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# WTREFFIGIES

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TALENT AGENT

(BOOTY AND THE BEAST)



#11 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

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

316,000 watts Retwork color

CERANNEL

Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA

# 702,500 PLUS \*

# WCBM RADIO reaches the adults in Baltimore's growing work force!

 $\bigstar$  In the Baltimore area alone – comprising Baltimore City, Howard, Anne Arundel, Carroll and Baltimore Counties – there were 702,500 employed in November 1961. Naturally, this is only a portion of WCBM's wider coverage area.

People, people, people — your kind of people in abundance . . . 702,500 plus people who buy all kinds of products and services! Here is a vast growing market of adults—with money to spend—who listen to radio—and prefer WCBM in Baltimore. WCBM programs for adult listeners— DECISION MAKERS—who control family purse strings. Adults have long preferred WCBM's musical programming . . . intensive coverage of news—local and national . . . and CBS network features.

If you want to reach listeners with money to spend, then schedule WCBM, the radio station that is growing with a growing Baltimore!



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



PETERS, GRIFFIN, WOODWARD. INC. Exclusive National Representations

## POTENT

That's your sales message on KRLD-TV. Channel 4 consistently delivers more TV-Homes, more viewers, and higher ratings than any other outlet in the Dallas-Fort Worth market area.\*

Discover for yourself just how potent your schedule can be on KRLD-TV. See your Advertising Time Sales representative.

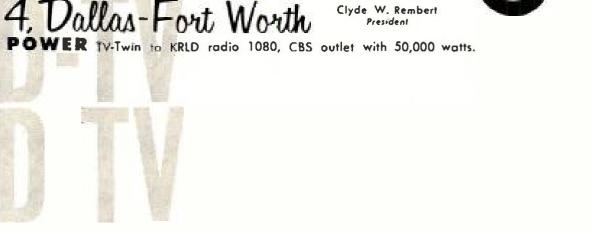
REPRESENTED NATIONALLY BY ADVERTISING TIME

- FORMERLY THE BRANHAM COMPANY

\*ARB, Dec. 61 Neilsen, Nov. 61

Reach the Dallas-Fort Worth market EFFECTIVELY with KRLD-TV, Channel 4

HERALD



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TIMES

#### Magazine concept-Minow

If legislation authorizing FCC to regulate networks passes at this session of Congress, attempt may be made to sneak in variation of magazine concept of rotating sponsorship. FCC Chairman Newton N. Minow has freely endorsed idea. But he doesn't have all of his colleagues with him.

Pending bill (S 2400) provides that FCC may "issue such rules and regulations ... as commission may determine to be necessary or appropriate to assure that the policies, practices and activities of such networks shall not adversely affect the ability of broadcast licensees to operate their stations in the public interest." Measure also defines networks as "two or more affiliated stations." Unofficial view is that magazine concept might be incorporated in network regulations, and perhaps might also be applied to individual stations on locally originated programs.

#### Time-Life and Look sniffing

Despite talk of lack of stability in broadcasting because of government pressures, several large entities, notably in magazine field, are exploring acquisition of major market properties, primarily tv. Time-Life Broadcast Inc., with its \$6.125 million acquisition of KOGO-AM-FM-TV San Diego pending FCC approval, will reach its vhf quota but is interested in upgrading other properties and actively is negotiating in one major market. Cowles Magazines and Broadcasting Inc., through President Gardner Cowles, has stated it is seeking one or two additional ty stations.

#### Curtain call for top brass

Although its plans aren't yet firm, Senate Juvenile Delinquency Subcommittee is expected to recall top brass of all three television networks for testimony at next—and probably last —public hearing in its tv inquiry. CBS-TV's James T. Aubrey testified last summer, and NBC's Robert Kintner appeared in executive session last fall. ABC-TV's Oliver Treyz was before subcommittee last summer, and again last month.

Subcommittee isn't satisfied with all answers it's been given in its efforts to assign responsibility for tv's sex and violence, and wants to tie up loose ends before concluding inquiry. Session will probably also include screening of episode from CBS's Route 66. Several films are being considered for showing. Date for hearing hasn't been

### CLOSED CIRCUIT

set yet, but pre-March session is anticipated.

#### EIA on all-channel sets

Contrary to expectations, Electronics Industries Assn. won't take irreconcilable stand against all-channel receivers at its scheduled appearance Wednesday before Senate Commerce Communications Subcommittee. It will oppose law subjecting manufacturers to FCC regulation and forcing public to pay more for all-channel receivers which they may not need. But witnesses will testify they favor gradual transition to uhf manufacture depending upon interplay of competition and on voluntary rather than mandatory basis.

What manufacturers presumably seek is means short of new law and firm agreement (which might be regarded as collusion in violation of antitrust laws) to bring about orderly transition to all-channel receivers. They will not rely on question of constitutionality although issue will be raised.

#### Romney knows radio

George Romney, who resigned as head of American Motors to run for governor of Michigan and who is mentioned as Republican darkhorse for 1964 Presidential nomination, has more than casual knowledge of broadcasting. His wife, Lenore, was daughter of Harold A. LaFount, member of Federal Radio Commission (1927-34) and afterward executive head of Bulova stations in New York and New England. Mr. Romney attended George Washington U. in Washington (1929-30) and also worked as tariff expert in Senate.

#### Denver pay-tv pitch

Denver hopes to compete with Hartford in becoming first pay tv test market but probably won't make it. With acquisition of ch. 2 KTVR (TV) by catv operator Bill Daniels & Associates for \$2 million (subject to FCC approval) plan to test Teleglobe system of pay tv will be expedited. J. Elroy McCaw, seller of KTVR, had contracted with Teleglobe to use system for three-year test, required under FCC criteria, and Mr. Daniels last week said he would honor contract.

Hartford test, authorized last year by FCC on RKO General's ch. 18 WHCT-TV in collaboration with Zenith, had been delayed because of equipment and programming aspects. But new target date is July 1 and equipment tests during past two months have been highly encouraging, according to reliable sources. Denver test must await FCC approval of Teleglobe criteria as well as transfer of station to Daniels. Bartell Radio Family Group owns interest in Teleglobe. Teleglobe system transmits audio on separate telephone channel to accompany video on regular screen.

#### Imbalance again

More details on what NBC calls "growing economic imbalance" between network profits and those of affiliates will be given to NBC-TV affiliates' board of delegates at its quarterly meeting in New York March 1. But network does not plan to offer then any proposal for curing this imbalance by compensation changes or otherwise. Subject was first raised by NBC Chairman Robert W. Sarnoff at affiliates convention in December (BROADCASTING, Dec. 11, 1961). On March 1 agenda, NBC officials give top billing to presentation of 1962-63 program plans, but say there'll also be "amplification" of economics question.

#### FCC foxy on revocations.

Contrary to past practice, FCC will not announce staff instructions in cases involving revocation or failure to renew station licenses. Several such radio cases are pending and two are prime for action. Oral argument was held two months ago in KRLA Pasadena, Calif., renewal (BROADCASTING, Jan. 22) and license revocation proceeding against KLFT Golden Meadow, La., also has been argued (BROADCASTING, Feb. 12). Preliminary views have been exchanged by commissioners on KRLA future but no final determination has been made.

#### Historical experiment

In line with plans unfolded to FCC probers last month on its desire to schedule regular children's history series next season, CBS-TV is conducting interesting experiment. Program dealing with Green Mountain Boys of Revolutionary War was scheduled on network's *Accent* series Saturday (Feb. 17). CBS-TV, enthusiastic about prospects for series, is hopeful that "preview" showing will generate sufficient acceptance among viewers and affiliates to warrant weekly series starting in fall.

### **NEVER!**

Never . . . never . . . do you hear that kind of music on WJR.

You don't hear gimmick contests, noisy announcers or singing, swinging station breaks, either.

You hear Complete-Range Programming.

Pleasant music—live and recorded, classical and pops, show tunes, folk tunes, choral.

Nine 15-minute newscasts daily, news analyses, discussions, editorials.

Complete sports coverage—two 15-minute sportscasts every day, interviews, play-by-play of Tiger night baseball, college and professional football. And there's humor, variety, women's programs, farm news, fine arts and . . . well, the list could go on and on.

On WJR you hear programming that, in the mass, appeals to a lot more people. People who buy soap and soup, and new cars and used cars, and pianos and grass seed. All kinds of people with definite ideas about what constitutes good radio.

That's why they listen to WJR. That's why they'll listen and *respond* to your advertising message on WJR. That's why you'd be wise to make WJR your medium in the Great Lakes area.



Represented by Henry I. Christal Co., U.S. & Canada Atlanta • Boston • Chicago • Detroit • Los Angeles New York • Son Francisco



Rock 'n' roll on WJR-never in a million years!

### WEEK IN BRIEF

It's later than you think, as a look around network planning boards will show. Program lineups for next season are starting to take shape. What's coming? Well, more comedy, for one thing. See lead story . . .

#### MORE COMEDY FOR FALL ... 31

The Lindbergh trial was a quarter-century ago but the memory of ill-mannered print-media newsmen lingers on. Now radio and tv want the American Bar Assn. to face the facts of modern journalistic technology. See . . .

### PLEA FOR COURT ACCESS ... 53

New York has yielded to Hollywood's program production splurge in recent years but it's getting ready to fight back in an effort to regain ty leadership. Manhattan pilots now portend a possible change. See . . .

> N. Y. TV FIGHTS BACK ... 32 **SPECIAL FEATURE: PERSPECTIVE '62**

Now's a good time for crystal-balling the prospects for 1962. This Perspective issue opens with a wrapup of economists' experting, a quick look at the recent past and a glance into radio-tv's prospects. See . . .

GOOD YEAR AHEAD SEEN ... 71

Been cruising around the ether lately? It's getting crowded, so crowded that am stations are hurting in many areas. An analysis of the competitive situation caused by overpopulation and new grants. See . . .

#### COMPETITION GETS TOUGH .... 80

AT DEADLINE ..... 9 BROADCAST ADVERTISING ...... 34 COLORCASTING ...... 64 DATEBOOK 12 EDITORIAL PAGE ..... 154 EQUIPMENT & ENGINEERING .... 66 FATES & FOF, TUNES ..... 132 FOR THE RECORD ..... 138 

BROADCASTING, February 19, 1962

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Last year was a pretty fair one for spot television, according to Adam Young Companies. Rep firm's study indicates the top 76 U.S. markets billed \$405 million during 1961, an increase of 7% over 1960. See . . . 🦿

#### SPOT TV UP 7%...48

Everyone gets into the act when the subject of tv's audience comes up. The latest analysis, a thorough one, was made by A. C. Nielsen Co. A professional study of the current state of television. See . . .

#### NIELSEN DEFINES AUDIENCE ... 34 (

The FCC's anxious to assign stations to am clear channels but last week the commission showed willingness, if not downright eagerness, to accept Congressional guidance on this sensitive, important question. See . . .

#### FCC'S VIEWS ON CLEARS ... 68

Getting back to the crystal, what's in sight at the FCC? A knowing look around, in and out of the commission, plus some careful prophesying, indicates federal regulating may be getting somewhat out of hand. See . . .

#### MORE REGULATION IN '62? ... 92

As the old saw goes-anything can happen on Capitol Hill and usually does. An educated guess about what's to come out of Congress indicates this session will be one of the most important in years. See . . .

#### HILL BRISTLES WITH BILLS ... 96

#### BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## Absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV.



SOURCE: NCS '61 OR 1960 ARB COVERAGE STUDY. SEE PETRY ABOUT KMTV 3 OMAHA. BROADCASTING, February 19, 1962

8

Late news breaks on this page and on page 10 Complete coverage of week begins on page 31 **AT DEADLINE** 

### Capehart fears chain reaction in uhf plan

#### SENATOR OPPOSES DEINTERMIXTURE IN COMMENTS

Sen. Homer Capehart (R-Ind.) Friday told FCC that if agency's goal is to provide more tv service, deintermixture and trend towards uhf would "produce a diametrically opposite result." He said rural areas would be deprived of service.

Senator and others commented on FCC's uhf-fostering and deintermixture proposals; deadline for comments is today (Monday) (see early story, page 127).

Sen. Capehart said he fears chain reaction: if WCIA (TV) Champaign, Ill., is made uhf, WTHI-TV Terre Haute, Ind., would be also to prevent transmission of vhf signal into Illinois, then WTTV (TV) Bloomington, Ind. would be made uhf to protect Terre Haute, then Indianapolis, etc.

Crosley Broadcasting Corp. submitted brief comments directed at FCC suggestion that uhfs be reduced in aural power and said it favors this for vhf also. Crosley offered to operate any of its vhf stations at 10% aural power if FCC wants to experiment.

Motorola Inc. asked FCC to wait for New York unif test results before making broad move to uhf. Company said uhf will require "sophisticated specifications" before it will approach quality

#### **Precocious Southerner**

Perhaps a bit more outspoken than "average" letter of complaint about tv is this letter forwarded to FCC by his senator from this irate southern viewer, describing "suggestive and dirty commercials":

'These commercials are the offbrand bra advertisements, which feature a big pair of foot-ball size operations big as life, together with numerous and sundry gestures, phallic and otherwise suggestive, both in voice and action, in presentation. If you don't believe this, why was my young 31/2 year old boy severly (sic) punished for scampering about one sunny day with an evil gleam in his bright little blue eyes, snapping his nurse's elastic girdle and screeming (sic) 'SEVEN-WAY STRETCH'...

and coverage of vhf. Motorola cautioned FCC to restrict usage of ch. 14 lest there be untenable interference with mobile land radio service.

KRLD-TV Dallas opposed deintermixture and drop-ins and favored allchannel receiver legislation. KRLD-TV said FCC's "uhf pool" plan would lead to rapid dissipation of low uhf channels. It also opposed plan to allow uhf and vhf duopoly operation.

Station said that before considering uhf allocations to educational stations, FCC should solve problem of reserved but unused etv channels now assigned.

WSJS-TV Winston-Salem, N. C., submitted engineering report by Lohnes & Culver, Washington consulting engineers, opposing deintermixture and favoring all-band receiver legislation and side-by-side operation of uhf and vhf stations.

#### Small chides lawyers for fearing public gaze

Application of American Bar Assn.'s Canon 35 implies more distrust of judges than of journalists, ABA hearing was told Feb. 18 in statement prepared by William Small, WHAS-AM-TV Louisville news director, who represented Sigma Delta Chi's Freedom of Information Committee (see early story, page 53).

News media have deep respect for dignity and decorum in courtroom, he said, citing their codes. He asked ABA: "What is it that lawyers fear? Why is it that they retreat from their once great position in American society and seek to remove their professional behavior from the gaze of the people?

"Surely lawyers recognize that the day has passed when a significant part of our populace can be present personally in a courtroom."

#### Business briefly...

**R. J. Reynolds Tobacco Co.** today (Feb. 19) begins "intensive" radio and tv spot campaign in New England and Southern California for its new kingsize, non-filter cigarette, Brandon. Details of schedule were not divulged. Agency: William Esty & Co., New York.

Brown & Williamson Tobacco Corp.,

Louisville, Ky., is in closing stage of negotiations for radio-tv sponsorship of baseball games in New York and other cities. Reports are company bought time in New York Mets' games, for which Liebmann Breweries, Brooklyn, has radio-tv rights. In New York, Mets' games will be broadcast on WOR-TV and WABC-AM-FM.

#### FCC's 1952 tv order 'catastrophic'—Lee

No single decision of FCC has been "so catastrophic" as 1952 order which intermixed uhf and vhf allocations, Commissioner Robert E. Lee said Friday (Feb. 16). Addressing Annual fellows dinner of Institute of Radio Engineers in Tarrytown, N. Y., he said FCC action virtually preserved same tv monopoly in major markets that existed prior to five-year freeze in tv grants.

"The fat cats in television continue to get fatter, the lean ones thinner and the public is deprived of competitive tv," Commissioner Lee charged. Describing himself as "the uhf ogre," he said that FCC is being flooded with documents opposing plan to delete single vhf channels from eight markets, many sent to him personally.

"Since these communications are, for the most part, identically worded, it is easy to see that the prosperous few are beating the bushes," he said.

Charging that people are being told they will lose their only tv service, he said that he has answered many communications personally. If intermixture is not corrected, he said all that will remain in eight cities (which now have two operating u's and one v) will be "a nice fat vhf."

Commissioner Lee repeated his earlier support for all-channel legislation: shift of all tv to uhf and allocation of vhf space to non-broadcast users. He said standards for uhf should not be changed to make it incompatible with vhf unless FCC is prepared to move all tv to uhf at same time.

However, he said, if too much hope is put in all-channel legislation, public will continue "paying tribute to prosperous few who cry every day on the way to the bank." Shift of tv to uhf would provide adequate spectrum space for orderly expansion of all radio services by making vhf available, he said, and could be accomplished without loss of service to anyone.

#### WEEK'S HEADLINERS

Charles H. Hill, producer-director, NBC-TV, and former director for CBS-TV, appointed director, U. S. Information tv service, succeeding Romney Wheeler who has directed USIA's tv service since it was organized three years ago. Announcement was made by Edward R. Murrow, USIA director. Mr. Hill's last major NBC assignment was as producer-director of The Nation's Future. In 1951, while with CBS-TV, he worked with Mr. Murrow as director of See It Now, and Person to Person in mid-1950's. Between CBS and NBC assignments, Mr. Hill served as assistant to president of KIRO-AM-TV Seattle. New assignment for Mr. Wheeler, career foreign service officer, will be announced shortly.

#### Oath on form 'burden,' Hyde tells House group

FCC Commissioner Rosel H. Hyde said requirement of oath on some FCC documents "imposes unnecessary burden" on public and commission.

He made statement Friday at House Communications Subcommittee hearing on legislation (HR 4113) to eliminate requirement of oath on applications for and modifications and renewals of construction permits and station licenses. Bill passed Senate last year.

Speaking for commission, Commissioner Hyde said agency could be protected against willful misrepresentation without oath by adding warning to forms that "willful false statements" are punishable by fine or imprisonment.

Subcommittee also considered three other communications bills dealing with non-broadcast matters.

#### Dirksen favors uhf bill if vhfs are protected

Senate Minority Leader Everett McK. Dirksen (R-III.) was reported Friday to have prepared statement supporting allchannel-receiver legislation, provided it also includes protection for existing vhf channels.

Senator could not be reached for confirmation, but Capitol Hill sources said he would either deliver statement before Senate Communications Subcommittee Tuesday or submit it for record.

Subcommittee starts hearings tomorrow on FCC-requested bill that would empower commission to require set manufacturers to build only all-channel receivers as means of encouraging uhf television. Sen. Dirksen is understood to favor principle of bill only if it is tied to legislation denying commission authority to delete existing vhf channels, as FCC has proposed to do in eight markets.

Rep. William L. Springer (R-III.), one of three additional witnesses announced by subcommittee Friday, is expected to take similar position. Other two witnesses are uhf broadcasters—Lawrence M. Turet, executive vice president, WXIX-TV Milwaukee; and William Putnam, president and general manager, WWLP(TV) Springfield, Mass. (See earlier story, page 124.)

#### March 1 start of RTP 'almost certain'—RAB

Though they still lacked some markets, RAB officials said Friday their Radio Test Plan is "almost certain" to start March 1 as scheduled.

They reported commitments from all radio stations in 16 markets and from all but 22 in nine other markets needed to get RTP under way. These 22 will be targets of intensive missionary work starting this week. To participate in RTP, stations must agree to help finance sales-effectiveness research on RTP campaigns by paying RAB 10% of all business RAB steers their way through RTP.

### News instructors ask removal of House ban

Organization of college broadcastjournalism instructors has asked House of Representatives to permit "live" radio-tv coverage of committee hearings.

Request was made by Council on Radio-Television Journalism of the

#### Moore sideline

When he isn't busy spanning continent to look after his company's broadcast properties, Transcontinent Tv Corp.'s President David C. Moore travels to places like Bermuda and Bahamas.

These resort areas furnish material for his avocation, music composition. He's composer of theme music for "Pink Sands, Blue Water," Bermudan travelogue now playing at Radio City Music Hall in New York. He also has composed theme music for "Bahamas Holiday," another travel film, and in 1961 "Wings to Bermuda," for which he wrote sound track music, won prize at Cannes Music Festival. He also has composed music for such popular island songs as "Portrait of Bermuda" and "Wings to the Bahamas." (For list of Transcontinent stations see story, page 62.)

Assn. for Education in Journalism.

Copy of resolution was sent to House Speaker John McCormack (D-Mass.), who has upheld late Speaker Sam Rayburn's long-time ban on radio-tv coverage of committee hearings.

Resolution said broadcast newsmen should be given same rights as other reporters. "Effective and public-serving granting of these rights," resolution added, means that radio-tv newsmen must be able to use their "specialized tools and techniques."

Resolution said radio-tv coverage would "provide American and international audiences with the knowledge and insight to which they are entitled" and would give Americans "a greater sense of involvement in the functioning of their government."

### Ch. 3 applicants back drop-in for Birmingham

Two prospective applicants for ch. 3 in Birmingham Friday endorsed FCC plan to drop in that channel. The Television Corp. and Ernest H. & William E. Woods emphasized city's growth and importance and submitted engineering plans to expedite use of ch. 3 there.

WREC-TV Memphis (ch. 3) opposed Birmingham drop-in, saying it would cause objectionable interference to WREC-TV and three other ch. 3 stations. WREC-TV claimed it has been adversely affected by three other tv allocations in recent years. It advocated that FCC delete ch. 8 from Selma, Ala. (WSDA [TV]), move it to Birmingham and, if need be, assign ch. 12 to Selma.

### 24.5 million homes see White House 'tour'

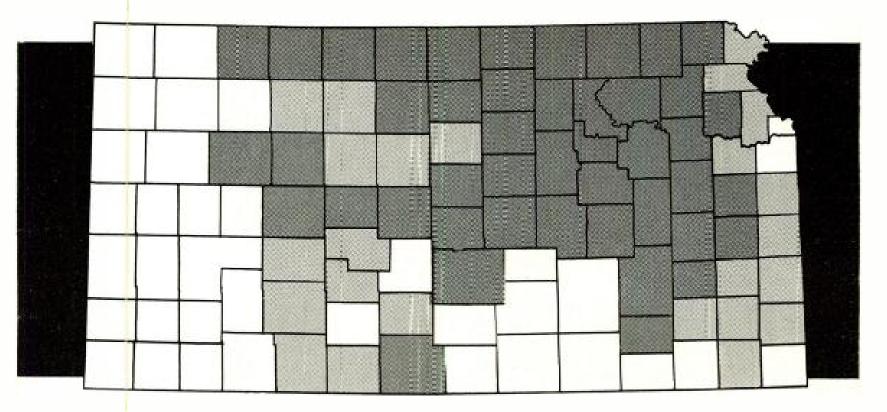
One-hour "Tour of the White House With Mrs. John F. Kennedy" on two networks—CBS-TV and NBC-TV—was seen in estimated 24.5 million homes, according to data from American Research Bureau's Arbitron. It was estimated that 73.9% of all homes with sets turned on were tuned to program. In typical Wednesday, 10-11 p.m. period in December 1961, Arbitron then found combined CBS-NBC "average" tv homes at 23.4 million.

#### FC&B wins Nalley's account

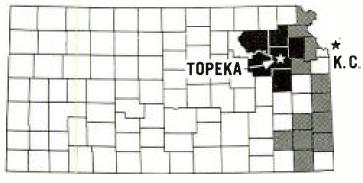
Nalley's Inc., Tacoma, Wash., named Foote, Cone & Belding, San Francisco, to handle estimated \$1 million corporate advertising account, agency said Friday (Feb. 16). Radio-tv use is expected. Company's product advertising (mayonnaise, potato chips, syrup, salad dressing, pickles and meat products) is placed through Compton Adv., San Francisco.

## Don't let the name fool you ... Kansas City does <u>not</u> deliver KANSAS CHECK NIELSEN ON KANSAS COVERAGE

You have to come into Kansas to cover Kansas—not the Missouri city that borrowed our name! NCS '61 Radio Survey says that WIBW-Topeka covers 68 Kansas counties — gives you dominant coverage in 45 of them. You reach more homes with more spending power with WIBW than you do in the Kansas City metropolitan area. These are the facts—not our facts—but taken from the NCS '61 Radio Survey. You can look it up!



### and check the **TOPEKA** area



Locally WIBW delivers concentrated coverage in the 6-caunty Topeka industrial trade area. Reaches 10 to 80 per cent more homes than other local stations. The NCS '61 survey shows that the combined coverage of the four leading Kansas City area stations gives you domination of 11 easterntier Kansas counties. Your distributors and dealers don't give two hoots about Nielsen surveys—but they know that if you aren't using

WIBW, you aren't covering their rich Kansas market.

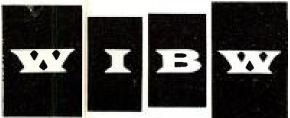
SUBSCRIBER NAH Radio Code of Good Practicas



TOPEKA, KANSAS

Division of Stauffer Publications KSEK KGFF KSOK





Saturating And Delivering Kansas

## WAVE-TV gives you 28.8% more SHOPPERS

### -28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

During 1961, the minimum was 58.0% more viewers for WAVE-TV. More viewers = more impressions = more sales! Ask Katz for the complete story.

#### CHANNEL 3 • MAXIMUM POWER NBC • LOUISVILLE

The Katz Agency, National Representatives



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

\*Indicates first or revised listing.

#### FEBRUARY

Feb. 19 — Hollywood Ad Club, luncheon meeting at Hollywood Roosevelt. Charles Sparks Thomas, president, The Irvine Co., will report on transforming a 92,000 acre ranch into the world's largest planned development for industry, homes and culture and its significance to advertising. Robert P. Sutton. general manager, KNX Los Angeles, will be chairman of the day. Hollywood Roosevelt Hotel.

Feb. 19—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham. Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville. Tenn. (Doc. 14237): Oklahoma City. Okla (Doc. 14231). (Rescheduled from Feb. 5).

Feb. 19—Deadline for comments on FCC's proposals to expand use of uhf band. including dual whf-uhf operation. reserved pools of uhf channels for existing operating whf stations, abolition of uhf allocation. relaxation of technical rules for uhf stations, uhf grants without a hearing. etc. (Doc. 14229). (Rescheduled from Feb. 5).

Feb. 19—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following citles: Binghamton. N. Y. (Doc. 14243); Champaign-Urbana. Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie. Pa. (Doc. 14242); Hartford. Conn. (Doc. 14241); Madison. Wisc. (Doc. 14239); Montgomery. Ala. (Doc. 14246); Rockford. Ill (Doc. 14240). (Rescheduled from Feb. 5).

\*Feb. 20—Senate Communications Subcommittee, hearing on all-channel set legislation. New Senate Office Building, Washington.

\*Feb. 20—Pittsburgh Radio and Tv Club, luncheon meeting to be addressed by Lloyd Griffin of Peters. Griffin, and Woodward Inc. Penn Sheraton Hotel, Pittsburgh.

\*Feb. 20—New York section of the Audio Engineering Society, symposium on "Experiences in Fm Stereo Multiplex Broadcasting" for managers and chief engineers from fm stations in New York, New Jersey and Connecticut (7:30 p.m.). Bell Sound Studios, 237 W. 54th St., New York.

Feb. 20—American Women in Radio & Television, Philadelphia chapter, Mardi Gras dinner meeting. Speaker will be Donald Huff, customer relations manager, Delta Airlines. Hotel Sheraton, Philadelphia.

Feb. 20- March 25—Art Directors Club of Los Angeles, 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

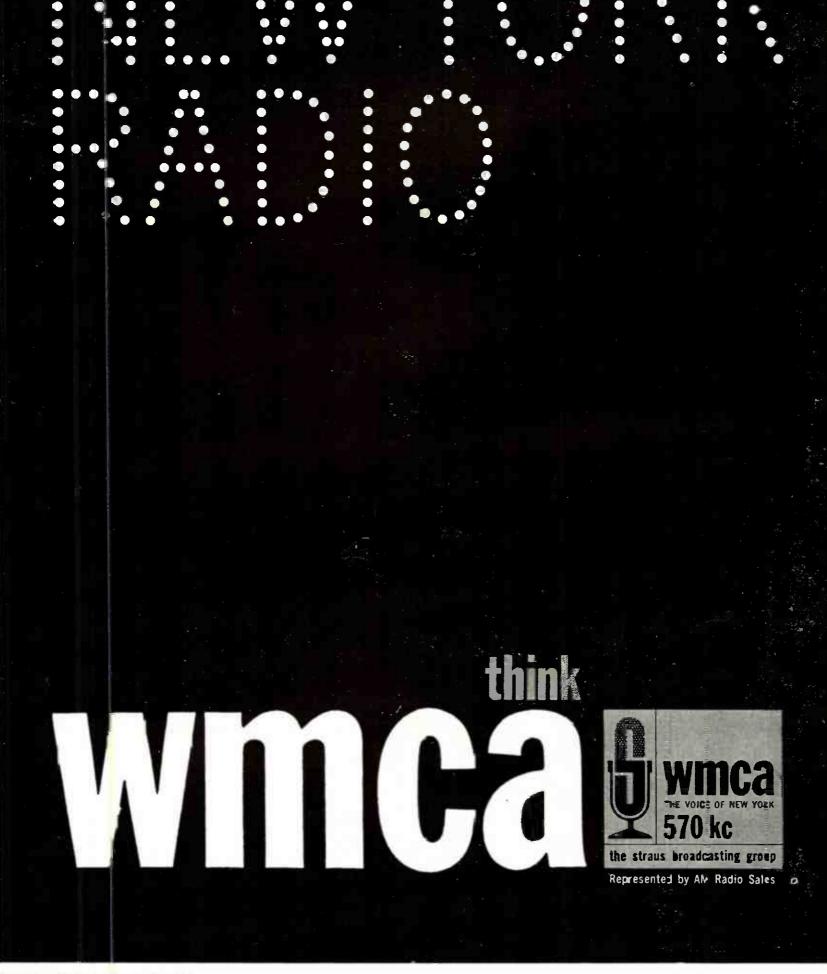
Feb. 21-22—Michigan Assn. of Broadcasters, sixth annual legislative dinner and mid-winter convention. Jack Tar Hotel, Lansing.

\*Feb. 22-24—Western Radio-Tv Conference, informal annual meeting of broadcasters. educators and students to discuss media topics. Jack Tar Hotel, San Francisco.

Feb. 23 — What's New — Ad Forum '62, sponsored by The Houston Advertising Club. Speakers include Emerson Foote, president of McCann-Erickson; Jay M. Sharp, manager of general advertising, Aluminum Corp. of America, and John DeWolf, vice president and director of re-

**BROADCASTING, February 19, 1962** 

## when you think



## WWTV AREA DRUG-SALES EXCEED 10 COMPLETE STATES!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

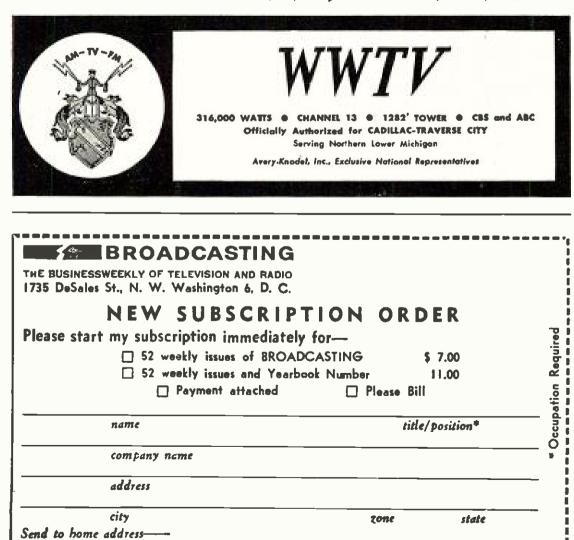
#### The Felzer Stations

WIZO-TV - GRAND RAMDS-KALAMAZOO WIZO RADIO -- KALAMAZOO-BATTLE (REEK WIEF RADIO -- GRAND RAMDS WIEF RADIO -- GRAND RAMDS-KALAMAZOO WWTY -- CADILAC-TRAVERSE (ITY KOUN-TV -- LINCOLU, NEBRASKA KGN-TV -- GRAND ISLAND, NEBRASKA The big WWTV coverage area (Northern Lower Michigan) ranks ahead of *ten entire states* as a market for drug products.\*

WWTV, Cadillac-Traverse City, is far and away the strongest medium serving this important 36county area. It delivers more homes than the next station in 433 of 450 quarter-hours surveyed, 8 a.m.-midnight, Sunday through Saturday (NSI, Cadillac-Traverse City, June 6-July 3, 1961). You'd have to buy 13 daily newspapers or 16 radio stations to even approximate this penetration.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and you get all the rest of outstate Michigan worth having. If you want it all, give us a call!

\* WWTV area drug sales are \$31,060,000 annually—more than in Alaska, Del., Hawaii, Me., Nev., N. Hamp., N. Dak., S. Dak., Vt., or Wyo. Source: SRDS, Dec. 15, 1961.



search, G. M. Basford Co. Shamrock-Hilton, Houston.

Feb. 25—Broadcast Pioneers, New York chapter, second annual "Mike Award" dinner, honoring WGN Chicago. Latin Quarter, 5 p.m., New York City.

\*Feb. 26—Senate Space Committee, hearings on space communication system legislation. New Senate Office Building, Washington.

Feb. 27—Start of eight-week course, Radio & Tv Executives Society Time Buying & Selling Seminar. New York.

Feb. 28—Assn. of National Advertisers workshop on tv advertising. Hotel Plaza, New York.

Feb. 28—UPI Breadcasters Assn. of Massachusetts, awards dinner, J. E. Allen of WBZ-TV presiding. Nick's Restaurant, Boston.

Feb. 28-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

#### MARCH

March 1-2—NAB public affairs and editorializing conference, first national meeting. Secretary of State Rusk and FCC Chairman Minow will address broadcasters attending the conference. Shoreham Hotel, Washington, D. C.

March 1-3—U. of Oklahoma, annual radiotv conference and clinic. U. of Oklahoma campus, Norman, Oklahoma.

March 4-5—Texas Assn. of Broadcasters, spring convention. El Paso.

\*March 5—House Commerce Committee, hearing on all-channel set legislation. Washington, D. C.

\*March 5-6—Broadcasting and advertising seminars, School of Journalism and Communication. U. of Florida. Separate days will be devoted to consideration of media and advertising topics. Participants in the seminars include Pauline Fredericks, NBC News, Commissioner Robert E. Lee of the FCC, and TvB President Norman Cash. U. of Florida campus, Gainesville.

March 5—Academy of Television Arts & Sciences, Hollywood chapter evening meeting on international television. Ambassador Hotel, Los Angeles.

March 5-9—School of Journalism & Communications, U. of Florida, Communications week. Gainesville.

March 6—New York State Broadcasters Assn., annual meeting. Gov. Rockefeller and members of the legislature will be guests for the dinner following the afternoon meeting. Ten Eyck Hotel, Albany.

March 7—Academy of Television Arts & Sciences, New York chapter forum on sponsors and ratings. Overseas Press Club, New York.

March 7-9-Western Assn. of Broadcasters, engineers convention. Hotel Saskatchewan, Regina.

March 10-Sigma Delta Chi, Region 7 convention. Muehlbach Hotel, Kansas City, Mo.

