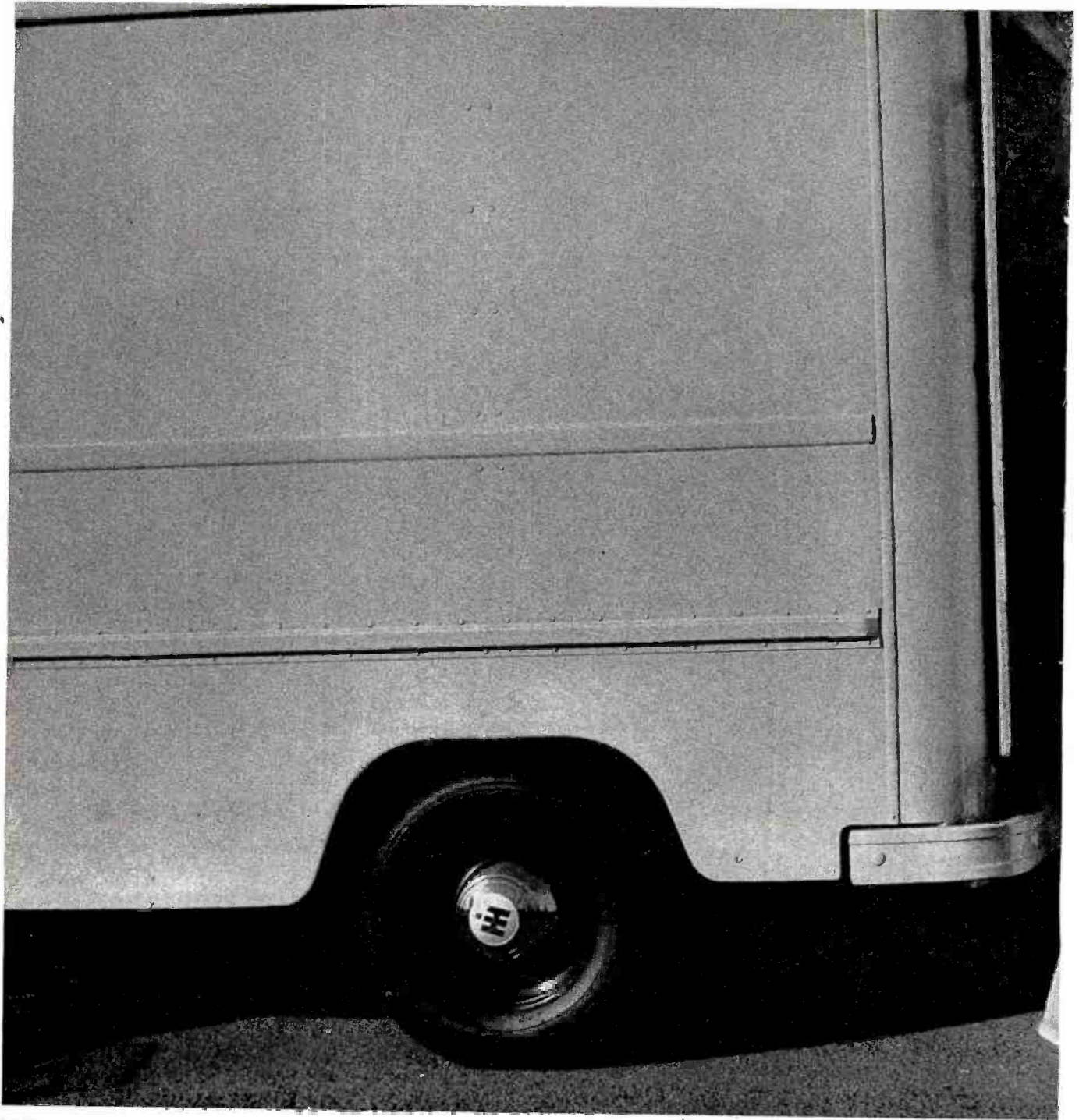
**TELEVISION**

- WKZO-TV GRAND RAPIDS-KALAMAZOO
- WWTV/ CADILLAC-TRAVERSE CITY
- WWUP-TV SAULT STE. MARIE
- KOLN-TV LINCOLN, NEBRASKA
- KGIN-TV GRAND ISLAND, NEB.

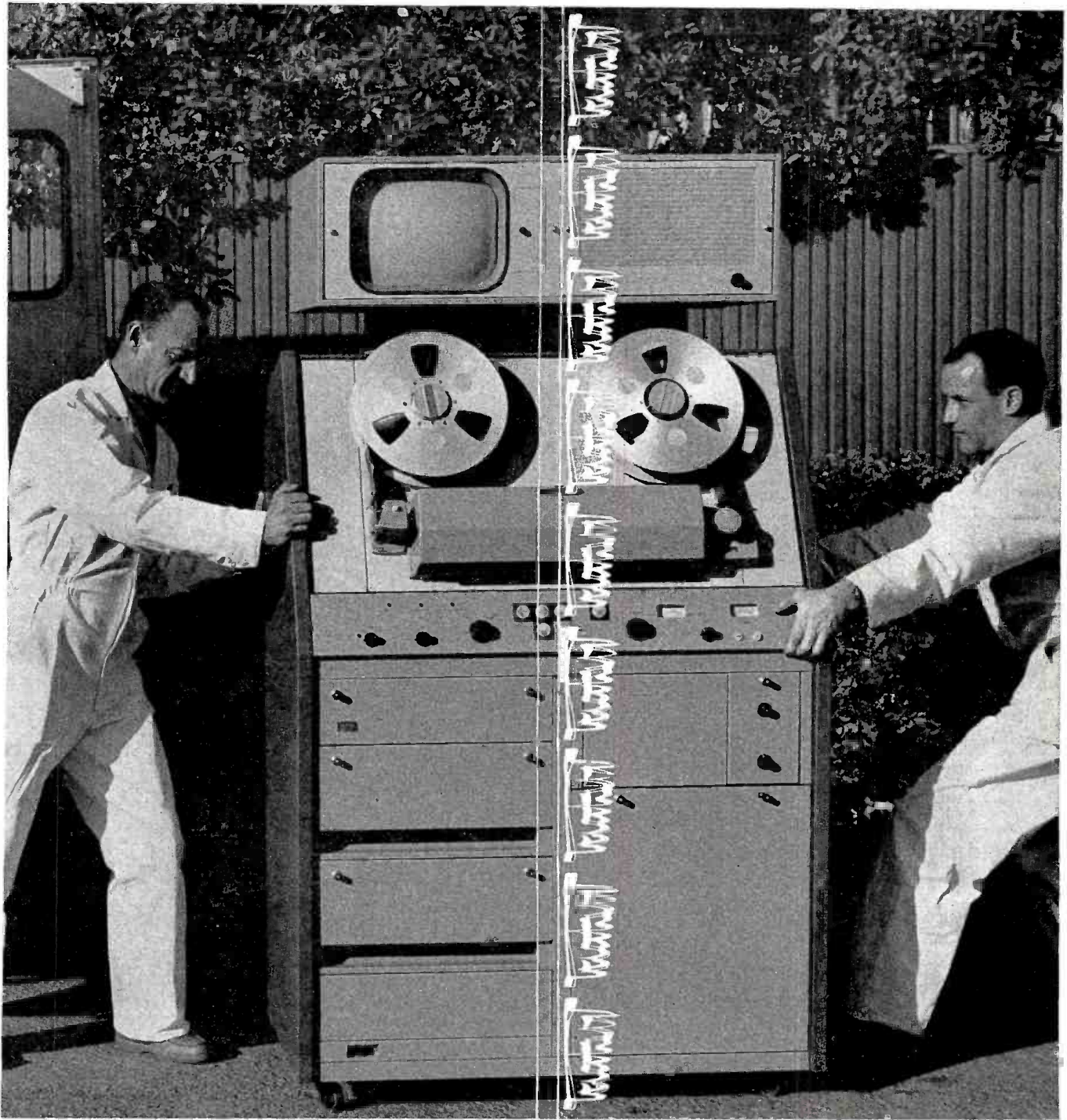
# WKZO

**CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN**

*Avery-Knodel, Inc., Exclusive National Representatives*



**Who can deliver a fully transistorized broadcast VTR for less than \$35,000?**



## AMPEX

Now: the Videotape\* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It's all because of the VR-1100—another Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than \$35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs half as much. And can be equipped for single camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What's more, low

power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.

AMPEX

\*TM Ampex Corp.

# Now **GATES** Microphones!

## SPECIAL INTRODUCTORY OFFER

Clip this ad and attach to your order—take 5% discount! 10% discount applies on orders for six or more microphones! Offer expires April 30, 1963.



**G-100**  
A rugged dynamic microphone with smooth frequency response and low wind noise. Ideal for remotes—excellent for control room and studio. Has omnidirectional pattern when held upright—cardioid when horizontal. Finished in Gates TV gray (non-glare), 150 ohm impedance. 20 ft. cord supplied.

**G-200**

A slim, trim dynamic microphone—inconspicuous on camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

**\$51.50**



**G-300**

Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—or any application where faithful reproduction of voice and music is important. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

**\$60.50**

**GATES**  
**GATES RADIO COMPANY**  
Subsidiary of Harris-Intertype Corporation  
**QUINCY, ILLINOIS**

Offices in: HOUSTON, NEW YORK,  
LOS ANGELES, WASHINGTON, D.C.  
In Canada: CANADIAN MARCONI COMPANY  
Export Sales: ROCKE INTERNATIONAL CORP.  
13 EAST 40th ST. • NEW YORK CITY



## WHERE TO FIND IT CONTINUED

The Katz Agency .....Executive House 3803  
Robert Kerr Organization .....1235A  
Jack Masla Co. ....Park East 33-34A  
McGavren-Guild Co. ....Executive House  
The Meecker Co. ....1700  
Metro Radio Sales .....Sheraton Towers  
NBC Spot Sales .....Ambassador East  
John E. Pearson Co. ....Ascot Motel  
Peters, Griffin, Woodward .....Sh-B 705  
Edward Petry & Co. ....1400  
Radio T.V. Representatives .....800  
Paul H. Raymer Co. ....Executive House  
Select Stations Representatives  
Inc. ....Sheraton-Chicago  
Spot Time Sales .....Executive House  
Storer Television Sales .....Executive House 3812  
Television Advertising Representatives .....Drake  
Venard, Torbet & McConnell .....2100  
Weed Radio & Television Corp. ....Town House  
Adam Young Co. ....1100

## NETWORKS, GROUPS

ABC Radio .....2306A-11A  
ABC-TV .....2306  
CBS Radio .....1806-06  
CBS-TV .....2320-2325  
Keystone Broadcasting System .....804-06  
Mutual Broadcasting System .....1606A-04A  
NBC Radio .....Sh-B  
NBC-TV .....Sh-B  
QXR Network .....1218

## RESEARCH ORGANIZATIONS

American Research Bureau .....900  
A. C. Nielsen Co. ....1000  
The Pulse Inc. ....2200

## PROGRAM SERVICES

ABC Films .....2305A  
Allied Artists TV .....Pick Congress, Shelby Room  
Associated Researchers.....Palmer House  
B.C.G. Films Inc. ....Unassigned  
Bonded Film Distributors .....1218  
Buena Vista Distribution Co. (Walt Disney).....1224  
CBS Films .....2319-16  
Desilu Sales.....Pick Congress, 311 and  
Presidential Suite  
Embassy Pictures Corp. ....Pick Congress, 327  
Four Star Distribution  
Corp. ....Pick Congress, Victorian Room  
Hollywood Tv Service .....Pick Congress 319  
Jayark Films .....Pick Congress, Lakeshore Room  
King Features  
Syndicate ..... Pick Congress Tally-Ho Room  
Lang-Worth Feature Programs .....1324  
M & A Alexander Productions .....Unassigned  
Mark Century Corp. ....1119A  
Mars Broadcasting .....1518A  
MCA-TV .....2300  
Medallion .....Executive House  
Media Tempo .....Unassigned  
MGM-TV .....Pick Congress, Washington Room  
Musical Concepts Inc. ....Unassigned  
NBC Films Inc. ....Drake Hotel  
Fred A. Niles Communications .....Unassigned  
Official Films .....Pick Congress, Columbian Room  
Pams Productions .....1033A  
Programatic (Muzak) .....1206  
Radio Concepts .....Unassigned  
RCA Recorded Program Services .....500  
Record Source .....Unassigned  
Recorded Publications Labs. ....Unassigned  
Walter Reade-Sterling Inc. ....Pick Congress 315  
Screen Gems, Cellomatic  
Div. ....Pick Congress, Roosevelt Room  
SESAC .....906A  
Seven Arts Associated  
Corp. ....Pick Congress, Buckingham Room  
Showcorporation .....Executive House  
Sports Network .....Unassigned  
Storer Programs Inc. ....Executive House 3511  
Teledynamics Corp. ....Pick Congress

## BROADCASTING at NAB

A full staff of editors, reporters and advertising representatives of Broadcasting Publications Inc. is attending the NAB convention. Headquarters and open house are in Suite 706A of the Conrad Hilton.

Representing BROADCASTING Magazine are Sol Taishoff, Maury Long, Lawrence B. Taishoff, Edwin H. James, Art King, Win Levi, Don Kuyk, Ed Sellers, Rufus Crater, J. Frank Beatty, Dawson (Tack) Nail, Warren Middleton, Lawrence Christopher and Barbara Kolar.

Representing Television Magazine are Ken Cowan, Don West and Frank Chizzini.

Trans-Lux Corp. ....Pick Congress, Carter Room  
20th Century Fox  
Television .....Pick Congress, Music Room  
Richard H. Ullman .....2000  
United Artists .....Pick Congress, Lincoln Room  
Video House .....Pick Congress, 323  
Warner Bros. ....Pick Congress, Park View Room  
WBC Program Sales Inc. ....2500  
Wiljon Corp. ....Pick Congress  
World Broadcasting System .....1300

## MISCELLANEOUS

Advertising Age .....1306A  
Advertising News of New York .....Unassigned  
Associated Press .....Sh-B Sheraton Room  
Billboard .....Unassigned  
Broadcast Advertisers Reports Inc.....Unassigned  
Broadcast Clearing House .....Pick Congress  
Broadcast Service Co. ....Pick Congress  
Broadcast Engineering .....Unassigned  
Broadcasting Magazine .....706A  
Leo Burnett Co. ....1500  
Federal Communications  
Commission .....Unassigned  
Film Daily .....Unassigned  
Georgia Assn of Broadcasters .....1134A  
Media/Scope .....1106  
NAFMB .....1218A  
Printer's Ink .....1106A  
Radio Advertising Bureau .....Unassigned.  
Radio-Television Daily .....906  
Sales Management .....Unassigned  
Sponsor .....2506  
Standard Rate & Data Service .....1706A  
Telescreen Magazine .....Unassigned  
Telescreen Advertising Inc. ....1319  
Television Age .....1405-06  
Television Bureau of Advertising.....Unassigned  
Television Information Office .....1124  
Television Digest .....Unassigned  
Television Magazine .....706A  
TV Guide .....Unassigned  
Tv Stations Inc. ....2024A  
United Press International .....600  
Variety .....806A

*Is Your Station  
Included?*

see page 109





## Every 2½ minutes an Air France airliner arrives or departs somewhere in the world

And that "somewhere in the world" can be practically anywhere. For Air France is the world's largest airline, covering 201,000 route miles. Linking 126 cities in 71 countries... the world's largest network of unduplicated air routes. ■ Air France Boeing 707 Intercontinentals and Caravelles alone service 90 destinations. In North America there are seven Air France jet gateways to

Europe: New York, Chicago, Los Angeles, Houston, Mexico City, Montreal, Anchorage. In Europe, our jets fly to more destinations than any other airline. ■ The result: in 1962 Air France flew 3½ million passengers to all parts of the world. In 1963 even more will fly Air France. And an even larger jet fleet will be there to serve them. ■ And wherever they go, the familiar Air France

office is there to smooth the way. In North America more than 40 Air France offices serve the traveler. And every office is staffed by people who speak the international language of friendliness and service. ■ Small wonder that the airline that is first in international commercial passenger experience is first choice of experienced air travelers all over the world.

**AIR FRANCE**  
THE WORLD'S LARGEST AIRLINE

# BMI

## MUSIC IS USED EVERY DAY ON EVERY NETWORK ...105 TV SHOWS EVERY WEEK...

# SAT.

JOEY BISHOP SHOW . . NBC

SAM BENEDICT . . . . . NBC

THE DEFENDERS . . . . . CBS

HAVE GUN, WILL TRAVEL . . CBS

GUNSMOKE . . . . . CBS

MR. SMITH GOES  
TO WASHINGTON . . ABC

AMONG OTHERS



More  
on  
page  
134



**BROADCAST  
MUSIC, INC.**

589 Fifth Avenue  
New York 17, N. Y.

## INTERNATIONAL

### 'Scrapings from Hollywood garbage pails'

#### UK'S FILM IMPORTS CRITICIZED ON TWO FRONTS

A call for a firm quota limiting tv material imported by Great Britain has been made by Antony Asquith, president of the Assn. of Cinematograph, Television Allied Technicians. He spoke at the association's annual convention.

The convention passed a resolution demanding a "realistic" quota of foreign imports on British tv.

Mr. Asquith said, "Britain must stop importing cheap, second-rate television programs."

John Glenister, a delegate, said that British children "are living a third of their television viewing lives as Americans." He told the convention that at present about 15% of programming on U. K. television is foreign material. But the amount of foreign material shown during adult peak viewing hours and during viewing time for children was around 30%.

In Parliament ■ On another front, U. S. films came under attack. Labor Member of Parliament Sir Leslie Plummer, referring to U. S. films on British tv, said that almost every weekend there was a "scraping from the garbage pails of Hollywood." He spoke in the continued debate on the new television bill in support of an opposition proposal that no less than 90% of program material on the commercial network should be British in origin and performance.

Assistant Postmaster General Raymond Mawby said that if foreign imports were cut British tv exports might be restricted in reprisal. He said that in the year ending March 1962 a subsid-

iary of Associated Television Ltd. [ITC] had sales of \$4,032,000 in the U. S. alone.

An opposition proposal that the postmaster general should have power to approve an ITA code on violence was defeated 18-12 by the committee considering the bill.

The bill is still being discussed.

#### GAC's Rome office merges with MCA outlet

A merger of General Artists Corp.'s Rome office and NCE, the one-time Italian office of MCA, has been announced. The combine reportedly marks the first instance when a complete staff of a former MCA office has joined with a U. S. talent agency.

The new company, to be called GAC-NCE will represent talent in Spain, Italy and Yugoslavia from headquarters at 11 Via Tevere, Rome. Franco Reggiani, director of the MCA Italian office before that corporation was forced to give up its talent agency operation, will direct the new office.

#### Ratings service opening in Lima is Peru's first

Bernard Jennings, president of Publicidad Jennings, Lima, Peru, has announced that country's first radio-tv checking service.

The Instituto Verificador de Medios Publicitarios, Casilla 1877, will conduct continuing media studies to provide audience measurement reports on radio and tv. The company plans later expansion of the checking service to other media fields.

IVMP' first study, 40,000 spot checks of homes in the Lima area for local radio and tv stations, is to determine "radio and tv audiences and program ratings," Mr. Jennings said.

The company plans four studies a year, with the last a national one, which according to Mr. Jennings, has never before been tried in Peru. The nationwide survey would provide needed information on provincial stations and how to buy time on them.

#### CBC-CTV to share football

A five-year agreement for sharing television broadcasting of Canadian professional football has been signed by the Canadian Broadcasting Corp. and the CTV Television Network Ltd., Toronto. It calls for a sharing of eastern and western conference games, with CBC carrying the Saturday games

#### Tv or not tv in Commons?

Ian Macleod, M.P., Leader of England's House of Commons, has come out in favor of edited tv films of Commons debates. He was discussing a motion calling for the modernization of Parliamentary procedure. Mr. Macleod, who is in charge of arranging House of Commons business, said that Members of Parliament should not be too frightened of tv. "I, myself, think there is a great deal to be said for it."

But the Labor Chief Whip, William Bowden, M.P., thought the idea of televised debates was frightening. "What I am very much afraid of is that once the television cameras come the whole atmosphere here will change."

**RCA**  
**BC-7**

*Closest to Custom in a Production Console!*



## **RCA Transistorized Console** for Dual-Channel AM/TV and FM Stereo

Take a good look at this smart new model. Here's that "custom" appearance to satisfy the proudest management; "custom" quality and flexibility to please the most discriminating engineers... all in a production-model!