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

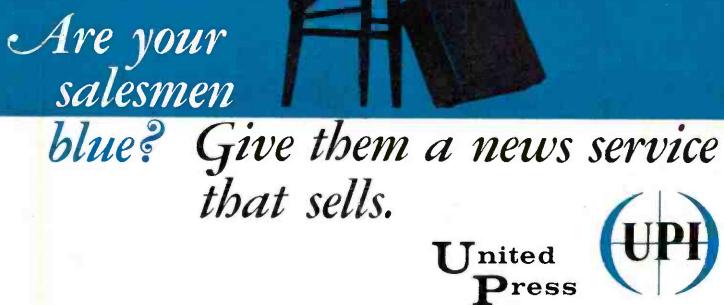
March 14-16—Electronic Industries Assn., committee, section, division and board meeting. Statler-Hilton Hotel. Washington, D. C.

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

March 16—Louisiana Assn. of Broadcasters, spring meeting. Washington-Youree and

14 (DATEBOOK)

BROADCASTING, February 19, 1962



Press VI/ International

## NOW RADIO NOCO RADIO delivers TWICE as many

listeners as all other Minneapolis·St.Paul

stations combined!



WCCO Radio has done it again—soared to new record heights in its acceptance throughout a vast listening market. Now, WCCO Radio delivers a 68.1% share of audience, according to the newest Nielsen Station Index. This is more than **twice** as many listeners as all other Minneapolis-St. Paul stations **combined!** And it's more proof than ever that WCCO Radio has what it takes to help you reach your sales goals in a big, 124-county market with 1,142,900 radio homes. You can do it at the lowest cost-per-thousand—less than one-fifth the average of all other Twin Cities stations. As one of the great stations of the nation, WCCO Radio provides a setting of outstanding **acceptance** for your sales story.

Nothing sells like acceptance!

%



GIANT 124 County Coverage

## Minneapolis • St. Paul

WCCO R2

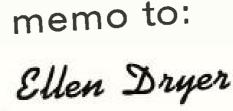
Northwest's Only 50,000-Watt 1-A Clear Channel Station



6:00 AM - Midnight, 7-day week

share of audience

Source: Nielsen Station Index, Nov.-Dec., 1961/



As any Lansing listener survey for the past four years will tell you,

WILS dominates the market. Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND CENTS based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

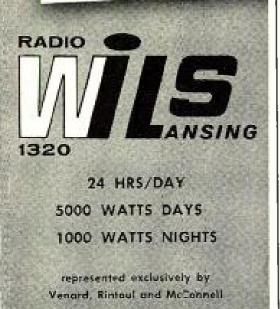
 Here's one example how we dominate the Lansing market:

#### HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am- noon	61.9	<sup>.</sup> 23.2
M-F noon- 6 pm	60.6	18.8

C. E. HOOPER, JAN.-FL

123



Captain Shreve Hotels, Shreveport.

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

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

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

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

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

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

March 23—Reply comments due on FCC proposals for which comments were tendered on Feb. 19.

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

March 26-28-Canadian Assn. of Broadcasters, annual convention. Queen Elizabeth Hotel, Montreal, Que.

March 26-29-Institute of Radio Engineers. international convention. Waldorf-Astoria Hotel and New York Coliseum, New York.

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

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

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

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

#### APRIL

April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel. Chicago.

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

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

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

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

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

April 13-14—Sigma Delta Chi Region 3 convention. Atlanta, Ga.

April 14-15—Sigma Delta Chi Region 5 convention. Morrison Hotel, Chicago.

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

April 25-Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising

BROADCASTING	PUBLICATIONS	INC.
<b>DENT</b>	<b></b> S	OL TAISH

PRESIDENT
VICE PRESIDENT
VICE PRESIDENT
SECRETARY
TREASURER
COMPTROLLER. INVING C. MILLER
ASST. SECTREAS LAWRENCE B. TAISHOFF

#### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-THECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1042

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BROADCASTING, February 19, 1962

THE WINNER! If you bet on Balaban-you're a win ner! You'll find Balaban winning new laurels is creative radio, programming and promotions-is merchandising and marketing. Those in the know will show you Balaban winning new listeners, new friends and new fans with winsome personalities What's more, as new stars are born, new music created, new events take their place in history-Bal aban will be there-in the winner's corner! You can bet on it!!! IN TEMPO WITH THE TIMES THE BALABAN STATIONS

Managing Direc

**WIL/ST. LOUI** Represented by Robert E. Eastman & Co., Ir

> KBOX/DALLA Dan Hydrick, General Manag Represented by The Ratz Agen

WRIT/MILWAUKE Bernie Strechota, General Manag resented by Robert E Eastman & Co., II



### Challenge of Tomorrow

Each significant discovery of today opens a new world of educational needs for tomorrow. Television, with its vast educational potential, will play a vital role in the fulfillment of these needs.

The American Research Bureau, in recognition of this challenge, extends its audience measurement services to all segments of the industry. ARB maintains a regular program to furnish helpful audience data to educational TV stations and foundations, and to colleges and universities, free of charge. All ETV stations are also given full "ARB client" status for purposes of ordering special tabulations and surveys, a privilege which allows them to obtain such research at a minimum cost.

Whatever the role of television in meeting the educational challenges of tomorrow, ARB's attitude is one of willingness to serve by way of constructive programs today.

Preparing today for the television industry of tomorrow.



### Radio translates abroad with fluency and force

One of the problems I encountered when I became international advertising manager for Wynn Oil Co. was providing advertising material to our overseas distributors. Print media were relatively easy to cope with but when it came to television we found we had a lot of headaches.

At Wynn Oil Co. we have a library of commercials which we use to promote our Wynn's Friction Proofing products on U. S. networks. These were made for U.S. and Canadian consumption—a fact which became very apparent when we viewed them following requests from overseas distributors. It was not just a question of the sound track: like most advertisers we didn't only say it—we wrote it too. This was fine for English-speaking audiences, but English copy would look absurd on a German or Spanish tv screen.

**Tv Poses Problems Abroad =** And then there is the problem of the talent fees and residuals. We found that rights to broadcast our commercials to relatively small audiences abroad would often cost more than time costs for screening the commercial. Production costs deterred us from making tailormade commercials for each foreignlanguage distributor who wanted to use tv, but at the same time we knew they could not all afford to make them individually despite lower costs.

Radio, we found, is far easier to use. Here we send our domestic commercial copy with the suggestion that they translate it and have it recorded or read live locally.

South Africa is Different = I'm used to tv problems, especially the major one of not having any television. The Republic of South Africa is one of the world's few highly industrialized countries without it. The government, which has placed a ban on any type of tv (except for a handful of medical and industrial closed circuit units), has given no explanation beyond some vague references to the alleged contribution by television to deliquency among juveniles in other countries. The real reason, however, is linked to South Africa's greatest problem, the control of a predominately black country by an all-powerful white minority.

Through strict censorship Negroes are permitted to see only 40% of the movies that the whites see—and are thus protected from seeing crime, violence, miscegenation, racial equality or any other subject considered unsuitable or inflammatory. All three radio networks are government controlled and all books and magazines entering the country are subject to censorship.

Why There's No Tv = Television poses a threefold problem to the South African authorities. Movie theatres are segregated but there is no way to control tv audiences so if tv were to arrive, programs would have to be so "innocuous" that the white viewers would probably rebel. Then there is the problem of the rural voters. South Africa's present Government has the bulk of its supporters in rural areas and they hold the balance of power through a system of loaded constituencies. Anytime the cities get anything the farms do not, there are violent repercussions from the country. With the present limitations of tv transmitters, and the vast distances in South Africa, most farmers would not be able to receive ty programs. Finally, there is the language question. The country's white population is half British descent, and half Dutch. The former speak English, the latter Afrikaans.

The Government, always over-sensitive to English "domination," is already perturbed by the fact that 99% of the movies are in English, as are the bulk of the programs on commercial radio. This is natural as the cities are mainly English-speaking and advertisers naturally want to reach the largest possible audience. Also many canned programs are purchased in Britain, Australia and the United States for commercial radio and these are in English. With tv, the probability would be that the majority of programs would again be in English.

**Radio Prospers** • South Africa does have radio, though. And South African radio is probably the world's most powerful, at the present time, because of the lack of competition from tv. Inside the country there are three networks. Two (one English, one Afrikaans) carry no commercials and are financed by license fees paid by all radio set owners. An estimated 95% of the country's 3-million whites have radios. In addition about 800,000 Negroes listen to radio, either on their own or their employers' sets, or through diffusion systems in several townships.

The third network, called Springbok Radio, is fully commercial but operated under Government control. All three networks have medium wave transmitters in every major city plus shortwave transmitters for the rural areas. Established in 1950, Springbok Radio fast became the country's most popular network. Unlike the non-commercial stations which have regional programs, Springbok is fully national so that all advertisers have to broadcast their messages to the entire country.

Much Like U. S. • Rating services show that the top programs on Springbok Radio are give-away quiz shows where prizes are world trips, automobiles, appliances or cash. The network limits sponsors to prizes of no more than 1,400 to any participant on any one show. During the day there is a continuous stream of soap operas for housewives. The trend daytime or in prime evening time is for fully sponsored shows in 15, 30 or 60-minute segments with station breaks in between. Late at night and in the early morning there are d.j. participation shows.

The only commercial competition to Springbok Radio is Lourenco Marques Radio, a station operating from neighboring Mozambique, Portugal's East African province. LM beams its seven shortwave and 100,000 watt medium wave transmitter at South Africa, and programs mainly jazz shows. Between them, these two commercial networks gross about \$2 million a year.



Nissen Davis left his native South Africa last year and joined Wynn Oil Co. shortly after his arrival in the United States. Previously he had been senior account executive with African Amalgamated Advertising, an agency chain in Africa. In 1960, when tv was introduced in Rhodesia, he was sent by his agency to study commercial television techniques in Europe. Earlier, he had been a magazine editor, copywriter, public relations consultant and newspaper reporter in Europe and Africa.

musical signatures

COMMERCIAL UNDERSCORES STATION I.D.'S NEWS INTROS LOGOS TIME AND TEMPERATURE INTROS

the veliet touch

smooth • warm • flowing • rich •
lush • melodious • cascading strings •
sweeping • full bodied • beautiful •

These descriptions just hint at the glorious new sound of Ullman's newest musical signature package, *The Velvet Touch*. Musical program and production aids created for the elite station whose sound image is that of good music, beautiful music, for the middle-of-the-road musical tastes of America's majority. Musical signatures that harmonize with your format with velvet smoothness, enhancing and enriching it—giving you a distinctive identifiability your competitor can neither copy nor match.

And all customized completely for your station.

Send for your melodious demo tape today or call your Ullman-Man. They'll both get to you on wings of song.

### RICHARD 🕕 ULLMAN, INC.

Marvín A. Kempner, Executive Vice President 1271 Avenue of the Americas, New York 20, New York, PL 7-2197

> Dick Morrison, Vice President 3101 Routh Street, Dallas 4, Texas, RI 2-3653

A DIVISION OF THE PETER FRANK ORGANIZATION, INC.

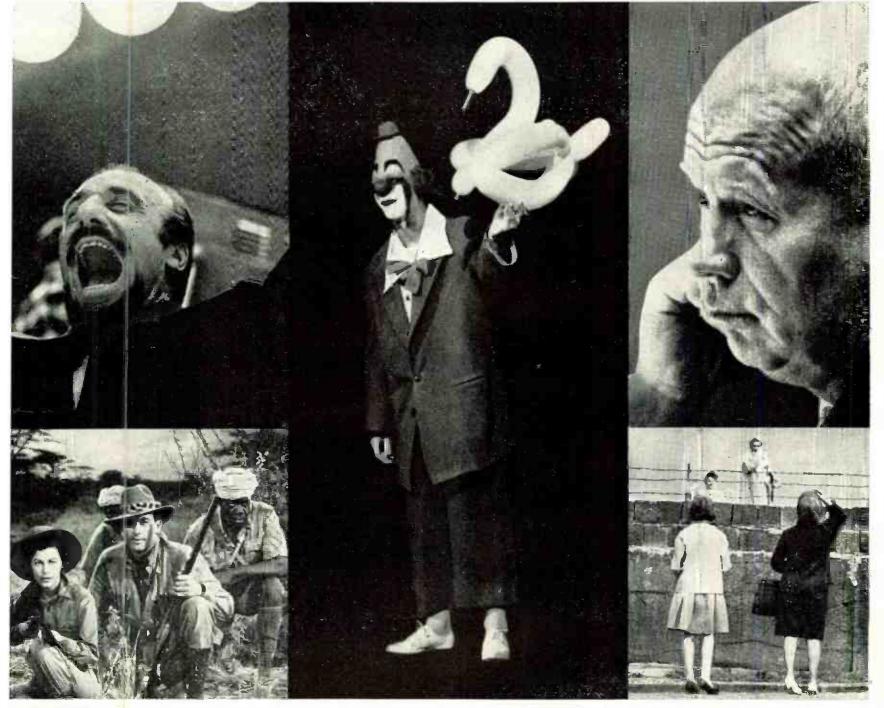
HOLLYWOOD NEW YORK DALLAS



#### A GIRL NAMED DINAH/A MAN NAMED JACK/THE FUN OF SINGING ALONG AND SATURDAY NIGI

THIS IS NBC

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



#### IOVIES / A CIRCUS IN DENMARK AND KHRUSHCHEV AND BERLIN

.ARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

#### **OPEN MIKE**<sup>®</sup>

#### Tag line interpretation

EDITOR: Your item, "Patriotism plus insurance" [CLOSED CIRCUIT, Feb. 5], was in error and projected the position of the Institute of Life Insurance unfairly when it stated that the public service spot announcements which the institute proposed to furnish to NAB radio members were "extolling merits of insurance."

The fact is that the proposed patriotic theme spots did not contain any mention of insurance or of the institute. They were wholly patriotic and whether they were used would have been in the sole discretion of each station. There was a proposed tag line stating, "This message comes to you as a public service from Station XXXX, a member of the National Association of Broadcasters, in cooperation with the Institute of Life Insurance." This was totally apart from the message, itself, and was suggested by the institute in an effort to conform to FCC identification requirements.

The NAB Board declined to participate in this project because it felt (1) the announcements would be tallied against a station's commercial spot count rather than as public service, (2) it would be improper for NAB to cooperate with an organization which is heavily nonbroadcast-oriented in its present advertising policies, and (3) the project would provide free exposure to the institute above the value of the public service, itself—LeRoy Collins, president, NAB, Washington.

[The "error" is a distinction without a difference. If the proposed "tag line" were used, mere mention of "insurance" would create a favorable impression, therefore would advertise insurance. If the tag line were not used there would be a question of violation of Section 317 requiring sponsor identification.]

#### Stanton on Stanton

EDITOR: An editorial in BROADCASTING [EDITORIALS, Feb. 5] attempts to summarize my position before the FCC regarding regulation of networks by reporting that I stated a basic objection to any extension of government regulation that might encourage government intrusion into programming, but that in cross-examination I indicated I would not strenuously object to some form of direct regulation if it assured protection of program freedoms. The editorial comments on the position taken by Robert Sarnoff, and then sets forth a third view which, the writer states, has not been emphasized in the proceedings.

This third view is: if the FCC were given authority to regulate the networks, its attention would be redirected from the stations it now regulates to the three television networks; with such shift in regulatory focus, there would come the general acceptance of the notion that all of television could be controlled "by pushing three buttons in New York"; if that condition came to pass, the writer continues, "the television station would degenerate into a robot outlet with no mind of its own" and the chance for variety and local programming would be lost.

While it is true that CBS has indicated in the past, and I reiterated this view during the course of my testimony, that it would not object to a direct, rather than the present indirect, regulation of networks in those specific areas now covered by the commission's chain broadcast rules, I did not state at the hearing, nor have I ever taken the position, that I would not object to any sort of direct regulation of networks, however broad, so long as it did not intrude into programming. More important, however, the writer of the editorial has failed to note that in the course of my cross-examination I commented on the vital distinction between a regulation of networks which placed centralized responsibility for network programming at the network levelwith the resultant opportunity for government to intrude into network programming - and a regulation which would specify the kind of information. relative to network programs, which should be given by the networks to their affiliates so that the affiliates could exercise their responsibility for all programs they broadcast.

I testified that I favored the concept of the dispersion of responsibility among the affiliates, rather than shifting the responsibility for network programming to the three networks. With responsibility at the station level, the networks would have the benefit of the criticism and the counsel, and of the acceptance and rejection of programs, by the affiliates. I said that we were willing to pay a price to maintain this dispersion of responsibility, namely, through the furnishing of such additional information and closed-circuiting of programming prior to broadcast as may be necessary to permit the affiliates to exercise their responsibility.

If direct regulation of networks took the form of placing responsibility on the networks, I stated that the transfer of the responsibility from the affiliate to the network would make even more true the criticism which was voiced years ago that an affiliate is merely a "way station."

In summary, the position I expressed in behalf of CBS is one which would continue the responsibility at the station level, and would prevent that shift in regulatory focus, of which your writer speaks, to the control of television "by pushing three buttons in New York."— Frank Stanton, CBS president, New York.



WOW!

WHL sland $^*$ 

IS A

"SEPARATE"

MARKET!

yep! over

BILLION

EFFECTIVE

**BUYING** 

**INCOME!** 



Market baskets — and other consumer needs and desires — are filled at the rate of more than 2 billion dollars a year in the WOC-TV coverage area. To meet the demands of these lowa-Illinois consumers, this has become a major regional distribution area for food, drugs, automotive and many other product classifications. There is also a growing recognition of this trade area as an excellent test market. WOC-TV is your best method of reaching this tremendously important market.



WOC is more than a member of the community ... it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household spends \$4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV,

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel ... today!



DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT . BETTENDORF . ROCK ISLAND . MOLINE . EAST MOLINE

BROADCASTING, February 19, 1962

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## COLONEL'S MAJORITY

The TV and Radio Stations represented by PGW play an important part in the everyday life of a majority of the nation's homes.

And the PGW Colonels in our ten offices from coast to coast are always ready, willing and very able to show you the best ways to reach these millions of homes with spot television on these fine television stations. Won't you give us a call?

#### FOR SPOT TELEVISION

K W W

KENS

EAST-	SOUTHEAS	T C	HANNEL	PRIMARY
		· · · · ·		

WAST Albany-Schenectady-Troy 13 ABC
WWINTV Detroit
WPD New York IND
WCSC-TV Charleston, S. C 5 CBS
WIS-TV Columbia, S. C 10 NBC
WLCE-TV Greenville, Asheville,
Spartanburg ABC
WFG.4-TV Jacksonville NBC
WTVJ Miami 4 CBS
WSF3-TV Montgomery
WSIGTV Nashville 8 ABC
WDELFTV Roanoke
WSJS-TV Winston-Salem-Greensboro . 12 NBC

#### MIDWEST-SOUTHWEST

WCIA-TV	Champaign-Urbana 3	CBS
WO(>TV	Davenport-Rock Island 6 I	NBC
WHC TV	Des Moines	NBC
WDSM-TV	Duluth-Superior 6 I	NBC
WDAT TV	Fargo 6 1	NBC

мвс.ти			Kansas City
ISC-TV		•	Madison, Wisc
			Minneapolis-St. Paul 4 CBS
MBD.TV	•	,	Peoria
PLR-TV			St. Louis
ARD-TV			Wichita
FDM·TV			Beaumont
RIS-TV			Corpus Christi
BAP-TV	•	-	Fort Worth-Dallas 5 NBC

#### MOUNTAIN and WEST

San Antonio

KBOI-TV	Boise	2			CBS
KETV	Denver	9			ABC
KGMB-TV	Honolulu	9			CBS
KMAU-KHBC-TV					
KTLA	Los Angeles	5	•	<b>e</b> -	. IND
KRON-TV	San Francisco	4			. NBC
KIRO-TV	Seattle-Tacoma	7		•	. CBS

ELES ISCO

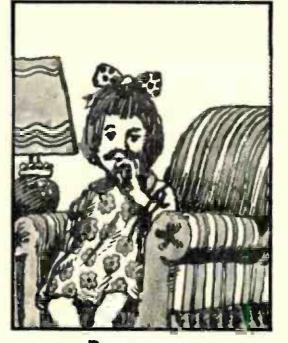


#### **Ploneer Station Representatives Since 1932**

NEW YORK	ATLANTA	DETRONT	FT. WORTH	LOSANG
CHICAGO	BOSTON	ST. LOUIS	DALLAS	SAN FRANC



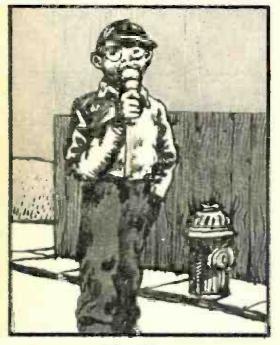
For Action,



Romance,



Adventure,



Thrills,







Spectacle,

Realism,

## 'Leave It To Beaver'

Going into its sixth boffo season this Fall

Whatever it is that little boys are made of, Beaver Cleaver sure has it-and in big amounts. For five straight seasons now, he's been winning kids, charming adults, enriching sponsors.

Of course, ABC doesn't just leave it to Beaver in the family fun department.

Other long-run, big-fun hits (likewise first in their time periods\*) are Ozzie & Harriet, now going into its eleventh season, The Donna Reed Show (fourth season), The Flintstones (third season).

In other programming categories, but also top-rated in their time periods, are ABC's Cheyenne, Rifleman, Ben Casey, Naked City, The Untouchables and Target: The Corruptors.

For success in network television, leave it to



\*Source: Nielsen 24 Market TV Report, week ending Feb. 4, 1962. Average Audience, all commercial programs, Mon. thru Sun., 7:30-11 P.M.

THE BUSINESSWEEKLY OF TELEVISION AND RADIO February 19, 1962, Vol. 62, No. 8

## **COMEDY CENTERS TV STAGE FOR FALL**

More variety, drama scheduled as westerns bite the dust
 Share-time sponsors already signed for most new programs
 Tentative plans sprinkle new entries among hardy perennials

A speed-up in the blueprinting of plans for 1962-63 nighttime network tv programming became evident last week.

Though it'll be months before schedules are locked in, the proposed lineups already have gone far enough to indicate the tack the networks will take.

And although it may be early to talk in terms of new advertiser buys, reports are increasing of part sponsorships being assured for a few of the new programs set for the next season.

As of this week, not one of the networks can show nightly lineups without gaping program holes. Yet there are fewer and fewer new-show surprises ahead. The main chores now are final pilot screenings and definite time-spot scheduling.

A quick glance at current advanced network planning—a composite sample of how the three-network 1962-63 schedule could look in the fall is in the chart on page 33—affirms what a round-up look at pilots for next fall indicates (see PERSPECTIVE, page 110).

**Comedy Brush** = In short, the networks next season will paint a program image with a broad brush of comedy. There'll be a little more of the variety format, an increase of drama (film and/or live) and a rise in medical drama. The western hasn't yet been shoved aside but its decline from the 1960 peak continues (also see Nielsen analysis, page 34).

The action-adventure show, while still very much around, is giving way to other formats (such as comedy). There will be few additional animated programs and these will be basically comedy (*Jetsons* by Hanna-Barbera, an animated situation comedy project into the jet-age to complement H-B's *Flintstones* and its rock-age background, is being planned for ABC-TV).

An early sampling of future tv program projections pointed some months ago to more diversified production groups and a broadened program basis (BROADCASTING, Nov. 6, 1961). Those plans now are coming into their own and time will be the arbiter of whether or not such factors as the sudden injection of New York-based production (see story, page 32) can have much effect in what is predominantly a television medium dominated by Hollywood in its creation, design and production.

The program chart on page 33 reflects initial selling and program proposals as received by agencies. The program sequence is certain to be changed from week to week until well into the spring, but it portends network thinking.

Early Birds • Early-bird advertisers staking their claims in the program feeding:

• American Tobacco Co., via BBDO, reportedly has purchased a half of the new Our Man Higgins series in the Wednesday night lineup on ABC-TV. That night's lineup for ABC-TV appears firm: Wagon Train, Going My Way, Higgins and Naked City.

• Whitehall Labs, division of American Home Products Corp., and Brown & Williamson, both through Ted Bates & Co., are said to have signed for a half-sponsorship of the new program, *The Nurses*, that's to be slotted apparently at Thursday, 9-10 p.m. (CLOSED CIRCUIT, Feb. 12).

• Sealtest is keeping its hand in the Wednesday, 10-10:30 p.m. period on NBC-TV but hasn't made up its mind on what show to place there.

• Procter & Gamble is busy, actively lining up its purchases for the new season. Reports that P&G will stick with the *Dick Van Dyke* show on CBS-TV, and will be associated on that network with still a new program could not be confirmed. P&G also may be moving to CBS-TV along with *The Real McCoys* which switches to the network from ABC-TV next season.

• DuPont not only will be back on NBC-TV Sunday nights but will have a more ambitious undertaking. The advertiser, through BBDO, its agency, has scheduled 22 shows in the 10-11 p.m. slot and of this number, 14 will be dramatic shows, six "actualities"

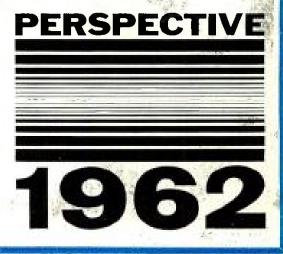
#### Broadcasting prospects good for 1962

What's in view for radio-television in 1962? A burgeoning national economy can only mean clear skies and progress for the broadcasting media, in the opinion of nearly every card-carrying economic expert.

While Capitol Hill is faced with a broad variety of broadcasting bills, ranging from all-channel sets to a new policy for political broadcasting, there is considerable doubt that any will be enacted at this session. Many congressmen are giving more thought to fence-mending before the coming elections than they are to radio-tv bills and intricate political considerations are liable to delay even the most popular of the prospective legislation.

Both radio and television posted new highs in total billings during the past year, according to BROAD- CASTING estimates, and predictions are that still higher totals will be posted at the end of 1962.

Annual BROADCASTING reports on the 1962 perspective for radio and television are included in a special section beginning on page 71 in this issue.



#### COMEDY CENTERS TV STAGE FOR FALL continued

and two specials, for a total investment for time and talent estimated last week to be in excess of \$6 million (contract reportedly calls for 10 repeats). The non-DuPont weeks will be filmed in by other specials.

At this point, the emphasis is on winding up the scheduling of entertainment programs and presumably news and public affairs slotting in prime time will follow quickly. As of this week, however, such series as *Eyewit*ness and CBS Reports on CBS-TV, Brinkley's Journal (or some other format featuring the news commentator) on NBC-TV, and Howard K. Smith on ABC-TV have temporary havens in prime-time for the next season.

This generally is the programming image of each of the networks as indicated by current plans:

ABC-TV: the network's "guns" will be less obvious in westerns but more in war action (*Combat* and *Battle Zone*, both one-hour series, are being considered). The network, however, has first call on other western series on which work can proceed. Actionadventure will still spot the schedule and at least one medical hour drama, (title said to be *Mac Thompson*) is being added to the highly rated *Ben Casey* which will continue. A Roy Rogers musical has a chance for Saturday night, 7:30-8:30, and a light entertainment Going My Way (Gene Kelly stars) hour on Wednesday seems set.

Comedy is promised on these new shows at ABC-TV: Our Man Higgins, Jetsons and The Workers among others. A Fred Astaire anthology seems certain on Mondays, and Rodeo U.S.A. is a strong contender for Sundays.

CBS-TV: Comedy on all levels from the comic to the situation to broad comedy on Hellzapoppin tack (Max Liebman's taped show) appears paramount in new programming most talked about at CBS-TV. Lucille Ball apparently will be cast in a half-hour on Sunday night, Beverly Hillbillies is a strong possibility, the Real McCoys has been moved over from ABC-TV, Red Skelton will be back, and possibly as an hour production, and Jack Benny, Dobie Gillis, Dick Van Dyke, Mr. Ed, Danny Thomas, Dennis the Menace and Andy Griffith among others are slated to return though some will be in new time periods. A new comedy, Acres and Pains, appears certain though no time slot has been selected. Another comedy half-hour, Wake Up, Stupid! is a possibility.

Variety-comedy that includes veteran *Ed Sullivan*. *Garry Moore*, new contender *Tv Tonight* with Dennis Weaver and Victor Borge among others are in the CBS-TV blueprint. Drama will be varied with GE Theatre expected back along with Perry Mason, The Defenders, U.S. Steel/Armstrong Theatre and the new hour Hitchcock series as well as a medic drama with a reverse twist, The Nurses.

NBC-TV: One of the few new western-oriented shows is *The Virginian* that's slated for a 90-minute weekly appearance at 7:30 on Wednesday. NBC-TV expects to build on the strong shows it developed this season—*Dick Powell, Dr. Kildare, Car 54, Walt Disney* and *Hazel*, for example. It is continuing its "hit" *Sing Along With Mitch*, but in a new time period. Jack Paar on Friday nights will add varietycomedy to the schedule. Perry Como will return and most likely also Dinah Shore, although her show hasn't been penciled in yet.

The new programs most likely to succeed in gaining an NBC-TV niche are such hour series as 333 Montgomery, Empire, McKeever & The Colonel, The Young Men, 11th Hour (Psychiatric theme), or 330 Independence (U.S. Public Health theme). Some of these soon will be slotted in "plotting" already made.

NBC-TV also has comedy or variety in the form of Kings of Broadway (about a two-day vaudeville circuit), a color cartoon using the voices of Laurel and Hardy, Andy Hardy, Ensign O'Toole, The Big Brain, Amy and Kentucky Kid among others.

## New York fighting back as tv producer

#### BOOMLET IN PILOT PRODUCTION IS CENTERED AROUND CBS-TV ACTIVITY

New York, which long ago yielded to Hollywood as television's No. 1 programming center, will make a comeback in the 1962-63 season. The extent to which it will recapture lost stature is by no means clear and the full impact of currently planned increased activity is not expected to be



Cameramen setting up a sequence for new series produced in New York, "The Nurses," which has lined up Whitehall Labs. and Brown & Williamson.

felt for at least another year.

This conclusion emerges from talks with network programmers, independent producers and agency men. They agree that the pendulum is swinging slowly in the direction of New York, but believe that a significant shift will not be achieved until live-tape production of drama, musical and quiz shows becomes more pronounced.

A study of network and/or their pilots under consideration for 1962-63 (story and chart, page 33) indicates New York is enjoying a boomlet in pilot program production. But admittedly, the rise can be attributed largely to CBS-TV's initiative in this activity, which has produced in New York pilots of at least four shows for next season.

Above and beyond 1962-63, proponents of New York productions see these encouraging signs:

• The investment of \$14.5 million by CBS-TV over the next two years to refurbish its New York production center.

• Two of the leading tape production companies—Videotape Productions of

How	nex	t fall'	s tv i	netwo	rk lin	eup lo	ooks	now	
		7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11	
	ABC	Batt	lezone	Rodeo	U.S.A	To be Ar	inounced	Howard K Smith*	
	CBS	Dennis The Menace	Ed Si	ullivan*	Lucille Ball	GE Theatre	Candid Camera*	What's My Line?*	
SUNDAY	NBC	Walt	Disney	Car 54*	Bon	anza		Show* pecials	
	ABC	Chey	yenne	Rifleman	Ben	Casey	Fred Astair	ire Anthology	
	CBS	To Tell The Truth*	Beverly Hillbillies or I've Got A Secret*	Real McCoys	Danny Thomas	Andy Griffith	Τν Το	night †	
MONDAY	NBC	The You	ng Men†	Price Is Right*	87th P	recinct †	To be Announced		
	ABC	Сол	nbat	Hawaii	an Eye	Mac Tho	ompson	Open	
	CBS	Marshall Dillon	Open	Red Ski	elton †	Jack Benny	Garry	Moore*	
TUESDAY	NBC	Lara	amie	Dick P	owell	Empire †		Open	
	ABC Wagon Train		Train	Going My Way		Higgins	Naked City*		
	CBS		nan Show* en In A Hurry	Dobie Gillis	Dick Van Dyke	Ореп	U.S. Steel/	Armstrong*	
WEDNESDAY	NBC		The Virginian		Perry	Como*	Sealtest Show †	Brinkley	
	ABC	Ozzie & Harriet †	Donna Reed	Open	My 3 Sons	Open	Untouc	hables	
	CBS	Mr. Ed	Ed Perry Mason		The N	urses*	CBS R	eports*	
THURSDAY	NBC	McKeever &	The Colonel †	Dr. Ki	Idare	Hazel	To be A	nnounced	
	ABC	Jetsons	The Workers	Flintstones	77 Suns	et Strip	Hour Adv	venture †	
	CBS	Raw	hide	Route	: 66	Hitcho	ock	Eyewitness	
FRIDAY NBC		International Showtime		Mitch Miller*		Vive Judson McKay	Jack Paar*		
	ABC	Roy Rogers	Musical †	Leave It To Beaver	Lawrenc	e Welk	Fight of t	he Week*	
	CBS	Check	mate	The Def	enders*	Have Gun- Will Travel	Gunsi	moke	
SATURDAY	NBC	To be Announced Open Saturday Night at the Movies							

t-Program is uncertain entry for time period in which it appears.

New York and MGM Telestudios-report heightened interest by New York independent producers in the availability of their facilities and point to various taped pilots already in production.

The strong belief by many agency officials and producers that the time is ripe for the return of quiz shows, probably not the big-money type, which traditionally originate from New York.

The emphasis on informational programs is likely to become even more pronounced over the next few years and to rebound to the benefit of New York.

But even the most optimistic New York adherents do not believe the city will recapture its stature of six or seven

to be highly important in tv in the forseeable future and that Hollywood is acknowledged as pre-eminent because of its experience and readily available facilities. But they envision a more balanced division of origination as tape perfects its techniques. Encouraging as the rise in New York-

years ago. They say film will continue

produced pilots is, it is uncertain how many of these programs will become regular series and make the 1962-63 schedule. The attitude of many programmers was summed up by Michael Dann, CBS-TV vice president, programming, New York, who asserted:

"Television needs the talents and the skill of all the people in the entertain-

ment field. It needs Hollywood's ability in films and New York's background in the theatrical arts and in the field of news and public affairs. Only by blending these skills can ty offer a more balanced programming acceptable to more viewers. It is up to the industry in New York to exert leadership and work diligently in the programming area."

The Leader = In 1961-62, CBS-TV is the leader in the number of prime programs produced in New York. They include The Defenders, Ed Sullivan Show, Garry Moore Show, Password. To Tell the Truth, I've Got a Secret. What's My Line?, Candid Camera, U.S. Steel Hour-Armstrong Circle Theatre,

#### NEW YORK FIGHTING BACK AS TV PRODUCER continued

CBS Reports, and Eyewitness.

NBC-TV's current New York programs in prime time are Car 54, Where Are You?, Du Pont Show of the Week, The Price is Right, The Perry Como Show, Bell Telephone Hour, and Chet Huntley Reporting.

ABC-TV's New York offerings are Naked City, Yours for a Song, Close-Up, Howard K. Smith, and Fight of the Week (usually from New York).

For 1962-63, though schedules are by no means firm, CBS-TV probably will retain most of the programs already noted, and five other programs, the pilots of which were produced in New York, are being considered for next season. Mr. Dann stressed that this pilot production in the East is approximately 200% higher than in any year since 1954.

The five CBS-TV pilots cover four hours of programs. One series, The Nurses, has been tentatively scheduled for Thursday, 9-10 p.m. It already has picked up half-sponsorship with Whitehall Labs and Brown & Williamson, both through Ted Bates & Co., each buying one-quarter segments. Herbert Brodkin, who produces The Defenders, also is handling production chores on The Nurses and has another New York pilot, the half-hour Wake Up, Stupid! under consideration at the network. Other pilots produced in New York for CBS-TV include Tv Tonight, a taped hour variety show; a Max Liebman taped variety-special series, one hour in length and still untitled, and a halfhour Acres and Pains situation comedy, part of which is being shot in Bucks County, Pa. A CBS-TV spokesman noted that if Tv Tonight finds a place on the '62-63 schedule, it may be produced in Hollywood, but he said no final decision has been made.

NBC-TV has not shot any new pilots in New York this season, but has two pilots—*The King of Broadway* and *Saints and Sinners*—that were produced in California but will originate in New York if they find a place next season. A spokesman said he was aware of increased programming activity in New York but added he could not determine whether this would translate itself into a trend. And Du Pont on NBC-TV next season will have a new drama showcase that will make use of New York facilities.

An ABC-TV official indicated the network has no plans for any new programs to be produced in New York.

Studio Shortage In view of CBS-TV's venturing into film production in New York, studio facilities in the city are strained. Any additional expansion in programming lies in the direction of tape, according to authorities questioned.

Tom Tausig, director of program development for Videotape Productions of New York, foresees a gradual but steady shift to program production on tape over the next few years. He declared that over the past few months Videotape Productions has received many inquiries about the availability of studios and the cost for the production of dramatic and audience participation shows and added: "A year or two ago, nobody called. I don't want to overstate the situation, but I sincerely believe that some of this interest will translate itself into reality." He said that Videotape Productions already is in production on pilots for three game programs and is discussing a taped drama project with producers.

George Gould, president of MGM Telestudios in agreeing with Mr. Tausig, points out his company is involved in producing pilots for four programs—a musical quiz show and three audience participation shows.

## Wagon Train, McCoys will switch networks

Every program is vulnerable in the "if you can't lick 'em, buy 'em" philosophy that any program supplier may resort to from time to time.

This winter two shows already have figured in successfully engineered maneuvers well in advance of the season for which they're designed. First to go along this trail was Wagon Train which switched from NBC-TV to ABC-TV when the latter purchased the series, including re-runs, from Music Corp. of America. Co-star Robert Horton isn't going along-he's now tied exclusively to NBC-TV for next season and expects to be cast frequently in the new 90-minute Virginian whose first hour (7:30-8:30) probably will be slotted in the fall against Wagon Train (BROADCASTING, Feb. 12).

The second series is *The Real Mc-Coys*, which CBS-TV purchased through William Morris Agency. For years, it's been on ABC-TV. But here again, star Walter Brennan will be in only a dozen or so episodes next season.

Another veteran program series, *Perry Mason*, may shift next season but with two important differences: (1) it will move from Saturday to another night, not to another network, in order to buttress the CBS-TV lineup on Thursday, and (2) star Raymond Burr apparently will be around for a while longer.

. .

#### \_\_\_\_\_ BROADCAST ADVERTISING \_\_\_\_\_

### Nielsen report defines tv's audience

#### VIEWERS ARE YOUNG, RICH, WATCH MOSTLY AT NIGHT, PROFILE FINDS

Today's is a growing television audience, made up mostly of the highmiddle income groups, with the vast percentage of its viewing time spread over the nighttime schedule.

This audience has variable television tastes that change rapidly from season to season, and show up as "program cycles" on the tv networks.

This is essentially the tv audience profile which A. C. Nielsen Co. depicts in a single voluminous report compiled late in 1961 and delivered at year's end to subscribers. It has been freshened with more recent figures and comparisons where necessary at BROADCAST-ING's request.

The purpose of the study was to bring Nielsen subscribers up to date on the "current state of television," and to present some of the applications of audience research in tv planning. In effect, the report "attempts to provide a 'snapshot' or a rapidly moving medium."

**Program Performance** • A key section of the report deals with program performance. According to the Nielsen data, the average evening program's rating has declined from the high point reached in 1957, but the average night-

time show is reaching more homes than ever before:

March-April	Average %	e Audience (000)	Programs #
1956	18.5	6,494	122
1957	20.6	8,096	113
1958	20.0	8,500	122
1959	19.7	8,668	114
1960	17.8	8,046	123
1961	18.7	8,770	117
January		-	
1962	18.2	8.918	122

In the years 1955-60, Nielsen finds an average of 45 new programs aired at the start of each season, and of these 20 returned the following season. In

# How one great station penetrates 865,350 homes in "lowa <u>PLUS</u>"!

## WHO Radio Serves 137 Counties— America's 14th Largest Radio Market

E XPERIENCE. Service. Acceptance. WHO Radio has all three — is the long-acknowledged leader in the 865,350 radio homes in "Iowa Plus" (WHO's coverage area and America's 14th largest radio market).

There has always been plenty of competition for this big audience, too. Today, 94 different stations are heard in the WHO area. But the latest of 24 consecutive surveys of the Iowa Radio audience confirms WHO Radio to be by far the most popular. The 93-County Area Pulse Survey (March, 1961) gives WHO the top audience rating in every quarter hour surveyed, Monday through Friday.

75% of all Iowa retail sales are made in areas you reach with WHO Radio. What's more, 62% of Iowa's retail spending is done outside of any metropolitan center. WHO Radio takes you everywhere the sales are made in "Iowa Plus."

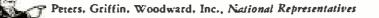
Your PGW Colonel will be more than glad to fill you in on all the details from the 93-County Area Pulse Survey and the latest "Iowa Plus" market facts. Let him see you soon!

Sources: Pulse (March, 1961), NCS No. 2.



**NBC Affiliate** 

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport





FACE VALUE. Their faces are their fortune...and your fortune, too! Because these stars (whose faces are known and loved by millions) now spell boffo boxoffice for advertisers on WCAU-TV's Early Show and Late Show. Big stars: Day, Brando, Garland, Tracy, Peck, Holden, Cagney. Giant hits of the '50s: "A Star is Born," "On the Waterfront," "Mr. Roberts," "East of Eden." Great motion pictures,



week-in and week-out, <u>exclusive</u> on Channel IO. In its recent television premiere in Philadelphia, "The Caine Mutiny" zoomed to a mighty <u>31.1 Trendex rating</u>... just one example of blockbusting movie entertainment that, month after month, has made wcAu-TV's Early Show and Late Show the market's two most popular feature film programs. A new face on sales in Philadelphia? Just call WCAU-TV

#### NIELSON REPORT DEFINES TV'S AUDIENCE continued

the fall of 1961, network tv programs were an average of three seasons old. Nearly 6 out of 10 programs had been on the air two seasons or longer, about 4.5 out of 10, three seasons or longer, a little over 3 out of 10, four seasons or longer.

Nielsen's program analysis also covers new program performance, and finds generally that the average rating of first-season programs falls below the average evening program rating for all shows, while the old programs come up above the average.

Other highlights of the report:

• Though the rapid rate of growth of tv set ownership has diminished, penetration of total homes is at a high of 90%, or 46.9 million U.S. homes with tv.

• Tv useage continues to be highest between 8-10 p.m. In the Nov-Dec. 1961 period, level was 63.5% of tv homes. • Young families are predominant in the daytime audience, especially in the morning hours and theirs is the highest level of tv useage. Late-evening viewing is higher in the young and middle-age families than in homes in which the head of the house is 55 years or more.

**Daytime Tuning** • The percentage of homes tuning to tv in the daytime last winter nearly equalled the six-year high set in the '57-'58 season and, moreover, the increased tv set ownership factor helped set a new record that winter in total homes tuning to daytime.

The Nielsen report also samples trends in regularly sponsored tv programming. It finds comedy peaked in 1955, variety in 1955-56, westerns in 1960 and suspense in the early part of the current season, followed closely by situation comedies and westerns. For latest prognostications see lead story, page 31. The totals:

	Hours of	Programming	Per Week			
	'55	'58	<b>'</b> 59	'60	'61	'62
Suspense-Mystery Drama	4	6	8	10	13	14
Situation Comedy	14	9	6	7	12	11
Westerns	2	8	12	16	14	11
Variety	15	15	14	10	8	9
General Drama	15	7	8	7	4	8
Quiz & Audience Partic.	8	7	4	4	3	2
NOTE: 1955-61 data is based u	pon March	-April each y	ear:			

1962 season data is based upon November-December 1961.

A profile of the tv audience by program type or composition is contained in the report based on the 1960-61 season. But a special update provided by Nielsen shows the following:

	Viewers		Chi	Children			Teens		
	(000	)	%	(000)	)		%	(000)	
Suspense-Mystery Drama	16,94	1	12	2,032	2		11	1,864	
Situation Comedy	20,82		24	4,997			12	2,498	
Western Drama	22,32		18	4,019			10	2,233	
Variety	20.84		12	2,501			9	1,876	
General Drama	16,84		10	1,684			9	1,516	
		6	11	2,037		4	8	1,481	
	Women		Men				Viewers		
	%	(000)		%	(000)		Pe	r Home	
Suspense-Mystery Drama	43	7,285		34	5,760			2.1	
Situation Comedy	38	7,912	•_	26	5,413			2.3	
Western Drama	39	8,708	·	33	7,368			2.3	
Variety				33				2.2	
Variety General Drama	46 46	9,588		33 35	6,878			2.2 2.1	
•	46							2.2 2.1 2.1	

SOURCE: Nielsen Television Index: National Audience Composition Report Also of special interest is the trend 1958-59

of sponsored network public service climbing upward. The season apparentprogramming that shows the total hours ly is running nearly double 1957-58. The table:

		# of
	Hours of Sponsored	Different
	Programming	Programs
1957-58	45	13
38 (BROADCAS	T ADVERTISING)	

1958-5945151959-6050141960-6166221961-628335

(Documentary, Forum & Discussion, Interview, News, and Serious Music, Monday-Saturday evening & Sunday late afternoon and evening.) SOURCE: Nielsen Television Index

Copyright 1961 by A. C. Nielsen Company

#### Color-keyed rate card

As an aid to timebuyers who feel they spend too much time studying rate cards, WTVN (TV) Columbus, Ohio, has introduced a new color-keyed card.

Conceived by Gene D'Angelo, station manager, the card uses coordinated color bars, and indicates costs and corresponding time periods. The card was designed and produced by Kelly & Lamb Adv., Columbus.

# Y&R shuffles creative department

A realignment in the creative department of Young & Rubicam, New York, including the appointment of Charles



Feldman as chairman of the agency's creative plans board, was announced last Thursday by George H. Gribbin, president.

Mr. Feldman, senior vice president and creative director, assumes responsibility for creative review in

Mr. Feldman

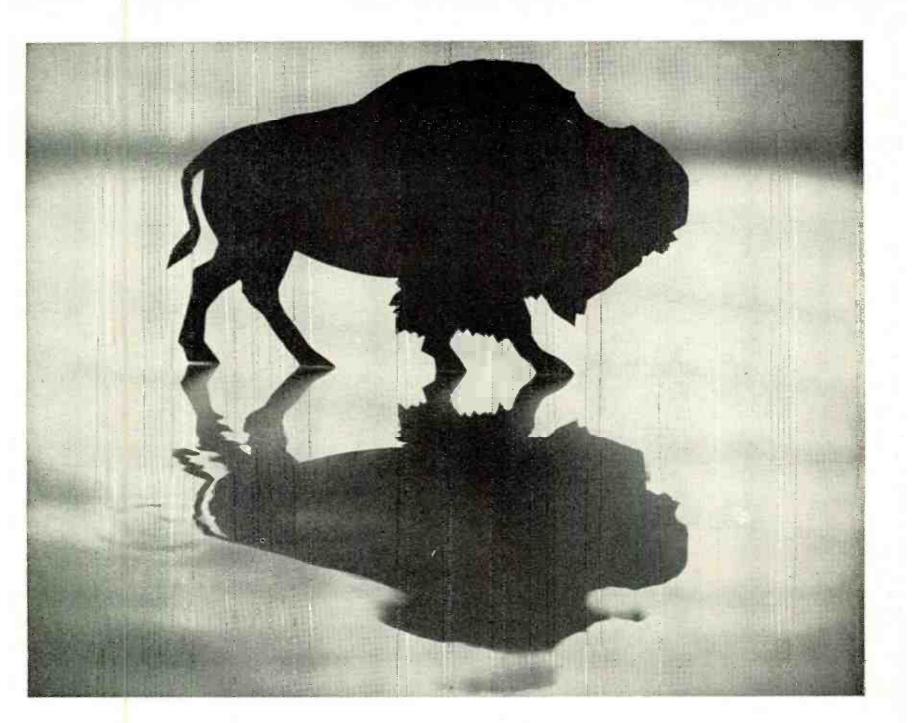
all of Y&R's domestic and foreign offices.

In other changes, Dermott F. Mc-Carthy, vice president, was named director of the copy department; Stephen O. Frankfurt, vice president, was appointed director of the art department; Alexander S. Peabody was named a vice president and associate creative director; Frederick W. Frost was appointed manager of the commercial art and production department, and Walter Glenn, vice president, was named director of the art department.

#### Also in advertising ....

Advertising Institute • Frank Block & Assoc., St. Louis, last month played host to the St. Louis Advertising Club's 14th annual Institute on Advertising. A five-man agency team described to the institute the steps and work involved in building a campaign.

New research firm • Market Facts-New York Inc., a research firm, has been formed with Bud Sherak, former vice president in charge of research for Kenyon & Eckhardt, as president. The new company is patterned after the parent company, Market Facts Inc., Chicago. Headquarters for Market Facts--New York is 1271 Ave. of the Americas.



# you get THE ABBED IMAGE of quality on WBEN-TV

The background to your commercial message is important when you're doing business in Western New York. Western New Yorkers are good spenders, dropping over \$3.5 billion into the retail tills each year—but they buy with discernment.

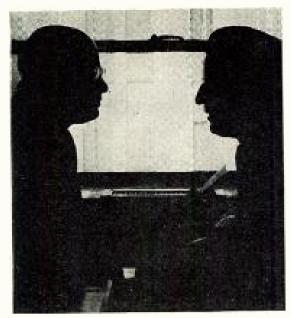
That's why national advertisers choose WBEN-TV to reach this rich, vital and expanding market. They know that Western New Yorkers believe what they see and hear on WBEN-TV. The pioneer TV station of the area, WBEN-TV has devoted 13 years to prestige programming and dedicated public service. The result: A quality image that reflects well on the products of our sponsors.

Get the facts from Harrington, Righter & Parsons, National Representatives



The Buffaio Evening News Station

**CBS** in Buffalo



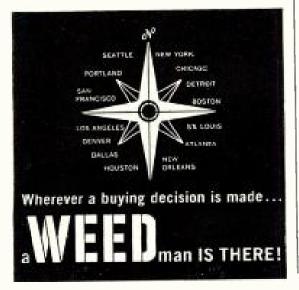
# OUR GUYS Are there

When a campaign is breaking...

When orders are being placed... When decisions are

being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



# HARPER BLASTS 'MAGAZINE CONCEPT'

## NL&B head warns method will not match buyer and product

Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, said last week that he doesn't think

much of the "magazine concept" in television advertising. It is a wasteful use of the medium, he indicated.

Although he did not name names in his talk Tuesday before the Broadcast Advertising Club of Chicago, Mr.



Mr. Harpes

Harper took a position opposite to that long espoused by Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding there. Mr. Harper also asked for more precise data on audience characteristics at all levels in radio and tv.

Mr. Harper explained that as broadcast costs go up and more is learned about "how specialized the markets for different products are, we must buy broadcast media ever more precisely. What may be a solid market for one man's product can be a wasteland for another's."

The concept of the mass market-mass audience as a way of buying media "can lead to dangerous and increasing waste," Mr. Harper argued. "The fact is that markets for so-called 'mass consumed' items differ tremendously. So does the audience for different segments of the so-called 'mass media'." He cited the unique market profiles of margarine and floor wax as two examples.

Magazines Are For Reading - The "notion" of the magazine concept, in which advertisers would rotate through programs on a non-selective basis, "ignores the fact that the American consumer market is a highly diversified one where each major product category has its own particular characteristics."

Mr. Harper also felt that the magazine concept, "overlooks the public's great emotional involvement in television programming. We know that there is a close association in the minds of the American public between program and advertising. You can't get around the fact that the kind of program on which a commercial appears will have an effect on the audience's response to the commercial."

The marketing context of the program "must be right," he said, "or we won't reach our most probable customers." The "emotional context" of the program also must be right, he con-

tinued, "or even if we reach them, we won't sell them."

"Our job today is to match the consumer appeal of our clients' products with the audience appeal of the tv programs," he said. "When we do otherwise, we create a waste of advertising dollars and undermine the economic productivity of broadcasting."

Selection Needed = Turning to audience research, Mr. Harper said that it is apparent from many of the sales presentations made to his agency's media department that "there seems to be a lack of awareness by many local broadcasters of the advertiser's concern for carefully defined marketing targets." His chief objection: stations that stress only "total performance rather than selective performance." Data on total performance can be helpful, Mr. Harper said, but any purchase made on the basis of such generalities "is begging for large quantities of waste circulation."

Other waste-makers, according to Mr. Harper, are: rescheduling without notice to the agency or advertiser; forced-combination buys, and "rateholders."

Calling for more thorough and accurate audience information at all levels in broadcasting, Mr. Harper gave three special needs in spot. They are:

(1) Specific audience characteristic data for every commercial position bought in spot tv and radio—including the viewers' and listeners' sex, age, family income, educational attainment, size of the family they live in, and, for certain products, even more refined information on possessions and product usage.

(2) Unduplicated audience figures for program combinations and spot patterns.

(3) Information on how these audiences accumulate under certain patterns of spot usage.

#### Business briefly...

Armour Agricultural Chemical Co., Atlanta, plans its most extensive advertising campaign in its 68-year history. The company, producer of a diversified line of lawn, garden, and farm fertilizer materials and related products, will place most of its advertising in newspapers and magazines but also will use a 23-week spot radio schedule on farm programs in about 40 markets. Agency: Liller, Neal, Battle & Lindsey, Atlanta.

**Polland Products** (for its Heat-Sweep de-Icer), Bellevue, Wash., has selected West-Pacific Adv. Agency, Seattle to

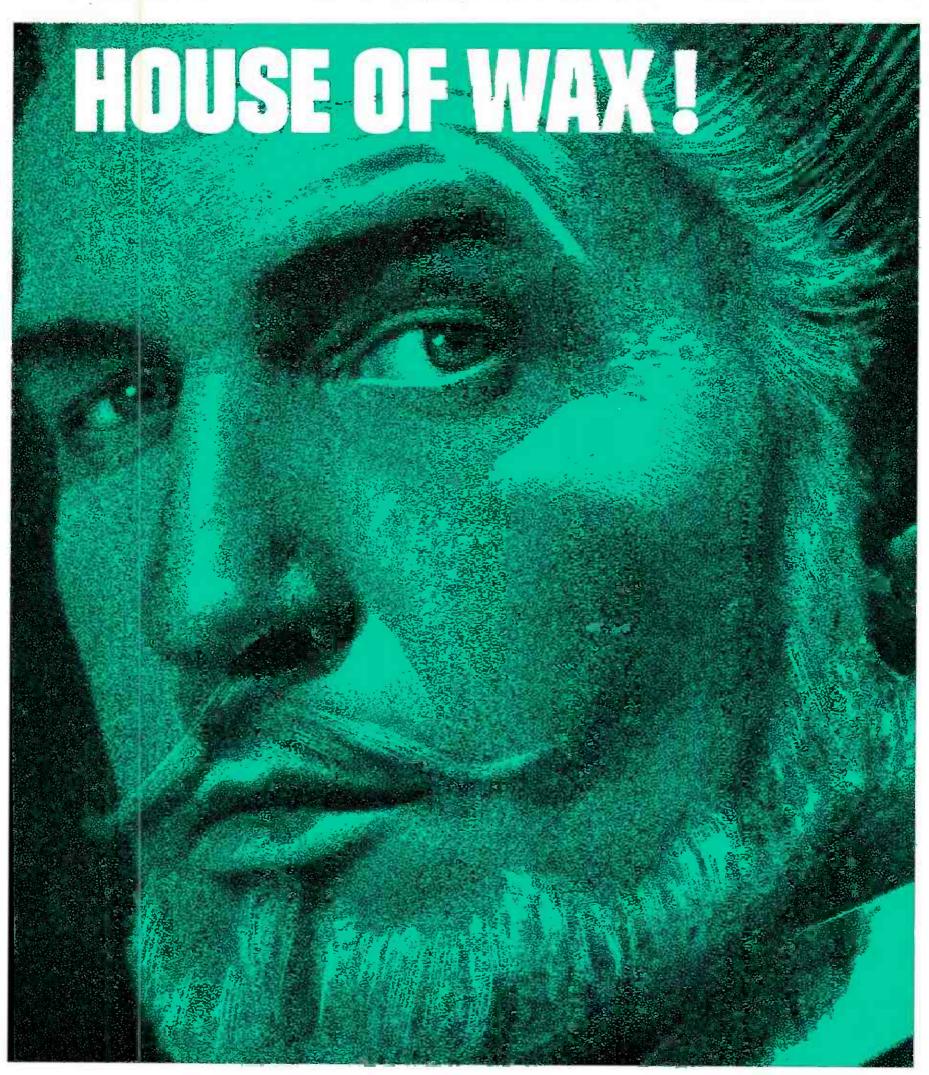
# **VOL.3-"FILMS OF THE 50'S'- NOW FOR TV** FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS VINCENT PRICE - FRANK LOVEJOY - PHYLLIS KIRK - CAROLYN JONES



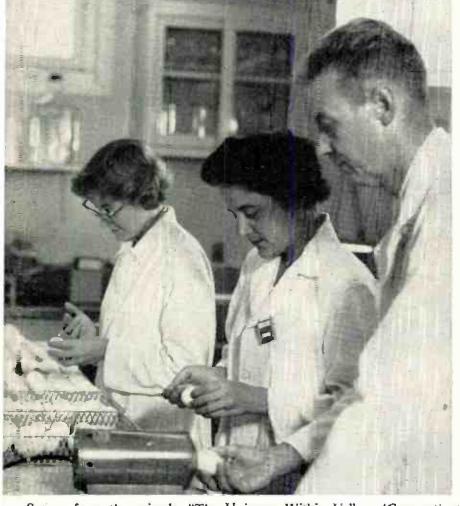
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD. NEW YORK: 270 Park Avenue Yilkon 6-1717 CHICAGO: 8922-D N. La Crosse, Skokie, III. ORchard 4-5105 DALLAS: 5641 Chartestown Drive ADams 9-2855 L.A.: 232 So. Reeves Drive GRanite 6-1564 -- STate 8-8276

SEVEN ARTS "FILMS OF THE 50's"-MONEY MAKERS OF THE 60's

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



# Connecticut Reports' on WNHC-TV NEW HAVEN HARTFORD



Scenes from the episode, "The Universe Within Us" or. 'Connecticut Reports,' produced in cooperation with the New England Institute for Medical Research, Ridgefield, Connecticut. Top - Dr. John Heller, Director of the Institute, is interviewed by George Thompson, WNHC-TV moderator. Lower Left-Dr. John Ransom of the Institute directs technicians studying viruses Lower Right-Arthur Stober, WNHC-TV Special Events Director, prepares scene with Dr. Heller.

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV** 



"Through knowledge comes intelligent action. This principle is the keystone of WNHC-TV's efforts to help maintain an informed public within the area we serve. In 'Connecticut Reports', as well as in many other programs, we make it our business to telecast thought-provoking ideas and information and to discuss major phases of community life."

HOWARD W. MASCHMEIER General Manager, WNHC-TV

# Prime Time Reports On Major Issues

Service to the people of Connecticut, their varied interests and aspirations, is an integral part of the program philosophy of WNHC-TV.

Among the many programs developed to implement this concept is 'Connecticut Reports'— a weekly prime time series which deals with a wide variety of serious concerns.

Among recent program subjects: Progress in Mental Health . . . Greater Highway Safety . . . The Fight Against Polio . . . State Festival of Arts . . . The Universe Within Us . . . Yale Glee Club Visits South America.

'Connecticut Reports' is one of the principal reasons why WNHC-TV received the 1961 Americanism Award from the Connecticut Council of B'nai B'rith. The presentation by Rabbi Samuel Silver of Stamford included this complimentary estimate of the station's service: "WNHC-TV is a station with a soul and a conscience—using its facilities to impart inspiration and information to the millions within its reach."

To Blair-TV, creative communityinterest programming by great stations like WNHC-TV is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

Our Special Projects Division is devoted to presentation and sale of Special Events and Public Affairs Programs created by our stations. A call or letter will bring complete information on important programs currently available.



Televisions's first exclusive national representative, serving:

W-TEN — Albany-Schenectady-Troy WFBG-TV - Altoona-Johnstown WNBF-TV -- Binghamton WHDH-TV-Boston WKBW-TV—Buffalo WCPO-TV -- Cincinnati WEWS — Cleveland WBNS-TV - Columbus KTVT - Dallas-Ft. Worth KOA-TV - Denver KFRE-TV - Fresno WNHC-TV - Hartford-New Haven WJIM-TV -- Lansing KTTV-Los Angeles WMCT – Memphis WDSU-TV - New Orleans WOW-TV --- Omaha WFIL-TV - Philadelphia WIIC - Pittsburgh KGW-TV - Portland WPRO-TV — Providence KING-TV - Seattle-Tacoma KTVI – St. Louis WFLA-TV — Tampa-St. Petersburg

## **Network Tv Gross Billings**

		November	~	Januar	y - Novemb <mark>e</mark> r	
ABC CBS NBC Total	1960 \$15,841,960 23,563,839 24,575,958 \$63,981,757	1961 \$17,719,890 26,430,017 25,721,333 \$69,871,240	% Change +11.9 +12.2 + 4.7 + 9.2	1960 \$143,802,940 250,934,013 226,949,294 \$621,686,247	1961 \$174,042,240 252,820,720 252,205,177 \$679,068,137	+ 0.8 + 11.1
		Mon	ith by Month	1961		·
January February March April May June July August Septembe October*	14 10 13 14 14 14 14 14 14 14 14 14 14 14 14 14	ABC 5,898,310 4,939,180 6,577,140 5,791,220 6,197,190 5,233,000 4,296,970 4,484,650 5,258,660 7,646,030	CBS \$22,894,855 20,928,856 23,085,355 21,989,915 22,253,355 21,787,20 21,988,685 21,446,65 22,524,735 27,491,100	21,20 23,95 22,00 22,00 23,22 22,84 22,84 21,86 22,47 22,20,45 22,47 22,20,45 22,47 22,20,45 22,47 22,20,45 22,47 22,20,45 22,00 22,00 23,25 22,00 23,25 24,25 25,45 2	31,118 33,055 52,458 33,383 29,565 5,630 50,668 72,613 58,493 26,861	Total \$61,824,283 57,071,085 63,614,951 59,784,516 61,680,110 59,865,831 58,146,326 58,403,914 58,241,885 70,563,996
November *Septemb Source: 1		7,719,890 er 1961 figures	26,430,011 revised as o		21,333 .962.	69,871,240

handle marketing and advertising for its new slip-on windshield wiper blade heater.

**R. J. Reynolds Tobacco Co.**, through Wm. Esty Co., New York, will sponsor Mr. Smith Goes to Washington as a half-hour tv series on ABC-TV this fall. The \$3 million deal was negotiated by General Artists Corp. Series will be produced by Columbia Pictures, studio responsible for the 1939 theatrical film on which the series is based, rather than Screen Gems, Columbia's tv program production division.

California Packing Corp., San Francisco (Del Monte products), has signed a daytime tv sponsorship contract involving eight programs on CBS-TV. Campaign begins first week in April. Agency: McCann-Erickson Inc.

#### Rep appointments...

• WBBQ-AM-FM Augusta, Ga.: Radio-TV Representatives Inc.

• KBON Omaha, Neb.: Advertising Time Sales Inc., New York, as exclusive national representative.

• WNEB Worcester, Mass. and WTHI Terre Haute, Ind.: Venard, Rintoul & McConnell Inc., New York, as national representative.

• WIBR Baton Rouge, La.: Devney-O'Connell Inc., New York, as national representative.

• WPSD-TV Paducah, Ky.: Advertising Time Sales Inc., New York, as exclusive national representative.

• CHCH-TV Hamilton, Ont.: E. S. Sumner Corp. (formerly Sumner-Byles Inc.), New York, as U. S. representative.

• WFMD Frederick, Md.: John E. Pearson Co.

# Salt Lake audience profiled in report

A comprehensive, qualitative profile of the Salt Lake City tv audience, said to be the first such report ever prepared for an individual market, was announced last week (At Deadline, Feb. 12).

Sponsored jointly by KUTV (TV), KCPX-TV and KSL-TV, all Salt Lake City, the survey is considered by its supporters as a stepping stone to comparable research in the top 25 or more markets and as a guide for research by other organizations. The report was conducted last November by American Research Bureau in consultation with the American Research Foundation.

ARB tabulated fully 1,067 diaries. Besides reporting on the number of homes reached by Salt Lake tv stations, the data for each program includes: audience composition by age groups, by sex, by education and by income. Shown are average family size, viewers per home, audience composition per 100 viewing homes, total homes reached and total persons reached. The report gives advertisers whose programs may have been pre-empted one week during the month a precise picture of their audiences during the remaining weeks by showing data for those weeks separately rather than an all-month average.

ARB ranks the Salt Lake City market as 52nd in the country in terms of sets in use during the average quarter-hour in prime evening time.

ARB's research was conducted simultaneously with its regularly scheduled November measurement for the Salt Lake City-Ogden-Provo market and the two reports are bound in one book, which is being distributed by the stations and their representatives: Avery-Knodel (KUTV [TV]), Katz Agency (KCPX-TV), and Blair-TV (KSL-TV).

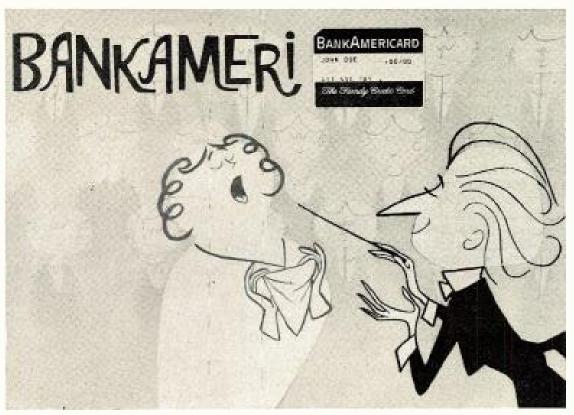
# The classiest of radio-tv commercials IBA PICKS BANK OF AMERICA (TV), RAMBLER DEALERS (RADIO)

Bank of America's one-minute animated commercial with the tiny conductor before the huge screen working himself up to a collapse at the climax was honored as the world's best tv commercial for 1961 at the second annual International Broadcasting Awards banquet, held Tuesday (Feb. 13) at the Hollywood Palladium.

The IBA award for the world's best radio commercial of 1961 went to Southern California Rambler Dealers for a "Saint Ives" spot in which the familiar nursery riddle-rhyme of the man going to St. Ives is used to point out that the Rambler station wagon is so roomy that it and a luggage cart can easily transport all the wives, cats and kittens involved.

Bank of America, its agency, Johnson & Lewis Advertising, San Francisco, and the commercial production firm, Film Fair, Los Angeles, won four IBA "Spike" trophies in addition to the sweepstakes prize as television's best commercial of the year. The 60-second spot was selected as the best animated commercial of that time length and was also voted a special award for the best use of classical music by a tv commercial; a 20-second version of the same commercial won awards as the best animated spot of less than 60 seconds and the best animation design.

In regular competition, the Rambler's



Winner for Bank of America

"Saint Ives" spot won the award as the best humorous radio commercial of 60 seconds or over. Anderson-McConnell, Hollywood, is the agency for Southern California Rambler Dealers. Spotmakers, Hollywood, produced the commercial.

Corp. received an IBA special award for overall excellence in its 1961 broadcast advertising, in radio as well as tv in addition to regular awards for its "Corvair Swamp" spot, judged the best live action tv commercial of over 60 seconds and the spot with the best cinematography, and its "Magic Ride" com-

Chevrolet Division of General Motors

From over 1,300 tv spots, these were the best: (Listings in order give tile, ad-)

**Stop** motion—"Peel a Jaffa in a Jiffy"; Jaffa Oranges; Citrus Mærketing Board of Israel; Mather & Crowther Ltd., London; Guild Television Service Ltd., London.

Local - regional — "Chorale"; Millbrook Bread; National Biscuit Co.; McCann-Erick-son, New York; Goulding, Elliot, Graham, New York.

Promotional program—"Thriller"; Program Promotion; NBC, New York; no agency; NBC, Hollywood.

Animation, under 60 seconds—"Bankamer-ard" (20 seconds); Bank Credit Card; icard" Bank of America, San Francisco; Johnson & Lewis Advertising, San Francisco; Film Fair, Los Angeles.

Live action, under 60 seconds—"Park Keeper"; Coaster Chocolate Biscuits; Cad-bury Brothers Ltd., Birmingham, England; Pritchard, Wood & Partners, London; Tv Ad-

vertising Ltd. Video tape—"Tv Traffic Control"; Gen-eral Electric; General Electric Co., New York; BBDO, New York; Al de Caprio Pro-

ductions, New York. ID's—"Call Softly"; Culligan Water Soft-ener; Culligan Inc.; Alex T. Franz Inc., Chi-cago; Dallas Williams Productions, Hollywood.

Combination, over 60 seconds (1 entry)-"Gershwin"; General Electric; General Electric Co., New York; BBDO, New York; Robert Lawrence Productions, New York. Promotional station—"News-Channel 3";

Tv Station Promotion; (station not specified); Keitz & Herndon Inc., Dallas; Keitz & Herndon Inc., Dallas.

Live action, over 60 seconds—"Corvair Swamp"; Chevrolet Corvair; Chevrolet Di-vision of General Motors, Detroit; Camp-bell-Ewald, Detroit; Woodburn & Walsh, Coral Gables, Fla.

Animation, 60 seconds—"Bankamericard No. 1"; Bank Credit Card; Bank of America, San Francisco; Johnson & Lewis Inc., San Francisco; Film Fair, Hollywood.

Live action, 60 seconds—"A Cup and a Half"; Instant Maxwell House Coffee; Gen-eral Foods; Benton & Bowles, New York; Television Graphics, New York. Animation, over 60 seconds—"It's Great

to Phone"; Long Distance Calling; Ameri-can Telephone & Telegraph Co., New York; N. W. Ayer & Son, Philadelphia; Pintoff Productions Inc., New York. Combination, 60 seconds—"Algo Nuevo";

Alka-Seltzer-Citrus Flavor; Miles Laboratories-

Pan American Inc.; Intam Inc., New York; Pintoff Productions Inc., New York. Combination, under 60 seconds (1 entry) —"In a Can"; Tango Soft Drink; Beecham Foods Ltd., Middlesex, England; LPE Tel-evision Ltd., London; Digby Turpin Films Ltd., London.

Best animation design, tv—"Bankameri-card 20 Seconds"; Bank Credit Card; Bank of America, San Francisco; Johnson & Lewis Advertising, San Francisco; Film Fair, Los Angeles.

Best special effects, tv-"Magic Ride"; Chevrolet; Chevrolet Division of General Motors, Detroit; Campbell-Ewald, Detroit; Arco Films, New York.

Best use of color, tv—"It's Great to Phone"; Long Distance Calling; American Telephone & Telegraph Co., New York; N. W. Ayer & Son, Philadelphia; Pintoff Productions Inc., New York.

Best cinematography, tv — "Corvair Swamp"; Chevrolet Corvair; Chevrolet Di-vision of General Motors, Detroit; Campbell-Ewald, Detroit; Woodburn & Walsh, Coral Gables, Fla.

Marketing award, marketing—"Drugstore"; Sargents Flea & Tick Spray; Polk, Miller Products Co.; N. W. Ayer & Son, Philadel-phia; Group Productions Inc., Detroit. Special award, best use of classical mu-sic—"Bankamericard No. 1"; Bank Credit

Card; Bank of America, San Francisco; John-son & Lewis Inc., San Francisco; Film Fairs, Hollywood.