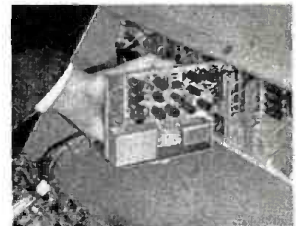
**CUSTOM STYLING**—Striking new lines in blue and silver bring a color accent to control rooms. Color-coded operating controls are engineered to avoid errors. Only 39" long, it is compact and self-contained... to satisfy new or existing arrangements.

**CUSTOM QUALITY**—The BC-7A is fully transistorized for long-term reliability. All amplifiers have input and output transformers... precise impedance matching for both program and monitoring circuits. You get quality stereo monitoring (10 watts out-

put), quality gain controls, quality leaf-type key switches on all program circuits.

**CUSTOM FLEXIBILITY**—You have interchangeable plug-in modules... preamplifiers, isolation/balancing units, program amplifiers, monitoring amplifiers, cue amplifier and power supply—all in one self-contained unit. You get three-mode operation... selector switch to instantaneously convert from dual channel, parallel or stereo operation.

We can't name them all here, but we believe you will agree that this is the kind of customized styling, quality, and flexibility you want. Let your Broadcast Representative show you all the features that make this console your best buy. Or write RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



Plug-in flexibility... preamplifiers for low-level sources... isolation/balancing units for high level sources.



High quality mixers... ganged step-type attenuators when in stereo... individual step-type when in dual channel use.



**THE MOST TRUSTED NAME IN ELECTRONICS**

during the season and the CTV network carrying them on other days.

The classic Grey Cup championship game will be carried by both networks. The two networks will act jointly in seeking and accepting sponsorship for the game telecasts. CBC will continue to carry the National Football League games from the United States on Sundays.

### Canadians reluctant to pay for no-spot tv

While 80% of adult Canadians surveyed by the Canadian Broadcasting Corp. feel too many commercials interfere with their enjoyment of programs, they are not willing to pay \$15 or \$25 a year to have commercial-free television. The survey, made for CBC by Canadian Facts Ltd., Toronto, showed that 8% of adult Canadians are willing to pay \$25 annually for commercially free tv and 13% would be willing to pay \$15 annually.

Criticism of commercials is more general among French-speaking than English-speaking Canadians. Over 80% of French-speaking Canadians complained as against 60% English-speaking. Frequent interruptions were given as the main annoyance by both groups. Few complained about loudness or repetition of the same commercial.

### NBC International sells tv film shows to Brazil

NBC International has sold seven film series to the TV Excelsior Network in Brazil for more than \$500,000.

The programs, which will be dubbed into Portuguese, are *Laramie*, *Dr. Kildare*, *NBC News & Public Affairs* documentaries, *Funny Manns*, *Panic*, *Bonanza* and *Loretta Young Theatre*.

At the same time, NBC International announced renewal agreements with the Fuji Broadcasting Co. to supply the Japanese network with NBC news and public affairs programming for two more years. Alvin Ferleger, manager of sales development of NBC International, said the Japanese sale involves more than \$100,000.

### Fund created to aid Canadian music business

Canadian Assn. of Broadcasters and the Composers, Authors and Publishers Assn. of Canada (CAPAC) have announced a five-year agreement and expenditure of \$250,000, the largest ever for the purpose to encourage Canadian music. A six-man committee of the two organizations will administer the fund.

Purpose of the project is to tape, re-

cord and in other ways promote the use of Canadian serious and light program music on radio and television stations. This may include partial assistance to orchestral groups performing such music. During the terms of the agreement, copyright fees levied by CAPAC on Canadian broadcasting stations will remain under the formula recently announced by the Canadian Copyright Appeal Board, basically 1.85% of gross amount paid stations by advertisers, less certain commissions.

### BBC postpones expansion of its radio schedules

BBC has indefinitely postponed the extension of broadcast time in its Light Programme and Third Programme radio networks. This is the second postponement this year. Extensions scheduled for February were put off until April.

Although BBC has given no official explanation, rumor has it that problems over the use of recorded music are the main factor in the delay. Negotiations are going on with the Musicians' Union and the Performing Right Society. At present only 28 hours of recorded music a week are allowed on the two networks but BBC wants to fill up most of the added time with music.

It originally planned to open the Light Programme at 5:30 instead of 6:30 a.m. in February and later extend it until 2 a.m. Additional hours on the highbrow Third Programme network were to be used to broadcast serious music.

### Tv set sales drop in Sweden

Sales of tv sets in Sweden dropped about 15% in 1962, according to the American-Swedish News Exchange. The decline came after several years of expansion, a recent Swedish survey reported. An upward trend in sales is expected for this year for replacements and as families buy more than one set.

It was reported that as of Nov. 1, 1962, there were 1,553,570 tv sets in Sweden compared to 598,000 in 1960.

The news service said that the country shows signs of saturation by transistor radios, while there is a slow upswing in sales of conventional radios. Tape recorder sales are growing rapidly, it was reported.

### Abroad in brief...

**Tv award** ■ A new Canadian award for television station of the year will be presented for the first time at the annual meeting of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, on May 1. The award is in memory of Ted Campeau, formerly of CKLW-AM-TV Windsor, Ont. Judging

# IF YOU EXPECT TO SEE THE SENSATIONAL NEW REK-O-KUT STUDIO TAPE RECORDER AT THE NAB SHOW—FORGET IT!

( but don't forget to see it just  
across the street at the Sheraton  
Blackstone, Parlor 1305. )

We goofed. In preparing for the NAB Show we forgot one thing—to reserve space. So, instead, we took a cozy parlor at the Sheraton Blackstone. Come up and see us, will you? We'll not only show you the fast word in professional tape recorders, but treat you like a guest in our home. Including refreshments. You know, this might be the best goof we ever made.

See  
SONY  
at  
the  
NAB  
Show\*

and see the amazing

**SONY**<sup>®</sup>  
RESEARCH MAKES THE DIFFERENCE

**VIDEORECORDER**  
**MODEL PV-100**

See SONY at the NAB Show, and be prepared for one of the most amazing demonstrations of your life. Video tape recording in a package hardly larger than an ordinary audio tape recorder, and light enough to be carried anywhere for on-the-site recording! The new transistorized SONY PV-100 Videocorder, at only 145 lbs., is practically limitless in its applications for business and industry, the theatre, arts, education, medicine, or research. Completely versatile in operation, the PV-100 will record and reproduce any composite TV signal with an interlaced 60 cps field, or any random-interlaced signal. It can be operated remotely, can be slowed to 1/60th normal for slow motion analysis,



and, with its unique "Stop-Look" feature, can even be halted completely for close picture inspection. The SONY Videocorder uses 2" tape on a 7" reel, for more than a full hour's recording at 5¾ ips. This unusually slow speed insures remarkably long tape and head life. Longer life and improved performance can be gained by using SONY's exclusive self-lubricating video tape. A wide variety of accessories permit you to build just the system you need based on the PV-100: Monitors in many sizes from a modified version of the fabulous 5" Micro-TV to a giant 27" model; video cameras with zoom or single focal length lenses; electronic viewfinder; zoom lens control; tripod; cable.

**\*Be sure to visit SONY at BOOTH 51W, WEST EXHIBIT HALL, CONRAD HILTON HOTEL**

**SONY CORPORATION OF AMERICA**

580 Fifth Avenue, New York 36, N. Y.  
Regional Offices

Western: 500 West Florence Avenue, Inglewood, Calif.  
Central: 4959 W. Belmont Ave., Chicago 41, Ill.

Gentlemen:

Even if I can't get to the NAB Show, I would certainly like more information on the PV-100.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SONY Corp. of America, Dept. R-6, 580 Fifth Ave., N.Y. 36, N.Y.

for the award will be done by Warren Reynolds, president of Ronald-Reynolds & Co., Toronto and Montreal advertising agency.

**New production outfit** - Phoenix Teleproductions Ltd., Toronto, Ont., has been formed by CTV Television Network Ltd. and Screen Gems (Canada) Ltd., both of Toronto. Company was formed to produce Canadian programs for use on the CTV network. Directors of the new organization are Spencer W. Caldwell, Gordon F. Keeble and Michael Hind-Smith, for CTV Television Network, and Raymond Junkin and Bruce-Ledger for Screen Gems (Canada) Ltd.

## Pay tv restrictions unpopular in Britain

Several of the British companies applying for licenses to operate experimental pay tv are unhappy over the restrictions imposed by the post office. They feel that the small areas which they are likely to be granted for the experiment will not provide valid test audiences, especially for minority interest programs. Technical trials are unnecessary, they claim, since these have been successfully carried out in U. S. A. and Canada. What they want is a popularity test and this can only be made in large areas. The compan-

ies say they expect to lose money on the trials anyway.

Louis White, manager of British Telemeter Home Viewing Ltd., has said that his company wants more assurance from the post office that it "really wants these tests to succeed." The experiments will be costly and the need to appeal to a maximum audience with popular second-hand material "may be irresistible." Pay tv operations will probably begin early in 1964.

## Survey shows Canadians satisfied with CBC

About 90% of adult Canadians feel that the Canadian Broadcasting Corp. is doing a good job of keeping them well informed on what is going on in the world. Seventy-four per cent of Canadians feel that CBC is doing well or very well in encouraging Canadian talent.

These are two results announced by CBC following an extensive survey made for the government broadcasting service by Canadian Facts Ltd., Toronto, over the past year. Some 4,000 adults were interviewed and the findings will be released in detail this month.

Eighty-five per cent of adult Canadians feel that CBC does well in both entertaining and educating by radio and television. About 75% of French-speaking Canadians feel CBC does well in bringing French and English-speaking Canadians closer together, while only 70% of English listeners and viewers feel the same.

## Japan removes quota on tv film imports

The Japanese government has decided to remove its dollar allocation restriction on tv programs imported from abroad, the Television Program Export Assn. announced last Wednesday (March 27).

John McCarthy, president of TPEA, hailed the move as "highly beneficial" to U. S. distributors, and said it should result in doubling the amount of money invested by Japanese station operators in overseas tv film programming in 1963-64.

The U. S. is by far the largest exporter of films to Japan, and the country represents a top market for U. S. programs. The current dollar allocation for the year ended March 31 was \$3.3 million. The new policy takes effect today (April 1), according to Mr. McCarthy.

The policy, however prohibits the importing into Japan of feature films intended for tv. Mr. McCarthy said that the ban on features resulted from "pressure" exerted by Japanese theatrical interests, but claimed that features sold to tv represent a minimal market at this time.

## STATION MANAGER OR GENERAL SALES MANAGER

*Available for interview  
during NAB Convention*

*Staying in Room 1244  
at Conrad Hilton*



Phillip J. Richtscheid

Recently separated from WKST-TV (Channel 33 ABC) in all-UHF Youngstown three station market.

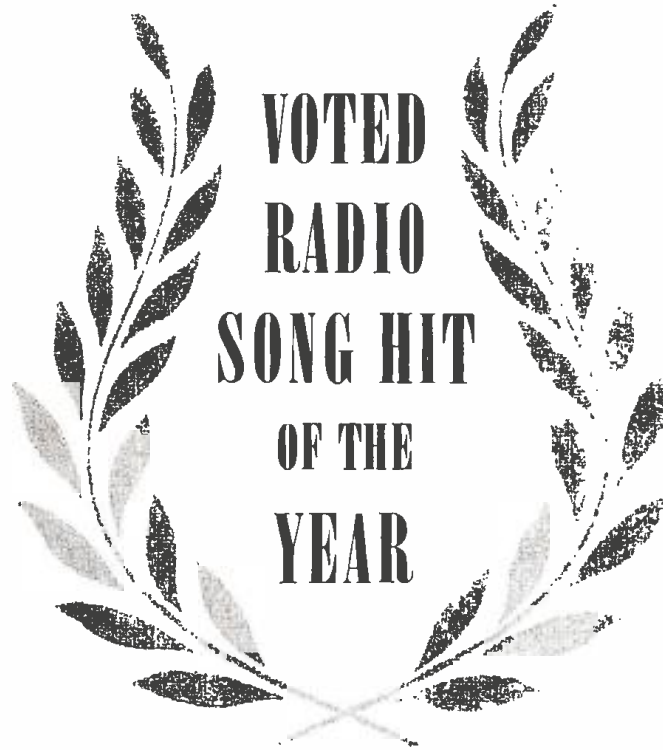
Managed station from May 22, 1961. Station gross billing at time I took over was running behind 1960 figures. In 1962 station showed an increase of 60% over 1960 figures with substantial operating profit. Actual operating figures are available for your personal inspection.

**EXPERIENCE INCLUDES SALES ON LOCAL, REGIONAL AND NATIONAL LEVEL, REP SALES, RESEARCH AND SALES MANAGEMENT.**

I'm married with two children, and willing to relocate anywhere in the country.

*If it's not possible to get together at the Convention, please call or write:*

**PHILLIP J. RICHTSCHEIDT  
3664 SAMPSON ROAD  
YOUNGSTOWN 5, OHIO  
Telephone 747-9995, Code 216**



*By the Nation's  
Radio and Television Editors\**

## **"WHAT KIND OF FOOL AM I?"**

*By Leslie Bricusse and Anthony Newley*

*from the Broadway Hit Musical*

## **"Stop The World—I Want To Get Off"**

The BMI logo, consisting of the letters "BMI" in a bold, sans-serif font inside a black square, is mounted on a black signpost. The signpost has a vertical stem and a three-legged base.

*\*21st Annual  
All-American Poll  
conducted by  
Radio-Television Daily*

**\***

**BROADCAST MUSIC, INC.**

589 Fifth Avenue, New York 17, New York  
Chicago, Los Angeles, Nashville,  
Toronto, Montreal

## NBC announces winners in tv promotion contest

Caley E. Augustine, WIIC (TV) Pittsburgh and Howard Wry, WHNB-TV New Britain, Conn., were awarded first place prizes in NBC's fifth annual promotion managers awards campaign for local station support of the network's 1962-1963 television program schedule.

The entries are grouped into two categories, based on the rate card of stations.

Mr. Augustine, judged top entry in the "over \$700 rate" category, has won awards three out of the past four years. A first-time winner, Mr. Wry received his award in the "under \$700 rate" category.

Runners-up in the lower rate group were Cal Druxman, KTAL-TV Shreveport, La. and David Williams, WNDU-TV South Bend, Ind. Runners-up in the higher rate category were James Knight, WTRF-TV Wheeling, W. Va. and Dick Paul, WAVY-TV Norfolk, Va.

A one week, all-expenses-paid trip to Los Angeles will be received by all six winners. They will visit the NBC-TV studios in Burbank, Calif.

The fourth through tenth award win-



### In the air and on the air

A novel trade of advertising was worked out by WESH-TV Daytona Beach-Orlando, Fla., and Goodyear Tire & Rubber Co. The station arranged for a Goodyear blimp, which visits the annual Daytona Speed Week, to fly with "WESH-TV, Channel 2, Daytona Beach, Orlando,"

flashing on and off over central Florida. In return WESH-TV photographed the blimp in action and is using the films as 10- and 20-second IDs. The station reports that Goodyear plans to offer the arrangement to stations in other areas that the blimp visits.

ners, who will receive other prizes, are:

In the "under \$700 rate": fourth, Fred Foerster, WBRE-TV Wilkes-Barre, Pa.; fifth, Mrs. Carol Geerdes, KROC-TV Rochester, Minn.; sixth, Paul G.

Becker, KVAL-TV Eugene, Ore.; seventh, Cal D. Mahlock, WKJG-TV Ft. Wayne, Ind.; eighth, Reg Stagmaier, WRCB-TV Chattanooga, Tenn.; ninth, Frank J. Doherty, Jr., WWLP (TV) Springfield, Mass.; tenth, Mrs. Barbara Hofer, WSAV-TV Savannah, Ga.

In the "over \$700 rate": fourth, Donald Fischer, WCKT (TV) Miami; fifth, K. C. Strange, WFBM-TV Indianapolis; sixth, Kirt Harriss, KPRC-TV Houston; seventh, Fred Mueller, KSD-TV St. Louis; eighth, Charles Cash, WSB-TV Atlanta; ninth, Doug Duperault, WFLA-TV Tampa; tenth, Jack Williams, WSAZ-TV Huntington, W. Va.

*Return  
to  
Elegance*  
WITH HERNANDO  
COURTRIGHT

The classic elegance of truly gracious living is recreated for you at his newly cosmopolitan hotel in the heart of Beverly Hills. Under the ownership and personal management of Hernando Courtright, hotelier extraordinaire, his Beverly Wilshire Hotel provides for you the impeccable service, superlative cuisine and classic decor that have all but vanished today. ☞ Subtle luxury, complete privacy and every conceivable comfort and convenience...including the exclusive Pool and Cabana Club...await your pleasure.

*Hernando Courtright*  
**Beverly Wilshire Hotel**  
BEVERLY HILLS, CALIFORNIA



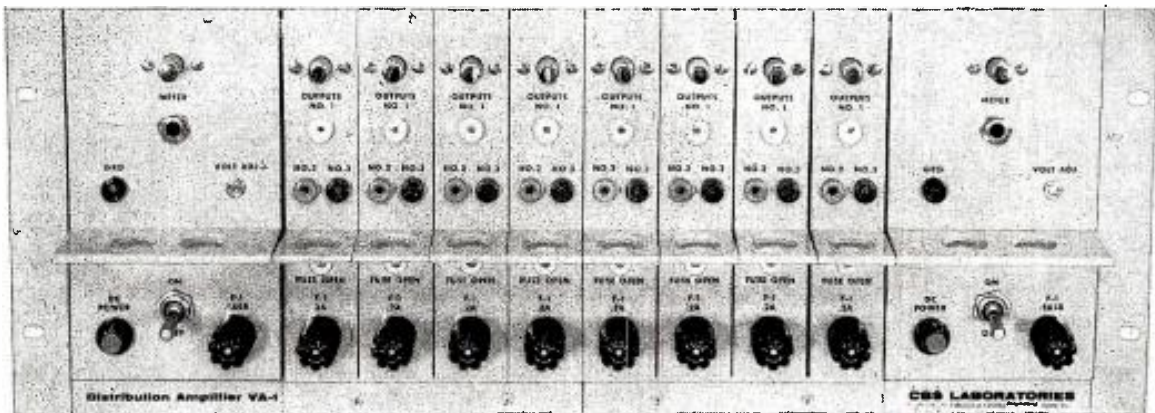
### Drumbeats . . .

**That smile again** ■ In conjunction with the showing of the Mona Lisa at New York's Metropolitan Museum of Art, WABC, that city, ran a contest asking listeners to submit their own copies of the masterpiece. Cash awards were offered for reproductions in four categories: largest, smallest, funniest and most artistic. The request brought over 12,000 entries—"doodlings" as well as more serious efforts.

**Service to the public** ■ KRON-TV San Francisco has issued a 44-page brochure, "Community Service," a report on the station's "efforts in behalf of the varied communities served." With both words and pictures, KRON-TV describes its efforts to serve the people of its area, both en masse and as small groups with individual needs, with off-the-air cooperation as well as with on-the-air special programming.



**Specs not spoken here  
(you wouldn't believe them anyway!)**



## Meet VA-1

CBS Laboratories' new Video Distribution Amplifier

It's all solid state, and maintenance free. Smaller than electron tube DA's, and much cooler running, of course. But—no specs! Not here, anyway, because this is something you must see to believe. We've put together truly elegant instrumentation—which will convert all but the most obdurate skeptics. We'll content ourselves with simply stating that VA-1 is built with

supreme reliability by people who know! It's thoroughly compatible with tube-type equipment, and gives superior color quality.

For a demonstration that will disillusion you with all other DA's—tube or transistorized—see us at the NAB Convention, Chicago, March 31-April 3, Booth 72W, and the SMPTE Convention, Atlantic City, April 22-25, Booth

12, where you may also purchase—at half price—CBS Laboratories BTR 150 (value \$10.00), a highly sophisticated test record for audio equipment adjustment and calibration. If you can't come and see VA-1, we'll send you information on request. We'll do our best to arrange a private demonstration.

**CBS LABORATORIES**  
High Ridge Road, Stamford, Connecticut  
A Division of Columbia Broadcasting System, Inc.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**John A. Waite**, former vp and account supervisor at Grey Adv., New York, joins Mogul, Williams & Saylor, that city, as vp for marketing and client services. Mr. Waite has also served as vp of Lambert & Feasley and director of marketing for C. J. LaRoche & Co.



Mr. Waite

**Harold H. Webber**, consumer relations vp at Lever Bros., New York, elected director. Prior to joining Lever Bros. in his present position in 1961, Mr. Webber was vp and director of Cowles Magazines and Broadcasting Inc. since 1957 and executive vp and director of Foote, Cone & Belding.

**Robert De Havilland**, associate creative director at Gardner Adv., St. Louis, elected vice president.

**Elizabeth Pender**, account executive with Phil Dean Assoc., New York promotion and pr firm, elected vp. Miss Pender joined Phil Dean in March 1961. As vp, she will assist in direction

of public relations activities for East Coast operations.

**Albert W. Rothermel**, assistant treasurer of Benton & Bowles, New York, elected treasurer. He succeeds **William Vickery**, who resigned to join Harcourt, Brace & World, book publisher. Mr. Rothermel joined B&B in January 1959.

**Dick Taylor** and **Lina Hammer** have formed new pr-publicity firm of Taylor-Hammer Inc., 612 N. Michigan, Chicago 11. Phone: 337-6466.

**Edward N. Anderson Jr.**, Philadelphia district sales manager for Maxwell House Div., General Foods Corp., appointed advertising and promotion manager of Birds Eye division.

**J. Russell Calvert**, sales promotion and marketing specialist formerly with Heintz & Co., Los Angeles, joins Enyart & Rose, that city, as account executive and member of plans board.



Mr. Putnam

**William B. D. Putnam**, account manager at Fletcher Richards, Calkins & Holden, New York, elected vp. Prior to joining FRC&H in 1951, Mr. Putnam served as copywriter for Wendell P. Colton Co., New York advertising agency. He was assistant advertising director of American Airlines from 1946 to 1948.

**John T. Gerhard**, formerly with advertising department of Swift & Co., and **L. E. Wheelan**, Encyclopaedia Britannica Films Inc. and Erwin Wasey, Ruthrauff & Ryan, join George H. Hartman Co., Chicago advertising agency, as account executives.

**William D. Gargan**, account executive with Kenyon & Eckhardt, Los Angeles, named manager of that office.

**T. Jack Csaky**, media director and account executive with Advertising Assoc., Richmond, Va., appointed media department manager for Richmond office of Liller, Neal, Battle & Lindsey, Atlanta-based advertising agency.

**Sharon Vedborg**, former media director of Beckman, Koblitz Inc., Los Angeles, joins Nides-Cini Adv., that city, in similar capacity, replacing **Florie Field**, who resigned.

**Eugene Mahany**, formerly with Kroger Co. for 14 years, joins Needham, Louis & Brorby, Chicago, as supervisor in merchandising department.

**Frances Shaw**, copy supervisor at North Adv., named associate creative director of agency's New York office.

### VFW cites McAndrew

**William R. McAndrew**, executive vp of NBC News, will receive Veterans of Foreign Wars "Commander - in - Chief's Gold Medal Award and Citation" at VFW's annual congressional dinner April 2 at Sheraton Park Hotel in Washington, D. C.



Mr. McAndrew

Mr. McAndrew was chosen for his "outstanding accomplishments in the field of news and informational programming . . . as exemplified by such series as *Profile of Communism* and special program, 'The Tunnel.'"

**Tony Wells**, former production manager for tv division of Wilding Studios, Chicago, joins McCann-Erickson, that city, as tv producer.

**C. James Proud** appointed regional staff vp for Freedoms Foundation at Valley Forge. Mr. Proud is former president of Advertising Federation of America, serving in that capacity from 1957 to 1962. He joined staff of AFA in 1947. In new position Mr. Proud will be responsible for coordination of Freedoms Foundation's operations in New York City area.

### THE MEDIA



Mr. Cooney

**Lloyd E. Cooney**, station manager of KSL-TV Salt Lake City, elected vp and general manager. Mr. Cooney joined KSL-TV as account executive in 1954 after serving as public relations director of Blue Cross-Blue Shield. He was named local sales manager in 1959 and appointed station manager in 1961.

**Edward G. Sheridan Jr.**, executive vp and general manager of WAVY-AM-FM Portsmouth (Norfolk), Va., since 1957, named general manager of KBOX-AM-FM Dallas, Tex.

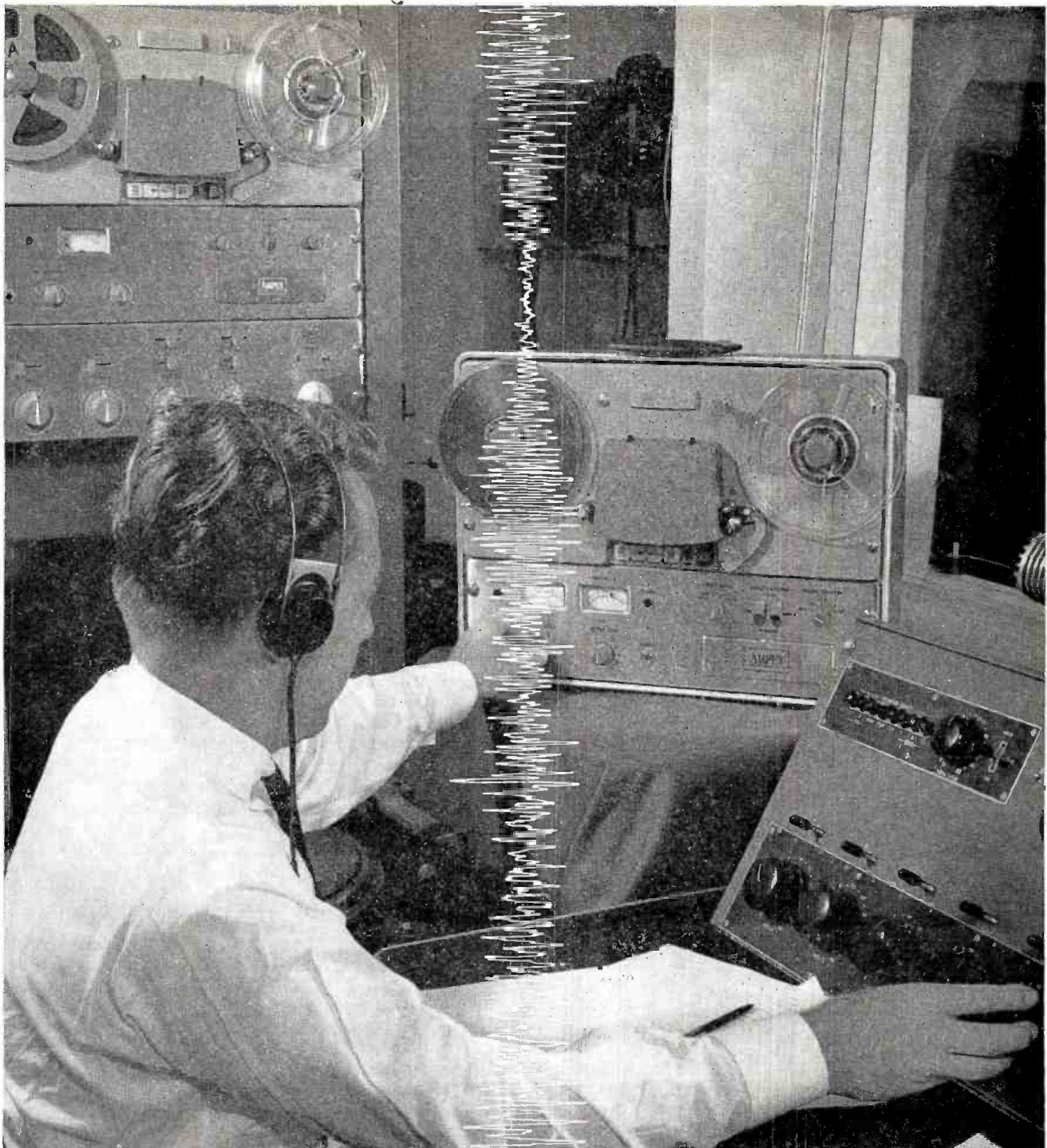
do you have a  
PRESTIGE STATION?  
SEE PAGE 109

At last...  
A FILM LEADER  
YOU DON'T SCRAPE!  
by  
**Starex**

Made expressly for splicing . . . in a full range of colors that let you color-code any film to your own system. In all sizes from 8mm to 90mm, perforated and unperforated. Full inventory of fresh stock at all times.

Write for full details and prices


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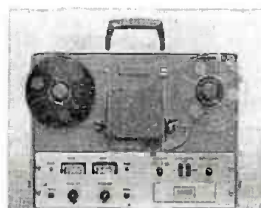


**What compact can do everything a console recorder can?**

**AMPEX PR-10**

The Ampex PR-10 gives you all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. It's versatile enough to be used on any broadcast assignment: news, sports, spots, delayed broadcast, special events, client playback, political, auditions, dance band remotes, dubbing, tape editing, stereo tape playback (2 and 4-track), and those many special jobs. The PR-10 features positive pushbutton controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-

track stereo or additional playback head. There's also a new eddy current clutch system to give you fast, gentle starts and lower braking tension. What's more, electrical alignment controls are accessible through the front panel. And above all, the PR-10 will give you a long life of reliable performance. It carries Ampex "Four Star" one-year warranty. For data write the only company with recorders, tapes, memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Term financing, leasing, worldwide sales, service. 



See the PR-10 at NAB.

**Sidney A. Mandel**, program director of KFMU (FM) Los Angeles, named general manager, succeeding **Joseph F. Parsons**. **Dennis King Jr.**, is new KFMU sales manager and **William G. Pottle** is chief engineer. KFMU is an all-classical music fm station owned by International Good Music.

**Duane L. Watts**, general manager of KHAS-TV Hastings, Neb., elected to board of directors of Nebraska Television Corp., owner-operator of station.

**Louis E. Smith**, member of sales department of WOAI-TV San Antonio, Tex., since 1949, appointed sales manager of KITE Terrell Hills, Tex.



Mr. Evans

**Paul H. Evans**, Radio Service Corp. executive (KSL - AM - FM-TV Salt Lake City), named director of divisional operations of church-owned (Mormon) International Educational Broadcasting Corp., Sherman Oaks, Calif., which provides regular programs in two languages for shortwave broadcasting over WRUL Scituate (Boston), Mass. **Ron Todd** appointed coordinator of programming, and **Richard Welch**, producer and technical coordinator of division. Mr. Evans, who joined KSL in 1946, has served for past two years as director of special affairs for Radio Service Corp. He will continue in this capacity. Mr. Todd is former manager of Brigham Young University's campus radio station, KBYU-FM Provo, Utah, and Mr. Welch has been member of KSL sales staff since 1954.

**LeRoy Rizer**, account executive with Metro Radio Sales, Philadelphia, named manager of rep firm's St. Louis office. Prior to joining MRS early last year, Mr. Rizer was sales executive with WMBD-TV Peoria, Ill.

**Jack B. Weiner**, public relations director of Television Bureau of Adver-

## EIA medal recipient



Mr. Davis

**L. Berkley Davis**, vp of General Electric Co. and former president of Electronic Industries Assn., has been named to receive the EIA Medal of Honor. Presentation of the medal, "for distinguished service contributing to the advance of the electronics industry," will be made at EIA annual convention in Chicago June 19.

tising, New York, resigns. Mr. Weiner has not disclosed his future plans.

**Ron Sherwood**, general manager of WYNS Lehigh, Pa., named sales manager of WEEZ Chester, Pa. **Howard Gesner** named WEEZ copy director.

**Dr. Frank Stanton**, CBS president, elected to board of directors of Stanford Research Institute, independent organization performing scientific research on contract basis for industry and government.



Mr. Piano

**Claude Piano**, former radio-tv account executive with The Meeker Co., New York, joins Vic Piano Assoc., that city, as executive vp. Mr. Piano has also served as supervisor salesman for Ruben H. Donnelly, Boston, and chain store contact salesman for Campbell Soup Co.

**Frank Kelley**, **Robert Teague**, **Robert McCarthy** and **Geoffrey Pond**, reporters from three New York dailies (*Times*, *Herald-Tribune*, and *Daily*

*News*), join staff of NBC News. Mr. Kelley, 29-year veteran of *Tribune*, served most recently as assistant foreign editor. Mr. Teague, sportswriter for *Times* for past seven years, is former reporter for *Milwaukee Journal*. Mr. McCarthy has been general assignment reporter for *News* for 14 years. Mr. Pond was general assignment reporter on *Times* for past eight years.

**Tom Papich**, general manager of KRNO San Bernadino, resigns to become station manager of KBIG Avalon (Catalina Island), Calif. Mr. Papich has served as general manager of KITO San Bernadino and sales and station manager of KFOX Long Island, Calif.

**Sherman Adler**, formerly of ABC-TV network sales department, joins NBC-TV as account executive for special program sales.

**Paul C. Louth**, senior vp of Veterans Broadcasting Co. (WROC-AM-FM-TV Rochester, N. Y., and KTVE [TV] El Dorado, Ark.), assumes added duties as general manager of WROC-AM-FM, effective today (April 1). He replaces **James Schoonover**, who has been named manager of WGR-AM-FM Buffalo, N. Y. For past two years, Mr. Louth has been supervising Veterans application for new ch. 9 in Syracuse. He formerly managed WVET (now WROC) for Veterans, and has been associated with organization since its founding in 1947.



Mr. Louth

**Paul Kelley Jr.**, sales manager of WTAO Cambridge, Mass., joins WHDH-AM-FM-TV Boston as account executive.

**Richard Kutzleb**, night news editor in New York for NBC News, named managing editor of news for WNBC-AM-FM New York.



Mrs. Stephens

**Lynn Stephens**, radio and advertising executive from Louisville, Ky., appointed general manager of WCCF Punta Gorda, Fla.

**James Rogers**, media buyer on Helene Curtis account at Edward H. Weiss & Co., joins Chicago tv sales staff of George P. Hollingbery Co., national radio-tv sales representative. **Stanley Moger**, with rep firm's Chicago sales staff, transfers to New York tv sales staff.

**Chuck Heiser**, director of merchandising for CBS-owned WCAU-AM-FM Philadelphia, promoted to national sales

## R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES  
LICENSED SECURITIES DEALERS  
UNDERWRITING — FINANCING

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Richard C. Crisler, Paul E. Wagner, Alex Howard  
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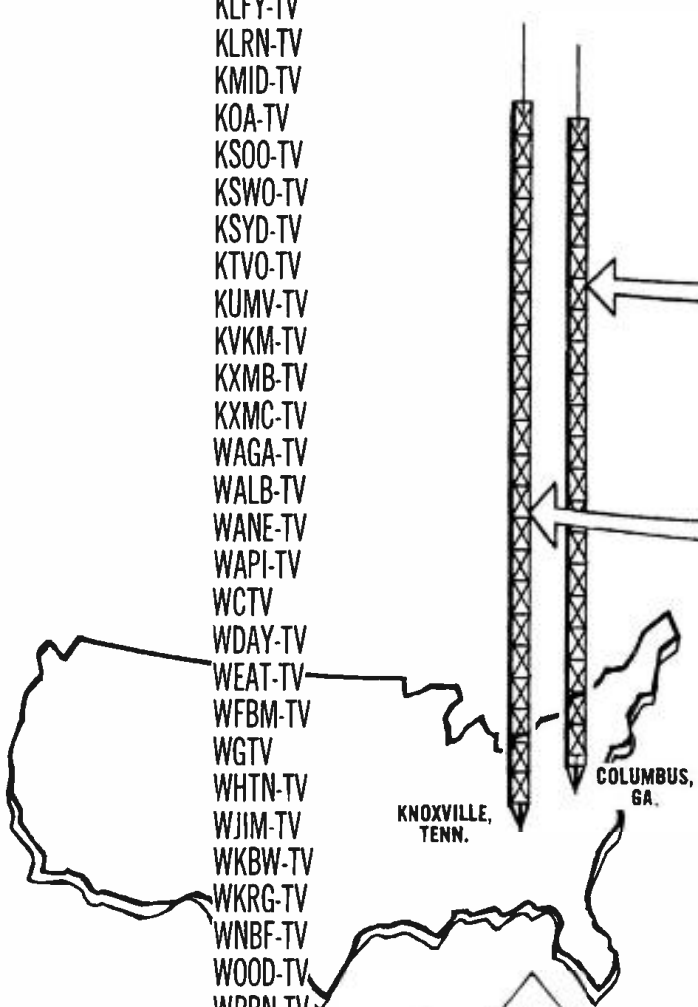
733 Third Avenue, Suite 2105, phone MUrray Hill 7-8436

KARD-TV  
KATC  
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KCND-TV  
KELO-TV

# Stainless' TALLEST TOWER Family is on the move!

Now it's WBIR-TV, Knoxville, Tenn.

KGBT-TV  
KGLD  
KHOL-TV  
KLFY-TV  
KLRN-TV  
KMID-TV  
KOA-TV  
KSOO-TV  
KSWO-TV  
KSYD-TV  
KTVO-TV  
KUMV-TV  
KVKM-TV  
KXMB-TV  
KXMC-TV  
WAGA-TV  
WALB-TV  
WANE-TV  
WAPI-TV  
WCTV  
WDAY-TV  
WEAT-TV  
WFBM-TV  
WGTV  
WHTN-TV  
WJIM-TV  
WKBW-TV  
WKRG-TV  
WNBF-TV  
WOOD-TV  
WPBN-TV  
WPTZ-TV  
WRAL-TV  
WSIX-TV  
WSPD-TV  
WRBL-TV  
WTVM  
WTVY  
WUNC-TV  
WWUP-TV  
WXEX-TV  
WZZM-TV



"WORLD'S TALLEST" Hall of Fame:

**1962** 1749-FOOT STAINLESS TOWER SHARED BY WTVM AND WRBL-TV.

**1963** 1750-FOOT STAINLESS TOWER NOW UNDER CONSTRUCTION FOR WBIR-TV.

Within days a WBIR-TV tower will soar 1750 feet above Knoxville to become the world's tallest man-made structure — a distinction now held by WTVM and WRBL-TV, Columbus, Ga. We welcome WBIR-TV into STAINLESS' TALL TOWER FAMILY.

If you're planning towers, call on STAINLESS. You may not need the world's tallest, but why not take advantage of the design and fabrication experience that goes into these engineering marvels. Information on all types is yours for the asking. Write today.



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# Stainless, inc.

NORTH WALES • PENNSYLVANIA  
IN CANADA: WALCAN, LTD., CARLETON PLACE, ONT.

# BMI

MUSIC IS USED  
EVERY DAY ON  
EVERY NETWORK  
...105 TV SHOWS  
EVERY WEEK...

## SUNDAY

BULLWINKLE SHOW .. NBC  
DISNEY'S WONDERFUL  
WORLD OF COLOR .. NBC  
LASSIE ..... CBS  
DENNIS THE MENACE . CBS  
THE REAL McCOYS ... CBS  
THE JETSONS ..... ABC  
MAJOR ADAMS ..... ABC  
AMONG OTHERS



More  
on  
page  
60

**BROADCAST  
MUSIC, INC.**

589 Fifth Avenue  
New York 17, N. Y.

representative, replacing **Bob Bochroch**, who joins CBS Spot Sales in Chicago.

**Robert E. Van Cleave** named sales service assistant at CKLW-TV Windsor-Detroit. He formerly was general manager of Helicopter Airways Inc. and before that was manager of W. J. Scripps Assoc., radio-tv consulting firm.

**Paul LaGasse** and **James S. Morgan** join radio and tv sales staffs, respectively, of WWJ-AM-FM-TV Detroit.



Mr. Smolin

**Jay H. Smolin**, director of advertising, promotion and publicity for United Artists Assoc., named manager of advertising and promotion for WNBC-TV New York. Mr. Smolin rejoins NBC after seven-year absence, having been director of advertising and promotion for NBC film division, and previous to that assignment, advertising and promotion manager for NBC-owned stations in New York.

**Don McNerney**, assistant sales traffic manager for CBS-owned WBBM-TV Chicago, named director of continuity. **Judy Corrigan**, nightclub comedienne-writer, joins creative writing staff of WBBM. **Ben Orloff**, personnel director for CBS divisions in Chicago, named to personnel post at new plant of Columbia Records division at Santa Marie, Calif., effective April 29.

**Harold D. Gorsuch**, chief engineer of WOSU-TV (educational ch. 34) Columbus, Ohio, named director of engineering and technical services for WHYI-TV (educational ch. 35) Philadelphia and proposed WUHY-TV (educational ch. 12) and WUHY-FM Glassboro, N. J.



Mr. Wilson

**Kent E. Wilson**, member of production department of KERO-TV Bakersfield, Calif., appointed to newly created post of director of operations. **Roderick E. O'Harra**, senior account executive for past 10 years, named KERO-TV's local sales manager. Prior to joining KERO-TV, Mr. Wilson was production manager of KBAK-TV Bakersfield.