Sweepstakes award—"Bankamericard No. 1"; Bank Credit Card; Bank of America, San Francisco; Johnson & Lewis Inc., San Francisco; Film Fair, Hollywood.

# This could be a big one, Pete.... *dig into it* !

■ Often news of vital importance to Dallas and North Texas residents happens and information is fragmentary. That's when WFAA's News Department is at its best! Find the story behind the story ... seek facts that may otherwise never unfold ... utilize the talents of experienced newsmen and their contacts ... make it really newsworthy!

Wrap it up, verify it – then hit the airwaves first! WFAA RADIO never sits on news stories. They are aired immediately. Subsequent reports delve even deeper, while others are built around interesting sidelights. This is "electronic journalism" in action! This is TOTAL REPORTING!

People in a dynamic metropolis like Dallas *deserve* radio like this. And they get it on WFAA ... responsible, immediate, and usually from the scene. Yes, Dallas is alert to WFAA RADIO! Why not let your PETRYMAN put this electronic journalism format to work for you?



**WFAA-820** DALLAS AT Communications Center DALLAS • FM • TV-THE DALLAS MORNING NEWS



'Peel a Jaffa in a Jiffy



Alka-Seltzer's combination



Tango's "In a Can'

mercial as having the best special effects. Campbell-Ewald Co., Detroit, is the agency. Woodburn & Walsh, Coral Gables, Fla., produced the "Corvair Swamp" spot; the "Magic Ride" com-mercial was produced by Arco Films, New York.

Johnny Gann, program director,

KEZY Anaheim, Calif., was awarded a special citation for a public service radio spot on behalf of the local food stores, urging listeners to leave shopping carts in the store or its parking lot and not take them home. Another special citation went to J. Neill, marketing manager, Lever Brothers Ltd., Kuala

# The best of 500 radio entries: (Listings in order give title, ad-)

Humorous, under 60 seconds—"Toasted"; Cheerios; General Mills, Minneapolis; Dancer, Fitzgerald & Sample, Los Angeles; Freberg Ltd., Hollywood.

Dramatic, 60 seconds and over-"Pil 8-60"; Filter Players Cigarettes; Imperial Tobacco Company of Canada Ltd., Montreal; McKim Advertising Ltd., Toronto; Eastern Sound Company Ltd., Toronto. Local-regional, under 60 seconds—"Man-

ners Country Cousin Chicken"; Manners Enterprises, Cleveland; Wyse Advertising, Cleveland; Wyse Advertising, Cleveland. Promotional station—No selections in

this category.

Dramatic, under 60 seconds-"Winter Warmth"; Home Kerosene; Europa Oil Ltd., Wellington, New Zealand; Dobbs, Wiggins, Goldberg, Wellington, N.Z.; Dobbs, Wiggins, Goldberg, Wellington, N.Z. 10's—"It's Eleven O'Clock"; Johnson & Johnson Baby Powder; Johnson & Johnson;

Young & Rubicam, New York; RKO Studios, New York.

Music, 60 seconds & over—"The Folgers Coffee Song"; Folgers Coffee; J. A. Folger & Co., San Francisco; Fletcher Richards, Calkins & Holden; Capitol Records, Hollywood.

Open, under 60 seconds-"W. H. Malkin, Ltd."; Malkin's Black Pepper; W. R. Malkin Ltd.; Young & Ross Advertising Ltd., Vancouver; CKLG Vancouver.

Humorous, 60 seconds and over-"Saint lves"; Rambler; Southern California Rambler Dealers; Anderson-McConnell, Hollywood; Spot Makers, Hollywood.

Program-promotion No selection in this category.

Local-regional, 60 seconds and over-"Trains-60"; Cheese Soup; H. J. Heinz Co.; Maxon Inc., Detroit; Robert Swanson Productions, New York.

Music, under 60 seconds-No selections in this category.

Music, 60 seconds and over-"Think Smart"; Auto Insurance; State Farm In-surance Cos.; Needham, Louis & Brorby, Chicago; Jack Fascinato, Hollywood.

Marketing—"Duet"; Renault Dauphine; Renault Inc.; Needham, Louis & Brorby, Hollywood; Jack Fascinato.

Sweepstakes award—"Saint Ives"; Ramb-ler; Southern California Rambler Dealers; Anderson-McConnell, Hollywood; Spot Makers, Hollywood.



Instant Maxwell's "Cup And a Half"

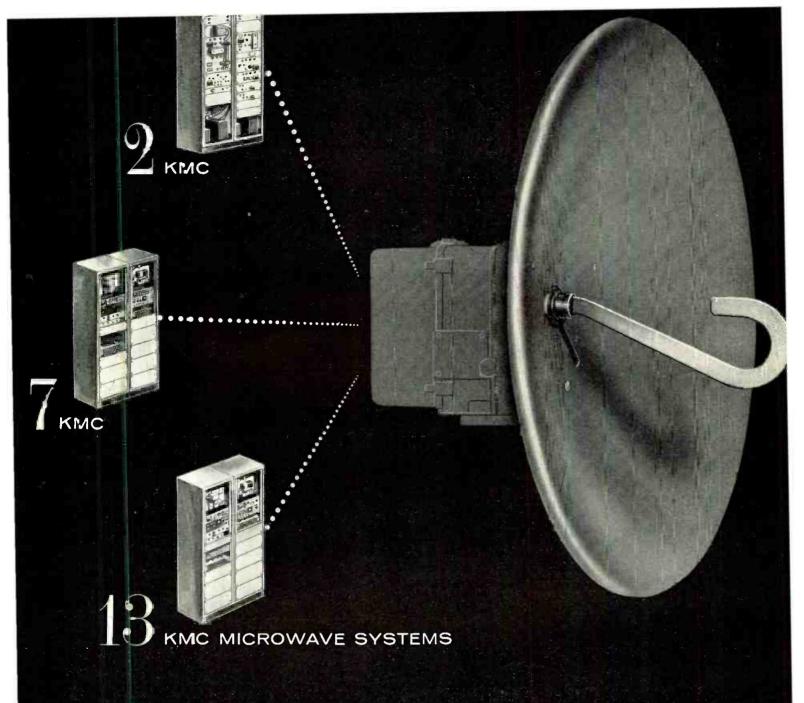
Lumpur, Malaya, for a bilingual soap campaign on radio in Malaya and Singapore, with commercials in both English and Chinese.

Another special citation was awarded Raymond Scott, Raymond Scott Enterprises, New York, for the development of a new musical device, technique and art as used on The Autolite Ford Family for Autolite Spark Plugs' Motor Craft Div., Ford Motor Co. Agency was BBDO, New York.

The 1,800 plus commercials (roughly 1,300 tv spots, 500 from radio) were first viewed and heard in categories by some 300 preliminary judges in London, New York, Chicago and Hollywood who cut the number down to about 200 finalists.

Kenneth C. T. Snyder, vice president of Needham, Louis & Brorby, Hollywood, was chairman of the 1961 IBA awards competition, an activity of the Hollywood Advertising Club aimed at stimulating better broadcast advertising throughout the world. Last Tuesday's banquet, attended by more than 750 advertising, broadcasting and production executives, climaxed the club's recognition of national advertising week. HAC President George Allen welcomed the guests.

Jack Webb was master of ceremonies for the program which featured a score of Hollywood tv and radio stars who entertained and presented the awards.



# Whatever Frequency You Need... RCA Has the Microwave System to Do the Job

Here's a full line of equipment, excellent for all television microwave applications. Whatever use you have in mind, whatever frequency suits your need, you can get a complete system from RCA. It will be tailored to your own job specifications.

2 KMC - TYPE TVM - 22. Offers the very finest specifications available to the microwave user. Gives excellent performance for color signals over long-haul inter-city routes. "Top-of-the-Line" equipment.

7 KMC-TYPE TVM-1B. This 7000 MC equipment is the standard of the industry. Now in use in over 700 installations. For color signals, STL, inter-city routes and remotes. Broadcast and common carrier applications.

13 KMC-TYPE TVM-3A. This new 13,000 MC equipment is fine for intra-city links and for broadcast STL. Also recommended for private business applications.

Rack mounted and portable systems are available. Also reversible, diversity, fault locating and reporting features. RCA has the experience and equipment to give you the greatest assistance and widest choice. Consult your RCA representative. Or write to RCA Broadcast and Television Equipment, Dept. EC-22, Building 15-5, Camden, N. J.

WIDEST CHOICE OF EQUIPMENT . THREE FREQUENCY BANDS . COLOR AND MONOCHROME



# Spot tv up 7% in 1961, Young study finds

Gross national spot tv billings for 1961 increased 7% over 1960, according to a market-by-market projection of the top 76 markets released last week by The Adam Young Companies. The rep firm calls its estimates a prediction of FCC figures to be released in August.

The study estimates that the 76 markets billed \$404,625,700 in 1961, a 7% increase over 1960's \$370,-669,467. Young-Tv expects that

total national and regional spot tv billings for 1961 will be \$491,337,-535, which is \$32,143,577 more than the FCC figure of \$459,193,958 for 1960.

The top 76 markets covered in the Young research accounted for 82% of the 1961 projected national and regional spot revenue. This is 1% more than the 1960 figure.

The study was made by Marvin Roslin, Young-Tv director of research, under the supervision of James F. O'Grady Jr., executive vice president. Their estimates indicate that a number of markets, especially on the West Coast and to a lesser extent in the South, made substantial gains over 1960. The biggest estimated gain is 23.7% (Spokane). Only five markets out of the 76 show losses.

The market-by-market breakdown follows:

			% Dollar				%
City or Area	961 Projection	1960	Change	City or Area	1961 Projection	1960	Dollar Change
Albany-Schenectady-Troy	\$ 3,704,400	\$ 3,504,257	5.7	Milwaukee	6,324,500	5,877,647	7.6
Albuquerque	537,000	508,211	5.7	Minneapolis-St. Paul	5,843,300	5,413,561	7.0
Amarillo	578,800	588,320	-1.6	Mobile-Pensacola	1,321,100	1,258,125	5.0
Atlanta	4,890,400	4,398,754	11.2	Nashville	2,071,500	1,939,130	6.8
Baltimore	6,696,000	6,204,613	7.9	New Orleans	3,792,000	3,471,747	9.2
Boston	14,968,000	13,869,110	7.9	New York	63,793,500	59,628,711	6.9
Buffalo	7,754,000	6,908,883	12.2	Norfolk	2,502,700	2,156,036	16.1
Cedar Rapids-Waterloo	1,519,000	1,495,710	1.6	Oklahoma City	3,152,200	2,833,120	11.3
Charleston-Huntington	2,023,600	1,895,817	6.7	Omaha	2,589,100	2,360,536	9.7
Chattanooga	1,045,800	922,137	13.4	Orlando-Daytona Beach	1,040,000	955,742	8.8
Chicago	31,048,300	27,932,679	11.2	Paducah-Cape Girardeau-	1,040,000	500,742	0.0
Cincinnati	6,043,000	5,656,103	6.8	Harrisburg	1,132,000	1,048,500	8.0
Cleveland	11,548,400	10,391,390	11.1	Peoria	1,094,400	1,010,988	8.3
Colorado Springs-Pueblo	480,000	445,154	7.8	Philadelphia	20,197,300	18,519.832	9.1
Columbus	4,960,000	4,597,430	7.9	Phoenix	1,825,200	1,704,756	7.1
Dallas-Ft. Worth	5,873,900	5,234,258	12.2	Pittsburgh	11,849,500	10,726,979	10.5
Denver	3,920,000	3,634,025	7.9	Portland-Poland Springs	1,784,000	1,658,969	7.5
Des Moines-Ames	2,576,000	2,387,922	7.9	Portland	4,900,000	4,554,490	7.6
Detroit	11,302,400	10,798,087	4.7	Richmond	1,496,500	1.321.093	13.3
El Paso	605,400	637,577	—5.0	Roanoke	1,351,700	1,194,959	13.1
Evansville	725,200	686,156	5.7	Rochester, N.Y.	2,769,700	2,591,360	6.9
Flint-Bay City-Saginaw	1,704,000	1,579,783	7.9	Sacramento-Stockton	3,732,500	3.545.146	5.3
Fort Wayne	986,900	953,474	3.5	Salt Lake City	1,508,000	1,425,756	10.6
Fresno	1,734,400	1,658,056	4.6	San Antonio	2,488,000	2,304,452	7.9
Green Bay	964,000	912,777	5.6	San Francisco	10,818,700	9,791,446	10.4
Greenville-Spartanburg-Asheville	1,801,400	1,545,104	16.6	Seattle-Tacoma	6,074,600	5,488,100	10.7
Harrisburg-Lancaster-		0 701 400		South Bend-Elkhart	772,200	677,242	14.0
York-Lebanon	2,921,600	2,791,432	4.7	Spokane	2,556,000	2,066,579	23.7
Hartford-New Haven	8,253,500	7,016,968	17.6	Springfield-Decatur-Champaign	1,992,000	1,639,384	21.5
Houston-Galveston	5,822,100	5,287,955	10.1	St. Louis	8,785,300	8,136,610	8.0
Indianapolis-Bloomington	5,844,400	5,406,294	8.1	Tampa-St. Petersburg	3,172,400	2,983,439	6.3
Johnstown-Altoona	2,364,000	2,193,441	7.8	Tucson	544,000	504,285	7.9
Kansas City	6,768,000	5,606,106	20.7	Tulsa	2,260,000	2,095,105	7.9
Knoxville	1,260,700	1,189,632	6.0	Hawaii	1,172,200	1,096,372	6.9
Las Vegas-Henderson	147,800	199,434		Washington, D.C.	8,180,000	7,579,298	7.9
Little Rock	1,097,400 31,276,100	1,010,414 28,012,507	8.6	Wichita-Hutchinson	1,722,200	1,736,103	—.8
Los Angeles	31,2/0,100		11.7	Wilkes Barre-Scranton	1,416,000	1,310,438	8.1
Madison	1,115,100	1,065,561 3,138,831	4.6	Youngstown	833,600	849,873	—1.9
Memphis Miami	3,450,200 5,396,000	4,950,197	10.0 10.0	Total	\$404,625,700	\$270 CC0 AC7	
Miami	3,330,000	4,550,157	10.0	10101	φ404,020,700	\$370,669,467	

#### **ART DIRECTORS AWARDS**

# Bank of America also wins second award for commercial

The Bank of America animated commercial which was honored as the world's best tv commercial of 1961 in the Hollywood Ad Club's International Broadcasting Awards competition (see story page 44) also won the top tv award of the Art Directors Club of Los Angeles.

The club's medal for the best tv or motion picture film was presented Friday (Feb. 16) to art directors Alan Rich and Richard van Bentham for the spot produced by Film Fair, Los Angeles. Mr. van Bentham and Gus Jekel were designers. Johnson & Lewis, San Francisco, is agency for the Bank of America.

The medal-winning commercial was one of 14 tv spots to receive ADLA certificates of merit at the awards luncheon, at which 28 print advertisements were also awarded medals or certificates. These, along with some 500 other entries from the more than 6,000 in the club's annual competition, will be displayed Feb. 20-March 25 at the California Museum of Science & Industry in Los Angeles in the 17th annual Western Exhibition of Advertising and Editorial Art sponsored by ADLA. Howard Gossage, president, Weiner & Gossage, San Francisco, discussed the western creative effort in the major luncheon address. Luther Weare, president, ADLA, presided.

Tv certificate of merit winners included live spots for: Tv Guide, produced by Freberg Ltd. and Jacmar Productions with Stan Freberg and Bob Dahlquist as art directors, Mr. Dahlquist as designer and Bryden Baker as photographer; Chevrolet Division of General Motors Corp., agency: Campbell-Ewald Co., Detroit, produced by John Sutherland Productions, Los Angeles. Hank Caroselli and William Boggess were art directors, Robert Dranko, designer and Carol Urbano, photographer; Sunkist Growers, through



WLW–I Television Indianapolis WLW-D Television Dayton

WLW-C Television Columbus WLW-T Television Cincinnati WLW-A Television Atlanta

**Crosley Broadcasting Corporation** 



BROADCASTING, February 19, 1962

Foote, Cone & Belding, Los Angeles, produced by Cascade Studios, Los Angeles, Richard A. Clarke, art director; Block Drug Co. (Nytol) through SSC&B, Los Angeles, produced by Freberg Ltd. at Paramount Video Tape Productions, Hollywood, with Stan Freberg and Bob Dahlquist as art directors and Mr. Dahlquist as designer.

Chun King Corp., through BBDO, Los Angeles, Freberg-Dahlquist-Paramount as before; Kaiser Industries Corp., through Young & Rubicam, San Francisco, produced by Keith Harrier (Loren Collard was art director); Max Factor Co., through Carson/Roberts, Los Angeles, produced by Film Fair, Los Angeles, with Dominic Arbusto as art director-designer, Gus Jekel as artist and Hal Adams as photographer; General Mills, through Dancer - Fitzgerald - Sample, New York, produced by Freberg Ltd. and Arthur Babbitt Films for Television, Los Angeles. Art Babbitt and Stan Freberg were art directors, Chris Jenkins was designer and Art Babbitt was photographer.

Animated commercials winning ADLA certificates of merit were: Detroit Bank & Trust Co., through Ross Roy BSF&D, Detroit, produced by Ray Patin Productions, Los Angeles, with Ray Patin as art director, Allan Bruns, designer and Robert Cannon, artist; Falcon Division, Ford Motor Co., through J. Walter Thompson Co., New York, produced by Playhouse Pictures, Paul de Monterice and Bill Melendez were art directors, Charles Schulz was designer and Bill Littlejohn, Bob Carlson and Sterling Sturtevant were artists; Standard Oil of California, through BBDO, San Francisco, produced by

Fantascope Productions, San Francisco, Jeff Lewis was art director and Don Schwab was producer; Aluminum Co. of America through Young & Rubicam, San Francisco, produced by Quartet Films, Los Angeles; Saul Bass as art director, John Fulton as producer, and Art Goodman as artist.

# Y&R, PETKER ATTORNEYS SWAP FIRE

## Injunction can restore faith in Petker plan, says counsel

The "only chance" the A. P. Management Corp.'s so-called Petker Plan has to rebuild "shaken confidence" among advertisers and stations is "injunctive relief" during the time A. P. management's \$16 million antitrust suit against Young & Rubicam and 15 station representation firms is being tried, counsel for the plaintiff argued last week in a hearing on the bid for a preliminary injunction.

U. S. District Judge Richard H. Levet, who issued a temporary restraining order pending the hearing's resolution (BROADCASTING, Jan. 29), asked Irving Parker, the plaintiff's counsel, to submit today a draft (Feb. 19) of what he wants included in the preliminary injunction.

The plaintiff is not pressing for preliminary injunction against five of the defendant rep firms. They are: Forjoe



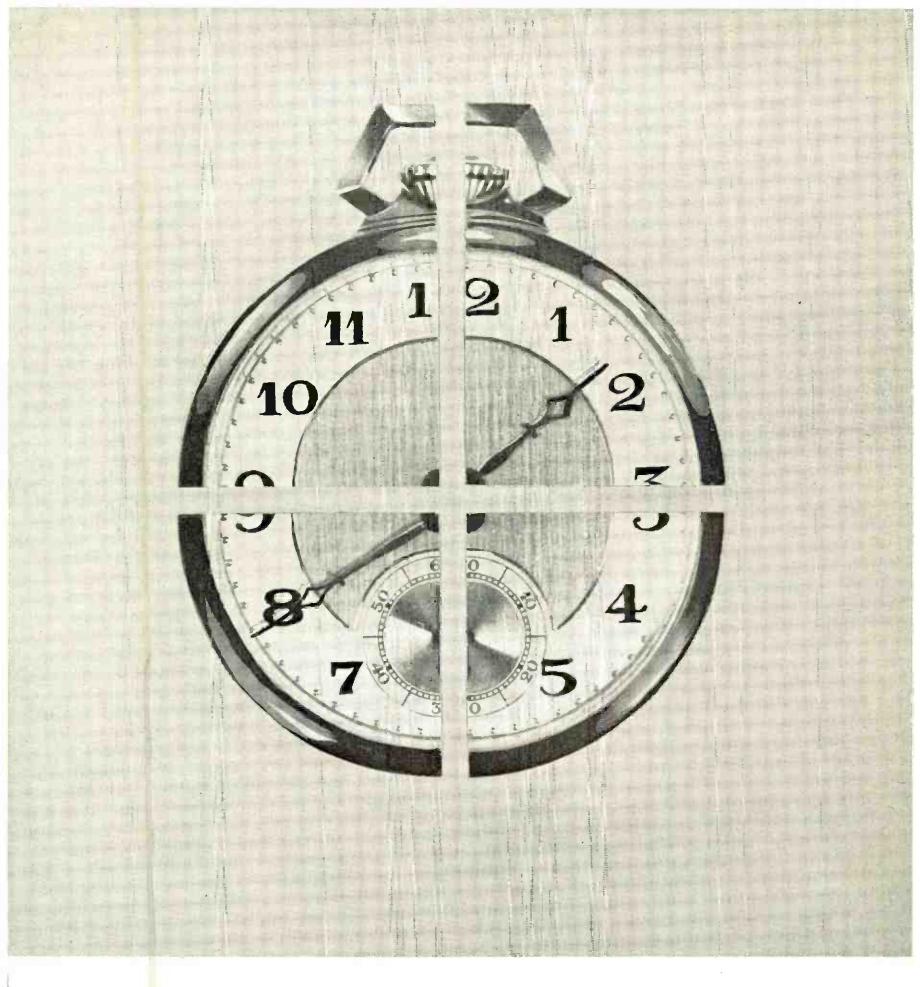
& Co., Spot Time Sales Inc., Adam Young Inc., John E. Pearson Co. and Bolling Co. All were named in A. P. management's original list of 15 rep firms charged with participating in the alleged plot to destroy the Petker Plan (BROADCASTING, Jan. 29, 22).

The suit charges that as a result of a "secret meeting" called by Y&R and attended by the defendant rep firms for the purpose of plotting the destruction of the Petker Plan, A. P. Management has been deprived of future business from agencies and stations, including some 35 radio stations the plaintiff claims canceled participation immediately after the Y&R meeting on Dec. 11, 1961. The suit also charges that the reps helped Y&R to prepare a "misleading and disparaging" report on the plan that was subsequently submitted to client Bristol-Myers, which had used the plan for Ipana toothpaste advertising and was considering its use for other B-M products.

**Continuing Harm** • Mr. Parker said at the hearing that the "station reps' interest was in dislodging stations from the plan, and the agency's interest was in dislodging clients from use of the plan." He added: "It's a continuing harm. Uncertainty has been created in the minds of advertisers and stations." To a question from Judge Levet, Mr. Parker replied that the complaint charges violation of antitrust laws.

The first half of the all-day hearing was taken up by Y&R's answers to the complaint, as offered by James Hayes, the agency's counsel. He said the Dec. 11 meeting was called because the agency had been asked to give Bristol-Myers a report on the Petker Plan, and that Raymond Jones, Y&R radio-tv spot coordinator, invited the reps to attend the meeting but "told nobody to keep it a secret." Mr. Hayes said the meeting lasted 11/2 to 2 hours, during which the reps looked over A. P. Management's station list and its "whole batch" of station performance affidavits for Ipana that Y&R had obtained from the Ipana agency, Doherty, Clifford, Steers & Shenfield. "All noticed the very high valuations on the affidavits," he said.

Mr. Hayes said Mr. Jones and Seymour Drantch, Y&R media account supervisor, who was preparing the

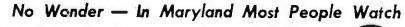


# TIME IS PRECIOUS IN BALTIMORE!

WMAR-TV quality programming has developed a precious value in the important area of ratings!

According to the Quarter-Hour Firsts analysis based on homes, covering the November 1961 ARB, WMAR-TV has more Quarter-Hour Home Firsts than both the other Baltimore stations combined.

WMAR-TV programs for Baltimore ... by Baltimoreans! Interesting local shows plus CBS network features have developed precious loyalty ... as proven by month-after-month rating leadership. Audience loyalty is the plus quality advertisers get when they schedule WMAR-TV ... the station Baltimoreans—and Marylanders—look to as *their* station.





Represented Nationally by THE KATZ AGENCY, INC.

# AM or FM, Whether You Separate or Duplicate... STEP UP TO QUALITY MUSIC

# New from Programatic<sup>®</sup>...Superb Adult Music Newly Recorded in Full Fidelity

O-VATION MUSIC -- Programatic's sparkling new music with a personalized, audience-building format-shows the way for all broadcasters to upgrade their music quality at minimum cost. Geared to today's mature audiences and programming needs, O-VATION Music is fully automated for trouble-free operation. Each 8-hour tape plays exciting new instrumental and vocal arrangements performed by top talent and programmed by experts.

Equally important is O-VATION Music's flexibility which allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs. Played on superb Programatic equipment-specially designed for O-VATION Music - you are assured of beautiful music reproduced with true tonal qualities. Programatic starts and stops O-VATION Music tapes automatically; pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times you select. This alone means great savings in manpower and operating costs.

City \_\_\_

An International service of Wrather Corporation.

USIC

**Programatic Broadcasting Service** 229 Park Avenue South New York 3, New York

Please send me the new full-color O-VATION Music kit.

\_\_\_\_\_ Station \_\_\_

Title

\_\_State\_

Address\_

Name\_\_\_

BROADCASTING, February 19, 1962

C

Petker Plan analysis for B-M, then asked the reps to communicate with the stations they represent for information. "This is what Mr. Petker calls 'misleading,' "Mr. Hayes stated. He said the Y&R report sets forth copies of letters that the reps received from their stations.

He cited a number of examples of the station affidavits. He said an October 1961 affidavit from WCHS Charleston, W. Va., showed 30 mentions, not commercials but "one-line credits," with a Petker valuation of \$570. In the case of other stations (WAIK Galesburg, Ill., WANY Albany, Ky., WELE South Daytona, Fla., WPAP Fernandina Beach, Fla., KINS Eureka, Calif. and KYND Tempe, Ariz.) he said ' there were August dates for September affidavits. This is prophecy gone mad!" he exclaimed.

Like Gibraltar • "In summary," Mr. Hayes said, "everything on a Petker affidavit was not strictly gospel. . . . The Y&R report stands out solid as the Rock of Gibraltar. We are forced to conclude that the Petker Plan was inoperable and the evidences of irregularity are disturbing."

Mr. Hayes also brought Bristol-Myers into his argument. He said the A. P. Management's answering affidavits claimed there was no need for the Y&R meeting because there had been "an independent analysis of the same affidavits," in reference to the DCSS Ipana report that also was delivered to Bristol-Myers. "How did the plaintiff get a copy of that report?"

Answering this rhetorical question, Mr. Hayes said that Roger Whitman, Bristol-Myers' rhdio advertising coordi-

The American Bar Assn. ban on courtroom broadcast coverage (Canon

35) should be overhauled in line with

technical progress in the last quartercentury, the ABA's special Canon 35

committee was told in briefs and oral

presentations scheduled for hearing

nection with the ABA House of Dele-

gates session in Chicago, spokesmen

from media groups offered arguments

garty, WOW-TV Omaha, Neb., chair-

man of the NAB Freedom of Infor-

mation Committee, said the canon

should be replaced by a new version

"which would permit the trial judge in

on behalf of a change in the canon. Appearing for NAB, Frank P. Fo-

At a committee hearing held in con-

Feb. 18.

nator, "lent the report to Mr. Petker for overnight use, and this is easy to prove because pictures in the plaintiff's affidavit are obviously taken from the DCSS report. Mr. Whitman in turn told Mr. Whittaker [Alfred A. Whittaker, vice president and director of advertising for B-M] that the DCSS report was 'factually inaccurate.' Mr. Whitman did not comment on the report to Y&R and never sought to prove to anybody the falsity of the report. He thought it was easier to bring lawsuit."

Earlier in the hearing, Mr. Hayes said that Mr. Whitman issued an interoffice memo on Nov. 10, 1961, which was a "glowing description of the Petker Plan," of which Mr. Hayes said: "In all the history of advertising there's never been a scheme like it." Mr. Hayes said that Mr. Whitman "strongly pointed out its value to 18 Bristol-Myers people."

Mr. Hayes said that "there was a concerted effort at the Dec. 11 meeting to learn the truth. This is just another lawsuit based on wild claims. There is no more accuracy in the claims than there was in the signature of the station affidavits signed by a secretary for a man who had left the station the previous year." This last comment was in reference to affidavits purportedly from KISN Portland, Ore., which he had used earlier as an example of the sort examined by the reps.

Station Rep Arguments • Attorneys for the reps attempted to show that the burden is on the plaintiff to claim proof of damages; that there is no showing of a continuing injury; that the stations which canceled the Petker Plan

#### \_\_\_\_\_ THE MEDIA \_\_\_\_\_

Radio-tv makes plea for court access

CANON 35 IS 25 YEARS BEHIND THE TIMES, BAR ASSOCIATION TOLD

decided to do so before they were contacted for information; that the reps have consistently been opposed to all barter arrangements; that owners of stations have the right to decide on the advertising they want. They also maintained that the Y&R meeting was a "request for information, a type of meeting that is common."

The rep firm defendants are: Venard, Rintoul & McConnell; Robert E. Eastman Co.; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives; Avery-Knodel Inc., Devney-O'Connell; Katz Agency; H-R Representatives, and Peters, Griffin, Woodward, plus the five eliminated from the preliminary injunction proceedings.

#### Western agencies merge

New advertising agency, Teawell & Sholty, San Diego, Calif., has been formed through a merger of the Les Sholty Adv. Agency., Los Angeles, with Teawell & Shoemaker, San Diego.

Lester J. Sholty Jr., founder of the agency bearing his name, becomes executive vice president and a principal of the San Diego agency. Lester Sholty Sr., vice president and manager of the Chicago office of Maxon Inc. for more than 25 years and recently associated with his son's agency, will be senior vice president in charge of client planning and supervision of Teawell & Sholty.

James W. Switzer, senior vice president of Foote, Cone & Belding, Chicago, has also joined the new agency in a creative capacity. Lisle Shoemaker, former partner, has sold his interest in Teawell & Shoemaker. Teawell & Sholty is located at 2120 Fourth Ave., San Diego 1. Telephone is Belmont 2-7491.

#### BROADCASTING, February 19, 1962

any court to determine, from the particular circumstances of a given case, whether or not to permit the photography or the broadcast of court proceedings." He said such an amendment would place the responsibility where it belongs—in the discretion of the individual judge.

The special ABA committee is headed by John H. Yauch Sr., Newark, N. J., attorney. Invited to appear were NAB, Radio-Television News Directors Assn., American Newspaper Publishers Assn., American Society of Newspaper Editors, Radio-Television-Newsreel Working Press Assn., National Press Photographers Assn., and individual broadcasters, publishers and spokesmen for several other interested groups (BROAD-

CASTING, Feb. 12).

Unfounded . Mr. Fogarty said a past ABA Canon 35 report reached conclusions without supporting evidence and actually in disregard of courtroom experience. He cited broadcasts of trials in state courts in Indiana, Texas, Oklahoma, Florida, North Carolina, Ohio and Colorado. He suggested this experience demonstrates that technically court proceedings can be broadcast in an orderly, unobtrusive manner. He recalled that the ABA House of Delegates meeting in 1955 was telecast on a closed circuit to demonstrate the way broadcasts can be originated without disrupting procedure (BROADCASTING, Aug. 29, 1955).

Mr. Fogarty told the ABA group

that NAB has published a code of conduct for court broadcasts, and said broadcasters have acted in good faith and can exert moral suasion on those who might ignore the code. He said the courts must be conducted so the public will be convinced justice is being properly administered and he called for protection of court dignity. He reviewed findings made in a Supreme Court of Colorado study in 1956.

Richard E. Cheverton, news editor of WOOD-AM-TV Grand Rapids, Mich., and president of Radio-Television News Directors Assn., proposed that ABA select a group of cities in which broadcasters can volunteer to conduct a one-year test of courtroom coverage. This material would not be used on the air unless otherwise specifically approvad by ABA and local bar associations.

Different size communities and different types of trials would be selected for the test, and all test results would be turned over to ABA, including tapes and film clips. Where the test coverage is not broadcast, participating stations would supply ABA with information as to when such material would have been used and under what program format.

Mr. Cheverton's presentation included reprints of BROADCASTING magazine's report on the Colorado experiment (BROADCASTING, May 13, 1957) plus copies of letters of endorsement of broadcast coverage from judges who have allowed radio and tv in their courts. He was accompanied in his presentation by William Garry, news director of WBBM-TV Chicago, and president-elect of RTNDA.

Memories Of Hauptmann The RTNDA brief observed that Canon 35 was instituted by the ABA in 1937 and has remained without legal basis "as a militant reminder of the Hauptmann trial and the excesses that were allowed during that trial." But it argued, "The broadcasting industry has progressed in technical ability and social responsibility to a point where the language of Canon 35 is no longer accurate."

The RTNDA president offered ABA full cooperation "in arriving at an equitable solution which will insure the orderly administration of justice, will guarantee the rights of participants, but will not arbitrarily deny the right of an established media to communicate, using the tools which will assure the dissemination of truth."

Joseph Costa, chairman of the National Press Photographers Assn., was prepared to argue for a new canon, drafted by NPPA, which would recognize that "the taking of photographs, still and motion pictures, in a courtroom by accredited press photographers,

**FLORIDA** 

\$65.000

**FLORIDA** 

\$30,000

NORTHWEST

\$130,000

# Outstanding Values in Broadcast Properties

Kilowatt daytimer on an excellent frequency in a two-station market. Great opportunity for an aggressive owneroperator with \$10,000 down. Easy payout. Substantial discount available for cash.

Daytimer in a single-station market, now showing some profit on a low-gross, low-cost operation for owner-operator. \$10,000 cash and balance on easy terms.

Unusual profit to sales volume ratio on this profitable daytime facility. Two station market. Good terms available.

# **BLACKBURN** & Company, Inc. RADIO • TV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

#### WASHINGTON, D. C. MIDWEST

James W. Blackburn Jack V. Harvey Joseph M. Sitrick RCA Building FEderal 3-9270 MIDWEST H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460 ATLANTA Clifford B. Marshall Stanley Whitaker Robert M. Baird John G. Williams 1102 Healey Bldg. JAckson 5-1576 WEST COAST Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770 may in proper circumstances have a salutary effect upon the public to whose enlightenment the functions of a free press contribute so vitally."

The NPPA-proposed canon would give the presiding judge the right to permit such courtroom photography.

NPPA's argument distinguished-at least by implication-between still and motion-picture photography on one hand and television on the other. At one point it protested that "photography" had been "unfairly" lumped with broadcasting in an earlier bar foundation committee report on the problems involved in opening up the coverage of court proceedings. Yet it also quoted a number of other reports. including the one on the John Gilbert Graham plane-bombing trial in Colorado, which specifically held that television coverage had created no problems

**Imagination** Gabe Pressman of NBC News, president of Radio-Newsreel-Television Working Press Assn., said he would explain that lawyers and judges who argue that broadcasters would have an obtrusive effect on the courtroom conjure up visions of klieg lights and whirring cameras, with technicians running to and fro and cables strewn over the courtroom floor.

"It would be easy to construct a courtroom so as to make cameras, microphones and television crews completely invisible," he said. "Our association assumes that members of the bar are not in favor of barring the press.

"Television is now our most effective medium of communication. Television journalism has a vital role to play in keeping the public informed. . . . We are convinced that . . . broadcast journalism—practiced under proper safeguards of the decorum of the courts would enhance the dignity of judicial proceedings and keep the public better informed about the cornerstone of our democracy."