**Jerome G. Lansner**, commercial and program editor in broadcast standards department of NBC, and **An-Shih Cheng**, advertising claim evaluator with National Better Business Bureau, named senior editors in New York office of NAB's code authority. Mr. Lansner fills new position, effective today (April 1); Miss Cheng replaces **Maria E. Michal**, effective May 1.

### Etv officials elected

The New Jersey Educational Television Corp. announced the election of three officers last week and the addition of two trustees.

**Edward Lenihan** was elected first vp and **Stewart A. Schoder**, second vp. **David L. Keenan** was named treasurer. New members of the board of trustees are **William Wood** and **Dr. Irving Smith**. **Orville Sather** continues as president of the organization.

The N. J. ETV Corp. is attempting to establish a statewide four-station educational television network in New Jersey.

**Walter R. Carle** has returned to Hollywood and has opened offices at 5920 Hollywood Blvd., Los Angeles 28, as director of national sales and pr for KTRG-AM-TV Honolulu. Telephone is Hollywood 6-6595. Earlier story (BROADCASTING, March 11) mistakenly reported Mr. Carle had returned to Hawaii.



Mr. Brooks

**Joseph Brooks**, director of publicity and local advertising for WIP-AM-FM Philadelphia, named promotion director. In his new position, Mr. Brooks will serve as overall director of WIP's sales and audience promotion, publicity, advertising and public relations. **Bob Steinhilber**, member of WIP sales staff, joins WRCV, that city, as account executive.

**George Gilbreath**, account executive at KHJ-TV Los Angeles and former sales manager of KDAY Santa Monica, Calif., appointed local sales manager of KFVB Los Angeles.

### INTERNATIONAL

**Jack Kennedy**, CFRB-FM Toronto and director of fm sales for Standard Broadcast Sales Ltd., Toronto station representative firm, elected first Canadian director of National Assn. of FM Broadcasters.

**C. J. McCartney** appointed manager of Winnipeg office of Stovin-Byles Ltd., Toronto station representative firm.

**Cam Logan**, manager of time buying

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**Sony CR-4 Wireless Microphone**—The perfect transistorized microphone and pocket-size transmitter for active singer/dancers and TV performers to give complete freedom from entangling cables and obstructing mike stands. Mike and transmitter together weigh only 13½ ounces. *Complete with transmitter, receiver and carrying case: \$250.*

**Sony EM-1 Newscaster Portable**—A full track, all transistorized portable recorder designed for rugged service and dependable performance in remote locations. Meeting NARTB specifications, the EM-1 is ideal for on-the-spot interviews and sound recording. • Governor controlled, constant speed spring wound motor • Rewind while recording • 13¼ pound weight. *Complete with microphone and accessories: \$495.*

**Sony MX-777 Stereo Mixer**—A six chan-

nel all transistorized self powered stereo/monophonic mixer featuring: 4 balanced microphone inputs, 2 balanced hi-level inputs and 2 balanced recorder outputs. Other features include individual level controls and channel 1 or 2 selector switches, cannon XL receptacles and switch for bridging of center staging solo mike. *Complete with carrying case: \$175.*

**Sony C-37A Condenser Microphone**—Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ±2 db 20-18,000 cps • Signal to noise—more than 55 db for signal of 1 micro-bar at 1000 cps. *Complete with CP-3 Power Supply, carrying case and 30 feet of cable: \$295.*

**Sony C-17B Condenser Microphone**—A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim 1¼" diameter size minimizes visual problems. *Complete with CP-3 Power Supply, carrying case and 30 feet of cable: \$350.*

**Sony CP-3 Power Supply**—For the C-37A and the C-17B microphones, the CP-3 features: Switch for 3 positions of low frequency attenuation; special high cut filter switch for all frequencies above 10,000 cps.

For more complete specifications and name of nearest dealer, write Superscope, Inc., Dept. 3, Sun Valley, California.

In New York, visit the Sony Fifth Avenue Salon, 585 Fifth Avenue.

All Sony Stereorecorders are Multiplex Ready!

**SUPERSCOPE** The Tapeway to Stereo

at Cockfield, Brown & Co. Ltd., Toronto advertising agency, has formed Noront Time Sales Co., station representative firm at 12 Shuter St., Toronto.



Mr. Rugheimer

**Gunnar Rugheimer** appointed program controller of Telefis Eireann, the Irish tv network, effective June 1. Since 1959 Mr. Rugheimer has been vp of Music Corp. of America International, in charge of all MCA tv operations in Europe, the Mid East and Africa. Before joining MCA he was program director in Toronto of CBC television.

**William Weston**, network film program officer of Canadian Broadcasting Corp., Toronto, named manager of tv program film, succeeding **O. C. Wilson**, who becomes consultant.

## GOVERNMENT

**Bernard Fensterwald Jr.**, former staff director of Senate Antitrust and Monopoly Subcommittee and chief counsel of Subcommittee on Constitutional Amendments, named chief counsel of Subcommittee on Administrative Practice and Procedure, unit which drafts legislation effecting regulatory agencies.

## PROGRAMMING

**Jerry Liddiard**, formerly producer's representative, joins Embassy Pictures Corp., Los Angeles, as West Coast tv sales manager.

**Curtis Palmer**, senior vp of City National Bank of Beverly Hills (Calif.), elected to board of directors of Desilu Productions Inc. Other board members are **Lucille Ball**, Desilu president; **Edwin E. Holly**, **Arthur Manella**, **W. Argyle Nelson Sr.**, and **Milton A. Rudin**. One more director is needed to

## Marquette: ACE winner

**Desmond Marquette** won the best editing achievement award in the television category for his editing of "The Court Martial of Capt. Wycliff," an episode of *The Dick Powell Theatre* series, at 13th annual American Cinema Editors awards dinner March 23 in Los Angeles.

Runners-up, receiving plaques at the dinner, were **Samuel Waxman**, for "A Purple Heart for Gruber" (*McHale's Navy*); **William Mace**, "Escape to Nowhere" (*Combat*); **Joseph Dervin**, "Of Roses and Nightingales and Other Lovely Things" (*Eleventh Hour*); and **D. B. Greene**, "The Beavers and the Otters" (*It's a Man's World*).

American Cinema Editors is the honorary society of Hollywood's top television film and motion picture editors.

bring board up to its full membership of seven.

**Dick Colbert**, former sales representative of United Artists Television, joins Four Star Distribution Corp., San Francisco, in similar post.

**Ted Swift** appointed account executive for northeast sales territory of Independent Television Corp., New York. Mr. Swift formerly served with United Artists, Screen Gems and WBZ Boston in sales and executive capacities. In his new position, he will have his headquarters in Boston.

**Joe Landis**, former producer of Ernie Kovac ABC-TV show in 1960 and producer-director of *About Faces* for Ralph Edwards and Ben Alexander, named producer of Don Feddersen Productions' *Who Do You Trust?*, ABC-

TV daily comedy interview program telecast from New York. Mr. Landis begins his new assignment April 8, replacing **Art Stark**, who resigned to accept producership of Johnny Carson's *Tonight* show on NBC-TV, also starting April 8.

**Joseph W. Roberts**, vp in charge of marketing for Muzak Corp., New York, named executive vp. Prior to joining Muzak in 1956, Mr. Roberts served with Revlon in charge of marketing and new product introduction. He fills newly created position at Muzak.



Mr. Roberts

**Brooks Clift**, commercials producer at Albert Frank-Guenther Law, New York, joins MGM Telestudios, that city, in similar capacity. Prior to joining AF-GL, Mr. Clift was director of *Home* show on NBC-TV.

**K. T. Stevens** has been signed by Selmur Productions as feminine lead opposite John Berardino in *General Hospital*, new live daytime series starting on ABC-TV today (April 1). **James Young** directs and co-produces with **Gene Banks** for executive producer **Selig Seligman**.



Mr. Rifkin

**Monroe M. Rifkin**, vp and assistant to president of Tele-Prompter Corp., appointed executive vp of Systems Management Co. (catv operators), Denver. In addition to other executive duties, Mr. Rifkin

will head Capital Assistance Corp., newly formed SMC division which will arrange financing for catv operators requiring capital for growth and expansion.

**Don Quinn**, veteran radio-tv writer, named story consultant for new tv series starring **Bea Benaderet** which Filmways Tv Productions is producing for CBS-TV to air starting this fall. **Paul Hennig**, creator-writer of new series, a spin-off from his *Beverly Hillbillies*, and **Dick Wesson**, producer, will work closely with Mr. Quinn, who was head writer of radio's *Fibber McGee & Molly* for 17 years and creator-writer of *Halls of Ivy* on both radio and television.

**Armond Lebowitz**, former supervising editor at V. P. I. Productions, New York, joins Rose-Magwood Productions, that city, as head of editorial department.

**Buzz Blair** has been signed to produce new daytime dramatic series, *For-*

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# TV TROUBLE REPORT

DATE April 3, 1963 TIME FIRST NOTED 7:42 PM TIME REMEDIED 8:05 PM

DESCRIPTION OF TROUBLE AND DETAILS OF REMEDIAL STEPS:

To Station Manager:

At 7:42 PM alarm indicated failure in main microwave system. Investigation revealed shorted klystron in microwave transmitter.

Interruption resulted in approximately 23 minutes loss of visual and aural program time.

By 8:05 PM klystron replacement and re-tuning had been completed and normal programming was resumed.

Bill Harrington on watch. Trouble reported to Studio Master Control at the time of the failure.

*Paul S. Mason*

Paul S. Mason  
Chief Engineer



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Lost air time and red ink can become habitual penalties . . . but not when Raytheon KTR's enter the profit picture.

Raytheon KTR Microwave Equipment comprises the most complete, most reliable systems-line in the industry for Intercity Relay, Studio Transmitter Link or Remote Pickup. Units are designed for either fixed or portable operation.

The proven, on-site reliability of Raytheon Relay Systems at more than 1000 installations throughout

the world has resulted in increased demand from Broadcasters, Common Carriers, Government Agencies and the Military. Result: The advantages of quantity production and reduced manufacturing costs are passed on to you in increased savings and lower capital investment.

These benefits, plus Raytheon's low interest, long term financing — worked out especially for stations with limited capital — are key reasons for planning your Intercity Relay, STL or Remote Pickup now.

*For more information about how you can eliminate lost air time, end after-hours maintenance, and improve profits with a new Raytheon Dual Link STL, just attach the filled-in coupon to your company letterhead and mail.*



Raytheon Company, Dept. 120 1415 Providence Turnpike, Norwood, Massachusetts
Please mail me Raytheon's new Dual Link Brochure.
Name _____
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ever and A Day, by Peer Oppenheimer, executive producer, who also signed Ric Vollaerts to write first segment. Series is being produced by Mr. Oppenheimer in association with International Video Tape.

Gene Reynolds and Edmund Hartmann, director and producer of *My Three Sons*, produced by Don Fedderson Productions for broadcast on ABC-TV, have been signed to continue in those capacities for the 1963-64 season, series' fourth year on the air.

Irwin Kostal, musical director of *The Garry Moore Show*, is taking eight-month leave of absence from CBS-TV network series to work on Walt Disney motion picture, "Mary Poppins," and two Broadway musicals, not yet titled. Harry Zimmerman will replace Mr. Kostal for duration of his absence.

Joe McKnight, correspondent with Birmingham, Ala., bureau of Associated Press, joins Wichita, Kan., bureau in similar capacity.

### EQUIPMENT & ENGINEERING

Robert H. Platt, treasurer and finance manager of General Electric Credit Corp., joins The Magnavox Co., New York, today (April 1) as vp for finance, replacing John Sturgeon, who has retired. Mr. Platt joined GE in 1941.



Mr. Platt

G. P. Wilkinson, manager of international division of ITA Electronics Corp., Lansdowne, Pa., named executive assistant to president, in charge of broadcast and international sales. Prior to joining ITA in August 1962, Mr. Wilkinson was general manager of engineering products for RCA de Venezuela.

R. E. Ward, sales manager of distributor sales for Shure Bros., Evanston, Ill., manufacturer of microphones, high fidelity and electronic components, promoted to manager of newly created marketing services department. C. L. McCabe, sales manager of manufacturer sales, replaces Mr. Ward in new position of sales manager of manufacturer and distributor sales.

Ralph Jones, Chicago news bureau chief of Fairchild Publications for 12 years, joins Motorola Inc. as public relations manager for consumer products, succeeding Dude Hubka, who resigned. Rudolph E. Carlson Jr., formerly assistant product planning manager at Motorola, joins Sylvania Home & Commercial Electronics Corp., New York, as product planning manager.

George R. Simkowski, former national sales manager of Webcor Inc.,

Chicago electronics manufacturer, appointed assistant to director of market development for Norge Div. of Borg-Warner Corp., Chicago.

Walter A. Clements, vp of Littlefuse Inc., elected president of Assn. of Electronic Parts & Equipment Manufacturers, Chicago.



Mr. Anderson

Earl I. Anderson, chief engineer of RCA Victor home instruments division of RCA Sales Corp., New York, appointed operations manager. In his new post, Mr. Anderson will be responsible for manufacturing, materials and engineering departments of division. Loren R. Kirkwood, manager of tv product engineering, succeeds Mr. Anderson.

Arnold R. Forbes, member of tv business planning and research department at General Electric, Syracuse, N. Y., named manager-product planning and market research for department.

Lawrence P. Riddle, former eastern pr manager of Burroughs Corp., New York, joins Sylvania Electric Products, that city, as project manager in public relations department.

### ALLIED FIELDS

Robert J. Fuhrman, former merchandising manager of Chesebrough-Pond's cosmetic division, New York, joins Alpha Co., management consultants, that city, as managing partner. Prior to joining C-P in 1960, Mr. Fuhrman served as brand manager on Procter & Gamble's Crest toothpaste.

Grover C. Cooper has become partner of Washington communications



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# TEKTRONIX WAVEFORM MONITORS

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In a rack or console, this Tektronix Waveform Monitor adapts easily to control applications. For example, in addition to conventional two LINE and two FIELD displays, you can choose from three calibrated time-base rates—at 0.125 H/CM, at 0.025 H/CM with 5X Magnifier, and at 0.005 H/CM with 25X Magnifier—which eliminates the need for time markers.

You can use the dual inputs differentially.

And you can observe bright displays accurately and dependably over a full 7-centimeter by 10-centimeter viewing area.

*Adaptable and versatile, this Waveform Monitor features:* amplitude linearity within 1% over full 7-cm of vertical deflection • sensitivity from 0.25 volt minimum to 1.6 volts maximum for 140 IRE units • response flat within 1% from 60 cps to 5 Mc or new IRE rolloff • internal calibrator for 1.0 and 1.4 volt peak-to-peak signals • backporch dc restoration, with no color-burst distortion.

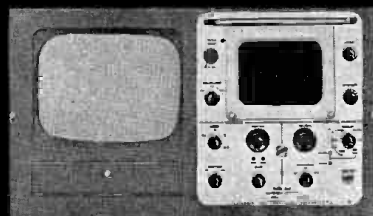


## SPECIAL MODEL TYPE RM527 MOD132

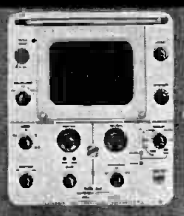
This special model of the rack-mount waveform monitor has all capabilities of the Type RM527 plus two additional features—a Line Selector and a Video Distribution Amplifier.

The Line Selector permits detailed analyses of single television lines (particularly useful with 4½ inch cameras), and the Video-Distribution Amplifier permits slaving a picture monitor to the oscilloscope display.

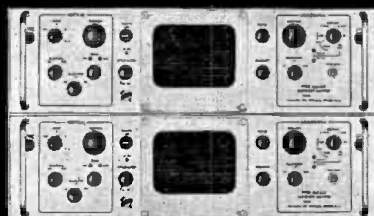
Type RM527 MOD132 . . . . . \$1230



8" monitor

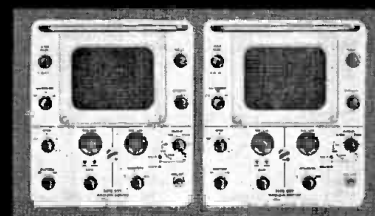


Type 527



2-RM527's slide mounted

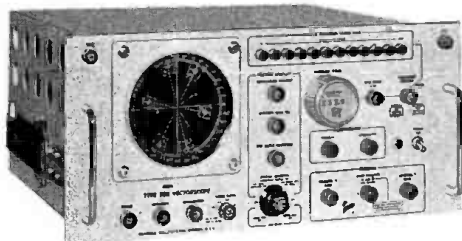
Type RM527 . . . . . \$1000  
5¼" high, 16¼" wide, 16" deep



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The Vectorscope enables quick and accurate relative phase and amplitude measurements (of chrominance information in the N.T.S.C. Color Signal). Dual inputs facilitate equipment matching. Also, in addition to vector display, the Vectorscope can present the chroma signal demodulated along any phase-angle axis with respect to time.

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law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Cooper joined firm four years ago after serving as law clerk to Judge Edward A. Beard, District of Columbia Municipal Court. He was graduated from George Washington U. Law School in 1957.

## DEATHS

**Gerald Harrison, 63**, president of WMAS Inc. (WMAS-AM-FM Springfield, Mass.) and Merrimac Broadcasting Co. (WLLS-AM-FM Lowell, Mass.), died March 27 in Boston. Mr. Harrison joined WMAS and Merrimac Broadcasting in 1944 as vp after 14 years with Yankee network. He became president of two stations in 1947.

**Paul J. Perreault, 50**, president and treasurer of WRIB Providence, R. I., died March 21 after short illness. Mr. Perreault was active in radio for over 20 years, having previously served as

president and treasurer of WTYM East Longmeadow, Mass., and WSKI Montpelier, Vt.

**Peter Pendleton Eckersley, 71**, first BBC chief engineer for six years from 1923, died March 18 at his home near London. In 1922 Mr. Eckersley started 2MT, first regular radio station in Britain. After leaving BBC he became consultant to various governments and companies. In 1932 he drew up plan for national radio network in Australia. Mr. Eckersley was one of first advocates of relaying broadcasts by wire.

**Kermit L. Sueker, 57**, chief engineer of WCCO-AM-FM Minneapolis, died March 25 at his home in suburban Minnetonka Village. Nationally known for his radio engineering developments, Mr. Sueker joined WCCO as technician in 1941, became supervisor in 1951, and was named chief engineer in 1954.

**Alec Templeton, 52**, blind concert pianist and humorist who at one time performed for NBC Radio, died March 28 in Greenwich, Conn. He had been ill for several months.

**Dorothy Culbertson Marvin**, former manager of educational programs and special projects for NBC public affairs department, died March 21 of brain hemorrhage. Mrs. Marvin was executive producer of NBC-TV's *Continental Classroom*.

**Robert Wolfe**, disc jockey and program director of KBER San Antonio, Tex., died March 20 at Methodist Hospital in Houston after extensive heart surgery. Mr. Wolfe joined KBER in October 1961.

**Anna Deere Wiman, 40**, American dancer and stage and tv producer, died March 22 after a fall at her Southampton, Bermuda, home.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 21 through March 27 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv stations

##### APPLICATIONS

\*Terre Haute, Ind.—Indiana State College Board. Uhf ch. 57 (728-734 mc); ERP 520 kw vis., 312 kw aur. Ant. height above average terrain 523.9 ft., above ground 515 ft. P. O. address c/o Edwin P. Adkins, 217 N. 6th St., Terre Haute. Estimated construction cost \$311,297; first year operating cost \$75,000. Studio and trans. locations both

Terre Haute. Geographic coordinates 39° 27' 57" N. Lat., 87° 24' 13" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel James E. Sullivan, consulting engineer Paul Dean Ford, both Terre Haute. Principals: college board. Applicant owns \*WVIS (FM) Terre Haute. Ann. March 25.

Boston, Mass.—Charles River Civic Tv Inc. Vhf ch. 5 (76-82 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 988 ft., above ground 1199 ft. P. O. address c/o Theodore Jones, 294 Washington St., Ninth Floor, Boston 8. Estimated construction cost \$1,975,000; first year operating cost \$2,700,000; revenue \$5,000,000. Studio location to be determined, trans. location Needham, Mass. Geographic coordinates 42° 18' 37" N. Lat., 71° 14' 14" W. Long. Type trans. RCA TT-25CL, type ant. RCA TFS-14-5. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, consulting engineer George C. Davis, both Washington, D. C. Theodore Jones is president of 16 trustee organization (no stock issued). Mr. Jones is 50.06% owner of WCRB-AM-FM Waltham, Mass. Ann. March 27.

Boston, Mass.—Integrated Communications Systems Inc. of Mass. Uhf ch. 44 (650-656 mc); ERP 512.9 kw vis., 256.45 kw aur. Ant. height above average terrain 523.9 ft., above ground 444 ft. P. O. address c/o Lenard S. Sait, 39 W. 55th St., New York 19, N. Y. Estimated construction cost \$475,608; first year operating cost \$150,000; revenue \$150,000. Studio and trans. locations both Boston. Geographic coordinates 42° 16' 08" N. Lat., 71° 09' 06" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Fisher, Sharlitt, Hydeman

& Gelband, consulting engineer Silliman, Moffet & Kowalski, both Washington, D. C. Principals: Lenard S. Sait (84% individually) and others, d/b as Integrated Communications Systems Inc. (73.5% and in which Mr. Sait is 84% stockholder), and others. Applicant is sales and advertising company. Ann. March 25.

Boston, Mass.—United Artists Bestg. Inc. Uhf ch. 44 (650-656 mc); ERP 554 kw vis., 277 kw aur. Ant. height above average terrain 310 ft., above ground 604 ft. Estimated construction cost \$495,000; first year operating cost \$250,000; revenue \$250,000. Studio location Boston, trans. location Medford, Mass. Geographic coordinates 42° 25' 49" N. Lat., 71° 05' 21" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Also see applications in Cleveland, Ohio, and Houston, Tex. Ann. March 27.

Cleveland, Ohio—United Artists Bestg. Inc. Uhf ch. 65 (776-782 mc); ERP 568 kw vis., 284 kw aur. Ant. height above average terrain 610.2 ft., above ground 738.9 ft. Estimated construction cost \$495,000; first year operating cost \$250,000; revenue \$250,000. Studio and trans. locations both Cleveland. Geographic coordinates 41° 29' 50" N. Lat., 81° 41' 33.5" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27D. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, consulting engineer Kear & Kennedy, both Washington, D. C. Also see applications in Boston, Mass., and Houston, Tex. Ann. March 27.

Houston, Tex.—United Artists Bestg. Inc. Uhf ch. 23 (524-530 mc); ERP 255 kw vis., 127.4 kw aur. Ant. height above average terrain 501 ft., above ground 513 ft. P. O. address c/o Seward I. Benjamin, 729 7th Ave., New York, N. Y. Estimated construction cost \$515,000; first year operating cost \$250,000; revenue \$250,000. Studio and trans. locations both Houston. Geographic coordinates 29° 46' 54" N. Lat., 95° 24' 53" W. Long. Type trans. GE TT-25-A, type ant. GE TY-25-B. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C.; consulting engineers A. Earl Cullum Jr., Dallas, Tex. Applicant is subsidiary of United Artists Corp. Ann. March 26.

#### Existing tv stations

##### ACTIONS BY FCC

WNAC-TV Boston, Mass.—Granted cp to change trans. location, type of trans., ant. system and make other equipment changes, and increase ant. height from 480 ft. to 1,000 ft.; engineering condition and without prejudice to such action as commission may deem appropriate either as result of pending hearing on NBC-RKO transfers and related applications in Docs. 13085 et al., or as result of consideration of pending application for renewal of license. Comr. Ford abstained from voting. Action March 27.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



KTVI (TV) St. Louis, Mo.—Granted renewal of license; subject to outcome of appeals pending in 220 Tv v. USA, et al., case no. 17356 and Sangamon Valley TV Corp. v. USA, et al., case no. 17380, in U. S. Court of Appeals for District of Columbia. Action March 27.

**New am stations**

**ACTIONS BY FCC**

Greensburg, Ind.—Tree Bcstg. Co. Granted cp for new am on 1330 kc, 500 w. Condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Oris Gowen and Howard Edwards, Box 443, Somerset, Ky. Estimated construction cost \$17,315; first year operating cost \$29,000; revenue \$35,000. Principals: Oris Gowen and Howard Edwards (each 50%). Mr. Gowen is part owner of WTLO Somerset, Ky.; Mr. Edwards is comm. mgr. of WTLO. Action March 27.

Liberty, Ky.—Patrick Henry Bcstg. Co. Granted cp for new am on 1560 kc, 250 w. Condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Lebanon, Ky. Estimated construction cost \$7,210; first year operating cost \$21,900; revenue \$29,850. James T. Whitlock, sole owner, is employe of WLBK Lebanon, Ky. Chmn. Minow and Comr. Bartley dissented. Action March 27.

**APPLICATION**

Immokalee, Fla.—Carl R. Buckner. 1490 kc, 250 w. P. O. address 910 Central Dr., Naples, Fla. Estimated construction cost \$5,450; first year operating cost \$20,868; revenue \$30,505. Mr. Buckner, sole owner, is employe of WNOG Naples, Fla. Ann. March 27.

**Existing am stations**

**ACTIONS BY FCC**

WMOP Ocala, Fla.—Granted increased power on 900 kc, D, from 1 kw to 5 kw; remote control permitted; condition. Action March 27.

WBT Charlotte, N. C.—Granted cp to make changes in DA pattern. (Is licensed on 1110 kc, 50 kw, unli., DA-N.) Action March 27.

**Existing fm station**

**APPLICATION**

WBMI (FM) Meriden, Conn.—Mod. of license to change station location from Meriden to Hartford-Meriden, Conn. Ann. March 21.

**Ownership changes**

**ACTIONS BY FCC**

KXOA-AM-FM Sacramento, Calif., WTVW (TV) Evansville, Ind., and KNOX-TV Grand Forks, KXGO-TV Fargo & KCND-TV Pembina, all North Dakota—Granted transfer of positive control of licensee corporation, Producers Inc., from Ferris E. Traylor (12.8%) and Merchants' National Bank & Trust Co. (37.2%) of Indianapolis, Ind., to Polaris Corp. (100% after transfer, 50% before), large corporation with no majority stockholder. Consideration is transfer of stock, giving Mr. Traylor (5.2%) and Merchants' Bank (15.9%) interests in Polaris. Action March 22.

WRIZ Coral Gables, Fla.—Granted acquisition of positive control of permittee corporation, Sioux Bcstg. Corp., by Kenneth L. Wood by purchase of stock in Dominion Enterprises Investment Corp. (70% owner of Sioux); Mr. Wood (49.7% before transfer, 50.3% after) will get stock from his wife, Jean M. Wood (1.3% before 0.7% after). No financial consideration involved. Action March 22.

WMFP (FM) Ft. Lauderdale, Fla.—Granted assignment of license from Ruth Marjorie Crawford, executrix of estate of Percy B. Crawford (100%), deceased, to A. Harold Anderson and Paul W. Brandel (each 50%), tr/as Anderson-Brandel Inc. Consideration \$46,000. Action March 22.

WMBR Jacksonville, Fla.—Granted assignment of license from WMBR Inc., wholly owned by WWDC Inc. (Ruth K. Strouse and Leslie & Richard Katz, each 31% plus), to Smithco Bcstg. Inc., subsidiary of Atlantic Coast Bcstg. Corp. of Charleston (see WTMA-AM-FM Charleston, S. C., grant below). Consideration \$400,000. Action March 27.

KAVE-AM-TV Carlsbad, N. M.—Granted transfer of control of license corporation, Voice of the Caverns Inc., from Edward

**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING, March 27

	Lic.	ON AIR	Cps.	GPS	TOTAL APPLICATIONS
				Not on air	for new stations
AM	3,773		51	129	462
FM	1,075		18	121	187
TV	515		54	83	110

**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING, March 27

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-commercial	47	21	68

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,760	1,066	515
Cps on air (new stations)	63	26	64
Cps not on air (new stations)	115	122	79
Total authorized stations	3,938	1,214	658
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	198	13	50
Total applications for new stations	475	186	104
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	370	112	51
Licenses deleted	2	0	0
Cps deleted	1	1	1

<sup>1</sup>Includes 3 stations operating on unreserved channels.

P. Talbott (50.5%), deceased, to his widow, Lucille R. Talbott (50.5%). No financial consideration involved. Action March 25.

KSRC Socorro, N. M.—Granted transfer of control of licensee corporation, Socorro Bcstg. Co., from C. E. Franklin (137 1/2 shares of 150 issued) to Walter C. Shroder (137 1/2 shares). Consideration \$32,891. Action March 27.

WTMA-AM-FM Charleston, S. C.—Granted acquisition of positive control of licensee corporation, Atlantic Coast Bcstg. Corp. of Charleston, from George H. Clinton and Dorothy H. Marks (each 30%) by Charles E. Smith (100%, formerly 40%). Consideration \$142,250. Also see WMBR Jacksonville, Fla., grant above. Action March 27.

**APPLICATIONS**

WCCB-TV Montgomery, Ala.—Seeks assignment of cp from Harold E. Anderson (30% plus) and others, d/b as First Alabama Corp., to Robert J. Thomas, receiver. Ann. March 21.

WVOB Bel Air, Md.—Seeks assignment of cp from Lee L. Case, John D. Worthington, Arthur A. Snowberger, George W. Truelove, Samuel Miller and LeRoy Stokes (each 16 2/3%), d/b as Bel Air Bcstg. Co., to same persons in same percentages tr/as Bel Air Bcstg. Inc. No financial consideration involved. Ann. March 27.

WCTR Chestertown, Md.—Seeks assignment of cp from Russell H. Morgan (100%) to Russell H. and Kathryn V. Morgan (100% as joint tenants), tr/as WCTR Inc. No financial consideration involved. Ann. March 26.

KOQT Bellingham, Wash.—Seeks assignment of cp from A. V. Bamford (100%) to Mr. Bamford (100%), tr/as Topdial Inc. No financial consideration involved. Ann. March 25.

WBOY-AM-TV Clarksburg, W. Va.—Seeks assignment of licenses from Berkman family (40.75%) and others, d/b as Rust Craft Bcstg. Co., to Marion R. Ascoli (80%) and others, tr/as Northern West Virginia Radio Bcstg. Co. (am) and Northern West Virginia Tv Bcstg. Co. (tv); proposed assignees

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## Hearing cases

### STAFF INSTRUCTION

■ Commission instructed staff to prepare final report and order establishing schedule of fees in connection with filing of various applications for commission authorizations. Action March 27.

### INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Paul Dean Ford for new am on 800 kc, 250 w, D, in Casey, Ill.; condition. Action March 26.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of New Madrid County Bcstg. Co. to increase power of KMIS Portageville, Mo., on 1050 kc, D, from 250 w to 1 kw, non-DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 25.

### DESIGNATED FOR HEARING

WOMA TYPA Bcstg. Co., Mount Airy, N. C.—Designated for hearing application for new am on 1240 kc, 250 w, unli.; made WKOY Bluefield, W. Va., party to proceeding. Action March 27.

■ By memorandum opinion & order, commission (1) designated for hearing application of Fine Music Bcstrs. for additional time to construct KFIN (FM) Seattle, Wash., on issues to determine whether permittee has been diligent in proceeding with construction (first authorized Dec. 7, 1960) and whether reasons advanced in support of application for extension of time constitute showing failure to complete construction resulted from causes beyond permittee's control or other matters sufficient to warrant further extension; (2) withheld further action on Fine Music's application to change type of ant. until decision on application for additional time to construct; and (3) granted petition by Bremerton Bcstg. Co. (KBRO), Bremerton, Wash., to extent of designating KFIN extension

application for hearing. Portion of Bremerton petition requesting KFIN's frequency (106.9 mc) be assigned to city of Bremerton will be considered prior to final action in fm rulemaking in Doc. 14185 if, in meantime, channel becomes available or reassignment. Action March 27.

■ By order, commission (1) designated for hearing applications of Charles W. Stone for renewal of license of KCHY Cheyenne, Wyo., and Charles W. Stone and Josephine R. Stone, joint tenants, d/b as Fort Bragg Bcstg. Co., for renewal of license of KDAC Fort Bragg, Calif., (2) consolidated renewal applications in present consolidated hearing on applications for change of facilities of KCHY and Denver Area Bcstrs. (KDAB), Arvada, Colo., and William S. Cook for new station in Colorado Springs, Colo., in Docs. 14815-7, and (3) adopted new issues to include determination as to whether, during period between Sept. 5 and Dec. 15, 1962, Stone operated station KCHY without having employed on fulltime basis first-class radio-telephone operator in violation of Sec. 3.93(c) of rules, whether he misrepresented facts to commission with respect to employment of first-class radio-telephone operator, and whether he possesses requisite qualifications to be licensee of commission. Comrs. Hyde and Ford not participating. Action March 27.

### OTHER ACTIONS

■ By order, commission granted petition by Broadcast Bureau and extended time to April 19 to file exceptions to initial decision in consolidated proceeding involving nine applications of Sanford A. Schafitz with respect to WWIZ Lorain, Ohio, and WFAR Farrell, Pa.; and WXTV (TV) Youngstown, Ohio. Action March 27.

■ By order, commission granted petition by Broadcast Bureau and extended time to April 1 to respond to petition by Norristown Bcstg. Inc. for WNAR Norristown, Pa., on 1110 kc, D, from 500 w to 50 kw, DA. Action March 27.

■ By order, commission scheduled oral argument for April 25 in proceeding on revocation of license of KWK Radio Inc. for KWK St. Louis, Mo. Action March 27.

■ By order, commission (1) denied application by Carol Music Inc. for review of Review Board's denial of previous petition for review of hearing examiner's order

which provided for further hearing in proceeding on revocation of license and SCA for WCLM (FM) Chicago, Ill., and (2) dismissed as moot Carol's petition for stay of examiner's order. Action March 27.

■ By letter, commission denied request by Charles W. Dowdy for STA and returned application to change facilities of WROA Gulfport, Miss., from 1390 kc, 1 kw-D, to 1400 kc, 1 kw-L.S., 250 w-N. Comrs. Hyde and Ford dissented. Action March 27.

■ By letter, commission denied petition by Martin R. Karig for "equitable relief" seeking interim authority to operate WIZR Johnstown, N. Y., pending outcome of revocation proceedings in Docs. 14617 et al; also advised Karig further action on applications for authority to change type trans. and additional time to complete construction will be withheld pending outcome of hearing proceedings. Comr. Hyde dissented; Comr. Ford not participating. Action March 27.

■ By order, commission granted petition by NAB to extent of staying from April 8 to May 10 effective date of Feb. 25 report & order in Doc. 14661 which amended part 3 of broadcast rules to extend permissive use of automatic devices to station operating and maintenance logs and which consolidated all logging requirements under single sections of rules. Commission felt effective date should be deferred in view of nature of rule changes involved and questions which may arise pertaining thereto, and in view of importance of orderly transition to procedures under new rules. NAB had requested 60-day stay. Action March 27.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Review Board, by members Berkemeyer (chairman), Nelson and Pincock, adopted decision granting application of WFYC Inc. to increase power of WFYC Alma, Mich., from 1 kw to 5 kw, with DA, continued operation on 1280 kc, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Oct. 4, 1962, initial decision looked toward action. Action March 26.

■ By memorandum opinion & order in proceeding on applications of Garo W. Ray and Connecticut Coast Bcstg. Co. for new daytime am stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, denied petition by Connecticut Coast to enlarge issues to include character qualifications issue with respect to applicant Ray. Board Chmn. Berkemeyer dissented; Board Member Nelson not participating. Action March 26.

■ By memorandum opinion & order in proceeding on application of Rockdale Bcstrs. for new am in Rockdale, Tex., (1) denied petition by Broadcast Bureau to enlarge issues, (2) dismissed Rockdale's supplemental opposition and Bureau's reply, and (3) on Board's own motion, enlarged issues to determine what efforts have been made by Rockdale to ascertain program needs and interests of area application proposes to serve and manner in which it proposes to meet such needs and interests. Board Member Nelson concurring. Action March 25.

■ By memorandum opinion & order in proceeding on application of Warsaw-Mount Olive Bcstg. Co. for new am in Warsaw, N. C., denied petition by Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C., for leave to intervene and dismissed petition for enlargement of issues. Board Member Nelson not participating. Action March 25.

■ Review Board, by members Berkemeyer (Chairman), Nelson and Pincock, adopted decision denying application of Pioneer States Bcstrs. Inc. for new am on 990 kc, 500 w-D, DA, in West Hartford, Conn. Aug. 22, 1962, initial decision looked toward action. Action March 22.

■ Scheduled oral argument for April 23 in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky., respectively. Action March 22.

### ACTIONS ON MOTIONS

■ Commission granted request by State of Kansas Committee on Education of Legislative Council and extended from March 22 to April 22 time to file oppositions to petition by Tulsa Bcstg. Co. (KTUL-TV), Tulsa, Okla., for reconsideration of Nov. 8, 1962, report & order in Doc. 13860 which assigned educational ch. \*8 to Hutchinson, Kan. Action March 19.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Arthur A. Glad-



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stone to preside at hearing on applications of Marshall Bcstg. Co. and Wright Bcstg. Co. for new am stations in Marshall and East Lansing, both Michigan, respectively; scheduled prehearing conference for 9 a.m., April 15 and hearing for June 20. Action March 25.

■ Designated Examiner Thomas H. Donahue to preside at hearing on an application of Beardstown Bcstg. Inc. (WRMS), Beardstown, Ill.; scheduled prehearing conference for 9 a.m., April 19 and hearing for May 22. Action March 25.

■ Granted petition by Tedesco Inc. to extent of dismissing, but with prejudice, application to increase daytime power of KWKY Des Moines, Iowa, on 1150 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw, and retained in hearing status remaining an applications of Pekin Bcstg. Co. (WSIV), Pekin, Ill., and Des Moines County Bcstg. Co., Burlington, Iowa. Action March 21.

By Hearing Examiner Charles J. Frederick  
 ■ Granted petition by Semo Bcstg. Corp. and continued March 25 hearing to May 27

in proceeding on application and that of Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., respectively. Action March 20.

By Hearing Examiner Walther W. Guenther  
 ■ Approved procedural ground rules established at March 20 prehearing conference, and continued April 24 hearing to June 5 in proceeding on am applications of Abacoa Radio Corp. (WVWW, now WRAI), Rio Piedras (San Juan), and Mid-Ocean Bcstg. Corp., San Juan, both Puerto Rico. Action March 20.

Hearing Examiner Isadore A. Honig  
 ■ Pursuant to agreement of parties at March 19 hearing conference in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex., scheduled further hearing following remand for May 1. Action March 19.

By Hearing Examiner H. Gifford Irion  
 ■ Granted motion by Civic Tv Inc. and continued April 22 hearing to May 15 in

Miami, Fla., tv ch. 10 proceeding in Docs. 14775 et al. Action March 22.

By Hearing Examiner Jay A. Kyle  
 ■ Granted petition by Radio Elizabeth Inc. and extended from March 18 to April 1 time for exchange of engineering exhibits, and continued April 15 hearing to May 6 in proceeding on application, Jupiter Assoc. Inc., Somerset County Bcstg. Co. for new am stations in Elizabeth, Matawan and Somerville, all New Jersey, respectively. Action March 22.

By Hearing Examiner Forest L. McClenning  
 ■ In consolidated am proceeding on applications of Eastern Bcstg. System Inc., Brookfield, Conn., et al, in Docs. 14166, et al., denied motion by Broadcast Bureau to continue hearing and taking of depositions; by separate order, granted motion by Broadcast Bureau opposing taking of depositions insofar as witnesses Herbert L. Cohen and John T. Fitzpatrick are noted in notice to take depositions filed by applicant Fairfield Bcstg. Co., Easton, Conn., and depositions of witnesses shall not be taken. Action March 22.

By Hearing Examiner Chester F. Naumowicz Jr.  
 ■ By order, formalized certain agreements reached and rulings made at March 22 prehearing conference in proceeding on application of Southwestern Bcstg. Co. of Miss. for new am in Port Gibson, Miss.; held in default respondents Rebel Bcstg. Co. of Miss. (WRBC), Jackson, and Tung Bcstg. Co. (WRJW), Picayune, for failure to file written appearances within time provided by order of designation and for failure to appear at prehearing conference; scheduled certain procedural dates, and continued April 22 hearing to May 27. Action March 22.

■ Upon request by Tedesco Inc. continued March 22 hearing to March 26 in proceeding on application and that of Edina Corp. for new am stations in Bloomington and Edina, both Minnesota, respectively. Action March 22.

■ Upon request by Broadcast Bureau, continued certain procedural dates, and continued April 17 hearing to May 27 in proceeding on am application of Southwestern Bcstg. Co. of Miss. (WAPF), McComb, Miss. Action March 22.

■ Upon request by Broadcast Bureau extended from March 21 to March 28 date to file briefs, and continued April 22 hearing pending further order of hearing examiner in proceeding on an application of Golden Triangle Bcstg. Inc. (WEPP), Mt. Oliver, Pa. Action March 20.