## **Changing hands**

**ANNOUNCED** • The following sales of station interests were reported last week subject to FCC approval:

• WHAM and WHFM (FM) Rochester, N. Y.: Sold by Henry I. Christal Co. to Rust Broadcasting Co. for \$1.3 million. Rust Broadcasting, headed by W. F. Rust Jr. and Ralph Gottlieb, owns Good Neighbor Stations WKBR-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York, WRAW Reading and WAEB Allentown, all Pennsylvania. WHAM is 50 kw fulltime on 1180 kc. WHFM operates on 98.9 mc with 8.7 kw.

WICE-AM-FM Providence, R. I.:

Sold by Tim Elliott to Louis J. Appell Jr. and Arthur W. Carlson and group for \$500,000. The buyers own WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania, and WHLO Akron, Ohio. Mr. Elliott retains WHIH Norfolk, Va. WICE is 5 kw day, 1 kw night on 1290 kc. WICE-FM is authorized 20 kw on 107.7 mc; it is not yet on the air. Broker was Blackburn & Co.

**APPROVED** • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 138).

• KFDM-TV Beaumont, Tex.: Sold 32½% of Beaumont Television Corp., new licensee, to W. P. Hobby under terms of option for \$232,901. Action followed litigation lasting several years. Mr. Hobby is principal owner of KPRC-AM-TV-Houston Post. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

• WCIV (TV) Charleston, S. C.: Sold by Charles E. Smith, George H. Clinton, Douglas L. Manship and others to First Charleston Corp. for 3,333 shares of First Charleston common stock (\$10 par). First Charleston principal stockholders are Edwin H. Cooper, Gaddings H. Crawford, Richard deG. Keenan and Philip E. Fearce, each with 10%; Henry F. Sherrill, 5%. They also control WCCA (TY) Columbia, S. C., and WCCB (TV) Montgomery, Ala. Messrs. Smith, <sup>®</sup>Clinton, Manship and others will own one-third of First Charleston after consummation. FCC's action also approved move of ch. 4 WCIV's transmitter and increase in height to 838 fl., and a six-month extension of time to construct. Commissioner Robert T. Bartley dissented.

#### KNUZ, KQUE (FM) expanding

Texas Coast Broadcasters Inc. has been formed by the owners of KNUZ and KQUE (FM) Houston to expand



their radio holdings in the Gulf Coast area. David H. Morris, present general manager of the Houston stations, was elected president of the company. Other officers: Max H. Jacobs, chairman; Douglas B. Hicks and Leon Green, vice

Mr. Morris

presidents, and Bailey A. Swenson, secretary. The new corporation will assume the licenses of KNUZ and KQUE following FCC approval.

# Broadcast editorializing in the spotlight

#### NAB SPONSORS CONFERENCE IN WASHINGTON

The experiences of broadcasters who have editorialized on the air will be reviewed for the benefit of the entire industry at the first public-affairs editorial conference to be held March 1-2 under NAB auspices at the Shoreham Hotel, Washington.

FCC Commissioner Frederick W. Ford will join a dozen broadcasters in a panel discussion dealing with editorial support of political candidates and in workshops dealing with techniques and with listener-viewer impact.

NAB's Editorializing Committee arranged the conference "to provide broadcasters with practical advice on the legal and ethical responsibilities of radio and tv editorials, to acquaint them with successful case histories and techniques, and to provide them with information essential in preparing and presenting broadcast opinions." Several government officials will provide background briefing.

FCC Chairman Newton N. Minow will address the opening-day luncheon March 1, which also winds up the annual NAB state presidents' conference. The presidents will meet Feb. 28 and the groups will join for the luncheon. Participating with Commissioner Ford in the political panel the morning of March 2 will be Ewald Kockritz, Storer Broadcasting Co., and Douglass A. Anello, NAB general counsel.

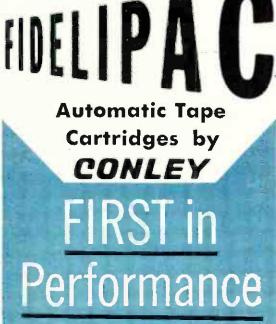
Other panels include one on the mechanics of editorializing, with three members of the NAB editorializing committee leading the discussion. Simon Goldman, WJTN Jamestown, N. Y., will discuss editorializing by smaller stations. John F. Dille, president of WSJV-TV Elkhart, Ind., and other Truth Publishing Co. stations, will brief delegates on suitable local and national editorializing subjects. Frederick S. Houwink, WMAL-AM-TV Washington, will discuss airing of opposing viewpoints.

Richard Cheverton, WOOD-TV Grand Rapids, Mich., president of Radio-Television News Directors Assn., and John Corporon, WDSU-TV New Orleans, will take part in the panel. Mr. Cheverton will discuss selection of personnel for editorializing, including writers and on-air personalities. Mr. Corporon will discuss "the anatomy of an editorial."

Case Histories = An editorial impact

CALIFORNIA — Fulltime AM-FM combination grossing in excess of \$10,000.00 monthly and capable of doing much better under different ownership. Station previously grossed in excess of \$180,000.00 annually. Good real estate included. Priced at \$160,000.00 with 29% down and balance out over ten years. ANOTHER H&L EXCLUSIVE.







The cartridge that made station automation possible ... the proved, dependable unit that is used by more broadcasters because it so consistently delivers first-rate performance on the job.

Fidelipac Tape Cartridges are deservedly First in Sales, First in Quality and First in Acceptance because of these better features:

• easy handling • easy storage • easy replacement • minimum tape breakage • increases tape life • varying tape sizes permit programming from seconds to hours on single cartridge • automatically cued and ready for instant use • technically simple —technically perfect. • your present equipment was made to handle Fidelipac

Fidelipac Tape Cartridges work better, save money, are more profitable . . . put them to work for you! . . for spot announcements themes, station breaks, and delayed broadcasts.

Standard Lengths in Three Cartridge Sizes: Model 300 —with up to 300 feet of single coated tape

Model 600 -- with up to 600 feet of single coated tape

Model 1200-with up to 1200 feet of single coated tape

Ask for

FIDELIPAC "THE STANDARD OF THE INDUSTR"" from your regular source of supply



1527 Lyons Street . Evanston, Illinois

session is planned for the afternoon of March 2, offering case histories of how communities, informed and aroused in part by broadcast editorials, have taken action to solve problems and right local wrongs. Taking part will be Eugene B. Dodson, WTVT (TV) Tampa, Fla., moderator; Frank J. Abbott Jr., WWGP Sanford, N. C., and Lee Ruwitch, WTVJ (TV) Miami.

Other broadcaster participants will be W. C. Swartley, WBZ-AM-TV Boston, and Ben Strouse, WWDC-AM-FM Washington.

Featured speaker at the second-day luncheon will be Edward R. Murrow,

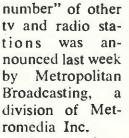
selected last week as 1962 recipient of the NAB Distinguished Service Award (story page 60).

Daniel W. Kops, WAVZ New Haven, Conn., NAB committee chairman, said the government briefing will supply important background information on significant topics. Briefers include Secretary of State Dean Rusk; Undersecretary of State George W. Ball, and other department officials; Marion B. Folsom, Eastman Kodak Co., an Eisenhower administration cabinet member; William L. Slayton, U. S. commissioner of urban renewal, and Mayor Richard Charles Lee of New Haven.

# METROPOLITAN FORMS REP OUTFIT

#### Firm headed by Neuwirth to have some outside clients

Formation of a new sales-representation organization to handle the national time sales of its own and "a limited



The new firm, Metro Broadcast Sales, is headed by H. D. (Bud) Neuwirth, who said that in addi-

Mr. Neuwirth

tion to New York headquarters the organization has regional offices operating in Chicago, Philadelphia, Detroit, St. Louis, San Francisco and Los Angeles. New York headquarters are located temporarily in the Hotel Chatham, 33 East 48th St., pending completion of permanent quarters.

Metropolitan's WNEW New York is Metro Broadcast Sales' first station client. The other Metropolitan stations will join the list as their current contracts with independent representatives expire, as follows: WIP Philadelphia on March 1; KMBC Kansas City, April 1; WTTG (TV) Washington and KMBC-TV Kansas City, May 1; WHK Cleveland and KOVR (TV) Stockton-Sacramento, June 1; WNEW-TV New York, WTVH (TV) Peoria, Ill. and WTVP (TV) Decatur, Ill., July 1.

It was understood that the new organization will seek representation ties with a maximum of five additional stations. John W. Kluge, Metromedia president and board chairman, said these should be "compatible and noncompetitive" with the Metropolitan properties.

New Concept • Mr. Kluge, who formulated the plans for Metro Broadcast, said he envisioned "a new qualitative selling concept that would offer specialized and professional services of a unique character."

Mr. Neuwirth stressed that in addition to specialized sales representation such services would include, for all stations joining Metro Broadcast, the full research, promotion and public relations facilities of the parent company.

The new organization represents an expansion of the selling organization established by Metropolitan nearly 12 months ago to take over the sales representation of WNEW Radio. This sales operation also was under the direct supervision of Mr. Neuwirth, a veteran broadcast salesman formerly with the John Blair companies.

Other Appointments • Mr. Neuwirth is vice president and director of Metro Broadcast Sales, which he said has 14 radio and 15 television salesmen and will gradually add others. He announced the following executive appointments:

John W. Doscher to be eastern sales manager, assigned to the New York headquarters.

Junius Fishburn, national tv sales coordinator for WNEW-TV in Chicago (400 N. Michigan Ave.).

Thomas Tilson, midwest tv sales manager, and Richard Kelliher, midwest radio sales manager, both operating from the Chicago offices.

William S. Dallmann, in charge of the Philadelphia office (19th and Walnut Streets).

William L. Lauer, in charge of the Detroit office (1410 Fisher Bldg.).

Richard Schutte, in charge of the San Francisco office (155 Montgomery St.).

George Diederich, in charge of the St. Louis office (915 Olive St.).

Richard Drummy, in charge of the Los Angeles office (Travelers Insurance Bldg., 3600 Wilshire Blvd.).

Permanent New York headquarters at 579 Fifth Ave. are expected to be ready in about two months.

MONTE CARLO International Television Festival

1962

SILVER DOVE AWARD presented to

Harold Goldman's "MAHALIA JACKSON SINGS"

produced at

Paramount Television Productions using

DIRECT MARCONI CAMERA TO FILM TECHNIQUE\* ONE OPERATION TO QUALITY VIDEOTAPE AND FILM



\*a proven technique...

DAILCER-FITZGERALD-SAMPLE vice president Betty O'Hara, writes (Re: Cheerios commercials) .... Your Marconi direct to film process ... "look every bit as good as any 16mm film prints I have come across."

Vice president Bud Stefan, BBD&O, writes (Re: Chun King commercials using Marconi direct to film) ... "The frontal projection 16mm prints are truly remarkable and the telecast prints as seen on the tube are great."

Paramount Television Productions . 5800 SUNSET BOULEVARD . HOLLYWOOD 28, CALIFORNIA Phone: PRODUCTION SALES, HOLLYWOOD / HOllywood 3-3181 · NEW YCRK / BRyant 9-8700

# **CBS ANNOUNCES SAARINEN BUILDING**

#### 38-story headquarters to be built between 52nd and 53rd

CBS formally announced plans for its 38-story headquarters building in New York. Designed by the late Eero Saarinen—his first and only skyscraper —the headquarters will be built on the Avenue of the Americas (Sixth Avenue) between 52nd and 53rd streets.

The announcement was made yesterday (Feb. 18) by William S. Paley and Frank Stanton, chairman and president respectively of CBS Inc. They said the building would express the architect's conviction that a skyscraper should be a "soaring thing" and "a rectangular, free-standing, granite clad, sheer tower rising 491 feet." The tower will take up 60 per cent of the site and the remaining 40 per cent will be open plaza on all four sides.

In the plans, triangular piers thrust upward from the plaza to support the building on all four sides.

**Expressive Design** In addition to extolling its design, Messrs. Paley and Stanton said it was a "source of pride" to be able to give substance to Eero Saarinen's "imaginative and dramatic plans," a design, they said, which gives expression to the "worlds of communications and the arts."

The building, when completed in

1964, will be one of the tallest reinforced concrete buildings in the country. Its facade will be of dark granite, the color conveying a sense of permanence, dignity and strength—a "permanent strength" as depicted by Mr. Saarinen.

Eero Saarinen & Assoc. (he completed the plans shortly before his death on Sept. 1, 1961) designed such buildings as the U.S. Embassies in Oslo and London, the General Motors Technical Center, the Kresge Auditorium at the Massachusetts Institute of Technology, the Dulles International Airport in Washington, the TWA terminal at Idlewild and the Lincoln Center Beaumont Theatre.

Six of CBS's operating divisions will have offices in the new building that will contain more than 800,000 square feet of floor space: CBS International, CBS News, CBS Radio, CBS Television Network, CBS television stations and Columbia Records. Several floors will be leased to other tenants.

George A. Fuller Co., which built many of New York's prominent skyscrapers, has been named general contractor.

In a separate construction, CBS is

## Catv operator Goddard differs with Craney

Fred G. Goddard, president of Harbor Television Corp., a community antenna system which serves over 9,000 subscribers in Aberdeen, Wash., takes issue with former broadcaster Ed Craney on the impact of catv on local tv stations (BROADCASTING, Jan. 1).

In similar letters to Sens. Warren G. Magnuson and Henry M. Jackson, both Washington Democrats, and Rep. Julia Butler Hansen (D-Wash.), Mr. Goddard emphasizes his belief that catv systems render a "valuable service." He stressed the use of two of his eight wired channels by educational institutions (U. of Washington educational station and the Clover Park educational station in the Tacoma area).

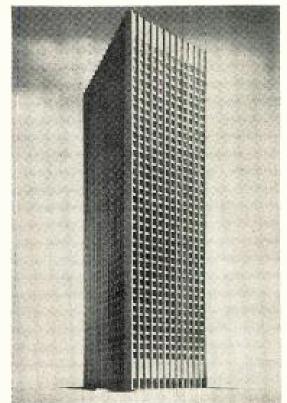
"This kind of service is possible," he said, "because of microwave operation—in no other way are these educational signals available to our schools." The service is free, he emphasized.

Mr. Craney expressed satisfaction with the FCC's decision in the Carter Mountain microwave case to take into account in granting microwave facilities for catv whether the impact of additional channels to viewers might be adverse to the local tv station. If that rule had been in existence five years ago, Mr. Craney said, there would have been eight more tv stations in Montana.

Mr. Goddard dissents from this view: because of the economics this would not have been the case in these small markets, he said. "Without community systems," Mr. Goddard said, "these 16,000 Montana citizens would have been denied the many advantages of a full and complete tv service."

Mr. Goddard also questioned Mr. Craney's figures. Mr. Craney had said that 16,000 Montanans pay \$950,000 a year to watch tv. "This is \$5 per person per month," Mr. Goddard said. "If there are three people per family, a most conservative estimate, the cost would be \$15 per family per month, or four times the national average amount paid by community system subscribers." Harbor Television charges \$3.75 per month, Mr. Goddard stated.

In concluding his letter to his congressional delegation, Mr. Goddard expressed the hope they would urge the FCC seriously to "consider the injustice of its recent action."



#### Sketch of proposed building.

revamping an existing structure to house a new CBS production center (Eleventh Avenue between 56th and 57th streets), A \$14.5 million project that will house studios and related facilities of the radio and tv networks, CBS News and WCBS-Tv New York.

## ECONOMIC INDICATORS Response to business trends slower in radio-tv-Blank

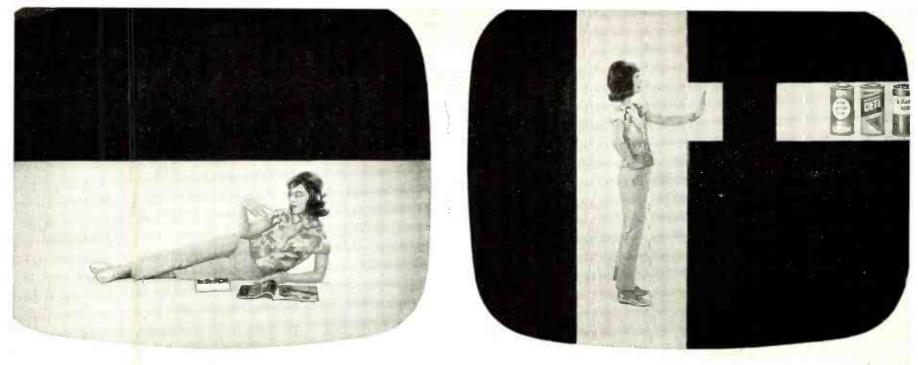
Broadcast media business reacts relatively slowly to the ups and downs in the general economy, while print media business tends to react more quickly and less favorably.

This general conclusion is reached by David M. Bank, director of economic analysis for CBS Inc., in a study of "Cyclical Behavior of National Advertising" in the January issue of *The Journal of Business*, published by the Graduate School of Business of the U. of Chicago.

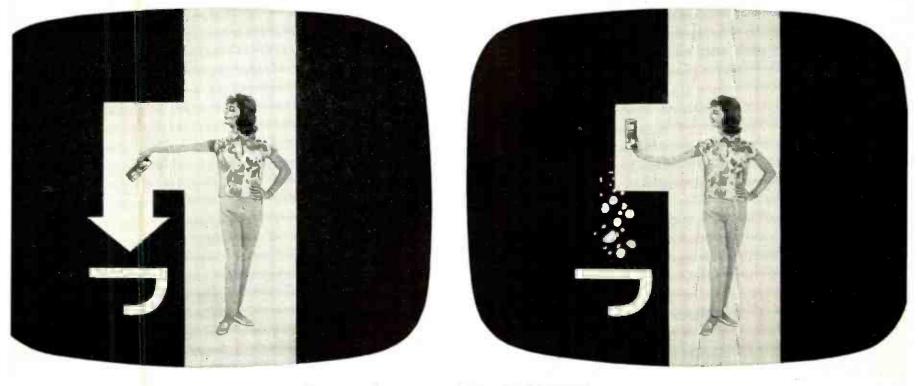
After examining media business history since the late 1940s, particularly in relation to the first three postwar recessions, Dr. Blank concludes that the extent and duration of an advertising medium's reaction to general business cycles conforms to the medium's own state of development.

If it is a mature medium, it is hit harder in recessions and expands less dramatically during the recovery periods, while younger, still-growing media —specifically spot and network television—tend to experience shorter contractions and bigger and longer expansions.

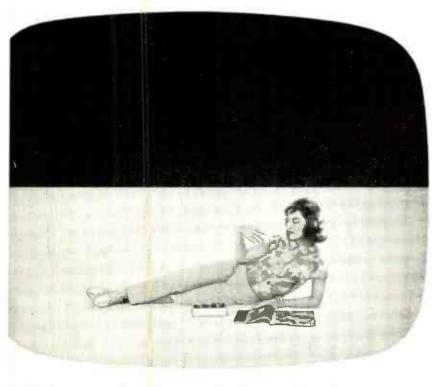
Dr. Blank's article shows how this principle has worked, with occasional exceptions, in the behavior of spot radio, spot tv, network tv, newspapers,



Cleaning? Who cleans? Household cleansers? Fine . . . but . . . !



Stoop and scour ... Not with VANiSH.



Today's modern housewife lives a life of ease.

ADVERTISER: Dracket Company—VANiSH ADVERTISING AGENCY: Young & Rubicam, Inc.

# FILM does the unusual . .

THE PROBLEM: How to show—visually and verbally—smart and tastefully—just what a new and different househol cleanser can do...show how and why VANiSH obsolete old ways and old ideas.

THE ANSWER: A unique combination of animation and liv action together with precisely synchronized mattes! On film of course! For film gives you the range of effects to mak commercials exciting ... arresting ... the way you want the --and when!

What's more, it's film alone that assures you the convenience coverage and penetration that today's total marketing require:

For more information, write Motion Picture Film Departmer EASTMAN KODAK COMPANY, Rochester 4, N. Y East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwart Division, 120 East Pandolph Drive, Chicago 1, W

Midwest Division, 130 East Randolph Drive, Chicago 1, III. West Coast Division, 6706 Santa Monico Blvd., Hollywood 38, Cal

or **W. J. German, Inc.,** Agents for the sale and distribution Eastman Professional Films for motion pictures and television, Fort Le N. I. Chicago III. Hollywood, Calif.

# IN PORTLAND Oregon... IT'S EYE-CATCHING



# KOIN-TV

Women can get bored to death when all they have to look forward to every day is housework. KOIN-TV sees to it that women in Portland, and 34 Oregon and Washington surrounding counties, have something else to look forward to ... a really eye-catching array of daytime programs. That's why, according to Nielsen, daytime's a good time to buy KOIN-TV.

Channel 6, Portland, Oregon One of America's great influence stations Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC. Give them a call, won't you?



# WJAC-AM-FM-TV construction to start

Construction for this modern facility to house WJAC-AM-FM-TV Johnstown, Pa., will begin early this spring, Alvin D. Schrott, executive vice president and general manager, announced last week. The \$1 million structure is scheduled for completion early in 1963. The new two-story facility measures 160 by 120 feet and is located on a  $2\frac{1}{2}$ -acre tract in the Berkley Hills area of Upper Yonder Township. It will be fully air conditioned, will have two large studios and will give the station greater flexibility in presenting live programs.

magazines, business papers and outdoor advertising. (He excluded network radio because its sales were "subject to such a sharp downward trend throughout most of the postwar period that cyclical variation could not be readily observed.")

Based on their respective rates of growth, Dr. Blank classified spot radio and outdoor as most mature, the print media as intermediate and spot and network tv as the most rapidly advancing media.

He said that when measured on a basis of annual billings—the yardstick most generally used—advertising shows little cyclical variation, but when examined in terms of quarterly billings the basis used in his study—the response to economic cycles shows.

The recessions covered in the study were those of 1948-49, 1953-54 and 1957-58. The recession of 1960-61 was excluded because adequate data had not become available when the paper was prepared.

# NCAA rights to CBS for next two seasons

CBS-TV has been awarded the television rights to the National Collegiate Athletic Assn. schedule of football games for the 1962 and 1963 seasons, it was announced last Thursday, Feb. 15) by Bill Flynn, chairman of the NCAA Television Committee, and William MacPhail, vice president of CBS-TV Sports. CBS-TV will pay \$10.2 million for the rights for the two years.

The network will telecast a minimum of 24 games during the season, begin-

ning Sept. 15 and ending Dec. 8. On each of eight Saturdays, a national game will be telecast and on five other Saturdays, CBS-TV will pick up at least three regional contests during broadcast time. A Thanksgiving Day game will also be scheduled.

ABC-TV held the rights for the past two years and paid approximately \$6 million for them. Reports circulated that both ABC-TV and NBC-TV had placed bids in the neighborhood of \$8 million for the 1962-63 rights.

# Edward R. Murrow to get NAB award

Edward R. Murrow, former CBS news analyst and now director of the U. S. Information Agency, has been chosen to receive the 1962 NAB Distinguished Service Award. The award, in recognition of Mr. Murrow's contributions to the radio-tv industry, will be presented at the NAB convention April 1-4 in Chicago. He was nominated by an award committee headed by Henry Clay, KTHV (TV) Little Rock, Ark.

Last year's award went to Justin Miller, former federal court judge, law school dean and one-time president of the NAB. The award was established in 1953 and is presented to the individual who has "made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry...."

Mr. Murrow gained fame as a broadcaster in his reports from London

# PAGKAGE EXPRESS

**GREYHOUND** 

# T'S THERE IN HOURS AND COSTS YOU LESS

# LOOKING FOR A FAST WAY TO SHIP?

You've found it! The answer is Greyhound Package Express. Phonograph records, film, tapes, printed matter...you name it! Greyhound will get it there fast... very often the same day shipped. Your packages travel in weatherproof compartments aboard regular Greyhound buses, on fast, frequent schedules. Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places -so often. You can ship anytime...twenty-four hours a day, seven days a week, weekends and holidays, too! Ship C.O.D., Collect, Prepaid, or open a charge account. When getting it there fast is of the utmost importance, always specify Greyhound Package Express. It's there in hours...and costs you less!



CALL YOUR LOCAL CREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO: GREYHOUND PACKAGE EXPRESS Dept. 8-B 140 S. Dearborn St., Chicago 3, Illinois Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation. NAME\_\_\_\_\_\_\_TITLE\_\_\_\_\_\_\_ COMPANY\_\_\_\_\_\_\_\_

STATE.

PHONE

BROADCASTING, February 19, 1962



# ABC executives, station managers hold policy huddle

Executives of ABC and managers of the network's o&o stations met last week in New York to discuss a number of policy matters. Pictured above are those attending the meetings. Seated (1 to r): Oliver Treyz, president of ABC-TV; John Pival, president, WXYZ Inc., Detroit; Stephen C. Riddleberger, president of the ABC owned and operated radio stations; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.; Simon B. Siegel, ABC executive vice president; Julius Barnathan, president of the ABC owned and operated television stations; James G. Riddell, ABC vice president in charge of the Western Div.; Sterling Quinlan, vice president, WBKB-TV Chicago; David

before and during World War 11. He was the principal narrator in CBS' See It Now and Person to Person programs. For two years he was CBS vice president in charge of news, education and discussion programs. He was appointed to head the nation's propaganda agency early last year.

Other past recipients have been Brig. Gen. David Sarnoff, RCA; William S. Paley, CBS; Mark Ethridge, WHAS-Louisville Courier-Journal; Robert E. Kintner, then ABC; ex-President Herbert Hoover; Dr. Frank Stanton, CBS; Robert W. Sarnoff, NBC, and Clair R. McCollough, Steinman Stations.

# Transcontinent says revenues, net are up

Revenues and net income up for 1961: that was the report last week for Transcontinent Television Corp., by David C. Moore, president.

Mr. Moore also announced the purchase by TTC of the remaining 40% interest in WNEP-TV Scranton-Wilkes-Barre, Pa., for \$600,000 cash and asSacks, vice president and general manager, KGO-TV San Francisco.

Standing (1 to r): Giraud Chester, vice president in charge of daytime tv programming; Elton Rule, vice president and general manager, KABC-TV Los Angeles; Harold Neal, vice president and general manager, WABC New York; Andre Gebstaedt, ABC-TV advertising manager; Everett H. Erlick, vice president and general counsel of AB-PT; Ben Hoberman, vice president and general manager, KABC Los Angeles; John Gibbs, vice president and general manager, KQV Pittsburgh; Michael Foster, vice president in charge of press information; John Gilbert, vice president, WXYZ Detroit; Elmer Wayne, general man-

ager, KGO San Francisco; James Conley, vice president and general sales manager of ABC-TV National Station Sales; Thomas W. Moore, vice president in charge of tv network programming; Charles DeBare, general counsel for the o&o stations; Ralph W. Beaudin, president, WLS Inc., Chicago; Tom Miller, ABC-TV National Station Sales vice president, Central Div.; Alfred R. Schneider, vice president in charge of administration; Joseph Stamler, vice president and general manager, WABC-TV New York; Donald Curran, director of advertising and promotion for o&o radio stations; Theodore F. Shaker, president of ABC-TV Na-National Station Sales, which represents o&o tv stations.

sumption of indebtedness.

Revenues for 1961 totaled \$15,464,-184 and net income \$1,331,179 (75 cents per share). These compared to 1960's revenues of \$13,117,251 and net income of \$1,185,056 (67 cents per share). The sale of TTC's WROC-FM-TV Rochester, N. Y., added \$1,591,454 to the 1961 results. Dividends during 1961 totaled 30 cents per share compared to 5 cents the previous year.

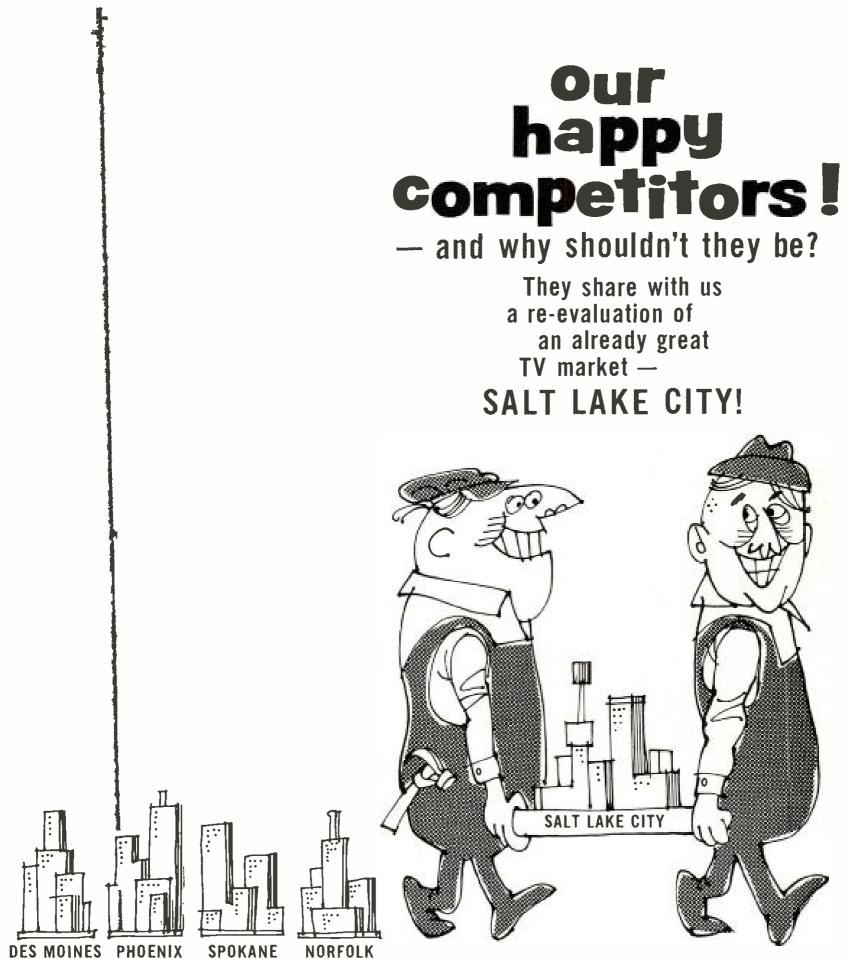
TTC bought 60% of ch. 16 WNEP-TV in 1958; the ABC-affiliated station was formed through the merger of WARM-TV Scranton and WILK-TV Wilkes-Barre in a \$1.5 million transaction. The other 40% of WNEP-TV was held by William M. Scranton and Mitchell Jenkins with associates.

Other TTC stations: WRG-AM-FM-TV Buffalo, N. Y.; KERO-TV Bakersfield, Calif.; KFMB-AM-FM-TV San Diego, both California, and WDAF-AM-FM-TV Kansas City, Mo. TTC sold WROC-FM-TV Rochester to share-time tv stations Gannett Publishing Co. and Veterans Broadcasting Co. in that city for \$6.5 million; it is now being operated by Veterans.

### WLW, UAW agree on a.m. program time

Peace settled over Cincinnati last week when a cease fire was signed by WLW that city and the United Automobile Workers, at loggerheads since last September when the Crosley Broadcasting station refused to renew the union's *Eye Opener* program. (BROAD-CASTING, Sept. 25, 1961).

Both factions announced, in a joint communique, that the program had been renewed for broadcast five times a week on the 50 kw clear channel station, but in a new time--6:15-6:45 a.m. The Eye Opener program was carried for a year on WLW from 7 p.m. to 7:30 p.m. When the contract ran out last fall, WLW declined to renew for that time period, but offered an early morning half-hour. In place of the UAW program, WLW inaugurated a new program called Conference Call, this consisted of five minutes of NBC News and commentary by Crosley news editors. The automobile workers complained to the FCC about cancellation of its year-old program.



# NOW RANKED 51st by ARB

KCPX-TV joined with KSL-TV and KUTV in the most comprehensive market survey ever made by ARB - supported by the largest measurement sample ever used for a local market.

The re-evaluation of the SALT LAKE MARKET is an entirely new concept in market reporting - RANKING MARKETS BY TOTAL HOMES DELIVERED — ACTUAL PERFORMANCE IN **TERMS OF AUDIENCE!** 



To help you better spend your advertising dollars find out the in-depth market information available

in the new 51st market Contact: ARB. or The KATZ AGENCY. Inc.. BLAIR TV Associates. AVERY-KNODEL. Inc.

BROADCASTING, February 19, 1962

# Seven Arts acquires rights to Fox films

Seven Arts Assoc., New York, has obtained worldwide tv distribution rights to 109 20th Century-Fox feature films after 1950, Norman Katz, vice president in charge of foreign operations for Seven Arts, announced last week.

The features will be released for tv abroad immediately, but will not be offered domestically until June, according to Mr. Katz. Seven Arts also distributes the Warner Bros. "Films of the '50s" features, and is withholding the Fox features from the market in order to concentrate on its other films for the next few months. The Fox features include "Man In The Grey Flannel Suit." "Don't Bother To Knock," and "You're In The Navy Now."

Seven Arts also is placing these features into theatrical distribution abroad, and will handle theatre distribution on 18 of the features in the U.S.

#### Shepherd dog to become hero of Storer series

Storer Programs Inc., programming subsidiary of the Storer Broadcasting Co., has completed arrangements for The Littlest Hobo-a new color tv film series. Designed for network use in prime time, the show will be based on the motion picture of the same name. It will detail the world-wide adventures of a roving German shepherd dog.

In announcing the venture, Terry H. Lee, Storer vice president and head of Storer Programs Inc., said 39 half-hour programs will be produced in cooperation with McGowan Productions Inc., producer of the feature film and such tv series as Death Valley Days and Sky King.

#### KTTV buys MGM post-'48s

KTTV (TV) Los Angeles has acquired Southern California rights to an MGM package of 60 post-'48 theatrical feature films at a cost of more than \$1 million. In 1956 KTTV was the first tv station to buy MGM's pre-1948 backlog of more than 700 pictures, paying \$4 million at that time for a seven-year license.

#### Film sales ....

Mahalia Jackson Sings (Television Enterprises Corp): Sold to KTLA (TV) Los Angeles and KGMB-TV Honolulu. Now in 35 markets.

Big Time Wrestling (Foothills Athletic Club Ltd., Calgary, Alberta, Can-

# COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

#### NBC-TV-

- Feb. 19-21, 23, 26-28 (6-6:30) a.m.) Continental Classroom, probability and statistics. Feb. 19-21, 23, 26-28 (6:30-7 a.m.) Con-
- tinental Classroom, American government. Feb. 19-23, 26-28 (10:30-11 a.m.) Play Your
- Hunch, part. Feb. 19-23, 26-28 (11-11:30 a.m.) The Price Is Right, part. Feb. 19-23, 26-28 (12-12:30 p.m.) Your
- First Impression, part.
- Feb. 19-23, 26-28 (2-2:30 p.m.) Jan Murray Show, part.
- 19-23, 26-28 (11:15 p.m.-1 a.m.) Jack Feb.
- Paar Show, part. Feb. 19, 26 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

American Home Products through Ted Bates. Feb. 20 (7:30-8:30 p.m.) Laramie, part. Feb. 21, 28 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson. Feb. 21, 28 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam. Feb. 21, 28 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenvon & Eckhardt. Kenyon & Eckhardt.

ada): Sold to Great Falls Brewing Co. for KRTV (TV) Great Falls, Mont.

Keyhole (Ziv-UA): Sold to WTVN (TV) Columbus, Ohio; WGR-TV Buffalo, N. Y.; KBOI-TV Boise, Idaho; WGAN-TV Portland, Me.; WKYT (TV) Lexington, Ky.; to Modern Age Furniture Co. for WTVJ (TV) Miami; Molson's Brewing Co. for WGR-TV Buffalo, N. Y.; Kehoe Tire Co. for WTOC-TV Savannah, Ga.; Lever Bros. through Reach McClinton Inc., for WJW-TV Cleveland, and Friendly Finance Co., through Shell Adv. and Howard Griffin Boats for KNOE-TV Monroe, La. Now in about 30 markets.

30/62 group of 30 post-'48 MGM Features (MGM-TV): Sold to KMOX-TV St. Louis; KLZ-TV Denver; KONO-TV San Antonio, Tex.; WCCO-TV Minneapolis; WFBM-TV Indianapolis; KONA (TV) Honolulu; KTAR-TV Phoenix-Mesa, Ariz.; WKZO-TV Kalamazoo, Mich.; WMTW-TV Poland Springs-Mt. Washington, Me.; WDAU-TV Scranton, Pa.; KOLO-TV Reno, Nev.; WTEN (TV) Albany, N. Y.; WCIA (TV) Champaign, Ill.; WMBD-TV Peoria, Ill.; WOR-TV New York; WGN-TV Chicago; WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WLYH-TV Lebanon, Pa.; WFBG-TV Altoona, Pa.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif. Now in 22 markets.

Films of the Fifties (Seven Arts Assoc.): Vol. 3 sold to WBKB (TV)

Feb. 22 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Through Burnett; K. J. Reynolds through Esty. Feb 23 (9:30-10:30 p.m.) Dinah Shore Show, American Dairy Assn. through Comp-ton; S&H Green Stamps through Sullivan, Stauffer, Colwell & Bayles. Feb. 24 (9:30-10 a.m.) Pip The Piper, Gen-eral Mills through Dancer-Fitzgerald-Sample. Feb. 24 (10:10:20 a.m.) Chari Louis Char

Feb. 24 (10-10:30 a.m.) Shari Lewis Show,

Nabisco through Kenyon & Eckhardt. Feb. 24 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

Feb. 24 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Feb. 24 (7:30-8:30 p.m.) Tales of Wells Fargo, part.

Feb. 24 (9-11 p.m.) Saturday Night at the

Movies, part. Feb. 25 (3-5 p.m.) NBC Opera, sust. Feb. 25 (6-6:30 p.m.) Meet the Press, co-op. Feb. 25 (7-7:30 p.m.) The Bullwinkle Show, part\_

Feb. 25 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, RCA and Eastman

Kodak through J. Walter Thompson. Feb. 25 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

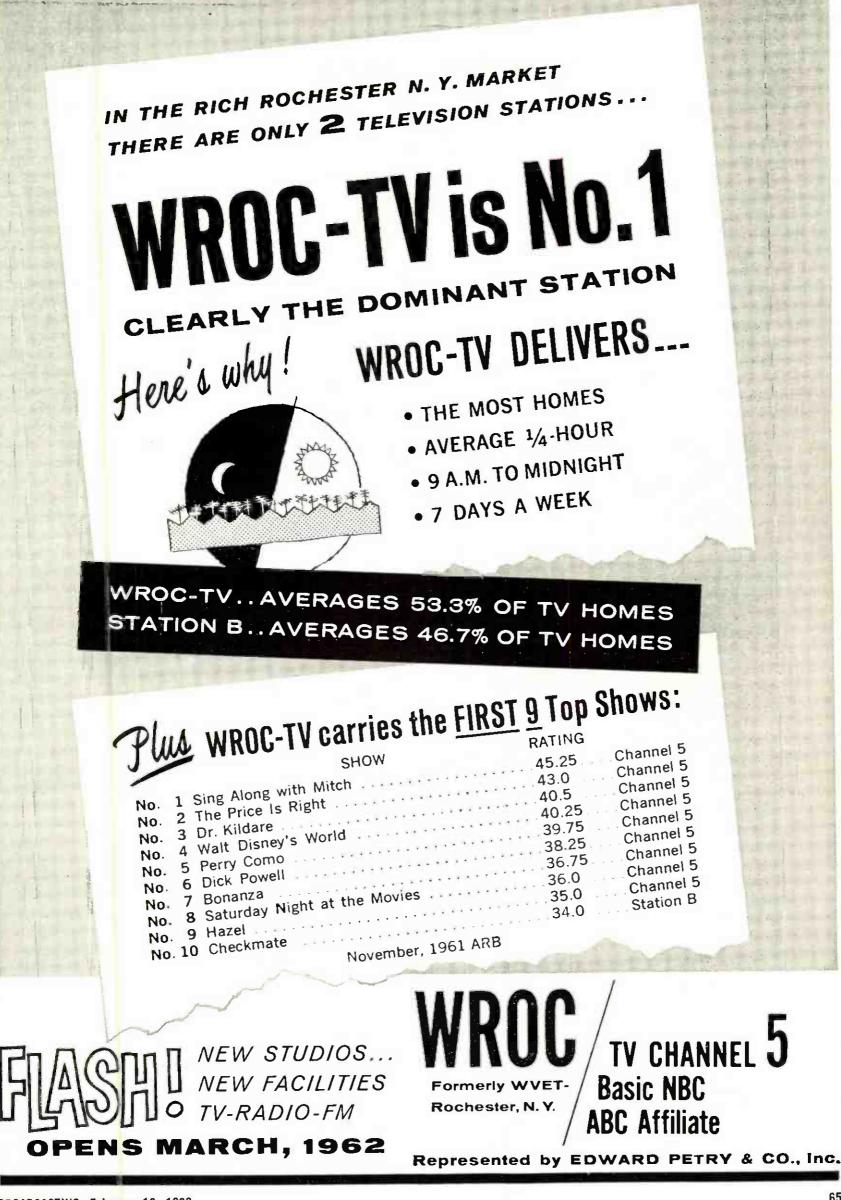
Chicago; WCKT (TV) Miami; KJEO-TV Fresno, Calif.; WMTW-TV Portland-Poland Springs, Me., and WROC-TV Rochester, N. Y. Now in 16 markets.

Ripcord (Ziv-UA): Sold to Standard Oil of Indiana through D'Arcy Adv. for WWTV (TV) Cadillac-Traverse City, Mich.; R. I. Ziegler Meats through Parker & Assoc. for WAPI-TV Birmingham, Ala.; KTRK-TV Houston; KHVH-TV Honolulu; WRAL-TV Raleigh, N. C.; KBMT (TV) Beaumont, Tex., and KTHV (TV) Little Rock. Now in about 175 markets.

Shannon (Screen Gems): Sold to WEWS (TV) Cleveland; WXYZ-TV Detroit; KFMB-TV San Diego; WNDU-TV South Bend, Ind.; and KODE-TV Joplin, Mo. Now in 109 markets. Series has also been sold in Canada, Australia, Japan, Philippines, Mexico, Brazil, Puerto Rico, Argentina, Uruguay, Venezuela and Finland. It has been dubbed in Spanish, Portuguese and Japanese for those markets.

#### Miller's sing along extended two years

Television viewers will be able to sing along with Mitch Miller on NBC-TV at least until the end of the 1963-64 season. Walter D. Scott, NBC-TV executive vice president, announced last week that Mr. Miller and his production company, All America Features,



have signed a two-year contract with the network.

Sing Along With Mitch, first seen in May 1960 as a single program in the Ford Startime series. returned to the network as a seven-show series from January-April 1961. It became a weekly feature on NBC-TV last fall. Sing-Along, now telecast Thursdays, 10-11 p.m., is expected to occupy the Friday, 8:30-9:30 slot this fall.

### Video House offers new animated series

Video House Inc., New York, a new tv distribution firm, has made its first syndicated offering, 100 five-minute an-

imated Out of the Inkwell cartoons. Each is a complete story. They are in Eastman color or black and white.

The Video House president is William P. Andrews, former syndication



Mr. Andrews

vice president at Independent Television Corp. and Ziv sales executive. The characters in the series are voiced by

comedian Larry Storch. The series' concept was created by Max Fleischer, animation cartoonist. Hal Seeger and Myron Waldman are producer and director.

Video House Inc. is at 48 W. 48th St. Telephone: Circle 6-2425.

# Timing error prompted new policy, WINS says

A programming error by WINS New York resulted in the station "tearing up the music charts and playing the popular music asked for by the public," according to Ted Steele, general manager.

Mr. Steele said the public would choose the music in special surveys conducted by the station.

The decision originated when a late Saturday night (Feb. 10) radio show ran a half hour short. Mr. Steele ordered the time filled with a few Frank Sinatra albums.

Because of "tremendous" popular response to the music WINS continued to play Sinatra recordings until the singer called the station last Monday afternoon (Feb. 12), according to Mr. Steele.

After conducting several public surveys, WINS followed up with many hours of Ella Fitzgerald, Glenn Miller and Connie Francis recordings.

#### **Commercial Producers Incorporated** 405 Park Square Bldg. **Boston**, Mass. Presents the "MAGNETIC DOOR OPENER" Heretofore unobtainable merchants become satisfied clients through the use of our "Musical Concept Commercials" CALL US COLLECT Hancock 6-9266 BOSTON, MASS. And Receive Full Details On The C.P.I. Guarantee WOHO-Toledo, Ohio WABR—Orlando, Fla. CFOX—Montreal, Canada KCLN-Clinton, Iowa WILM--Wilmington, Del. WCGO-Chicago, III. WIKY-Evansville, Ind. CKSL-London, Ont. WOSH-Oshkosh, Wisc. WKXY—Sarasota, Fla. WWCA-Gary, Ind. WMNB—North Adams, Mass. WLAN-Lancaster, Pa. KCRG—Cedar Rapids, Iowa

A Partial List Of Our Clients—January, 1962

# — EQUIPT. & ENGR'G. — Set production up in radio-tv says EIA

Television and radio set production for the year 1961 passed that of 1960 by a good margin—accounting for 6,177,797 tv receivers and 17,373,846 radio sets (including 5,568,345 auto radios and 915,297 fm radios).

These totals, announced by the Electronic Industries Assn. last week, compare with 5,708,346 tv sets and 17,126,-518 radio receivers in 1960 (including 6,432,212 auto radios and 904,766 fm radios).

Significantly, the number of fm radios produced in 1961 exceeded those made in 1960 by 11,000-915,297 compared to 904,766 in 1960. Tv sets with uhf tuners were 57,550 less in 1961 than the year before.

#### GE raises tv gear prices

Price increases averaging about 5% for television station installation equipment were announced by General Electric Co., Syracuse, N. Y. The affected items are in the G-E product lines of audio and video studio equipment, camera equipment, transmitters, antennas and microwave links. The increases are effective March 1.

# Technical topics...

New film = Eastman Kodak Co. has released a new Eastman color negative motion-picture film for trade tests in New York and Hollywood. Donald E. Hyndman, manager of the motion-picture film department, said the "improved" film, which provides less grain and better color quality, will be made available for commercial sale later in the year. Trade test for an improved professional motion-picture color print film (a positive print produced from the negative) will also be made during the latter part of 1962. The print film provides a gain in speed and further improvement in color definition. Complete details will be given at the spring meeting of the Society of Motion Picture & Television Engineers, April 30-May 4, in Los Angeles.

New exciter • Gates Radio Co., Quincy, Ill., announced last week it has shipped new fm exciter unit to WISM Madison, Wis., and complete Gates SMX-1 stereo generating systems to following: KRLD-FM Dallas; KRBE (FM) Houston; WGLI-FM Babylon, N. Y.; WQDC (FM) Midland, Mich.; KGGK (FM) Garden Grove, Calif.; KNUZ-FM Houston; KZAM (FM) Seattle; KETO-FM Seattle; KGMG (FM) Portland, Ore., and WDGO (FM) Cleveland.

BROADCASTING, February 19, 1962

# **NEW! IMPROVED!** Sylvania GB-1252/6U8A

provides unusual longevity —genuine interchangeability

Problem was the popular 6U8A, as good as it is, was not specifically designed to fill the stiff requirements of broadcasters.

Sylvania, working with station engineers, analyzed 6U8A field performance and developed a superior replacement...Gold Brand GB-1252/6U8A. Now, broadcasters can expect and get vastly improved life expectancy, high stability throughout useful life. Electrical uniformity from tube to tube is improved, too, providing superior interchangeability, optimum performance from the moment of replacement.

Here are some of the improved features of GB-1252/6U8A: tighter specifications on Gm and plate current spread; stringent controls on grid emission; longer life tests; severe interface life tests; and gold-plated pins for improved electrical contact.

GB-1252/6U8A—<u>a specific design for a specific</u> job—is typical of the Sylvania Gold Brand Tube program. Ask your Sylvania Industrial Tube Distributor about Gold Brand types for broadcasting such as: GB-5814A and GB-6189, medium-mu double triodes; GB-5725, dualcontrol pentode; GB-6201, high-mu double triode.

For technical data on a specific type, write Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main Street, Buffalo 9, New York.

Available from your Sylvania Industrial Tube Distributor

GENERAL TELEPHONE & ELECTRONICS

ALCONT OF THE REAL PROPERTY OF

# House unit hears FCC ideas on clears

The FCC last week defended its decision to put an additional full-time station on 13 of the 25 clear channels and, at the same time, politely suggested that Congress stay out of the frequencyallocation business.

But the commission, appearing before the House Communications Subcommittee, indicated eagerness for congressional guidance, in the form of a broad policy statement, on the clearchannel problem, particularly in the area of super power for standard radio stations.

Most commissioners feel inhibited from considering this alternative to duplication by a 1938 Senate resolution urging retention of the 50kw power limit.

The subcommittee, headed by Rep. Morgan Moulder (D-Mo.), is considering legislation that would block the commission's decision to duplicate the 13 clear channels. Earlier this month, it heard Clear Channel Broadcasting Service representatives say that preservation of the clear channels and increased power for them is the best way to provide rural America with nighttime radio service (BROADCASTING, Feb. 5). They say breaking dcwn the clears would be a "national tragedy."

FCC Chairman Newton N. Minow, who read a 27-page statement defending the commission's decision, said it would be nothing of the sort. He conceded that the decision would provide primary nighttime service to only 600,-000 (CCBS put the figure at 230,000) of the 25 million residents of rural America. But he said it would be local service, which far-flung clear-channel stations cannot offer.

Says Protection Provided • Furthermore, he insisted, the existing clearchannel stations will be protected. He said that directional antennas would prevent a new station from interfering with the signal of the dominant station on its channel. Another safeguard, he said, is that the new stations would be located well beyond the 750-mile limit of the clear-channel stations' useable skywave service.

He also disputed the contention that the commission's decision would adversely affect the back-up communications system being developed by the Defense Dept., and in which the clearchannel stations have been assigned a key role. This view was advanced by the Defense Dept. at the earlier subcommittee hearing, and again last week in remarks inserted in the Congressional Record by Rep. J. Carlton Loser (D-Tenn.).

Mr. Minow said the clear channel stations to be used in BRECOM (Broadcast Emergency Communication) are only 300 miles apart, well within the signal range the FCC says will be protected.

But the burden of his testimony was that the present situation, in which a clear-channel station's signal is protected in areas it cannot provide a "useable" service, is "inadequate and wasteful." And this is the situation the FCC decision will remedy, he said.

Throughout his remarks, the FCC chairman stressed the 16 years of work that went into the commission's decision, and the additional study needed to determine what should be done about the remaining 12 clear channels—whether to duplicate them also or authorize higher power for the stations operating on them.

Who's the Expert? 
Because of the complex nature of the problems involved, he said, their resolution is a matter for the FCC, not Congress. The bills under consideration (HR 8210, HR 8211, HR 8228, HR 8274, and S 2290) would prohibit the FCC from licensing more than one station to operate at night on any of the 25 I-A clears. Two of the bills (HR 8210 and HR 8228), in addition, would require the commission to authorize clear-channel stations to operate with higher power than the 50 kw now permitted by FCC rules.

By enacting any of these bills, Mr. Minow said, Congress would be putting itself into the frequency-allocation business—a job for which it had created the FCC in the first place. not readily adaptable to the 'acrossthe-board' treatment which is more or less inherent in the legislative process, as opposed to the opportunity for more detailed, specific, carefully tailored treatment which an administrative agency can give."

But Mr. Minow was quick to respond affirmatively when asked if the commission would like some legislative guidance on the matter.

Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, who was sitting with the subcommittee, indicated by his questioning he agreed that the FCC has the responsibility for determining frequency allocations. Then he asked, "Wouldn't it be helpful if Congress adopted a policy on this matter, without getting into details?"

"Yes, it would be very helpful," said Mr. Minow.

That Old Senate Command • The commissioners at the time were being asked about the 24-year-old Senate resolution on superpower, and their reluctance to ignore it, even though they freely concede it doesn't have the force of law.

Earlier, an FCC official caused the commission some embarrassment when, in answer to a direct question from Rep. J. Arthur Younger (R-Calif.), he said that the "best" way to provide "white areas" with nighttime service is by permitting clear-channel stations to go to higher power to improve the quality of their skywave service—thus supporting the CCBS view.

James Barr, assistant chief of the Broadcast Bureau, said it was virtually an engineering impossibility to provide these areas primary night service.

Mr. Minow, however, said there are

"Matters of this sort," he said, "are

# Dingell hopes to upset clear channel plan



Rep. John D. Dingell (D-Mich.) hopes to upset the FCC's decision to duplicate 13 clear channels, though he realizes the commission as a tough opponent. Rep. Dingell is the author of one of four House bills that would preserve the clears. His bill (HR 8210) also would require the commission to authorize higher power for the clear-channels. He said he is hopeful of congressional action on both counts.

The congressman, a member of the House Commerce Committee, sat with its Communications Subcommittee last week when it heard the FCC oppose the legislation, in concluding hearings on the clearchannel issue.



# ANIMATED 5-MINUTE CARTOONS IN FULL COLOR AND BLACK AND WHITE, CREATED BY MAX FLEISCHER, PRODUCED BY HAL SEEGER AND DIRECTED BY MYRON WALDMAN, WITH THE VOICES OF LARRY STORCH

and featuring some of the most refreshingly new and highly entertaining characters ...

# KOKO KOKETTE KOKONUT and MEAN MOE

...all delightful creations, animated in real photographic backgrounds to the fantastic delight of every kind of audience. That's why we honestly believe that "Out of the Inkwell" is definitely out of the ordinary.

MEET MAX FLEISCHER, a pioneer of the cartoon industry. Creator of Betty Boop and Bouncing Ball, and producer of Popeye. His inventions, mechanical improvements and production refinements have made animation history.

MEET HAL SEEGER, who started with Max Fleischer 25 years ago and has a long and successful career in cartoon animation, eventually founding his own studios which turn out the commercials for the Campbell Kids, Lucky Strikes' "Remember How Great" and many others. In addition, he was the technical animator and consultant for RCA, G.E. and the U. S. Army. MEET MYRON WALDMAN, 20 years head animator at Paramount. Myron assisted Max Fleischer with Popeye and Betty Boop. He includes among his credits Casper the Ghost, comic strip "Happy the Humbug" and over 200 other animation credits.

MEET LARRY STORCH, popular personality of television, motion pictures and nightclubs, who lends his great talent for mimicry and voice creation to the "Out of the Inkwell" characters.

MEET WILLIAM ANDREWS, PRESIDENT OF VIDEO HOUSE, INC., formerly Vice President of Syndication, ITC, and Sales Executive with ZIV Television



economic and social reasons—the fear that clear-channel stations would gain an unfair advantage—as well as the 1938 Senate resolution, militating against authorization of higher power.

The only commissioner who would open up the possibility of higher power for all 25 clear-channel stations was Commissioner Robert E. Lee. Repeating the views expressed in his dissent to the commission's final decision last September (BROADCASTING, Sept. 18), he said all clear-channel stations should have the choice of going to 750 kw, and that if they exercised that option, they should be protected on their channels as they are now.

He said the commission's decision amounted to "cutting the baby in half." The new stations would be able to provide service "to but scant populations," he said.

Ford Supports Decision = Commissioner Frederick W. Ford, however, defended the commission's action. It makes a "fairer, more efficient allocation of frequencies than now exists," he said.

But he added that, ultimately, "the only practical way to improve" nighttime service is by authorizing the 12 unduplicated Class I-A clear-channel stations to operate on higher power. To make this possible, he suggested that Congress amend the Communications Act "to overcome the inhibiting effect" of the 1938 Senate resolution.

Mr. Minow said he has not made up his own mind on the wisdom of authorizing higher power. But, he said, the commission's decision on which of the 25 clear channels to breakdown was based on "engineering decisions relating to the potential gains to be achieved through higher power as compared to duplication."

Both he and Commissioner Ford said that higher power on the 12 remaining clear channels would enable those stations to give areas of the country now without primary nighttime service a better quality skywave service than is now offered by the 50-kw clear-channel stations.

# Space plan hearings set by House unit

The House Commerce Committee will begin hearings March 13 on the administration's proposal to create a publicly held corporation to own and operate the planned U. S. space communications system.

Representatives of the President's Space Council, the FCC, Justice Dept., and industry will testify at the hearings, which are expected to last about two weeks. A number of other space communications bills will also be considered.

# A FEE TO GET REGULATED?

# Collins assails FCC proposal as outside scope of its responsibility; fees would range to \$250

Broadcast licensees and applicants are faced with filing fees of \$250 for television and \$150 for am and fm under rulemaking issued for comment by the FCC last week. The fee schedule, released on a 4-3 vote, is designed to recoup about \$6.75 million of the commission's annual congressional appropriation of \$12.5 million (for fiscal 1962).

As proposed last week, the FCC would collect a filing fee for any application on which action is required by either the full commission or staff. The schedule ranges from the \$250 proposed for tv applications for new stations, renewals, transfers or major changes to \$5 for an amateur license.

Comments are due by April 16. Voting for the rulemaking were Chairman Newton N. Minow (prime mover of the plan) and Commissioners Robert E. Lee, Rosel Hyde and T. A. M. Craven. Dissents were registered by Commissioners Robert T. Bartley, Frederick W. Ford and John S. Cross.

NAB President LeRoy Collins immediately attacked the FCC proposal to charge fees as outside the scope of the agency's responsibility. "The FCC is not a taxing agency," he said. "It is a regulatory one."

The proposal to charge filing fees has been alive at the commission, but somewhat inactive, since January 1954 but was reactivated in earnest by Chairman Minow (BROADCASTING, July 10, 1961). "There are many intangibles to what fees would be charged for what actions under the rulemaking but we wanted to get the thoughts of those affected," a commission spokesman said last week.

Other Charges In addition to the aforementioned am-fm-tv fees, \$30 would be charged for "other broadcast applications," including tv translators and *pro forma* transactions. An FCC official said it is undecided just what wil be included in the "other broadcast applications" but generally an applicant will have to pay when commission action is required.

An original applicant for a new tv who has paid his \$250 probably would not have to pay an additional \$30 when he files for an original license to cover the construction permit, it was stated, although this would require FCC action. Applications for transfer of negative control probably would fall under the \$30 stipend, as would those for changes of ownership through death or bankruptcy proceedings, it was said.

No fee would be charged for owner-

ship reports reflecting a minor change in stock ownership, it is understood.

All fees would be payable at the time an application is filed and would be charged regardless of the fate of the application—including voluntary withdrawal.

The commission invited comments "in particular" on what fees, if any, should be charged to noncommercial educational stations. There was considerable discussion of this point and the proposed schedule does not differentiate between commercial and etv.

Other fees to be charged to which commercial broadcasters would be subject: For new common carrier point-topoint microwave, \$100; renewals, \$50. Local tv transmission, \$50; renewals, \$25. Experimental broadcast permits, \$20 (the FCC's chief engineer reportedly feels this is too much and the rulemaking order asked specifically for comments "as to whether this is an appropriate amount").

**Operator Fees** • Commercial radio operators would have to pay \$5 for a first class examination and license, including renewals; second class, \$4; third class, \$3. Restricted operator's permits would cost \$2.

No fee would be charged to those who file various pleadings relating to a specific application, including petitions to intervene, protests and licensees made a party to a proceeding by the FCC. "We tried to avoid making one party pay more for the same service than another party would pay," a commission official said. Many uncertainties and blanks are admittedly contained in the proposal, he said.

Gov. Collins, in opposing the FCC plans to collect users' fees, said the agency's primary responsibility is to the people. Its regulatory powers are exercised for the benefit of the public and not for the private advantage of the regulated industry, he said. "Hence, as a matter of philosophy and right, the costs of such regulation are justified as a general public expense."

He said the NAB is in complete agreement with the 1954 resolution of the Senate Commerce Committee. Quoting the resolution, Gov. Collins said the FCC proposal raises basic questions regarding the fundamental philosophy of regulation.

The NAB feels that Congress should set up standards for an agency to follow in any move to charge fees, he stated. "Any program for imposing federal li-

Government section continues on page 124



# Sun shining through for radio-tv

The nation's economy is sound and the future, while possibly not as bright as it is sometimes pictured in year-end prognostications, seems most promising.

The prospects for radio and television in the next 12 months seem just as sunny, in the opinion of most students of business indicators. Television, they expect, will show gains up and down the line. Spot tv may gain 10 to 12%; network as much as 7 to 10%, and local 5 to 10%.

Radio, though somewhat more doubtful, is expected to show increases throughout. Local will probably gain 5 to 10%, while network and spot are expected to show smaller increases.

Last year, BROADCASTING's estimates indicate, overall television billings were up a healthy 4.5% with network strongest and local showing a small loss. Radio, up 5.6% in all, reversed the losses of the past few year; in network billings, showed a continued gain in local but dropped into the minus column in spot.

While clouds of new legislative proposals for radio and television hang heavy over Capitol Hill, the possibility of broad new regulatory statutes seems remote this year. Some experienced observers believe that radio-tv activity may even slacken in the face of elections. Chairman Minow, of course, is making passage of all-channel set legislation his number-one project and his support from the administration promises to make it difficult to forget.

Meanwhile, at the FCC, letter writing at staff level promises to continue as a prime occupation in 1962. Whether or not all-channel set, network regulation or political broadcasting legislation is enacted, broadcasters may expect to continue to receive a large volume of correspondence from the commission.

Although some broadcasters feared

that the activities of Chairman Minow might cut down the market value of established stations, the sales of 319 outlets last year brought a record \$128 million. Station brokers believe that 1962 may see an even higher figure. With no down curve predicted in the economy, station sales may easily beat last year both in number and dollar volume.

With programming stealing the FCC spotlight, more interest than usual is indicated in the offerings of the syndicators. An early season survey shows a strong preponderance of comedy in the new offerings for 1962-63. Pilots already available or planned are about evenly divided between comedy and other formats. These range all the way from sophistication to slapstick, from children's themes to musicals. Actionadventure is showing a decline.

# ECONOMISTS SEE GOOD YEAR AHEAD

# Business generally will be good; television gains predicted; all along the line; radio forecasts are nearly as optimistic

"If we don't have a good year this year, wheninhell are we ever going to have one?"

This crusty summation by one economist reflects the widespread confidence of most professional soothsayers at the start of 1962. For all practical purposes it also typifies the prevailing view of radio-tv business prospects in 1962.

Without much question, the signs are right for a good year this year in the general economy-and if historic patterns are still dependable this automatically portends a good year for the

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broadcasting business.

Not quite forgetting that the boom they foresaw two years ago proved on inspection to have a hole in it, economists today are hedging-but ever so slightly - against another predictive pratfall. It is conceivable, they say, that 1962's rate of progress may slow a bit in the second half. But this prospect looks to be more possible than probable, and in any event it does not appear to dampen their belief that progress is the word for 1962.

In terms of radio and television the

consensus defines "progress" approximately as follows:

 Television.—Gains up and down the line: Spot billings expected to run ahead of 1961 by perhaps 10-12%; network by 7-10%; local by 5-10%.

Radio.—Gains probably up and down the line: Local billings sure to make good strides, probably in the 5-10% range; network apt to be up a little, perhaps 5%; spot harder to predict (largely because of its erratic behavior in 1961) but likely to move ahead of last year by several percentage

# **TELEVISION TIME SALES 1948-1961**

Year	National Network	% change from previous year	National Non- Network	% change from previous year	Loc al	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000				\$ 6,200,000		\$ 8,700,000	
1949	10,796,000		\$ 7,275,000		9,460,000		27,530,000	
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+130.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	0.1	868,700,000	+ 5.5
1958	424,590,000	+ 7.7	\$45,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960	471,600,000	+ 5.8	459,200,000	+ 8.3	215,800,000	+ 7.6	1,146,600,000	+ 7.1
1961†	515,628,000	+ 9.3	470,922,000	+ 2.6	211,426,000	_ 2.0	1,197,977,000	+ 4.5

• In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

† 1961 figures estimated by BROADCASTING.

There were soft spots in the general economy in 1961 and soft spots in television and radio business-but in terms of total performance both television and radio had their biggest year. As the tables above and at right show, television gained \$51 million in total time sales over the year before and radio gained nearly \$35 million.

These are BROADCASTING estimates of net time sales after all frequency discounts but before deduction of commissions to agencies and station representatives. They are comparable to the records compiled annually by the FCC. The FCC reports for 1961 will not be issued until late this year.

**Television** = The one soft spot in tv in 1961 was in its local business. Local volume dipped a little more than \$4 million from the year before. But the other two sources of tv business, network and spot-historically the major

categories-rose by enough to wipe out the decline in local and force total revenues to a 4.5% gain. Tv network volume was up \$44 million; spot was up more than \$11 million.

Radio = The biggest news in radio in 1961 was the gain in network time sales-in percentage of change a big 24.6% over the year before, in money gain \$8.6 million. There was a coincidental decline in the money spot advertisers spent to buy time-not much but enough to suggest that some spot funds moved to network. Local advertising-the mainstay of radio business for many years-continued strong. It was up nearly \$35 million.

The 1961 BROADCASTING estimates were compiled from a survey of stations, as they have been annually since 1935 Tabulations were prepared by the Washington firm of Sinroc & Tash, certified public accountants.

points.

The broadcasting media's major sales arms, Television Bureau of Advertising and Radio Advertising Bureau, subscribe generally to these forecasts.

TvB looks for television advances pproximately in line with those recorded in 1961, with one gratifying ex-:eption: Spot this year should be much petter (see tables).

RAB thinks that radio, too, will rack up gains at all three levels-network. pot and local-but hesitates to talk in percentages. But sources which, like RAB, are concerned solely with radio ales venture that the gains will range from 5 to 8 or 9% and average about 1% in total (see tables).

The forces that promise to spiral the general economy upward in 1962, carryng radio-tv along with it, began their movement in the latter part of 1961.

#### HOW TELEVISION EXPENDITURES ARE DIVIDED

	1960		1961		1962		
	Expenditures	Percent	Expenditures	Percent	Expenditures	Percent	
	(millions)	Increase	(millions)	Increase	(millions)	Increase	
Network	\$ 805.0	8%	\$ 870.0	8%	\$ 931.0	7%	
Spot	520.0	7.5	530.0	1.9	588.0	11	
Local	280.0	5	295.0	5.4	311.0	5.4	
TOTAL	\$1,605.0	7.4%	\$1,695.0	5.6%	\$1,830.0	8%	

Advertiser expenditures for television (time, talent, production) in 1962 are expected to approximate the totals shown in the right-hand columns, according to current forecasts of TvB. As comparison with the 1960 and 1961

They were slower than usual in getting started. The lag between the official end of the recession (February-March) and the reacceleration period, especially in consumer spending, lasted longer than economists like to see, and many

of them began to worry.

best year since 1959.

On The Move = Once started, however, the advances moved smartly along -enough so that most of the major influences showed gains for the year. Despite the recession and slow coming-

totals will show, TvB looks for network

and local billings to maintain recent

years' growth trends and expects spot,

which had a relatively unimpressive

year in 1961, to accelerate into its

# **RADIO TIME SALES 1935-1961**

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non- Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 <sup>1</sup>	\$ 39,737,867		1		\$ 13,805.200		\$ 26,074,476		\$ 79,617,543	• • •
1936°						• • •				
1937	56,192,396	+41.4	\$2,854,047		23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	2	• • •	28,109,185	+21.6	32,657,349	_ 8.7	117,879,459	- 0.6
1939	62,621,689	+10.6	2		30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583	• • •	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	<b>— 3.</b> 1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	_12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	- 3.6	5,994,858	-18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,635,089	- 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	- 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	_10.0	7,334,000	-13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	- 9.4	5,192,000	29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	-15.0	4,767,000	— 8.2	120,168,000	— 7.3	247,478,000	0.8	451,330,000	<u> </u>
1955	60,268.000	-23.6	3,809,000	-20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	-25.6	3,585,000	_ 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	- 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	-23.4	•••••	*	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	) + 7.6
1960	35,026,000	_ 1.7			202,102,000	+ 7.4	<b>3</b> 85,346,000	+ 7.3	622,474,000	+ 6.8
1961†	43,649,000	+24.6			199,351,000	- 1.4	414,134,000	+ 7.5	657,135,000	) + 5.6

<sup>1</sup>Nationwide and regional networks combined. <sup>2</sup>Data not available. 1 † 1961 figures estimated by BROADCASTING.

\* Figures prior to this date not comparable in all categories. \*\* Regional network calculations discontinued in 1959.

#### HOW RADIO EXPENDITURES ARE DIVIDED

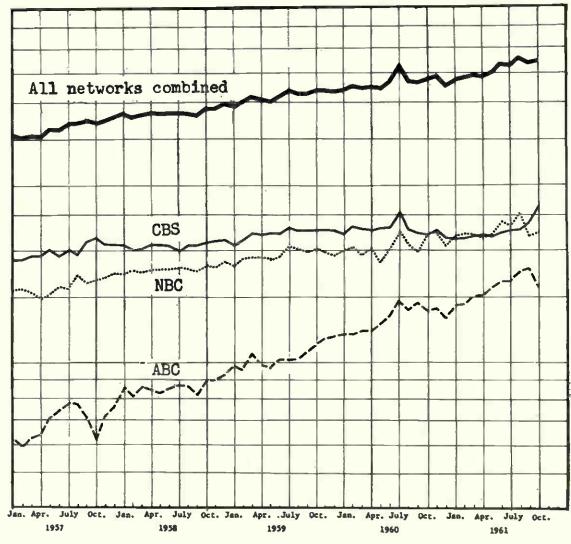
	1961	1962	Percent
	(millions)	(millions)	change
Network	\$ 43.0	\$ 45.0	Plus 5
Spot	211.0	226.0	Plus 7
Local	417.0	450.0	Plus 8
	\$671.0	\$721.0	Plus 7.5

Best available radio estimates for 1962 anticipate gains at all three levels—network, spot and local—with total expenditures for time, talent and production approximately as indicated in the table above. Radio's principal sales arm, Radio Advertising Bureau, anticipates substantial advances but hesitates to cast them in precise dollar-and-percent terms. The estimates here represent a consensus of leading radio sales authorities.

out period, gross national output was a little (about 3%) ahead of 1960. Business spending was down a little for the year, but government spending was up a lot. Personal income and spending were both up, with personal spending hitting all-time high levels in November and December. Employment picked up sharply in the last two months; in January of this year unemployment dipped below 6% of the labor force for the first time in 16 months.

Economists see no serious danger that these forces will reverse themselves this year, even if they lose speed in the second half, and the bright outlook for the economy spreads sunshine over the entire advertising scene.

Total advertising billings, which gained little in 1961, are expected to rise sharply. Now that the caution that inhibited advertisers during and immediately after the recession period has given way to optimism, authorities think total advertising should approach



Upward and still rising path of television network gross billings over last five years is shown above in the top line, which combines the individual network totals depicted by the three

\$13 billion this year.

This would mean a gain of about 8% as compared to less than 1% in 1961, when the total edged up to about \$12 billion after a \$11.93 billion year in 1960.

**Tv Outlook** • Who will get the biggest slices of the anticipated \$13-billion melon will depend in part on which lines beneath. Chart is based on monthly reports on the three national tv networks, seasonally adjusted, and was prepared by CBS Office of Economic Analysis.

media have the longest—and deftest boarding-house reach. The trends favor television and, to a somewhat less extent, radio.