■ Continued April 18 prehearing conference to April 22 in proceeding on application of K-FTV Inc. (KFTV), Modesto, Calif. Action March 20.

■ Pursuant to certain rulings made at March 19 prehearing conference in proceeding on application of John Self for new am in Winfield, Ala., scheduled further prehearing conference for March 28. Action March 19.

By Hearing Examiner Herbert Sharfman

■ Granted request by Broadcast Bureau and continued April 11 hearing to April 18 in revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and related applications in Docs. 14617, et al. Action March 25.

■ Granted request by La Fiesta Bcstg. Co. and extended from March 25 to April 1 time to file reply findings in proceeding on application and Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action March 22.

■ Continued March 20 further conference to March 21 in consolidated am proceeding on applications of Coastal Bcstrs. Inc., Herndon, Va., et al. Action March 20.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Valparaiso Bcstg. Co. for leave to amend application for new am in Valparaiso, Ind., to reflect correction of inadvertent mathematical error in program schedule analysis; application is consolidated for hearing in Docs. 14806-7. Action March 25.

**BROADCAST ACTIONS**

by Broadcast Bureau  
 Actions of March 26

■ Granted renewal of licenses, including aux., for following stations: WACE Chocopee, Mass.; WNLK Norwalk, Conn.; WADS Ansonia, Conn.; WRDO Augusta, Me.; WALE Fall River, Mass.; WRKD Rockland, Me.; WATR-AM-FM Waterbury, Conn.;

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WRYM New Britain, Conn.; WBBX Portsmouth; WSMN Nashua; WBRL Berlin, all New Hampshire; WSR0 Marlborough, Mass.; WBZ-AM-FM Boston, Mass.; WTOR Torrington, Conn.; WCFR Springfield, Vt.; WTSL Hanover, N. H.; WCNL Newport, N. H.; WTSV Claremont, N. H.; WDEE Hamden, Conn.; WWON-AM-FM Woonsocket, R. I.; WEEI-AM-FM Boston, Mass.; WWSR St. Albans, Vt.; WEIM Fitchburg; WCRB-FM Waltham; WGAW Gardner, all Massachusetts; WMTW-FM Mt. Washington, N. H.; WGIR Manchester, N. H.; WKHR (FM) Boston; WHAV-AM-FM Haverhill; \*WGBH-FM Boston; WHDH Boston, all Massachusetts; WABI-TV Bangor, Me.; WHEB Portsmouth, N. H.; WBZ-TV Boston, Mass.; WILI Willimantic, Conn.; WCAX-TV Burlington, Vt.; WKQT South Paris, Me.; WHNB-TV New Britain, Conn.; WKVT Brattleboro, Vt.; WPRO-TV Providence, R. I.; WLAD Danbury, Conn.; WRLP (TV) Greenfield; WLLH-AM-FM Lowell; WWOR-TV Worcester, all Massachusetts; WLNH Laconia, N. H.; WMTW-TV Poland Spring, Me.

WGMZ (FM) Flint, Mich.—Granted license; redescribe trans. location.

WSVS Crewe, Va.—Granted license covering use of old main trans. as aux. trans. at main trans. location; remote control permitted.

KNOE Monroe, La.—Granted license covering installation of new trans. for aux. purposes only.

WFRB Frostburg, Md.—Granted license covering change in frequency, increase in power, change type ant., ground system and transmitting equipment (specify type trans.).

WCLT Newark, Ohio—Granted license covering installation of new trans.

WHIR Danville, Ky.—Granted license covering use of old main trans. as aux. trans. at main trans. location.

KAWA Waco-Marlin, Tex.—Granted cp to install old main trans. as aux. trans. at main trans. location; specify studio location same as trans.

KMPX (FM) San Francisco, Calif.—Granted mod. of cp to decrease ant. height to 1,120 ft., change type trans. and make changes in ant. system; remote control permitted.

WAJM (FM) Montgomery, Ala.—Granted request and cancelled license; delete call letters.

WHHM Memphis, Tenn.—Granted extension of authority to remain silent for period ending June 15.

Granted licenses covering increase in power and installation of new trans. for following stations: WFMW Madisonville, Ky.; WDOV Dowagiac, Mich.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WEKY Richmond, Ky.; KERV Kerrville, Tex.; WINN Louisville, Ky.

Following stations were granted extensions of completion dates as shown: KMPX (FM) San Francisco, Calif., to Sept. 1; WKBT (TV) La Crosse, Wis., to Sept. 26; KVAL-TV (main trans. and ant.) Eugene, Ore., to Sept. 26; WVUE (TV) New Orleans, La., to Sept. 26; KJSB (FM) Houston, Tex., to June 30.

#### Actions of March 25

KQOT Yakima, Wash.—Granted license. KFMB San Diego, Calif.—Granted license covering installation of aux. trans. at present trans. site.

Granted licenses covering increase in daytime power for following stations: KGEE Bakersfield, Calif.; WCEM Cambridge, Md.; WHBY Appleton, Wis., and installation of new trans.; KWOR Worland, Wyo., and installation of new trans.

Granted licenses covering installation of new trans. for following stations: KWRE Warrenton, Mo.; KMCD Fairfield, Iowa.

Granted cps to replace expired permits for following new vhf tv translator stations: K06CK, Crystal River Tv Assn., Redstone and Upper Crystal River Valley, Colo.; K12CT, Sevier County, Koosharem, Utah; K08AY, K10BD, K12EA, Upper Methow Valley T. V. Assn., Winthrop-Twisp, Wash.

#### Actions of March 22

WBZ-FM Boston, Mass.—Granted SCA on sub-carrier frequency of 67 kc.

WLSM Louisville, Miss.—Granted increased power on 1270 kc, D, from 1 kw to 5 kw, and installation of new trans.; conditions.

WDJK (FM) Smyrna, Ga.—Granted mod. of cp to change type trans. and type ant., increase ERP to 100 kw, and decrease ant. height to 200 ft.; remote control permitted.

WHIH Portsmouth, Va.—Granted licenses covering increase in daytime power and installation of two new trans. for day and night; and use of main daytime trans. as aux. trans. nighttime and main nighttime trans. as aux. trans. daytime; remote control permitted.

KTYM-FM Inglewood, Calif.—Granted license covering use of old main trans. as aux. trans.; remote control permitted.

WDAS Philadelphia, Pa.—Granted license covering change in daytime DA pattern. WBAL Baltimore, Md.—Granted license covering installation of aux. trans.

WLBK-FM DeKalb, Ill.—Granted license covering change in frequency and installation of new ant.

KTYM-FM Inglewood, Calif.—Granted license covering changes in ant. system and installation of new trans.

WEXL Royal Oak, Mich.—Granted cp to install new alternate main trans. at main trans. location.

Granted licenses for following: WBOL Bolivar, Tenn.; KNUI Makawao, Hawaii; KANI Wharton, Tex.; KFLI Mountain Home, Idaho, and specify studio location same as trans. location; KTQM-FM Clovis, N. W.; WLBK-FM DeKalb, Ill.; KNCO-FM Garden City, Kan.

#### Actions of March 20

KASO Minden, La.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, change in studio location, installation of new trans. and changes in ground system; remote control permitted; conditions.

KOCA Kilgore, Tex.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

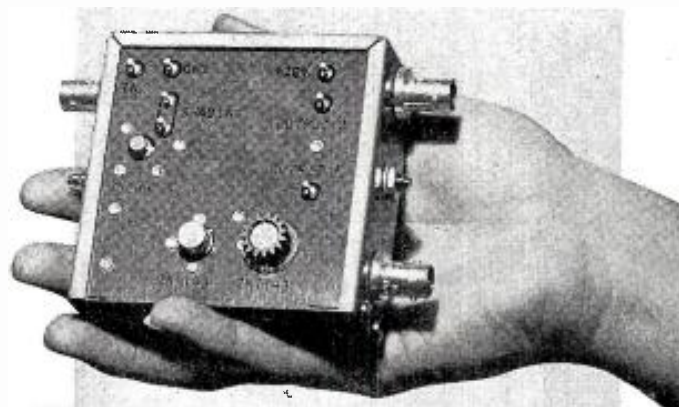
Following stations were granted extensions of completion dates as shown: WRSJ-FM Bayamon, P. R., to Sept. 30; WROW-

*Continued on page 151*

# NEW!

## MODEL TCA3

### CAMERA AMPLIFIER



#### OTHER FEATURES ARE:

- STREAKING CONTROL
- HIGH FREQUENCY PEAKING CONTROL
- 600 LINE DEFINITION
- NON-MICROPHONIC NO HUM
- PROVISION FOR HORIZONTAL SHADING THRU PRESENT CAMERA SHADING CONTROL
- SIGNAL-TO-NOISE BETTER THAN VACUUM TUBE AMPLIFIERS
- GAIN AND FREQUENCY RESPONSE EQUAL TO PRESENT VACUUM TUBE MODELS
- SECOND OUTPUT TO FEED CAMERA VIEW FINDER
- OUTPUTS TERMINATED TO MATCH 51 OHM CAMERA CABLE, WITH 0.4 VOLTS PEAK-TO-PEAK INTO CABLE AND 0.8 VOLTS PEAK-TO-PEAK INTO VIEW FINDER FROM 51 OHM SOURCE

Model TCA3 is a compact, completely transistorized camera amplifier that replaces vacuum tube preamplifiers now used in all image orthicon cameras. The TCA3 quickly mounts within available space in camera... vacuum tube amplifier need not be permanently disabled.

Operating voltage is obtained from 285-volt source within camera and is regulated within the TCA3. A built-in protective device protects unit if high-voltage blocking capacitor at the image orthicon anode short circuits. Signal connectors are BNC type, as well as solder-terminals. Dimensions: 3 1/4 x 3 1/4 x 1 1/4 inches.

The TCA3 has been fully on-the-air tested for over a year. It is factory guaranteed to give years of completely trouble-free service and is priced below all present vacuum tube models.

Your inquiries for additional information will receive our prompt attention.



NOTE: SEE THE TCA3 AT BOOTH 3E AT THE NAB CONVENTION

INTERNATIONAL NUCLEAR CORPORATION

608 NORRIS AVE. • NASHVILLE 4, TENNESSEE

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 20 per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box E-54, BROADCASTING.

Manager-upper midwest-major market. Has outgrown one man management. Original owners-hip. Permanent position with progressive station in fine area. Heavy successful sales a must. Complete details in confidence to Box E-59, BROADCASTING.

Wanted husband and wife managerial team to operate small market Florida station major incentive working option to buy. Box E-50, BROADCASTING.

Management trainee: Top notch salesman ready to move with growing organization. Contact one of America's highest rated stations. WROV, Roanoke, Virginia.

General manager now for am daytimer and fm, Highland Park, Illinois, opening soon. Must have management experience. Prefer Chicagoan. Write fully or telephone from convention. Eil Fink, 135 South LaSalle, Chicago.

### Sales

Combo, first class, announcer with considerable sales experience for sales manager position. Country western, 1000 watter, north-west summer and winter resort area. Send tape, picture, reference. Unlimited opportunity for right person. Box E-62, BROADCASTING.

Man to manage Waterloo office of KCFI, good music station, Cedar Falls, Iowa. Send details to W. C. Porsow or see at NAB, Allerton, Hotel.

Radio salesmen. Must have proven background in radio sales. Drawing account against 15% commission, other benefits. Excellent opportunity. Give complete details. L. T. Bishop, WMRT, P. O. Box 239, Lansing, Michigan.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis 17, Minnesota.

### Announcers

Aggressive 500 watt west Texas radio station always interested in able and ambitious announcers and newscasters. First class ticket required for newsmen. Interested? Write Box C-9, BROADCASTING.

Attention top announcers! Make commercials for agency at your station! We furnish copy, pay top talent. Send audition tape your best work immediately. Box C-250, BROADCASTING.

5000 watt Connecticut market needs live d.j. Top 100 format. Send resume and tape immediately to Box C-255, BROADCASTING.

Wanted soon 3 1st phone announcers top station. 30 miles from Philadelphia. Experienced only. Box C-262, BROADCASTING.

Illinois kilowatt good music station emphasizing quality production seeks versatile announcer for deejay work plus news gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-296, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Bright happy sounding fast paced drive timed dj and/or production director wanted by midwest major market top modern station. Excellent opportunity for right man. Send tape, photo, and resume. Box C-301, BROADCASTING.

Fulltime well established eastern station needs good experienced announcer. Good pay, good opportunity for play by play. Rush tape to Box C-302, BROADCASTING.

Announcer with 1st class ticket for evening announcing on 5 kw station within 100 miles of Chicago. Box C-322, BROADCASTING.

Adult radio announcer, midwest. Must be thoroughly experienced, versatile and good board operator. We will consider personalities as well as conservative basic announcer types. Above average salary and benefits. Send your best tape, photograph, complete details to Box E-39, BROADCASTING.

Need morning personality with good voice. Salary is open. Top-flight, medium market modern radio operation in Pennsylvania. Send resume and tape to Box E-25, BROADCASTING.

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

Negro staff announcer for major Eastern top 10 am-fm-tv station. Send audio or video tape, picture and resume to E-55, BROADCASTING.

Leading California major market station needs young, experienced personality with lots of ideas. Send tape (7½) and complete resume. Box E-58, BROADCASTING.

Morning man to start April 15th. Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Write Redd Gardner, GM, KCRG, Cedar Rapids, Iowa.

Wanted mature experienced announcer-salesman. Personal interview required. KGRL, Bend, Oregon.

Announcer: First phone announcer, top salary for right man, plenty of room at top, excellent conditions, new equipment, Collins Cartridge, mobile units, many extra benefits, good music format, no maintenance, contact: James F. Jae, Jr., Manager KHMO Radio, Hannibal, Missouri, AC 1-3451.

Have immediate opening for 1st phone announcer. No maintenance required. Excellent opportunity for advancement in a young growing chain. Must be able to run bright type board operation. WAAY Radio is 5000 kw. No. 1 station in the country's second fastest growing market. Send resume, tape, etc., to: Henry Beam, Box 986, Huntsville, Alabama.

Announcer first phone, experienced classical music, established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape, resume: WCRB, Boston 54, Mass.

## Help Wanted—(Cont'd)

### Announcers

Southern California resort area station has opening for mature, aggressive d.j. with 1st phone. Permanent with good future. Call Manager, Lyle Richardson, KUDE Oceanside, California. 714-722-8294.

Good music and news station, CBS affiliate, wants experienced afternoon personality. Air mail tape, background, references, picture, complete details to Carol Hallberg, WDBO, Orlando, Florida.

Announcer-newsmen with emphasis on news. A good opportunity for the right man. Forward tape, resume and photo to WFER, Franklin, Pennsylvania.

Wanted 5 experienced announcers immediately. If no experience do not apply. Present announcers moving up to our tv station. Give all details, first letter No collect calls please. Nathan Frank, Station WHNC, Henderson, North Carolina.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 5 kw. Send tape and resume to WHOF, Canton, Ohio.

WIRK, West Palm Beach, Florida needs a professional for top rated format afternoon show. Must be strong on commercial production. Send actual aircheck of dj, news, production, plus resume.

Bright experienced announcer needed immediately. First ticket. Directional daytimer salary open. Send resume and tape to Larry McCabe, WMRI, Marion, Indiana.

Wanted, experienced staff announcer for thousand watt daytimer on 540 kc. Variety format station, pop music, country and gospel. Could use either, country and gospel or pop music announcer. Must have had professional experience. Send tape, and resume to General Manager, WRIC Radio, Richlands, Virginia. No collect telephone calls accepted.

Need Help? 1000 super dooper hooper scooper one liners. (Pulse too). \$15. Free Sample. Lyn Publications, 2221 Steiner, San Francisco.

D.J.'s sharpen your show with clever, intelligent record intros by excellent writers. 300 interchangeable intros for girl, boy, group, vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Chief engineer. Fort Lauderdale's top am-fm. Permanent with excellent educational connections possible. \$7,500 basic annual. Must be competent administrator with practical fm experience. Contact W. A. Roberts at NAB Chicago. Can also use 1st class ticket production expert.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis 17, Minnesota.

### Technical

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Iowa, announcer-chief engineer. Send tape, resume. \$110. Box C-285, BROADCASTING.

Southwest independent-immediate need for 1st class engineer. State salary required and earliest available date. Box C-252, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

1st class ticket holder wanted to head up engineering department for established but expanding big town Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, high class facilities permanent position, top salary for top man. Write Box C-300, BROADCASTING, with details of training experience references, availability for interview.

If you are a competent engineer with experience and a real love for the challenge of good cp, an above average east-coast chain would like to hear from you immediately. Send resume and salary requirements to Box C-327, BROADCASTING.

Florida daytimer needs announcer with first phone. Position now open. Send resume, tape, snapshot, salary requirements, etc., at once. Will take young man with good voice and train him if he is intelligent and knows how to read. Make application in writing to WFTW, P. O. Box 10, Fort Walton Beach, Florida.

WIRK, West Palm Beach, Florida needs permanent chief engineer with directional experience. Send resume and references.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

First class engineer for fulltimer, should be good on maintenance, able to handle recorders, and background music system announcing or sales experience desirable but not necessary, contact Joe Carson, WOKK, Meridian, Mississippi.

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 525-0801.

Engineer-announcer for all new 5000 watt WTIK, Durham, North Carolina. Opening May 15, approx. Send tape, resume, photo to P. O. Box 1571, Durham.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis 17, Minnesota.

### Production—Programming, Others

Newsman for major market. Negro programmed station. Send tape, photo, resume to Box C-83, BROADCASTING.

P.D. personality wanted by deep south, high rated, net affiliate. Ability to handle topical humor very desirable. Strong supervisory ability and idea generation important. Perhaps you are a top 40 pd seeking to "go straight." You could be our man. Or you may be a successful net pd in a market above the top 100 who is looking for a larger market. Excellent working conditions. Prestige organization. Send tape, resume, salary required, to Box C-292, BROADCASTING.

Newsman for local news coverage. Journalism or news background preferred. Located southwestern New York state. Box C-303, BROADCASTING.

Copy writer . . . wonderful opportunity for ambitious, reliable, experienced man (you will have a part time assistant). Rush all details, experiences, references, salary desired, etc. to Box C-325, BROADCASTING.

Traffic clerk radio. Send resume, photo, salary expected. Box C-331, BROADCASTING.

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-28, BROADCASTING.

Needed immediately continuity director male or female and addition to staff of newsmen with experience as deejay. WWCA, Gary, Indiana.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Negro production personnel for program department. Tv training program on eastern network affiliate. Send picture and resume. Box E-56, BROADCASTING.

### RADIO

#### Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast of Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Mature. Aggressive with know how. Heavy on sales. Excellent background in production, programming and organizing of hard hitting sales staff. Loves a challenge. Learn more. Box E-17, BROADCASTING.

General manager—strong on sales, local and national. Good announcer, play by play, promotions. Desires change. Best references. Have engineer-announcer available. Box E-64, BROADCASTING.

Have a tight budget? Need a triple on personnel? I may have the answer for you. Anyway I would like to talk to you. I have plenty of management, engineering, and sales experience. 15 years actually. A family man, 2 children, civic minded, don't mind work and can handle help. Can furnish good reference from former owners. Prefer southeast. Box E-66, BROADCASTING.

General manager. Creative-top seller with ideas, civic minded. Experienced in all phases. 10 years in radio. Family, with top notch radio sales spouse if required. Presently small market. Would like room for sales expansion. Will consider all openings.

### Sales

10 years experience announcer-salesman, pd and play by play. Seeking southeast sports-minded station. Box E-63, BROADCASTING.

Salesman. Believes in hard work, long hours. Southwest preferred. Early thirties, family, excellent references. Richard Edwards, 706 North Fifth Place, Clear Lake, Iowa. 357-4234.

### Announcers

Attention west of Mississippi, announcer, dj, experienced, married, competent newscaster, will relocate permanently. Box C-240, BROADCASTING.

Attention south and southwest. Available May 1st. Modern radio jock. Now swinging at hoop #1 in medium market. First phone minimum \$135. Box C-333, BROADCASTING.

Exceptional combo man. 7 years announcing-programming; 3 years as chief engineer. Adept at both. A.B. degree, 22 and draft exempt. Want bigger market. Any format. Box C-335, BROADCASTING.

Bright, first phone dj with top production and news ability seeking top rated station. Familyman, now employed 5 years experience. Box C-337, BROADCASTING.

Announcer dj, experienced, swinging tight board. Authoritative news, Canada preferred. Box C-320, BROADCASTING.

Swingin' dj. The show's the thing, morning or nite; let me show you that I am right. Minimum \$105.00 Box E-12, BROADCASTING.