Television is the one major medium that still owns a year-to-year record of uninterrupted gains. As it moves closer and closer toward saturation nobody expects the giant strides that used to

#### TELEVISION NETWORK SPONSORED TIME TREND 1957-1962 (Hours-Minutes)

		NBC-TV			CBS-TV			ABC-TV	Ţ.		Total	
First Week of	Day	Eve	Total	Day	Eve	Total	Day	Eve	Total	Day	Eve	Total
Jan. 1957	20:38	25:22	46:00	31:38	27:30	59:08	4:00	18:00	22:00	56:16	70:52	127:08
1958	20:45	24:38	45:23	30:30	25:45	56:15	7:42	18:40	26:22	58:57	69:03	128:00
1959	22:38	22:57	45:35	30:05	24:03	54:08	22:20	17:15	39:35	75:03	64:15	139:18
1960	23:22	22:58	46:20	30:05	23:33	53:38	17:35	22:45	40:20	71:02	69:16	140:18
1961	26:33	20:08	46:41	26:40	24:45	51:25	25:05	24:15	49:20	78:08	69:18	147:26
1962	27:40	27:50	55:30	32:17	24:15	56:32	20:55	25:45	46:40	80:52	77:50	<b>158:42</b>
Change vs 1957:												
Hrs:Mins	+7:02	+2:28	+9:30	+:39	-3:15	-2:36	+16:55	+7:45	+24:40	+24:36	+6:58	+31:34
%	+34.1	+9.7	+20.6	+2.0	-11.8	-4.4	+422.9	+43.0	+120.9	+43.7	+9.8	+24.8

In hours and minutes, here's how trends in network television sales have run since 1957, based on totals for the first week of January in each year. Although no network enjoyed uninterrupted increases throughout the five-year span, the three-network total has gained each year. Total increase, first week of January 1962 versus the same period in 1957, was 31 hours 34 minutes, or almost 25%. Table was prepared by NBC.







# MINANCE

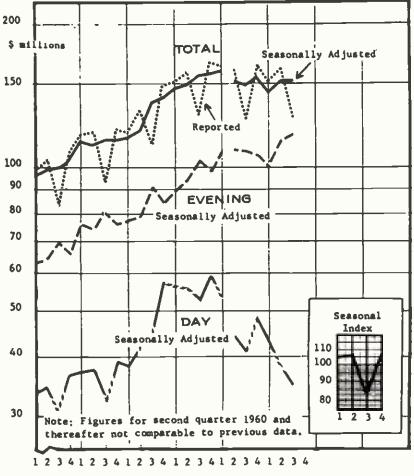
# IN THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Here, from the November 1961 ARB, are the comparisons for the three stations serving the Greenville-Spartanburg-Asheville market. WFBC-TV, "The Giant of Southern Skies," completely dominates this market of over 400,000 † Television Homes. Contact us or Avery-Knodel for complete details of this ARB, as well as the latest Nielsen survey.



SHARE OF MET	ROPOLITAN AUDIENCE*
WFBC-TV	46
STA. "B"	25
STÁ. "C"	21
LEADING QUAR	TER HOURS*
WFBC-TV	300
STA. "B"	104
STA. "C"	16
AVERAGE HOM	ES REACHED*
WFBC-TV	34,900
STA. "B"	23,500
STA、"C"	13,600

\*ARB — November, 1961. All results shown are for 9 AM to Midnight, Monday through Sunday.

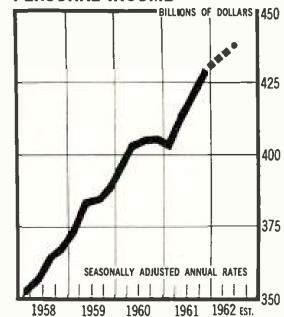


1956 1957 1958 1959 1960 1961

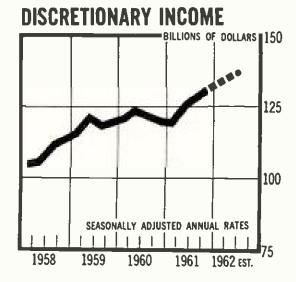
Here's how quarterly patterns in spot tv gross billings have moved, with the total charted to reflect actual reported sales figures (dotted line) as well as the same rate as it appears when seasonal influences have been averaged out to affect all quarters equally. Chart supplied by CBS Office of Economic Analysis.

come as a matter of course. But its rate of advance still surpasses that for total advertising, and the general expectation is that this will still be true

#### PERSONAL INCOME

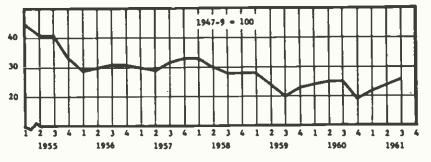


These two charts, from McCann-Erickson's annual economic study, show why 1962 ought to be a good year for companies with something to sell. Says the McCann-Erickson report: "The prevailing composition of trends as 1962 begins suggests a broad and continuing advance in total economic activity in the new year, with rising employment, a slight further increase when 1962 is over. If the advertising rise hits the 7-8% level, television's ought to hit 8-10%, at least. Nobody seems to be seriously expecting much

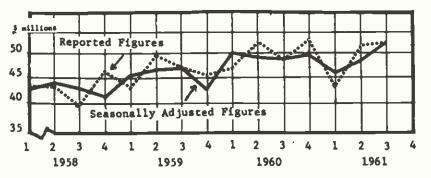


in the work week, and a moderate gain in hourly earnings. Total personal income will thus advance substantially with a vigorous gain of about \$22 billion probable. Toward the close of 1962, personal incomes are very likely to be running at an annual rate between \$445 billion and \$450 billion.

"Discretionary incomes of consumers—the portion of income left over after meeting financial commitments and needs for essential goods and services—is likely to rise about \$11 billion, or nearly 10% [during 1962]."



Descent of radio network time sales index has become less precipitous, with quarterly ups as well as downs since 1955, as shown in this charting of seasonally adjusted figures by the CBS Office of Economic Analysis. Latest available data reflect steady gains since January 1961 (and more substantial advances are forecast for 1962). Index assumes 1947-49 figures to represent 100.



Spot radio's net time sales have shown erratic pattern in last few years both on basis of reported figures (dotted line) and as computed on seasonally adjusted basis. Chart above, reflecting latest available data, was prepared by CBS Office of Economic Analysis.

less. As among network, spot and local television, the general belief is that spot and network will progress more than local. With a few exceptions, that's the way the trends have been running in recent years. One of the most notable exceptions occurred last year, when spot encountered an especially sloggy first half that held its full-year gain to about 2%, but the consensus clearly does not expect a repeat of *that* performance in 1962.

Several authorities caution against expecting huge spot gains, however. High among the inhibiting effects they see are the networks' continued pushing of participation sales. These, they say, are siphoning a lot of spot money into network. They also note that tv rates have now begun to level off and that this will help keep billings gains lower than they would be otherwise.

**Radio Forecasts** • For radio the stars are a little harder to read, but in general the prognosis is for continued growth.

Network radio appears to have stabilized fairly securely after 12 years of virtually uninterrupted slipping and sliding. Last year, by most accounts, it held its own and may even have improved its position over 1960. Current odds are that its billings will definitely show gains—probably not large, but clearly visible—this year over last.

Spot radio is expected to show fairly

# In 6 of America's Top 10 Markets

 $\frac{\text{Deep is RKO General's double exposure} - extra penetration.}{\text{Deep is the combined use of both RKO General radio and TV in the same area . . . to give your message a one-two punch at less cost.}$ 

For example, with RKO General radio you reach the "mobile market"... hit the breadwinner on his

way to and from work. And at the same time, in most of these same areas, RKO General radio and TV team up to deliver a large, lucrative home aucience.

RKO General serves areas with a total of 67 million big market consumers.



RKO General Stations sell in more top markets, with more power, than any other independent chain. That's why they're basic to any national advertising buy.

Call your local RKO General Station or nearest RKO General National Sales Office for details on selling deep in America's Target Markets.

> NATIONAL SALES DIVISION OFFICES New York: 1440 Broadway, LOngacre 4-8000 Chicago: Tribune Tower, SUperior 7-5110 Hollywood: 5515 Melrose, HOllywood 2-2133 San Francisco: 415 Bush Street, YUkon 2-9200

A GENERAL TIRE ENTERPRISE

NEW YORK WOR-AM/TV DETROIT CKLW-AM/TV SAN FRANCISCO KFRC-AM LOS ANGELES KHJ-AM/TV WNAC-AM/TV THE YANKEE NETWORK WASHINGTON, D. C. WGMS-AM strong gains, but the experts find it hard to predict how big. Spot radio did not have a very good year in 1961, and in some respects it was a mystifying year. After a bad first quarter (at the pit of the recession) it snapped back in the second, then sloughed off but picked up again, the third quarter showing less than 1% decline for the year.

Spot seemed to be coming back strong in October but then unaccountably developed another case of the sags that carried through November and into December. Net result, according to the best current estimates of Station Representatives Assn., is that spot's radio time billing—not counting talent and production—totaled about \$200 million for the year, off \$2 million or about 1% from 1960.

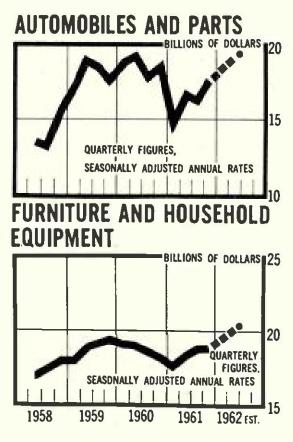
Interest Picking Up • As in the case of spot tv, experts don't expect anything like that kind of sloppy performance to be repeated in 1962. Those most intimately involved look for good gains. They not only figure that the rising economy naturally favors improved performance, but say that perked-up interest currently being shown by advertisers lends substance, of the best sort, to this belief. Some venture that, barring unexpected snags, spot radio "will really take off" this year.

Radio's local advertising, which has been the dominant source of radio revenues since 1946, is considered virtually sure to gain again this year. Both the trends and the times point this way. Most estimates put local's probable increase ahead of those in either network or spot.

The improved economy is expected to increase the take of newspapers and magazines, too. But both will have to reverse trends that largely have been running against them. Their slippages have been showing for the past few years and 1961 was no exception. National advertising dollars in newspapers were down approximately 3% last year (to about \$808 million) while magazine dollars were down about 2% (to around \$925 million).

One Cloud • Although the 1962 outlook for the economy and advertising





This year's trends are all upward on these charts showing the 1958-61 and probable 1962 performance of four major consumer markets. The charts are taken from McCann-Erickson's annual economic study, which has this to say about them: "From late 1959 to mid-1961, consumer spending for most major categories of goods was unusually stable. But spending rates have recently begun to move up from this plateau, and notable gains are indicated for the coming year.

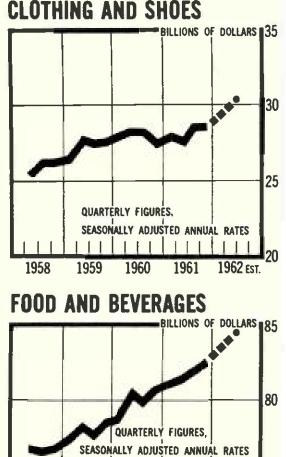
"Sales of automobiles and parts, depressed by recession in early 1961, have since been recovering. In the fourth quarter, in fact, the annual sales rate was close to 7 million units,

is good, it is not quite all good, as indicated by the hedging which says a deceleration may occur in the second half of the year. That possibility is predicated largely on what might happen if there is a protracted delay in reaching a new labor agreement in the steel industry, whose current labor contracts expire June 30.

If it happens, as it did in 1959, a drawn-out delay could encourage stockpiling and excessive inventories which might put a knock in the economic engine later in the year.

The shiny side of the possibility is an apparently growing belief that it won't happen. Even if it does, many experts feel that lessons learned in 1959, when the delay in reaching new terms worsened into a strike, will keep the economic damage considerably below what it was then.

The kind of year it's expected to be ---a good but strongly competitive one



despite shortages of certain models. The sales rate is likely to stay close to this level at least throughout the first half of 1962, and total annual sales for automobiles and parts should exceed \$19 billion—a 17% increase from 1961. Sales of furniture and household equipment should also improve considerably in the year ahead. A higher rate of installment credit extensions will benefit both of these durables markets. More moderate, but still significant, increases appear probable for clothing and food."

75

in which manufacturers' profit gains will come largely from increased volume, a natural set-up for advertising is summarized by McCann-Erickson in its annual look at the economy in what it calls "The Decade of Incentive." Here's how the agency sums it up:

"... The probabilities for 1962 favor a broad, balanced, general expansion, continuing throughout the year. The rate of advance may be slower in the last half than in the first half, but this remains conjecture.

"Markets in 1962 should remain highly competitive, with the rewards of record sales going to the successful marketer in an environment of prosperity, abundance and enormous ranges of consumer choice. At least for the time being, manufacturing capacity in consumer industries is adequate to meet the enlarged demands that will be placed upon it in 1962. The challenge of 1962 is thus a marketing challenge."



# for your commercials

In Detroit on W-CAR, commercials "do well" for sponsors -- planted as they are amidst surroundings of pleasant, relaxing, genuinely good music.

These carefully tended advertising messages are carried far and wide from Detroit throughout 32 counties in southeast Michigan and northern Ohio--by W-CAR's 50,000 watts on 1130 KC. The costs too are as moderate as the "climate is favorable".

# "THE GOOD LISTENING STATION"

50,000 WATTS GOOD MUSIC NEWS • SPORTS



# Station growth toughens competition

# WITH OVER 5,000 OUTLETS ON AIR, APPLICATIONS FOR MORE CONTINUE

The traffic jam in the broadcast bands is getting worse.

Am radio has already gone through the agonies of a population explosion— 3,700 stations now on the air—and there's no sign the pressures of new station grants will cease.

Fm radio is just short of the 1,000station mark, with 165 building permits granted and 172 applications for new stations pending at the FCC.

Television, like fm, hasn't encountered a numbers problem. But like fm operators, those who own and manage the 552 commercial television stations are taking a look at the crowded am band and wondering if they'll be the next victims of an exploding population.

Tv station operators, with vast investments at stake, are getting downright worried about their future, especially since FCC chairman, Newton N. Minow, has joined the ranks of those who want to see the untapped resources of the uhf band put to efficient use.

Unpopulated Uhf . As of mid-Feb-

ruary 1962, the uhf band is populated by only 90 stations. This leaves room for 1,000 or maybe a lot more tv stations, in case investors want to try their



luck in the highly competitive major markets or in less affluent smaller cities.

Fm, unlike television, is approaching technical saturation in the more desirable markets. Aware of this problem, the FCC has been studying the idea of saving fm frequencies for stations that will do separate programming instead of duplicating am service. Carried to the point of execution, this policy could put some longtime fm operators off the air in favor of new licensees who would not merely serve as repeater stations for their am blood brothers.

Am Is Problem • While fm has its potential problems, the main industry concern centers around am broadcasting. The 3,700 am stations are operating in a spectral right-of-way that seemed crowded at the end of World War II when the number of stations reached the 1,000 mark.

Local and regional station operators often howl that they are hemmed in almost at the city line at night. And many regionals moan because their multiple-tower arrays send out fingershaped patterns after dark. Daytime coverage, of course, is subject to the limited range of signals between sunup and sundown.

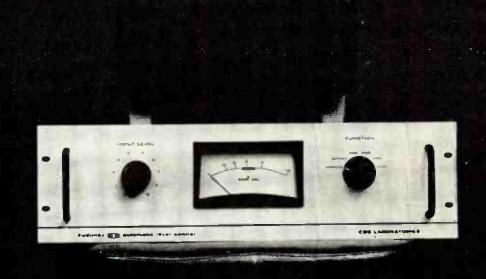
So 3,700 am stations are knocking each other around the ether and at the

# TELEVISION REVENUE AND INCOME GROWTH, 1953-60 (Markets for which FCC comparative data are available)\*

	1960			1953			
	No.			No.			
	Stations	Revenue (000)	Income** (000)	Stations	Revenue (000)	_ Income** (000)	
New York	7	\$75,444	\$33,638	7	\$33,819	\$9,139	
Los Angeles	7	45,403	7,375	7	20,731	759	
Chicago	4	41,082	14,630	4	20,449	5,577	
Philadelphia	4	24,928	8,417	3	12,288	4,235	
Detroit	3	18,139	8,226	3	11,041	4,826	
San Francisco	4	17,161	5,687	3	7,846	3,109	
Cleveland	3	16,895	8,045	3	7,836	2,624	
Boston	3	20,034	8,943	3	7,785	3,784	
Minneapolis-St. Paul	4	11,461	2,643	3	5,717	1,916	
Baltimore	3	9,712	2,704	3	5,688	1,946	
Cincinnati	3	9,875	3,499	3	5,430	1,185	
Pittsburgh	3	15,371	5,849	3	5,130	2,686	
St. Louis	· 4	12,434	2,802	4	4,400	2,184	
Milwaukee	4	9,195	3,119	3	4,021	2,277	
Columbus	3	7,971	2,326	3	3,796	918	
Kansas City	3	8,537	3,214	4	3,290	1,189	
Atlanta	3	7,404	2,277	3	3,195	997	
Washington	4	11,831	2,888	4	5,678	839	
Oklahoma City	3	5,575	1,675	3	2,178	854	
Denver	4	7,009	1,814	4	2,035	169	
Norfolk-Portsmouth, etc., Va.	3	4,730	781	4	1,660	588	
Phoenix, Ariz.	4	4,320	191	3	1,307	22	
Albuquerque, N. M.	3	1,898	36	3	491	22	

\* 1953 is the first year for which FCC comparative market data are available. Above markets are those available for both 1953 and 1960.

\*\* Income figures are before taxes.



# This broadcast engineer multiplies program power

# (without degrading signal quality)

CBS Laboratories' new AUDIMAX automatic level control is already helping more than fifty stations multiply their station coverage. Extensive field tests have shown that AUDIMAX increases average modulation by 6 db with a corresponding 300% increase in radiated program power.

AUDIMAX is not just another limiter, compressor or AGC amplifier—it is an electronic device which controls gain as competently as the most alert engineer. No other device acts with such speed and intelligence. While the staff engineer pursues more important duties, AUDIMAX sits in for him, maintaining maximum modulation or recording level. With AUDIMAX there is no need to compromise signal quality for high level of modulation.

This unique sound level control device is available in two models: AUDIMAX I (\$495) for broadcasting and recording, and AUDIMAX II (\$595) for television, motion picture and video tape production. A special Gated Gain Stabilizer in AUDIMAX II automatically determines whether gain should be turned up during prolonged lapses in the program. This eliminates the need for continuous manual monitoring of TV films and prevents noticeable level changes during pauses in live telecasts. A stereophonic adapter (\$150) is also available to enable two AUDIMAX units to adjust gain on both channels simultaneously, thus assuring perfect balance in stereo broadcasts.

For complete information on how AUDIMAX can improve your broadcast efficiency write or call our Audio Products Department.



For export sales, write CBS International, 46 East 52nd St., N.Y. 22, N.Y., Cable address "Columbine".



## these 20 top local and national spot advertisers on WBBM-RAD

AMERICAN AIRLINES Programs and Announcements

AMERICAN TOBACCO CO. Announcements

> ANHEUSER-BUSCH Announcements

BOWMAN DAIRY CO. Programs

CLARK OIL & REFINING CORP. Announcements

spent

FIELD ENTERPRISES Announcements

FORD MOTOR COMPANY Programs and Announcements

GENERAL MOTORS CORP. Programs and Announcements

PETER HAND BREWERY CO. Programs

HORIZON LAND CORP. Programs and Announcements



WBBM Radio's solid LIVE SHOW manship and motivating LIVE SALES manship produces SALES RESULTS year after year! That's the reason so many of America's gilt-edge advertisers continually depend on WBBM Radio to move their products or sell their services in the nation's second market.

Call Bill Connelly, W Hitehall 4-6000 or CBS Radio Spot Sales

NATICNAL TEA CO. Programs and Announcements

NORTHWEST ORIENT AIRLINES Programs and Announcements

R. J. REYNOLDS TOBACCO CO. Programs and Announcements

MORRIS B. SACHS, INC. Programs and Announcements

ST. PAUL FEDERAL SAVINGS & LOAN ASS'N. Programs SCHLITZ BREWING CO. Programs and Announcements

and the second second

STANDARD BRANDS Announcements

UNITED AIRLINES Programs and Announcements

WALGREEN CO. Programs and Announcements

> WANZER DAIRY Programs



LIVE showmanship

BBN

LIVE salesmanship



#### STATION GROWTH TOUGHENS COMPETITION continued

same time are trying to maintain program and signal standards against natural, regulatory and foreign hazards.

Eighty-one am radio markets having three or more stations showed up in the red in 1960, according to the FCC. The stations in these markets couldn't earn a profit against the growing competition within the am medium. And they couldn't make a go of it against the pull of television and the rising cost of operation. (See am, fm and tv financial data for decade, page 80.)

Uhf stations are finally living down

the reputation for inadequate coverage that developed in the early days of this portion of the video medium. They made money for the first time in 1960, FCC records show. And now the media world watches as Chairman Minow dreams of the hundreds and hundreds of tv stations that could be technically added to the uhf band.

**Competition** • The problems of am —past, present and future—center around the number of stations granted and the massed weight of competition. This review of the four types of broad-



Every timebuyer worth his salt knows that when you buy TV spot you use "homes reached" not "metro ratings." It's the only way to measure efficiency. Buy Cincinnati radio the same way; you'll find that WCKY picks up all the marbles—millions of NCS-homes reached weekly in 615 counties in 16 states. Your man from AM Radio Sales has the whole story.



cast outlets—am, fm, vhf and uhf shows how broadcast dollars are being divvied (see table, page 86).

Y

Consider radio's condition in 1960. That year the total revenue of am and fm stations plus the networks—\$597.7 million—was shared by 3,688 stations and the networks. This would average \$161,900 per station. But the income before taxes of \$45.9 million provided an average income of \$12,446 per station, keeping in mind the networks are included in the industry totals on which these station averages were computed.

An FCC computation showed that 2,303 am stations had a median profit of \$10,800 in 1960 and another 1,078 stations had a median loss of \$8,500. In 1959 the median profit was \$10,300 (2,174 am stations) and the median loss was \$7,200 (1,074 stations). In 1950 the FCC data, compiled on a different base, showed that 527 money-losing am stations of the 2,131 on the air that year had average broadcast income of \$88,647 and an average loss of \$13,545.

Only one-fourth of am stations reported a loss in 1950 whereas over one-third showed a loss in 1960.

Interference Problem - Crowding of the am band—and the fm band, too —confuses listeners as they find several signals in a small segment of the roughly calibrated dials on their sets. Obviously interference gets worse as more stations are added, augmented by the problem of Cuban stations on the East Coast. New regional stations must protect every station on the channel, a safeguard that is achieved by the use of splintery directional patterns.

Some local stations are so crowded at night that sometimes the tower can be seen but the signal can't be heard. The general criterion for local grants is to award a permit, other things being equal, if there is no daytime interference, That's why some locals in poorconductivity areas sit on the same channel though only 55 or 60 miles apart.

Established stations have a financial problem not often discussed openly they may spend as high as \$10,000 or \$20,000 a year for legal and technical counsel to protect their signals from the constant nibbling of coverage areas caused by new station grants.

It's almost impossible at this time to pry an am station into Washington, D. C., or New York, or a number of other metropolitan markets.

Even the clear-channel am stations, who have fought off squatters on their exclusive facilities with notable success, are now facing sharply reduced service areas as the commission moves toward unclearing their channels. Class III regionals are constantly finding new neighbors, mostly daytime-only grants. The local channels, bursting at every

1

# in a SHORT EIGHT MONTHS...

Something **new** in audience dominance has been created in the Twin Cities market—a **new** dominant TV force, rearranging viewing patterns, creating **new** view-ing habits . . .

And, in a **short eight months**, moving to the number one market position nationally among independent TV stations in **all** four-station or larger market areas.

This is audience dominance—seven days a week, 9:00 a.m. to midnight, the wtcn 11 overall Metro share of audience is 21%...highest market share of **any** independent.\*

wtcn 11 became the Twin Cities Independent TV service last April. With **new** ideas, **new** shows, and above all a firm concept of truly local, wide gauge programming **new** to the Twin Cities audience, we have progressed to a **new** and **dominant** independent standing—both nationally and locally.

FOR THE FINEST AVAILABILITIES ON THE <u>NEWLY</u> <u>DOMINANT</u> INDEPENDENT wtcn 11, CALL YOUR NEAREST KATZ OFFICE, OR CALL ART SWIFT, BOB FRANSEN OR DICK JOLLIFFE AT Walnut 7-8881.

# wtcn 11

## MINNEAPOLIS • ST. PAUL

TIME-LIFE BROADCAST, INC.

... the independent that leads the way

\*ARB, December, 1961



#### STATION GROWTH TOUGHENS COMPETITION continued

spectral seam, are finding both solace and sorrow in the licensing of 1 kw daytime power on a case-by-case basis.

What happens when a third of the am stations operate at a loss and the median profit for the black-ink operators is only \$10,800?

**Problems** • Here is an experienced broadcaster's capsule summary: "The image of radio in the eye of the national advertiser has become increasingly blurred as he scans fluid rate cards, under-the-table deals, bartering, doublebilling and the other results of intense competition. Bad programming drives out good. Moreover, less money is now available for programming."

With all this obvious am radio economic hardship around the nation, just what is the FCC's obligation and what power has it? Obviously, the thought of public-utility type regulation is repugnant.

A student of the matter, Douglas A. Anello, NAB's general counsel and former FCC counsel, summed it up at the risk of over-simplication—in this manner:

"Where a single application is filed for an available facility, the commission may not, on its own motion, consider any question of community need. However, if an existing station in the same area protests, and offers to prove resultant injury to the public at large, the commission cannot refuse to consider the economic effects of the new grant on the public. The burden of proving this public detriment would, of course, be on the protestant. While this could be quite a task, in the final analysis, the extent of the burden would to a large measure be governed by the philosophy of the commission toward this question at the time."

Answer Sought = What's to be done? A return to earlier and more rigid engineering standards was suggested by John F. Meagher, NAB radio vice president, in a report to the board's winter meeting in Florida Feb. 1. "This might produce the desired effect," he said hopefully. In any case NAB has a committee looking into the program.

What About Tv? • A look at the financial record of television since 1948, the first year for which nationwide data are available, shows how the first three years found the industry in the red. A breakthrough into the profit category occurred in 1952 and of course red-ink days are history.

In 1954, the first year of uhf, this new part of the spectrum showed a loss of \$10 million. The next year, 1955, uhf stations cut the loss to \$4.5 million, 23 showing a profit and 57 a loss. Twenty-four uhf stations ceased operation that year.

By 1960 the total tv broadcast revenue had risen to \$1,269 for the year, 9% above 1959.

It's interesting to note that the 422 post-freeze stations had only a fourth of the total broadcast revenue in 1960. That year the group of 76 uhf stations reported a group profit of \$300,000, the first black-ink year for uhf.

Minow View • And what of television's future? Newton N. Minow, chairman of the FCC, gets a bit starryeyed when he contemplates all that spectrum space and the services it could accommodate.

"Instead of the narrow, restricted 12channel vhf system," he forecast in a recent speech, "we will find a way to use all the channels available for television, particularly the 70 uhf channels. Your television set, which now has so many blank channels, will be filled with new signals from new stations."

Which means, of course, that New York and Los Angeles could have, say, 17 instead of seven tv stations; Washington could have, perhaps, 14 instead of four plus an educational outlet.

24

They could have that many if aspiring applicants took the necessary application risks—it costs good money just to file an application—and if the commission issued the grants. All this assumes the technical barriers will have been hurdled.

"The next decade should see at least a doubling of our present 538 tv stations, a much wider range of choice for all kinds of programs," Chairman Minow said. "More stations mean more competition," he added.

To which many an operator surrounded by competitive signals will mutter silently, "You can say that again."

FCC Choice • Getting back to Mr. Minow, "In this nation, growing at the rate of 3 million people a year, we will inevitably have either more channels or more regulation. My own vote is for more channels."

Could this have been a blunt way of saying, in effect: What'll you have, gents? More competition or bureaucratic floggings?

The chairman, of course, is agitating at the same time for passage of a law that would force set makers to produce all-channel sets that would receive all vhf and uhf channels.

But there are many broadcasters who fear overcrowding could bring to tv the problems that have plagued am radio, degrading signal quality and programing. The hardest hit, they feel, would be viewers residing in rural and outlying areas.

Many who oppose tv crowding contend the shift of television into an alluhf service would bring reduced and lower-quality service to millions of viewers compared to their present vhf service. Many agree all-channel set legislation would help solve the problem of receiver compatability necessary for the vhf/uhf side-by-side formula, permitting future growth of uhf without the handicap of receivers that will only pick up vhf signals.

A decade ago there were 107 tv stations, whose signals reached 10.6 million sets. That 1951 figure has grown to 538 commercial stations and an additional 63 educational stations have appeared. Among them they serve 47 million tv homes and 55 million sets. The figures are Mr. Minow's. He recalled a statement that in the mid-50s 10,000 more American homes were getting new tv sets every day.

Many Applicants - Judging by signs of the times there'll be no problem in getting applicants when medium and large markets have vhf openings. When vhf channels were opened by the FCC in Rochester, Syracuse and Grand Rapids, there were 28 applicants by the time lawyers were able to get the forms typed up—six in Grand Rapids,

BROADCAST FINANCIAL DATA 1948-60\* Compiled from FCC annual reports

		AM*			***		TELEVISION	łr
Year	No. Stations	Revenue (\$000,000)	Income* (\$000,00	* No. 0) Stations	Revenue	No.	Revenue	Income**
					(\$000,000)	Stations	(\$000,000)	(\$000,000)
1948	1,824	\$406.9	\$64.1	700	\$.6	50	\$ 8.7	\$-14.9
1949	2,021	415.2	52.7	723	2.6	98	34.3	-25.3
1950	2,143	444.5	68.2	669	2.8	107	105.9	— 9.2
1951	2,200	450.4	57.5	626	3.0	106	235.7	41.6
1952	2,324	469.7	60.1	611	2.6	108	324.2	55.5
1953	2,412	475.3	55.0	594	2.1	108	432.7	68.0
1954	2,598	449.5	41.8	528	1.9	410	593.0	90.3
1955	2,742	453.4	46.0	493	1.9	466	744.7	150.2
1956	2,966	480.6	49.2	472	2.4	481	896.9	189.6
1957	3,164	517.9	54.6	499	3.1	501	943.2	160.0
1958	3,290	523.1	37.3	533	4.0	522	1,030.0	171.9
1959	3,528	560.0	42.4	662	5.7	519	1,163.9	222.3
1960	3,688	597.7	45.9	789	9,4	515	1,268.6	244.1
* *	يمم ممانينام	hundre and	for and	Indonesian Association	a statters	Ash-1 I		

\* Includes networks, am-fm and independent fm stations; total number of stations varies depending on FCC's statistical bases.

\*\* Income figures are before taxes.

\*\*\* Fm figures are included in AM totals for most years. Fm income was not computed by FCC because of difficulty of separating operating expense from am figures.

# Many markets show station income drops as total outlets grow

The growth of station competition in broadcasting is most dramatic in the am band, where the number of stations has almost quadrupled since World War II. Abetting this competition are the signals of fm and television, all seeking the attention of the nation's populace.

A scanning of the FCC financial records since television entered the broadcast scene shows literally hundreds of communities where financial woes have come out of the granting of more and more am station permits.

Here are some examples of larger markets, showing the hard financial facts as compiled from the FCC's official records (independent fm stations not included):

Baltimore: 1950, 10 stations, \$3,554,865 revenue, \$816,590 income (before taxes); 1960, 15 stations, \$5,669,599 revenue, \$872,989 income.

Birmingham: 1950, 9 stations, \$1,883,973 revenue, \$389,245 income; 1960, 12 stations, \$2,261,206 revenue, \$101,712 loss.

Atlanta: 1950, 11 stations, \$2,-861,627 revenue, \$863,870 income; 1960, 18 stations, \$4,470,376 revenue, \$547,195 income.

Dallas: 1950, 7 stations, \$2,985,-837 revenue, \$775,003 income; 1960, 12 stations, \$4,355,397 revenue, \$188,707 income.

Fort Worth: 1950, 6 stations, \$1,559,827 revenue, \$209,237 income; 1960, 9 stations, \$1,711,873 revenue, \$14,163 income.

Peoria, Ill. 1950, 6 stations, \$1,-122,412 revenue, \$93,809 income; 1960, 5 stations \$1,182,523 revenue, \$148,659 loss.

Charlotte, N. C.: 1950, 4 stations, \$1,814,711 revenue, \$493,341 income; 1960, 7 stations, \$1,558,900 revenue, \$103,281 loss.

Little Rock, Ark.: 1950, 5 stations, \$904,492 revenue, \$209,051 income; 1960, 8 stations, \$1,047,648 revenue, \$114,362 loss.

St. Louis: 1950, 11 stations, \$5,-917,879 revenue, \$1,291,171 income; 1960, 14 stations, \$7,039,432 revenue, \$473,957 income.

This type of financial situation accounts for the oft-heard statement by radio stations that they can afford to originate only limited amounts of costly local programming. Taking the United States as a whole, 1,976 radio stations reported total revenue of \$340,891,476 in 1950 out of which they earned \$55,113,872 in income before taxes. A decade later 3,300 am stations took in \$560,315,348 but the income stood still, totaling \$55,200,977.

Here are two more examples of the way the community revenue dollars are being spread thinner:

In 1948 six Denver am stations shared \$565,000 income; in 1960 17 stations shared \$171,000, less than a third this sum.

In Phoenix, where the population doubled in the last decade, the five stations operating in 1948 shared \$204,000 income; nine stations went in the red \$50,000 in 1955, and 15 stations lost \$62,000 in 1960.

Take some state examples: Utah --13 stations in 1948 shared \$137,-000 income; 28 stations in 1960 shared a loss of \$51,000. In North Carolina 84 stations shared \$872,-000 in 1948; in 1960 160 stations had a smaller income \$842,000. In California, 93 stations shared \$1,-447,000 income in 1948; 192 stations shared \$1,665,000 in 1960.

10 in Syracuse, 12 in Rochester.

U. S. television consists of 272 markets of which 132 are one-station markets, 69 have two stations, 54 have three, 17 have four or more stations. Or as Chairman Minow put it, "Threefourths of the tv markets do not even have of a choice of three stations; only 56% of the population has a choice of four or more channels." He mentioned Toledo, Ohio; Augusta, Ga. and Jackson, Miss., as unable to carry the full range of programs offered "... because one or two stations cannot broadcast three network schedules."

That's the way conditions are in the

am, fm and tv bands. Am is jammed; fm is getting there fast, and the FCC is out to expand tv. That's why the population explosion problem is being studied by the broadcasting industry, government and advertising. The final answer? Your guess is a good as anybody's—maybe better.

# Station sale dollar volume hits high

# 319 RADIO AND TV OUTLETS SOLD FOR \$128.8 MILLION DURING 1961

If 1961 can be said to have been the year when buyers suddenly demanded to know how many spots were run per week by the station they were thinking of buying, 1962 may become known as the year when prospective purchasers asked also to see program logs.

It's that kind of a business today, this buying and selling of radio and tv stations—and apparently it's going to continue being different for some time, until at least Mr. Minow departs from the city on the banks of the Potomac.

This is a capsule version of the thoughts expressed publicly—and more strongly privately—by the brokers who handle the major sales of broadcast stations. And they aren't fooling; this is bread and butter to them.

Yet, in spite of the grousing, all brokers agree that 1961 was one of the best years yet. And most of them see 1962 as about the same.