Mature announcer-copywriter, handle any board. 15 years experience staff, sports, good music on good deep-south and Florida stations. Excellent on news, compelling voice. Locate any gulf coast or Florida station. Will phone and drive to see you for interview audition my expense. Box E-14, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

For summer. Presently announcing in medium midwest on regional network affiliate. First ticket, some maintenance, can be your vacation time chief. Five years experience, can write, sell. Two years college, 21, single. Box E-20, BROADCASTING.

Experienced d.j. 27, creative, original, dependable. Ready for large market. Box E-24, BROADCASTING.

Experienced top notch country gospel dj. Family man. Presently employed. Box E-30, BROADCASTING.

Announcer, d.j. experienced, family man, want to settle down. Not floater or prima donna. Box E-24, BROADCASTING.

Top 50 kw wake up gimmick personality age 34, over 45% audience. Good commercial man. Versatile, dialectician. Fifteen years experience. Prefer 50 kw, radio-tv degree. First phone, sober, stable, family Like present employer but need brighter opportunity after seven years. Box E-35, BROADCASTING.

You need a different sound in the morning, set your station apart from the run of the mill, and get a top rating. Sparkling morning humor. Box E-37, BROADCASTING.

Summer replacement. Teacher, first phone. Music expert. Good voice will travel. Some experience. Can sell. Box E-40, BROADCASTING.

Wide awake morning man. Versatile, dependable, willing to follow directions. Box E-41, BROADCASTING.

DJ-announcer; top forty or middleroad; 1½ years experience; currently in greater St. Louis area. Box E-42, BROADCASTING.

Sportscaster. Eleven years experience; baseball, football, basketball. First phone. Experienced all phases, including management. Box E-44, BROADCASTING.

Staff announcer, young, experienced, college degree in radio speech, wants spot offering advancement in medium or major market. No rock. Minimum \$100 week. Currently employed. Box E-45, BROADCASTING.

Sportscaster. Eats, drinks, sleeps sports. Experienced play by play, sportswriting. Box E-46, BROADCASTING.

Announcer dj, 1st phone, college authoritative news, commercials, tight board. Like to swing. Interested in sales. Box E-51, BROADCASTING.

D.J. newscaster. Smooth delivery any format, fast board, tight production. Authoritative news. Family man, tape and resume on request. Box E-52, BROADCASTING.

Radio bluff, adv. exec. looking to keep hand in New York, Boston experience. Evening or weekend shift or summer replacement. 50 miles radius New York. Box E-53, BROADCASTING.

Young ambitious announcer willing to relocate anywhere. Single available immediately. Box E-57, BROADCASTING.

Solid, "old school" announcer. Age 32. Family man, thirteen years in broadcasting. First phone. Seeks sane, sober operation in southeast. Present employer best reference. \$600 minimum. Box E-67, BROADCASTING.

Florida resident. Adult morning man, extensive knowledge bright listenable music, formerly sold solid, desires challenge sunshine station. 8 years experienced, excellent references, family-veteran. Jerry Anthony, 189 Harvard, Lake Woth 585-3949.

Negro, announcer—strong on commercials/news. Graduate outstanding broadcast school. 3 years college, married, music background, conscientious will relocate. 5018 10th St. N.E., Washington, D. C. LA 6-7930.

C & W dj available immediately. Will move N.W. to S.W. Reliable family man. Ray Wolfe, 145 Gillette, San Francisco.

## Situations Wanted—(Cont'd)

### Announcers

14 years top personality. Available immediately. Syl Sergi, Beaver Falls, Pa. Tilden 6-4623.

### Technical

Chief engineer. Presently employed by top station in major market with large staff. Experience includes construction, maintenance, and operation of fm and am directional. Policy differences make change desirable. Minimum \$200.00 per week. Box E-28, BROADCASTING.

1st class radio telephone, 33 years radio, 10 years chief engineer tv. Married, age 51 good health. Box E-36, BROADCASTING.

Chief engineer announcer 15 years in radio stable, last 13 years spent at 2 stations. Can handle any equipment or board work. Prefer a small town. Family man and civic minded also can handle sales. Prefer southeast. (Fla., Ala., Ga.) Box E-65, BROADCASTING.

### Production—Programming, Others

PD or production manager; any format. Strong on air. Prefer midwest. Married vet. Available immediately. \$7500 minimum. Box C-243, BROADCASTING.

Newsman, announcer, production, also 1st phone. Experience as chief engineer and program supervisor. My basic interests are news and announcing, any format. Box C-201, BROADCASTING.

Jock at hoop. Number one in medium market available May 1st to program your modern sound in the south or southeast. Minimum \$135 first ticket. Box C-332, BROADCASTING.

Creative producer-director, available now for west, southwest. 3 years experience in large market. Award winning, top arb shows have been created. Works hard, and fast. If you are looking for a 40 hour man I'm not for your staff. Complete resume on request. Box C-340, BROADCASTING.

Seeking prestige radio or tv news director? 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 E-16, BROADCASTING.

Need a reliable girl Friday? Female, age 45. Dependable, 10 years office experience, would like office duty in Chicago area radio station. Radio school graduate. Resume available upon request. Box E-18, BROADCASTING.

News is my beat! Young man, single, draft exempt. Five years experience. Two years as news director. Familiar with all phases of broadcast news. Responsible, enthusiastic. Only in or near large urban area. please! Box E-43, BROADCASTING.

10 years experienced documentary and news photographer. Would like to locate with a station with a strong documentary department. Mohawk 6-1262. Bill Smith, 4329 Vivian, Bellaire, Texas.

## TELEVISION

### Help Wanted—Announcers

The best children's personality in America works for us. We are now trying to find the second best children's performer for tv. We offer a unique opportunity for an important exposure and earning potential. We are not interested in cowboys, clowns, film jockeys, or space men. We are looking for an important entertainer male or female. If you think you can qualify we'll expect you to prove it with ratings, video tape, or SOF audition. Major eastern market. Box C-330, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Announcer. Authoritative. Young, copywriting and split second boardwork required. Southwest leading net affiliate. Send tape and pic. Box C-299, BROADCASTING.

Sports director for radio play by play big ten football and basketball, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play by play experience. Include complete experience details and photo in application. Box E-38, BROADCASTING.

Leading mid-west tv operation with NO. 1 rating children's programming is anxious to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard—please forward resume and salary requirements to Box C-168, BROADCASTING.

Announcer—mature and authoritative for live camera and booth work. Send full information; photo and audio tape or SOF to: Ralph Webb, Program Manager, KWTX-TV, Waco, Texas.

### Technical

Immediate opening for experienced studio maintenance man with operations background. Good advancement opportunities in a progressive station. Inexperienced technicians need not apply. Contact Howard McClure, Chief Engineer, KYLD TV, 2831 Eye St., Bakersfield, California.

Wanted. Working chief engineer especially strong preventive maintenance. Must be thoroughly conversant all phases vhf operation. Excellent salary. Ideal climate, finest hunting, fishing, boating, skiing, scenic wonderland. At convention contact Art Mosby. Others call Socs Vratiss, 549-4169, Missoula, Montana.

Opening for experienced tv maintenance engineer. Contact O. W. Harrell, WEDU, Tampa 5, Florida.

Three experienced television broadcast technicians needed May 1 to serve as temporary vacation relief. Good opportunity for permanent employment if performance indicates ability and interest. Start at rate \$120 per week, regular increase to \$172 after three weeks. Prefer men with electrical engineering training, first or second class with two or more years experience. Preference will be given to applicants experienced in maintenance of color or black and white equipment. Send application, including detailed description of experience, to Mr. O'Hagan, WLW-TV, Cincinnati 2, Ohio.

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 525-0801.

### Production—Programming, Others

Attention midwestern director announcer combo men! NBC station in medium size midwestern market needs operations manager to head all tv production. Also to help create good commercials and deliver some on camera. Box E-31, BROADCASTING.

Leading news dept. of southwestern CBS affiliate has opening for experienced news man. We are seeking strong background in reporting and writing with ability to air top show. If you qualify and desire permanent position with good advancement possibilities, send video tape or film with complete resume to KSLA TV, P.O. Box 92, Shreveport, Louisiana.

Wanted, complete staff for North Carolina's newest tv station, opening July 1st. Send all details 1st letter, references and all information. If no station experience do not apply. Nathan Frank, Piedmont TV Stations, Box 1041, Henderson, North Carolina.

## TELEVISION

### Situations Wanted—Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary \$1,000 per month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

Metro m.c. for live shows and commercials. Excellent references, for character, reputation and ability. Box C-287, BROADCASTING.

Announcer, 32, 7 years experience, seeks heavy job. Good at interviews, controversy, variety, as well as regular duties. Will go anywhere for good salary. Personal interviews, my expense. Presently employed top prestige station, major market. Box E-13, BROADCASTING.

TV staff announcer. Mature, stable, professional. Seeks move. Box E-50, BROADCASTING.

### Technical

Chief engineer, 15 years experience studio & transmitter am-fm-tv installation. Operation, maintenance supervision. Locate west or midwest. Box C-334, BROADCASTING.

Television studio maintenance head desires to relocate. Reason: I want more work, more responsibility and more money. Box E-21, BROADCASTING.

First phone available. Experienced communications, radio and television broadcast transmitter staff engineer. Prefer southern location. Box E-32, BROADCASTING.

### Production—Programming, Others

Young man, 27, been in show business 7 years as actor-writer in New York, Hollywood; college education; high I.Q.; wishes to join radio-tv staff of advertising agency, film or television production offices, network, television production and programming staff in metropolitan area, or allied fields with eye toward career potential. Resume and/or tape on request. Will relocate. All replies answered. Box C-339, BROADCASTING.

Program manager. Fourteen years experience in second market. Available immediately. Box E-19, BROADCASTING.

Production assistant. Excellent research. 7 years radio/tv experience. Prefer east or south. Box E-23, BROADCASTING.

News director. Top rated on the air delivery, proven administrative ability, extensive major market experience. Box E-29, BROADCASTING.

Newsman, aggressive, experienced. Nine years professional journalism, 5½ broadcasting (mostly television), 3½ newspaper. Now in major market. Prefer New York, Washington, Miami or Los Angeles. Extensive knowledge film, videotape, documentary. Single, but marriage soon. Box E-48, BROADCASTING.

Small market production manager seeks more challenging and active market as production manager or producer director. 6 years experience. BA. Family. Box E-61, BROADCASTING.

## WANTED TO BUY

### Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne-cord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tucka-hoe N. Y.

Modulation monitor, audio oscillator, distortion meter, WE 618 microphone, cartridge playback, remote turntable console unit. State model, condition, and price. WCCW, Traverse City, Michigan.

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

Wanted—good used 5 kw transmitter for cash. Send all details including age. Box C-273 BROADCASTING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

### For Sale

### Equipment

Raytheon RA 5000 5 kw am transmitter. Good condition. \$3500. Box C-338, BROAD-CASTING.

19" Jack Panel Assemblies, 2 rows, 24 each row, type 218 A jacks, like new, \$20.00 each postpaid, 5 and 8 row panels also available. Box E-49, BROADCASTING.

3 FMTRU-30D transmitters; 2 receiver strips, type TA 2836, 168.250 mc. Shipped collect. First \$275.00 check buys. P. O. Box 188, Charles Town, West Virginia.

RCA BFA-4A antenna and RCA MI-27987-2 fm Harmonic filter. Both units in original crates. If interested negotiations start at 60% of original list price. Contact Harry Hill, Chief Engineer, WFRV, Inc., Green Bay, Wisconsin.

Telephoto lenses, 13 inch. RCA type MI 26590-14, brand new in original cartons, at \$250 each. Send purchase order to: Hy Ness Company, 2105 Cruger Avenue, New York 62, New York.

Dumont 50 kw high band television transmitter. In excellent operating condition. Color modified. For additional information write J. E. Gray, Lee Broadcasting Inc., WCU Bldg., Quincy, Illinois.

Buy a complete 250/1000 watt am radio station in one package. Gates transmitter, mod. monitor, frequency monitor, limiter, 2 Gates turn tables and pre. amps. G.E. push button console, 2 Magne-cord tape recorders . . . all for \$2,500. P.O.B., Jacksonville, North Carolina. Call Bob Mendelson 347-1707.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Fidelipac tape cartridges. Best prices. same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, California.

## For Sale—(Cont'd)

### Equipment

Ampex 351-2 Professional, stereo tape recorder. Has had light use, clean, excellent condition. \$1,600. C. R. Morris, 2447 Montavista Plade, West, Seattle 99, Washington.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 96, Temple, Texas.

## BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROAD-CASTING.

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

## Miscellaneous

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.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

Resumes prepared by Ph.D. to help create favorable impressions. Free details. Thayer, 808 Eighth, Laurel, Maryland.

25 ideas that produce sales. Each of these promotions made at least \$100 for a radio station, will you pay 20¢ each for them? Send \$5.00 to P. E. P. Inc., Box 1745, Ocala, Florida.

D.J. Humor by a dj. Original one liners, thoughts, definitions, emphasis on topical humor. Weekly service. The boss even laughs . . . occasionally. Write S.T. U.F.F.S. 2606 Wisconsin, Topeka, Kansas for free edition.

Let us produce your commercials. Top voices, sounds, equipment \$5 each 24 hour service. P. O. Box 981, Lexington, Kentucky.

## 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.

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.

## INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

**RADIO**

Help Wanted—Technical

**PROJECT ENGINEER  
FOR RADIO NETWORK BROADCASTING**

We have an opening in our Engineering Dept. for a professional engineer experienced in RF systems design. Candidates should possess an Electrical Engineering degree, have several years experience in broadcast engineering, be familiar with FCC procedures and be interested in performing systems design work in New York City.

This is an excellent opportunity to advance in an expanding operation. It offers a substantial starting salary and comprehensive benefits program, including a stock purchase plan.

During N.A.B. Convention  
Contact:  
Mr. Ogden Prestholdt  
Blackstone Hotel,  
Chicago, Illinois

or submit resume to:  
J. M. Carter: Personnel Dept.  
CBS, Inc.,  
485 Madison Avenue  
New York 22, New York

**CBS RADIO**  
a division  
of CBS Inc.



**INSTRUCTIONS**

**RCA will train you in  
TV DIRECTION,  
PRODUCTION, AND  
STUDIO OPERATIONS**

Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening coeducational classes. Write for FREE career information. RCA Studio School, Dept. B-1, 1600 Broadway, N.Y.C.

RCA INSTITUTES, INC.  
A Service of Radio Corporation of America



The Most Trusted Name in Electronics

**Miscellaneous**

**Management**

**\$12,000 PLUS**  
for selling sales manager at Major Market album station. If you have sold creatively either for a station or rep. tell all in reply to Box C-326, BROADCASTING or call Bill O'Brien at Executive House, Chicago, during NAB Convention. If you are currently employed in a medium size market this is your opportunity to move up!

**Production—Programming, Others**

**WGH RADIO...**  
...the number one station in Virginia's largest market plans to enlarge its DJ- Production staff and is now accepting applications. The man we are looking for has a minimum of eight years experience in pre-format and format radio. He is a married, mature individual fully schooled in all phases of production and dj work. No telephone calls, but send tape with 10 minute air check and six assorted spots.  
Roger Clark, WGH RADIO, Box 98,  
Newport News, Virginia

**"BLUEPRINTS FOR SUCCESSFUL JOB-HUNTING IN RADIO & TV"**  
This authoritative new information piece tells you how to organize your campaign, resumes and tapes. Available by mail order only. \$1 for postpaid copy, prompt delivery. You can also obtain other new releases prepared by specialists, east-to-west. Send \$2 for "HOW AND WHEN TO PLAN YOUR OWN ADVANCEMENT." Send \$3 for "HOW TO SELL YOURSELF BY WRITING BETTER LETTERS AND RESUMES," with samples of "ideal" copy. P. O. Box # 1688, Grand Central Station, New York 17, N. Y.

**Sales**

**BROADCAST SALES REPRESENTATIVES**  
Visual Electronics Corporation, a leader in broadcast equipment sales engineering employed in expansion program. Seek top level experienced field salesman with proven sales record. AM or TV technical or engineering background required. Please send resume, in complete confidence to:  
Lynn Christenson  
Personnel Director  
Visual Electronics Corporation  
356 West 40th Street  
New York 18, N. Y.

**RADIO**

**Situations Wanted—Announcers**

**Need a Good MORNING MAN??**  
Pleasant, easy delivery (no comedian) strong on commercials and news with tight production. Would consider talent fee basis.  
Box E-22, BROADCASTING.

**Colorful Combination  
RADIO MARKET SHEETS  
and  
COVERAGE MAPS**  
Address Radio Dept. on your letterhead for FREE information and samples.  
**EVEREADY ADVERTISING**  
1817 Broadway • Nashville 4, Tenn.

**MAJOR WASHINGTON, D. C.**  
radio station has opening for live wire local salesman. Must be strong on selling direct accounts. No frustrated announcers please. Excellent draw, commission, expenses and account list. This is a golden opportunity if you can sell and are not a phony. Don't pass this ad up. Send complete resume:  
Box E-68, BROADCASTING.

**TELEVISION**

**Help Wanted—Management**

**MANAGER WANTED FOR large CATV going in soon. Must be experienced. Good deal. Write background, etc.**  
Box E-27, BROADCASTING.

**For Sale  
Stations**

**WITHIN EASY DRIVE**  
of Chicago, Independent daytimer with gross in excess of \$100,000. To be sold by owners for personal reasons to be explained in reply. Principals only.  
Box C-283, BROADCASTING

**Announcers**

**EXPERIENCED D.J. NEWSMAN PERMANENT POSITION OPEN,** with expanding 4 station operation. Must be steady, reliable, happy, versatile, family man with good references. Western Pennsylvania daytimer modified top 50, medium market, near large metropolitan area. Rush audition, resume, photo and recent earnings to:  
Box E-69, BROADCASTING.

**TELEVISION**

**SITUATIONS WANTED**

**Production—Programming, Others**

**AVAILABLE**  
Extensive medium-major market experience in television programming, production, films. Experience includes all phase of general operational procedures. Currently employed major market. 14 years broadcasting background. Seeking to relocate with growing aggressive operation.  
Box C-242, BROADCASTING

**Florida-West Coast**  
Fulltime—Extremely profitable—Absentee owned—Modern building and land—Priced most realistically.  
**Associated Media Brokers  
Suite 328 Bayview Building  
Fort Lauderdale, Florida  
Phone LOgan 6-7843**  
Bob Flynn Myles Johns

**STATIONS FOR SALE**  
**ROCKY MOUNTAIN.** Exclusive Daytime. Three year average annual gross exceeds \$65,000. Priced at \$87,000. 29% down.  
**EASTERN REGIONAL.** Daytime station. Priced at \$125,000, \$35,000 down payment.  
**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

**For Sale—(Cont'd)**

**Stations**

**NORTHEAST**  
**\$115,000**  
**HASKELL BLOOMBERG**  
*Station Broker*  
 208 Fairmount Street  
 Lowell, Massachusetts

**Florida-Central**

Medium market—Profitable—Long terms can be arranged.

**Associated Media Brokers**  
**Suite 328 Bayview Building**  
**Fort Lauderdale, Florida**  
**Phone LOgan 6-7843**

**Bob Flynn Myles Johns**

Pa.	single	daytimer	120M	terms
N.Y.	single	daytimer	125M	29%
Ga.	single	daytimer	55M	15M
Midwest	small	fulltime	22M	cash
Fla.	medium	daytimer	150M	30%
Pa.	metro	daytimer	200M	50M
N.E.	major	daytimer	400M	29%
S.E.	major	daytimer	238M	65M

And others

**CHAPMAN COMPANY**  
 2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.**  
**P. O. BOX 9266 - GL 3-8080**  
**AUSTIN 17, TEXAS**

**For Sale**

**Equipment**

**FOR SALE — TV TOWER**

300 ft. Dresser-Ideco Self supporting 30-# TV Tower. Like new. Reasonable.

**M. BERKOWITZ & CO., INC.**  
 1111 West Rayen Ave.  
 Youngstown, Ohio  
 TEL: RI 4-4147



**MODEL 600-P TAPE CARTRIDGE PLAYBACK UNIT**

**TAPECASTER ELECTRONICS**

**BOX 662 • ROCKVILLE, MARYLAND**

**For Sale—(Cont'd)**

**Stations**

**Florida-Southeast**

Gold Coast—Fulltime—Major market. One of America's finest areas.

**Associated Media Brokers**  
**Suite 328 Bayview Building**  
**Fort Lauderdale, Florida**  
**Phone LOgan 6-7843**

**Bob Flynn Myles Johns**

**Florida-Major Market**

Fulltime—Good earnings—Located in growth area. Priced sensibly—Liberal terms.

**Associated Media Brokers**  
**Suite 328 Bayview Building**  
**Fort Lauderdale, Florida**  
**Phone LOgan 6-7843**

**Bob Flynn Myles Johns**

**GUNZENDORFER**

NAB—Conrad-Hilton Hotel See NAB Director for Suite.

California Daytimer Growing Market. Asking \$130,000 Exclusive

Arizona Daytimer One Station Market Asking \$62,500 Exclusive

**WILT GUNZENDORFER AND ASSOCIATES**

Licensed Brokers Phone OL 2-8800  
 864 So. Robertson, Los Angeles 35, Calif.

**NEED HELP?**

**LOOKING FOR A JOB?**  
**SOMETHING TO BUY**  
**OR SELL?**

**For Best Results**  
**You Can't Top A**  
**CLASSIFIED AD**

in

**BROADCASTING**  
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

*Continued from page 145*

FM Albany, N. Y., to Sept. 26; WASH (FM) Washington, D. C., to June 1; WLIB-FM New York, N. Y., to Sept. 18; WBRW Brewster, N. Y., to April 15; WYLD New Orleans, La., to July 1; KOQT Bellingham, Wash., to May 1; KGMR Jacksonville, Ark., to Oct. 14; WEFA (FM) Waukegan, Ill., to June 1; WTAN-FM Clearwater, Fla., to Aug. 27.

KDIX Dickinson, N. D.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KPOI-FM Honolulu, Hawaii—Granted license and specify type trans.

WAEI Mayaguez, P. R.—Granted license covering change in ant.-trans. location.

WDOV Dover, Del.—Granted license covering use of old main trans. as aux. trans. at main trans. site., and increase in power and installation of new trans.

KBEY (FM) Kansas City, Mo.—Waived Sec. 3.208 (2) of rules to specify studio location outside of Kansas City (not trans. site) and granted cp to change ant.-trans. location, decrease ant. height to 225 ft. and make changes in ant. system; remote control permitted; condition.

WTHI Terre Haute, Ind.—Granted cp to change ant.-trans. location, make changes in ground and ant. systems and change type trans.

WIBC Indianapolis, Ind.—Granted cp to change ant.-trans. location to Rovalton, Ind.

W13AI Fayetteville, N. C.—Granted mod. of cp to change type trans. and make changes in ant. system for vhf tv translator station; conditions.

WNNJ-FM Newton, N. J.—Granted request and cancelled license covering use of alternate main trans.

**Actions of March 19**

Washington County Tv Dept., Frisco & Newcastle, Utah—Granted cp for new uhf tv translator station, on ch. 73, to translate programs of KSL-TV (ch. 5) Salt Lake City, Utah.

Moffat County, Yampa Valley rural area & Phippsburg, Colo.—Granted cp for new vhf tv translator station, on ch. 11, to translate programs of KOA-TV (ch. 4) Denver, Colo.; conditions.

North Tillamook TV Translators Inc., Rockaway & vicinity, Ore.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KPTV (TV) (ch. 12) Portland, Ore.

**Fine**

Commission notified Franklin Bcstg. Inc. it has incurred apparent liability of \$500 for willful or repeated violations of Sec. 3.93 (c) of rules by failing to have radiotelephone first-class operator in regular full-time employment at WCEF Parkersburg, W. Va. Action March 27.

**Rulemakings**

**PROPOSED**

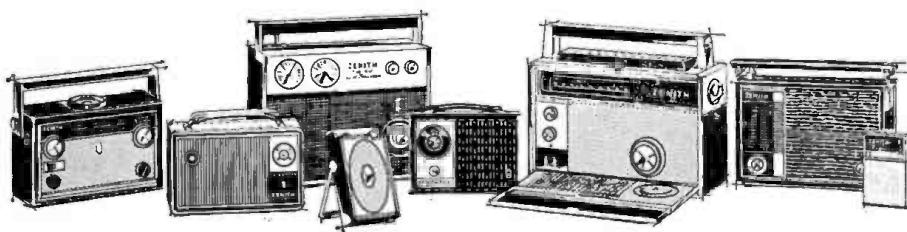
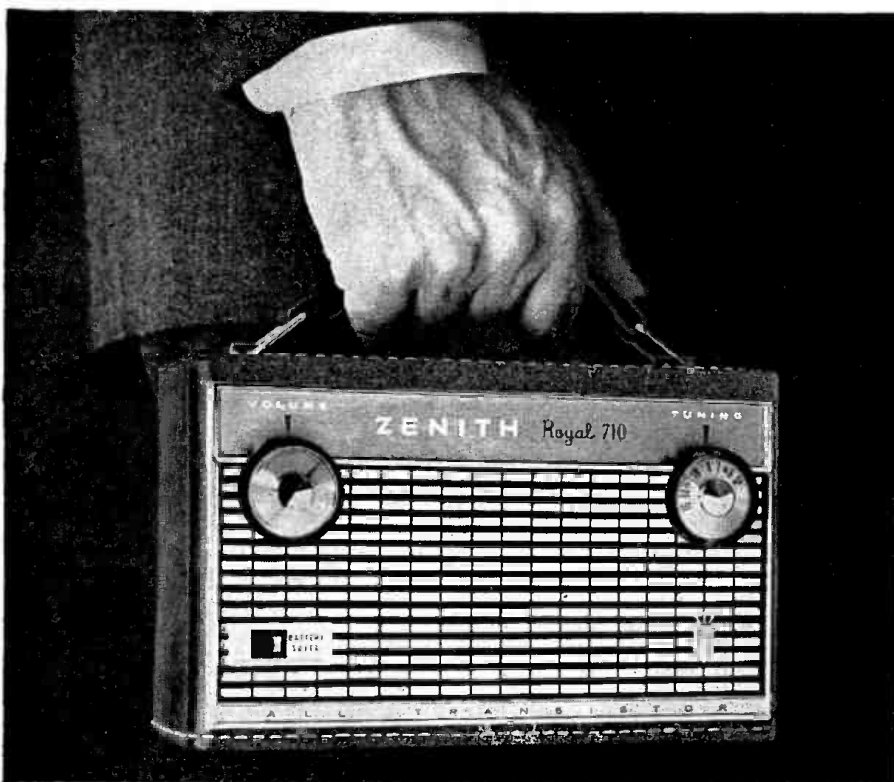
To protect essential radio astronomy observations by U. of Ill., commission proposed to delete availability of uhf ch. 37 for tv broadcasting until Jan. 1, 1968, within 600-mile radius of Danville, Ill., site of university's radio astronomy observatory. Commission would hold in abeyance all applications for channel (608-614 mc) from anywhere within U. S. pending outcome of rulemaking proceeding which might necessitate different temporary protection plan. Additionally, such stations as may be authorized beyond the 600-mile area would not be permitted to transmit between midnight and 7:00 a.m. local time. Comments, which are due by May 1, 1963, should not be directed to general matter of frequency allocations for radio astronomy (which are already under national and international consideration) but to interim protection of such operations at U. of Ill. only. Notice of proposed rulemaking was adopted by Comrs. Minow (chairman), Hyde, Bartley, Lee, Ford (latter abstaining from voting), Henry and Cox on March 27.

By notice of proposed rulemaking, commission invited comments to proposal by Summit Radio Corp. (WAKR-TV, ch. 49), Akron, Ohio, to substitute ch. 23 for ch. 49 in city and substitute ch. 49 for ch. 23 in Massillon. Commission deferred action on WAKR-TV's request to modify license to specify operation on ch. 23 in lieu of ch. 49. Assignment of ch. 23 to Akron would require concurrence of Canadian authorities. Action March 27.

The same power goes in...



but so much more comes out of a Zenith!



Any portable transistor radio depends on a battery for its power. But *how* a radio performs—that's a different story. That depends on the radio itself.


A Zenith portable gives you the *most* out of a battery—because a Zenith is carefully crafted, precision engineered to more exacting standards. Every component is carefully selected and installed by hand.

And this makes a difference you can *hear* in any Zenith radio you buy.

To be sure, it costs more to build a radio this way, but you get a lot more radio for your money.

If quality is important to you, as it is to most people—choose a Zenith. The same power goes in . . . but so much more comes out!

**ZENITH**

 The quality goes in  
before the name goes on

To give you greater economy, *all* Zenith Portables are powered by ordinary flashlight batteries. They cost less than battery packs. They are available almost everywhere. And for even greater savings, a special Battery Saver Switch on several luggage style portables can actually double battery life!

Zenith Radio Corporation, Chicago 39, Illinois • Specifications subject to change without notice.



## OUR RESPECTS to Vincent Thomas Wasilewski

### He sees the overall picture of a problem

Vince Wasilewski, executive vice president of the National Association of Broadcasters, has won and maintained the respect and admiration of government officials, broadcasters and attorneys with whom he has had contact during his 14 years at the NAB.

"His qualifications for the job are outstanding and he has an unerring ability to see the overall picture and understand the implications involved" in a problem, an attorney-broadcaster once said of the NAB executive.

"He has a charity for others which is so often lacking in other executives," a close associate since college days says. "But perhaps the thing that makes him stand out is his ability to operate and produce under pressure."

Vincent Thomas Wasilewski's talent for keeping calm under pressure was never more vividly demonstrated than during the Feb. 26-27 conference of state broadcasting association presidents. He was presiding when a lively discussion erupted on the floor over the "leadership" being provided the broadcasting industry by the NAB. Mr. Wasilewski permitted each critic of the NAB to be heard. This calm assurance has often been demonstrated at NAB conventions and other meetings.

**Unusual Interview** ■ Don Petty, former NAB general counsel, hired young Wasilewski in 1949 for the association's legal department during an interview at the Chicago airport which finished at 4 a.m. He was just completing his work for a law degree at the U. of Illinois at the time and still had to take his bar exam.

While studying for that examination, Vince put another one of his many skills to work. "I'm a pretty fair hand at gin rummy," he claims, and over a month during his studying he proved his point. Playing a few minutes each day for 1/10 a cent per point, he won \$35 from fellow law student Jim Cravens, now a member of the Illinois Parole Board.

Since both students were broke and Vince had to get to Washington to go to work for NAB, Mr. Cravens, who had a new car and a credit card, paid off by making the trip to Washington.

**Famous in Athens** ■ They say that some things in life are inevitable—like death, taxes and a Wasilewski on the Athens (Ill.) High School basketball team. For 36 of the school's 41-year history, at least one of the Wasilewski brothers (five), uncles or cousins have starred for Athens.

The NAB executive vice president was born in Athens Dec. 17, 1922. After finishing high school there in

1940, he studied engineering at the U. of Illinois until he joined the Air Force in 1942. Technical Sergeant Wasilewski served in the China-Burma-India theater and flew the Hump many times.

He was discharged in 1945 and returned to the university and was graduated cum laude in 1948 with a degree in political science. He received a doctorate in jurisprudence in 1949 and was admitted to the Illinois bar in 1950.

Vince held down many jobs while in college, including waiting tables at a sorority house. He was a member of Sigma Phi Epsilon social fraternity, president of the Junior Bar Assn. and editor of the *Illinois Law Forum*. He now belongs to many professional societies, including Phi Alpha Delta, Phi Kappa Phi and Order of the Coif.

**Dean's Favorite** ■ The dean of the Illinois law school made the recommendation to the then NAB President Justin Miller that put young Wasilewski to work in the legal department.

He was promoted to NAB general counsel in 1953, named manager of government affairs in 1955, vice president for government affairs in 1960 and executive vice president in August 1961. NAB President LeRoy Collins said that Vince was a "natural" for the ranking NAB staff member despite agitation at the time for appointment of a man with broadcasting experience.

"Better than anyone here, Vince knows the NAB," Gov. Collins said. "He is a very human, understanding

person and therefore has a splendid capacity for getting along with others."

The NAB executive vice president is one of those vitally concerned over the FCC's recent forays into programming and individual tastes. "As a practical matter, the FCC already has gone too far in some instances," he says. Broadcasters' problems are increased, he feels, because the industry is dealing not with pure legal questions but with the philosophies of the regulators.

**Good Deal** ■ Of the NAB itself, Vince feels that the smallest station members get the best return of all for their NAB dues. Pointing up many services the association provides which the small radio station could not otherwise afford, he said "they get more than they could possibly get anywhere else."

But, he said, "a lot of them want us to be on Main Street selling and we are just not in that business."

While the rigged tv quiz and payola disclosures by Congress were very trying times for the industry, they were even more so for Mr. Wasilewski personally. The NAB was without a president at the time (following the death of Harold Fellows) and Vince was the industry spokesman before Rep. Oren Harris' (D-Ark.) investigators.

"Congressman Harris really clobbered me in a lecture to the industry in general while I was testifying," Vince remembers.

**Rebuff and Victory** ■ Vince Wasilewski brought the same tenacity to his position as NAB executive vice president that he displayed in courting Patricia Callery back in college days. He had seen Miss Callery on the campus but had been unsuccessful in trying to arrange an introduction so he took matters into his own hands.

He happened to be in a cleaning shop one day when the coed came in and Vince pretended to be working there so he could get her name and address. "She wasn't at all interested in me at the time and tried to pawn me off on her roommate," Vince laughed. All ended well for Patricia Callery became Mrs. Vincent Wasilewski in June 1950 and they now have five children—Jan 10, Susan 8, Catherine 6, Terese 4, and Thomas 3.

Vince golfs occasionally but prefers to spend most of his free weekends with the family. According to Mrs. Wasilewski, he is famous for his backyard barbecue dishes. He just bought a new fishing rod but hasn't used it yet. All the Wasilewskis like to swim. The NAB executive vice president and his family reside in suburban Fairfax County, Virginia.



NAB's Wasilewski  
He knows the NAB best

## EDITORIALS

### It's up to you

**Y**OU are a member of the NAB. You pay your share of the \$2 million collected annually to sustain the association and its 86 employees.

You are in Chicago for the 41st annual NAB convention—the biggest ever.

You listen to speeches, reports and debates. You see the latest in equipment, the new syndicated shows. You meet with your networks, reps, maybe your lawyers and engineers. You may rub elbows with members of the FCC and their staff.

President LeRoy Collins will bring you to your feet with brilliant oratory. Chairman Newton N. Minow will give you his version of FCC regulation. He may even let you in on his swan song (you wonder whether the new chairman will be worse).

Bob Hope will have you rolling in the aisles. Lots of parties. Great fun.

Then you go home.

What happened to edify you, to make you feel safer with your investment or that for which you hold responsibility?

You know deep down that the only way to cope with the condition that finds you two-thirds slave is through Congress which wrote the existing law that is being misused to strangle you. You know that Congress can write a new law, even though it cannot easily be persuaded to.

You know Congress can be moved. You saw the all-channel receiver legislation passed by a reluctant Congress, despite the opposition of manufacturers, by sheer logic, backed by the kind of force inspired by a fight for survival.

What's being done about legislation that will liberate you and give you the dignity and security that was originally intended by Congress when it wrote the anti-censorship clause? What's being done about protecting the freedom guaranteed you under the First Amendment?

What will the NAB do about it with your \$2 million? What will Gov. Collins do about it?

What? Think it over as you listen to events in Chicago this week.

### What viewers really think

**T**HE forces that animate the average television viewer constitute one of the biggest single areas of ignorance in the entire field of audience research.

The viewer's habits are widely known, because he leaves tracks. Through the rating services, for example, it is perceivable that he goes frequently to his television set and spends large amounts of time there, sometimes flipping around among the channels and at other times sitting for long periods contemplating whatever is displayed before him. But although the people who seek to please him are thus amply able to ascertain his habits, they have not had, until recently, much real appreciation of his appetites.

Lately a number of projects have been undertaken to overcome this deficiency. One of the first of consequence was a survey of attitudes conducted in 1960 for Campbell-Ewald of Detroit (BROADCASTING, May 1, 1961). An infinitely more comprehensive one, commissioned by CBS, was done at about the same time and reported in a full-length book a few weeks ago (BROADCASTING, Feb. 18). Now comes another effort to sort out and analyze the viewer's attitudinal juices.

This new study, reported elsewhere in this issue, was made for the consulting firm of McHugh & Hoffman by Social Research Inc., which also conducted the 1960 survey for Campbell-Ewald. It finds that in less than three years the viewer's attitudes toward television have undergone almost radical changes—most of them favorable to television.

Some of the contributing forces and implications in this change are examined at length in SRI's report. The findings are intriguing reading for people concerned with programming and scheduling, and many portions—including those dealing with doubts and dissatisfactions that still nag the viewer—ought to be instructive as well. Properly approached, the viewer is the one outsider in a position to tell television how to program better. He ought to be consulted in this fashion more often.

### Radio attack

**W**E have no doubt that some broadcasters with dual interests in radio and television will object to the new Radio Advertising Bureau's sales presentation that is described extensively elsewhere in this issue. The RAB has drawn a bead on television, as it would on any other rival advertising medium. It has exploited what it asserts to be weaknesses in television, and it has matched them against what it asserts to be radio's strengths.

There will be those who will say that RAB ought to lay off television (as they would say that the Television Bureau of Advertising ought to lay off radio). More would have said this a few years ago when radio was still suffering from a persecution complex induced by the sensational growth of tv.

Both media have now been in existence long enough to have developed personalities of their own, and each has as much reason to sell against the other as it has to sell against newspapers, magazines, outdoor or any other form of advertising. Neither radio nor television will gain by pretending the other is not a competitor for advertising revenue.

### Fm's emergence

**T**O RAB and TvB has now been added a third promotional organization in the broadcast field. It is the National Assn. of Fm Broadcasters which has just picked a paid president, James A. Schulke, to open a New York office from which fm as a medium will be sold.

No medium is in greater need of selling. Although fm bears a greater likeness to am radio than tv does, it still has individual characteristics that justify its setting up shop as a separate medium. There's room for fm, am and tv in the company of media—but only as much room as each makes for itself.



Drawn for BROADCASTING by Bill Davey

*"Let me know when the tab gets to \$24.95!"*

**Color-full**

# WEATHER

**ANOTHER PLUS**

**WBAP-TV**

**NB**

**5**



**DALLAS-  
FORT WORTH**

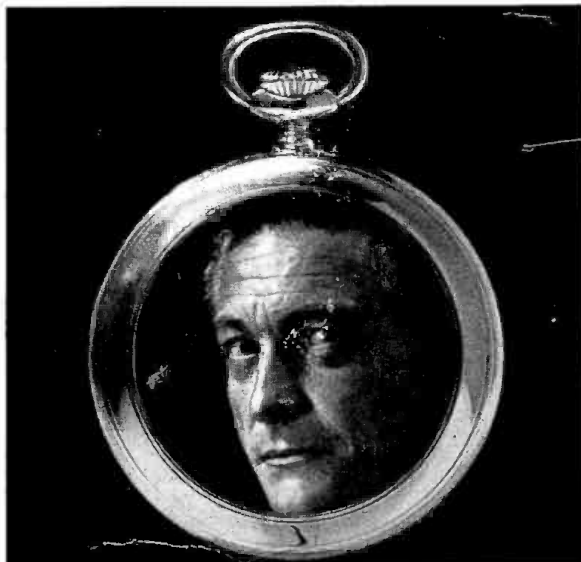


*Miss Texas, Penny Lee Rudd*

# TOPS IN RATINGS



**hour**  
(LARAMIE)



**after hour**  
(MICHAEL SHAYNE)



**after hour**  
(87TH PRECINCT)



**after hour**  
(OUTLAWS)



**after hour**  
(CAMEO THEATER)

... of quality, diversity, quantity—in the top Hour Package in syndication.

■ LARAMIE — captures the West at its wildest, during those hectic years after the Civil War. Action in scenic Laramie, Wyoming. 124 Hours (60 in color).

■ MICHAEL SHAYNE — brings the adventures of one of fiction's most popular private eyes to life. 32 Hours.

■ 87TH PRECINCT — focuses on realistic action, routine, tension of police detectives at work. 30 Hours.

■ OUTLAWS — re-creates the action-saga of the taming of the Oklahoma territory. 50 Hours.

■ CAMEO THEATER — encores great network hit dramas from Matinee Theater. 26 Hours. (All in Color.)

Here's a total of 262 Hours (with 86 in color) that will work day after day building audiences and winning sponsors in your area. When these five programs were still on the network, they were favored by such blue-chip advertisers as Block Drug, Bulova, Ford, Gillette, Revlon, Sunbeam, Union Carbide. Use one or more or all these program series for Hours of extra impact. Find out exactly how they fit into your lineup through

**NBC Films.**