There were 319 stations which changed hands last year. This is not the greatest number ever (1959 has that honor when 473 stations were involved in complete change of ownership), but 1961 sales involved a total consideration of \$128.8 million. This is \$1.3 million better than the best previous year, 1958, when 447 stations changed ownership and the sum involved amounted to \$127.5 million. Last year also saw another record in the sale of tv-only stations. There were 24 tv-only stations, accounting for \$31.1 million, which changed ownership. Although this isn't the largest number of tv-only stations to change hands (there were 38 in 1957), it is \$2.7 million better than the 1957 total of \$28.4 million which up to last year was the biggest year in dollar volume for tv-only stations.

Second Best Year • For radio-only station sales, 1961 was the second best year. Last year 282 radio-only stations changed hands, with the dollar volume at \$55.5 million; the best year was 1959 when 436 stations changed ownership

## STATION SALE DOLLAR VOLUME HITS HIGH continued

to the tune of \$65.5 million.

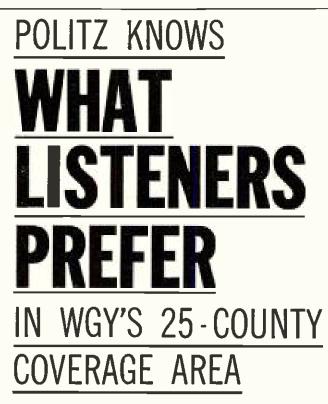
Taken overall, 1961 proved to be a better year than 1960 all the way down the line—except in one category. This was the number of radio-only transfers, which numbered only 282 last year compared to 345 the year before.

One element that makes the overall dollar volume—and the number—not completely comparable to those previously published is that the figures, based on actions published in BROAD-CASTING Magazine, no longer include minority stock changes that do not change control of the licensee.

All the information in this article, and in the lists prepared over the last few years, were based on FCC reports and included minority changes. This is no longer true.

**Rose in Bloom** • Although the "climate" in Washington has changed since the golden days of the late-50s and early 60s, the change has been tagged more as the bloom being off the rose than anything catastrophic.

A broker, who shall be nameless for the usual reasons, put it more succinct-



■ With competition from 110 stations, WGY dominates listener preferences. For example, 295,000\* feel WGY provides the most reliable and complete news reporting . . . 265,000\* listeners prefer WGY for farm news and market reports . . . and 149,000\* specify WGY for programs of interest to homemakers.

■ Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry 1. Christal Co. representative.

\*Those expressing an opinion.

982-23





ly: "Prices for stations have been overinflated for years; so, if there is going to be any belt tightening, on prices, at least we've got plenty of cushion to keep going."

This may sound flippant, but most observers of the buying-and-selling scene will agree that they've been looking for bad times for the last few years and they haven't materialized.

Nevertheless, there are straws in the wind and most brokers are quick to point to them:

• The FCC's three-year rule. This regulation, on the verge of being promulgated by the commission after a year's study, will require a hearing on all sales where the seller has owned the station less than three years.

This will have an effect on sales, although just how seriously none will commit himself. Most brokers say privately that since most of their dealings are with broadcasters who own stations for three years or longer this will have little effect. There are other brokers who number among their clients broadcasters who have been in and out of stations on a short-term basis, and they feel badly about the prospective rule.

What stirs most brokers is the principle of the government laying down rules which prohibit the free exercise of private ownership to sell a property whenever it wants to.

• Tv's arrival at maturity. Television was a terribly attractive investment when it was a growth industry, it is pointed out, but it is now a mature business. Unless the FCC upsets all predictions and does something rash like moving all tv to uhf, this argument goes, there is little in tv anymore to interest large capital looking for fast, fast growth.

This is not to say that sales of station properties will slump, but venture capital is beginning to look elsewhere. This is one of the unhappy facts of economic life.

• Minow and the FCC. This is the "climate" in Washington and it's caused a peculiar reaction. Newcomers have been scared away, or at least those who were looking for a fast entry and a

# "But other fell into good ground ... "

It is just as true today . . . if you want to reap a harvest you must plant your seeds in good ground. Peoples' stations are used because they do produce — manyfold. Next time call us. You'll see it pays to place it on Peoples.

> PEOPLES BROADCASTING CORPORATION 246 North High Street Columbus, Ohio

> WNAX, Yankton, S.D. WITTM, Trenton, N.J. WMMN, Fairmont, W.Va WGAR, Cleveland WRFDJ Columbus -Worthington, Ohio KYTV, Sioux City, Jowa

fast exit (all for capital gains) are broadcast shy now because of the FCC's tightening up of regulatory powers. Broadcasters too have become more conservative in their buying and selling, but they act more as if they're sitting it out than frightened.

This was explained in rather abrupt language by one broadcaster: "\* \* \* \*," he said, "We've had this before, Larry Fly (FCC chairman 1939-1944) and the Blue Book in 1946. I'll just sit this out."

• Deintermixture moves. The commission has proposed to deintermix eight cities by removing the existing single vhf channel and substituting for it a uhf channel to make the community all uhf. At the same time the FCC has proposed to add an extra vhf channel to eight other cities, at below minimum mileage separations, in order to give these cities what is termed three comparable outlets.

• Educational tv. There is still pending before the FCC an inquiry which seeks to determine if it is possible to find a vhf channel in Los Angeles for educational tv. Since all seven of Los Angeles' vhf channels are already being operated by commercial stations, the threat to stability heralded by this move can be imagined.

All of this has had various effects on the business of station sales. The surprising interest by buyers in the number of commercials run on the station in which they are interested, or in the program format is one element in this new approach.

Another is a tightening up of terms.

## Number of stations in the trading

	Combined						
		o Only		io-Tv		Only	
	Control	Minority	Control	Minority	Control	Minority	
1954	187	66	18	6	27	10	
1955	242	106	11	2	29	3	
1956	316	111	24	8	21	8	
1957	357	62	28	2	38	5	
1958	407	82	17	4	23	8	
1959	436	29	15	2	21	4	
1960	345	76	10	1	21	4	
1961	282*		13*		24*		
Totals	2,572*		136*		204*		

\*Note: In computing the number of stations in the trading an am-fm facility was counted as one radio unit; an am-only or fm-only transaction similarly was counted as one radio unit.

Several brokers have already encountered this and it may play a significant part in tomorrow's sales. Up to now station sales have required at least a 29% down payment with a payout up to seven years keyed mainly to station income. What has occurred are moves by sellers to require a larger down payment—one third or more—and a more stringent payout. This has taken the form of not only shorter terms but also calls for personal notes, chattel mortgages or liens on the property.

Major Sales = The year just passed saw some of the largest prices paid for broadcast stations in history.

These included the \$10.95 million paid by Storer for WMGM New York; the \$14 million paid by Capital Cities for WKBW-AM-FM-TV Buffalo and the same company's purchase for \$5.35 million of WPAT-AM-FM Paterson, N. J. (in the New York area); the \$9.65 million Metromedia paid for KMBC-AM-FM-TV Kansas City; the \$6.5 million paid by Gannett Publishing and Veterans Broadcasting for WROC-TV Rochester, N. Y.; the \$6.2 million the New York educational group paid for WNTA-TV there; the

# AN EIGHT-YEAR RECORD OF STATION TRADING Dollar volume of trading

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
Totals	\$852,396,568	\$341,036,576	\$331,617,317	\$179,742,675

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV." OK, camera 2, hold that. A djust your beam, 2. Pan left, 2. Hold it. Camera 2, adjust your shading. A wide angle, 2. Pull back. Re-set your target, camera 2!

Give me another pair of hands – get me an EMI/US 203 camera – or just quit rattling my cage, Sam!

This TV camera has no electrical operating controls. EML/US puts these where they belong: in the control room. So, the operator is free to concentrate on just one thing - picture composition. This operating concept, proven by almost two hundred 203s in daily use the world over, is just the first reason the 203 by EML/US delivers the finest TV pictures you've ever seen—or sold.

Others: Smooth-operating, positivepositioning 5-position turret permits easy, through-turret pick-up tube removal. Builtin test sawtooth generator facilitates settingup and checking circuits. Extensive use of rugged magnesium castings keep camera weight to a minimum, while plug-in printed circuit modules ease maintenance. Remote servo control of all lens apertures can be readily disengaged. Geometric distortion is less than 1%. Separate camera control has no tubes. Power supply has built-in meters.

Add 'em all up and you get this: higher quality pictures—pictures that better sell your clients' products—pictures that better sell your product to clients.

For full details on the EMI/US 203, and on the complete EMI/US line of camera chains, solid-state switching systems, terminal equipment and video recording tape – call your EMI/US representative or contact: EMI/US General Communications Division L. A. 28: 1750 No. Vine St. • HO 2-4909 N. Y. 36: 151 West 46th Street • JU 2-8040



over \$6 million WJR Detroit paid for WSAZ-AM-TV Huntington, W. Va.; the \$3.8 million Sydney A. Grayson and associates paid for KDUB-AM-TV Lubbock, Tex.; the \$3 million paid by Wometco for KVOS-TV Bellingham, Wash.; the \$2.4 million John C. Mullins paid for the other half of KBTV (TV) Denver.

Even since the first of 1962, some major transactions have been approved by the FCC. These include the \$3.25 million purchase of KXLY-AM-FM-TV Spokane by Morgan Murphy; the \$2.5 million sale of WNCT (TV) Greenville, N. C., to Roy H. Park; and the \$1 million sale of WAKY Louisville to Frederick Gregg and John R. Ozier.

Top Prices = In the hopper awaiting

FCC approval are a number of major transfers, including the \$6.1 million purchase of KOGO-AM-FM-TV San Diego by Time-Life Broadcasters: the \$2 million sale of KTVR (TV) Denver by J. Elroy McCaw to Bill Daniels; the \$1.4 million purchase of WDOK-AM-FM Cleveland by Transcontinent Tele-vision Corp.; the \$2.1 million sale of WEAU-TV Eau Claire, Wis., by Morgan Murphy to the Appleton (Wis.) Post and Crescent; the merger of KARD-TV Wichita and KCKT-TV Great Bend, both Kansas, for an aggregate \$2 million; and the sale of 50% of KCRA-AM-FM-TV Sacramento to the family of the late E. C. Kelly for \$2 million.

1961, and these too deserve mention as a facet of station sales last year.

Cancelled for various reasons, mostly because the FCC indicated that hearings would be necessary, were the \$10 million sale of WINS New York by Mr. McCaw to Storer; the \$11 million sale of WMGM New York to Crowell-Collier; the \$7.5 million sale of KTVU (TV) San Francisco to NBC and the concomittant sale of the network owned WRC-AM-FM-TV Washington, D. C., to RKO General for an estimated \$11.5 million.

But the big daddy of them all is still pending the FCC's approval: the exchange of radio and tv stations in Philadelphia and Boston by NBC and RKO General respectively.

There were disappointments during

# Will there be more regulation in 1962?

# CHAIRMAN MINOW, ADMINISTRATION FAVORITE, SEEKS MORE FCC POWER

Government regulation of this business of broadcasting is here to stay, to borrow a phrase coined by FCC Chairman Newton N. Minow.

And, in the opinion of an industryoriented and influential member of Congress, it is time for that body completely to re-evaluate the whole concept of commercial broadcasting, providing a guideline on how much regulation is intended and necessary. By its refusal to come to grips with many problems over the years, the FCC has demonstrated that it is not capable of doing the job, the congressman said.

Broadcasters cannot quarrel with the fact that their industry must be regulated—but the trend toward more and more interference and "suggestion" is what disturbs the commission's licensees. And, for that matter, nonlicensees such as networks, which the FCC would like to regulate more directly, are similarly concerned.

So, just what is in store for broad-



President Kennedy 92 (PERSPECTIVE '62)

casting in this, the Chinese Year of the Tiger 4659?

"Everybody needs a little rest sometime," another Solon said in predicting that a broad congressional re-evaluation of radio-tv will not get underway in 1962. He pointed to the heavy activity of the House Commerce Committee and its Regulatory Agencies Subcommittee in radio-tv matters the past four years, and predicted that it would slacken this year. "And, then too, there are the elections," he said.

Whichever prediction is more accurate, Congress will be far from devoid of radio-tv matters. For a general breakdown of industry subjects to be considered by the House and Senate, see page 96. On page 110, there begins an article on one subject of increased FCC interest—and some argue unjustified interference—programming.

Minow's Whale • The commission has several pending matters before Congress which it would like to see become law—with top official priority given to all-channel legislation and network legislation an unofficial notch behind. Despite the all-out lobbying by Chairman Minow and support from the NAB and the networks, two prominent spokesmen do not see much hope for the all-channel bill unless President Kennedy can be induced to speak out in favor of the measure. This appraisal came from a top administration official and from a member of Congress.

"I don't even know if the President is aware of the problem," said the White House spokesman. "It has been brought to his attention, all right, and he will be kept apprised of the situation," another official who has access to the White House said.

The President can act with haste and effectiveness when he does become in-

terested in a broadcasting matter. For instance, a month ago he told a questioner at a news conference that he was not enough acquainted with a proposal to allocate federal money for educational tv to comment. Two weeks later, the President had looked into the matter and asked Congress to approve such legislation (BROADCASTING, Feb. 12).

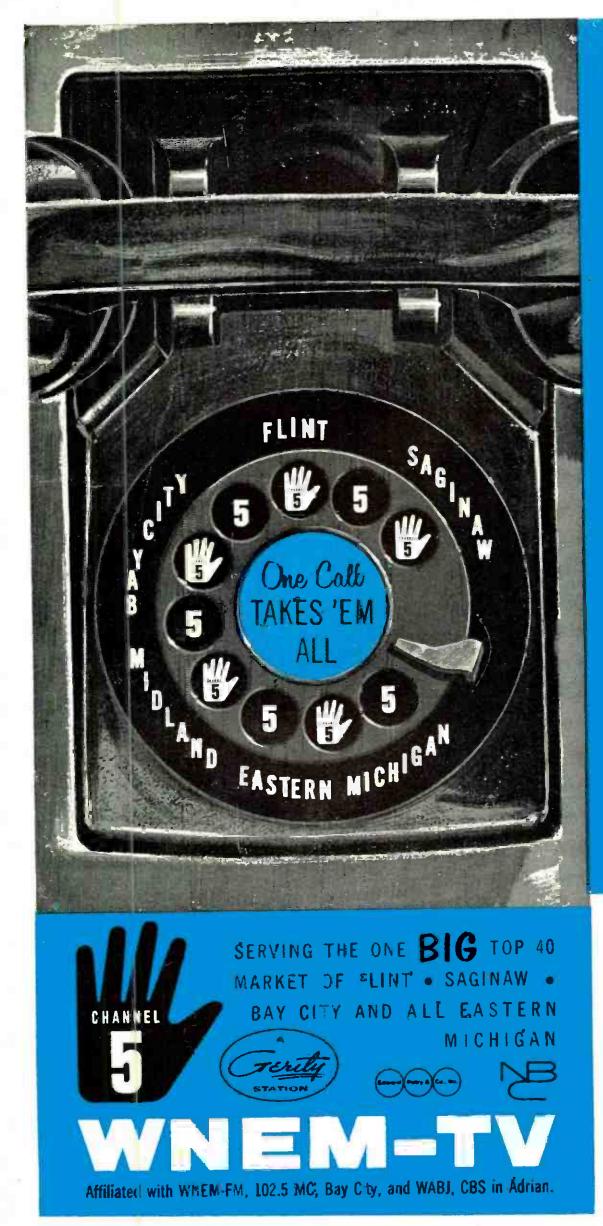
The Senate Communications Subcommittee begins hearings this week on the all-channel legislation.

Mr. Minow is held in high esteem by President Kennedy and the latter has from time to time commented publicly on this fact. In addition, there are key people on the White House staff (notably Arthur M. Schlesinger Jr.) who are close friends of the FCC chairman and whose ideas on radiotv regulation are even more severe than those Mr. Minow has publicly expressed.

There is strong support within the



Chairman Minow BROADCASTING, February 19, 1962



# Channel 5 MARKET BULLETIN!

#### SAGINAW

"Tree-lined parks, superb recreational facilities and excellent schools make this city one of Michigans most attractive areas in which to live. Saginaw's friendly citizens add to the warm welcome extended to visitors and new industries alike."

## Mayor G. Stewart Francke

## BAY CITY

"Bay City has much to offer the growing family: an up-to-date school system, beautiful churches, convenient shopping, and year 'round recreational and cultural facilities. As a port on the St. Lawrence Seaway, Bay City offers both a challenge and an opportunity to those who would make their homes here."

## Mayor Donald E. Powers

## FUNT

"As Mayor of Flint we welcome industry both large and small to consider Flint as a fine city in which to locate. We also invite individuals, especially the technically skilled and from the professions to think of Flint as a city which offers the best in churches, schools and community spirit in which to live."

#### Mayor Charles A. Mobley

If you are seeking a midwestern plant site contact any one of the above business-minded Mayors. Plenty of power ... plenty of water ... plenty of help ... plenty of space for expansion ... in Eastern Michigan.





## WILL THERE BE MORE REGULATION IN 1962? continued

administration for a shift of all television to uhf and the proponents of this idea are becoming more bold in expressing their views, it was stated. Along with this view, according to Dr. Jerome B. Wiesner, the President's science advisor, the whole concept of tv regulation should be reviewed. It might be noted that the congressman quoted above as wanting a study of broadcasting reached his conclusion completely independent of Dr. Wiesner.

Arguments Change = Tremendous advances in the technology of communication have made the job of those who regulate broadcasting all the more difficult. Arguments that seem extremely important today may become incidental in 10 years. "Who knows how we will be communicating 10 years from now?" a White House spokesman asked. "Each of us may have our own little private satellites."

The government has the impossible task of trying to anticipate change and the FCC is not able to keep up. The FCC today is laying down foundations for communications in 1972, 1982, etc., and it is impossible for it to have the necessary expertise, it was pointed out in defense of the agency.

The White House feels that under the present system of commercial broadcasting, much too much spectrum space is wasted. "Watch for a move by the commission to cut down on the number of am stations presently and to halt future growth," an administration aide said. Indeed, there is much sentiment for such action at the FCC and a move is underway to institute a thorough study of am, including the question of economic injury.

Commissioner Robert E. Lee advocates a freeze of all am grants and Commissioner Frederick W. Ford has called for a thorough study of the problem. In addition, Broadcast Bureau Chief Kenneth Cox is a proponent of the theory that something must be done about am broadcasting.

It is too early to tell just what is ahead for the thousands of am stations along this line. But it will be months before any action gets out of the talk and/or investigation stage.

Of more than passing interest to commercial broadcasters is the all-out push within the administration to upgrade the U.S. Information Agency and improve its efforts. The President is reported to be vitally interested in this project and Director Edward R. Murrow enjoys a level of prestige high above that of any of his predecessors. Mr. Murrow has access to top government circles and is on a policy level never attained by any other director.

Sec. 315 and Repeal • This is the "key year" in broadcasters' efforts to get Congress to repeal Sec. 315 (equal time) of the Communications Act, industry spokesmen and legislators agree. But opinion is sharply divided over how successful the drive will be.

"Not a chance in the world," a member of Congress said last week and these sentiments were echoed by a colleague who overheard the remark. This reason was given: Just as sure as repeal is voted, there will be at least one serious violation in this fall's elections which could do lasting damage. If this happens, congressmen will call out the "riot cops" and slap much more restrictive legislation on the industry.

Radio and tv are justly proud of their record during the 1960 election —when a portion of the hated section was suspended. The FCC, too, gave the industry a pat on the back for the way it handled the campaign but the commission itself has never taken an official position on repeal.

"I just don't know if it would be a good thing or not," one commissioner said recently.

Perhaps a plus for broadcasters is the interest of the President and his promise to debate the Republican nominee in 1964. On the basis of his personal experiences, it is "entirely possible" that he will urge repeal, a White House official said. He pointed out that the important state races this fall give broadcasters an opportunity to get out from under the restrictions forever if Congress will cooperate. There is little doubt that the President will sign the bill if it should clear Congress, it was stated.

Some broadcasters do not want Sec. 315 repealed. They like being able to cite the law in turning down politicians' requests for time. And, since the "fairness doctrine" was added to the section in 1960, it also is quoted frequently by licensees to deny all kinds of requests for time on controversial matters, according to a prominent communications lawyer in Washington.

Minow Following Orders? • Is Newton Minow following "suggestions" emanating from the White House in his



crusade for more quality programming on tv? This question has been asked recently within the FCC, by a congressional leader and by a prominent Washington attorney. A year ago a top JFK aide told BROADCASTING:

"Jack Kennedy wants an improved tone of tv programming. He wants ample opportunity for more local programming incorporating local views and talent. This interest of Kennedy's is bound to be reflected in Minow's thinking (BROADCASTING, Feb. 20, 1961)."

These are certainly the views that Chairman Minow has expressed during his 50 weeks as chief of the FCC. Undoubtedly, he has not been called in by the President and told to do this or do that, it was stated last week. But the same spokesman pointed to the published anti-broadcasting views of Mr. Schlesinger at the White House and his relationship with Mr. Minow. "Probably, any relationship between their views has been through a process of osmosis," a Democratic member of Congress said, "but the connection is there."

The FCC and 1962 • A recount of the top-priority matters facing the FCC one year ago would have included many of the same items on such a listing today. For example, there are clear channels, option time, deintermixture and vhf drop-ins, uhf, program forms, Congress, station transfers, am overcrowding, network regulation, due process of commission procedures, and on and on.

Some new wrinkles have been added, too: Such as reorganization of the FCC (which was the subject of a special meeting last week), station filing fees (an age-old problem which has been resurrected), Congress (new problems are always cropping up) and the magazine concept (with Chairman Minow definitely leaning toward such a rotating plan of sponsorships).

Comments are due today (Monday), following several postponements, on the FCC's proposals to (1) delete eight vhf channels in markets where uhfs are operating; (2) drop-in third vhf channels in eight two-station markets, and (3) foster the overall development of uhf.

Unofficially, the deintermixture proposal is tied in with the request for allchannel legislation. If Congress passes the bill and it becomes law, the FCC is not likely to carry through with its threat to deintermix the eight markets, FCC spokesmen admit. However, if the legislation fails, the four commissioners who voted to issue the rulemaking (in a 4-3 decision) maintain that they are ready, willing and able to finalize the proposal.

The comment deadline on all three of the allocation rulemakings has been carefully retained on the same date

# ARB, November 1961

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## WILL THERE BE MORE REGULATION IN 1962? continued

by the commissioners who, it was reported, are ready to do considerable "horsetrading" before any new rules are finalized if it becomes necessary.

"We are pretty good at giving a little here and picking up a point there in reconciling opposing views," a commissioner said. "You often go in acting as though you wanted more than you actually expect to get."

Despite a "final" decision by the FCC, the gray-with-age clear channel case still is very much a problem to the commissioners. A 5-2 vote to breakdown half the channels has been appealed and currently is pending, and the commission also is under bitter attacks in Congress for its action. Hearings on numerous bills which would prohibit the FCC from breaking down the clear channels were held last week by the House Commerce Committee.

More Horsetrading - Another thorny issue in the side of the FCC is the planned reorganization of the agency pursuant to enabling legislation passed by Congress last summer. Chairman Minow hoped to put several plans in motion last fall but other members were not so anxious. As a result, any changes of consequence were postponed pending the submission of a management survey conducted by Booz, Allen & Hamilton. This report has been submitted and the commissioners held their first, exploratory meeting on the recommendations last Monday, Feb. 12 (CLOSED CIRCUIT, Feb. 12).

Many of the key people at the FCC do not like some of the major recommendations made by the management experts. And even those generally agreed upon are endangered by argument as to how they should be effected. For instance, there isn't much opposition to a three-man employe review board but there are "seven different ideas" on the board's composition, length of tenure of the members and authority to be delegated.

BAH also has passed on several recommendations that have been made before by various bureaus, it was pointed out. The reports suggesting broad powers for a proposed FCC executive director also have been met with something less than enthusiasm in some quarters. Division chiefs, particularly, are unofficially resisting what they consider to be the loss of some authority by having to report to an executive director.

A commission-level view feels that such a post merely would add more administrative procedure to FCC processes and cause more delay before important matters reached the commission.

One phase of the BAH report dealing with a reorganization of the FCC's public information office already has been effectively vetoed by the commissioners. The survey's recommendations are very similar to those proposed last fall by a special consultant to the chairman, Mike Connolly (BROADCAST-ING, Sept. 11, 1961). Mr. Connolly's suggestions were unofficially so violently opposed that they were never considered by the commissioners and caused Chairman Minow to send a memorandum to his colleagues expressing regret for the "misunderstanding." Mr. Connolly since has left the commission.

Minow Likes Fees, Magazine Concept • The chairman also likes very much the idea of charging fees to broadcasters and others who are licensed by the FCC. He is meeting opposition, however, from other commissioners who do not like the idea of the FCC's moving ahead without similar requirements by other federal agencies.

The first Minow fee proposal, which would have recouped 100% of the FCC's annual appropriation, was beaten down last year but a new plan was up for consideration last week. The new fee schedule has cut in half the expected revenues from that formally proposed. It would, for instance, charge \$250 for each tv application for a new station, major change, renewal or transfer, and \$150 for am and fm applicants.

Chairman Minow is known to be pushing the administration and other agencies to come up with similar fee proposals. The Budget Bureau, too, has recommended such a course of action by agencies.

Lurking close to the surface is an FCC move completely to revamp the time-honored system of program sponsorship in favor of some form of magazine concept. Chairman Minow has endorsed the idea (BROADCASTING, Feb. 12) and it is reported a move is being considered to make such a magazine concept a part of the FCC's direct regulation of networks if the agency gets that authority from Congress.

Primed for FCC consideration—as soon as the Budget Bureau gives its approval—are the new FCC program reporting forms, about which much has been written in the past. Budget has to approve all such agency questionaires which go to more than 10 persons and such clearance now is being sought by the staff. As soon as it is given, the new forms will be considered by the commissioners.

**Revocations This Year** • Will 1962 see one or more operating stations lose their licenses? "That is a distinct possibility," a commission spokesman said, pointing out that several such proceedings are approaching the time of decision.

New fm rules completely revamping the fm allocations system, also currently are awaiting final action by the FCC. The rulemaking was issued last summer (BROADCASTING, July 3, 1961) and comments exposing mixed industry emotions were filed some time ago.

Also due in 1962 are preliminary results on the FCC's uhf experiment in New York, which now is well underway. Most of the FCC's future allocation actions involving uhf will hinge on the outcome of this \$2 million experiment. Pay tv, too, is expected to get its first on-the-air test this year if WHCT (TV) Hartford, Conn., begins showing for pay this fall as scheduled.

# Hill bristles with radio-tv legislation

## ALL-CHANNEL SETS, DEINTERMIXTURE, EQUAL TIME AMONG MANY ISSUES

With the second session of the 87th Congress now well under way, signs are emerging that it may well develop into one of the most significant in several years for the broadcasting industry.

Action on the legislative front has been relatively quiet in the first few weeks of the session, largely because of the FCC hearing on network programming.

The House Communications Sub-

committee has, of course, already held hearings on legislation to block the FCC's plan to duplicate 13 clear channels. And the Senate Juvenile Delinquency Subcommittee wasted no time resuming its muckraking in search of those responsible for television's sex and violence.

But action on the major issues—most notably all-channel television sets and network regulation—has been hanging fire, as those on Capitol Hill concerned with the communications industry followed the FCC proceedings.

Now that that hearing is concluded congressional committees and their staffs are rolling up their sleeves, ready to go to work in earnest on legislation affecting broadcasting that will engage their attention—and broadcasters'—for the remainder of the session.

What, then, is in store for broad-

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## HILL BRISTLES WITH RADIO-TV LEGISLATION continued

#### casters on Copitol Hill?

As indicated, the two key measures would require television-set manufacturers to build only receivers capable of receiving both uhf and vhf, and give the FCC regulatory authority over the networks. Both are FCC-drafted.

No. 1 Proposal - The first, described by FCC Chairman Newton N. Minow as the commission's No. 1 legislative proposal, is being promoted as a kind of *deus ex machina* that will bring the presently listless section of the uhf spectrum to new and vigorous life.

The second, which also ranks high on the commission's priority list, is required, says the FCC, by the realities of present-day broadcasting. Mr. Minow argues that the commission's power, limited to regulation of station licensees, is no longer adequate to assure that the airwaves will be used in the public interest.

The commission's No. 1 proposal, however, has become thoroughly entangled, in the House, in a measure the FCC wants no part of—one that would block FCC plans to deintermix eight markets by removing their vhf channels. All told, five House members worried about the threat to their districts' vhf channels have introduced bills providing for the manufacture of all-channel sets—but also prohibiting the FCC from deleting existing v's.

In addition, there is proposed legislation that's at the top of many broadcasters' priority list—bills to liberalize the equal-time section of the Communications Act to allow radio and television stations to give free time to major political party candidates without being obliged to give equal time to splinter groups.

Two bills are under consideration, both in the Senate. One (S 204), sponsored by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Com-



Sen. Magnuson

merce Committee, would eliminate the requirement so far as presidential and vice presidential candidates are concerned. The other (S 2035), introduced by Sen. John O. Pastore (D-



R.I.), chairman of the Commerce Committee's Communications Subcommittee, would apply to congressional and gubernatorial candidates as well.

There's More - These proposals—on all-channel sets, network regulation and political broadcasting—are basic. Affirmative action on any one would have a far-reaching affect. But there are other important measures in the legislative mill, including:

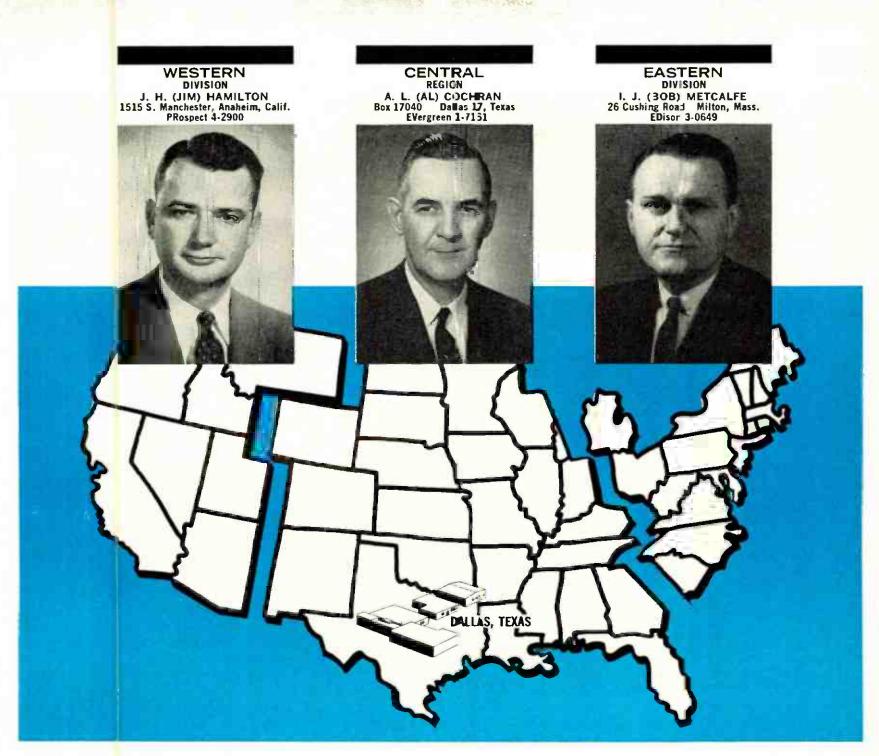
• Space communications. This highly controversial issue has engaged the attention of the FCC and five congressional committees, and has been the subject of numerous legislative proposals. The one that is most likely to be enacted, however, is that offered by the administration, which calls for a satellite system with a widely based private ownership, under tight governmental control.

• Clear channels. As noted, the House Communications Subcommittee has already held hearings on the commission's plan to duplicate 13 of the 25 clear channels. Congress can still reverse the commission's decision by enacting pending legislation.

• ETV. The Senate last year passed a bill (S 205) that would grant each state up to \$1 million for educational television facilities. The House Commerce Committee approved a more restricted bill calling for a \$25,500,000 appropriation and requiring state matching funds. The House bill (HR 132) is still in the Rules Committee, but its chances of eventual passage were enhanced by the support President Kennedy gave it in the Message on Education he sent Congress earlier this month.

• Daytime broadcasters. The House Communications Subcommittee is expected to resume shortly hearings begun last year on the request of daytime-only broadcasters for authority to operate from at least 6 a.m. to at least 6 p.m.

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## HILL BRISTLES WITH RADIO-TV LEGISLATION continued

• New FTC cease and desist powers. The trade commission has requested legislation that would empower it to issue a cease and desist order before completion of proceedings against a company accused of violating federal trade laws.

• CATV. Bills authorizing the FCC to regulate catv were introduced in both House and Senate last year at the commission's request, but no hearings have yet been announced in either chamber.

This is a fairly heavy load of significant broadcast-industry legislation. How much of it will be enacted, and in what form, depends in part on the press of other business—and President Kennedy has sent Congress a bulky pile of legislative proposals to consider. It depends, also, on Congress' attitude toward the broadcasting industry.

Possible Time Bomb . This can't be gauged with much precision. But at least there aren't a great many members of Congress mad at the industry. Of course, Sen. Thomas Dodd (D-Conn.). chairman of the Senate Juvenile Delinquency Subcommittee, may not feel that network executives have always acted with the greatest wisdom or out of the purest motives, and the report his subcommittee eventually issues on its television inquiry will probably be hot enough to blister paint. In addition, there may be a time bomb ticking away in the office of the House Regulatory Agencies Subcommittee, which is investigating ratings and the use to which they are put. There are reports the inquiry may produce charges of fraud.

But at the moment, there is no feeling of anger and shock, as there was at the time of the quiz-show scandals and payola investigations. This improve-



Sen. Dodd



Sen. Pastore

ment in broadcasting's image is believed due, in part, to the role the industry played in bringing to the American electorate the Kennedy-Nixon debates in 1960. This created a considerable reservoir of goodwill in Congress for the industry.

Broadcasters will be counting on this in seeking a liberalization of the equaltime section of the Communications Act. There is bound to be opposition from some members of Congress who fear the effect such liberalization might have—not on the Lar Dalys—but on any "substantial" third party movement, as for example the Dixiecrat and Progressive Parties that gained national attention in the 1948 presidential election campaign.

**Some Don't Trust Broadcasters** There are also those in Congress who, frankly, wouldn't trust local broadcasters to be impartial in the amount of free time they made available to competing candidates.

Nevertheless, Sen. Pastore's oftenexpressed view, that broadcasters can be relied on to be responsible and fairminded, is likely to prevail, and legislation loosening the shackles of the equaltime section is expected to pass in some form.

Committee action is not expected soon, however, since Sen. Pastore's subcommittee, which will hold hearings on the proposal, may want to consider the report on campaign costs being prepared by a Presidential commission. This report is not due until the end of April.

The legislative proposal that has attracted the most attention in the first few weeks of the session is the all-channel bill. This has been introduced in past Congresses without exciting much favorable comment among legislators. This year, however, the NAB and the



## HILL BRISTLES WITH RADIO-TV LEGISLATION continued

networks have endorsed the proposal, and so have a number of senators and House members. As a result, the feeling is growing that an all-channel-receiver bill will pass—but not in the form in which it was introduced in Senate and House at the FCC's request.

The bill for which support is developing is that introduced by Rep. Kenneth Roberts (D-Ala.) (HR 9267), one of the five bills that ties to the allchannel-set provision a ban on the removal of vhf channels from markets that now have them. For it is the desire on the part of congressmen to protect their districts' vhf channels that has generated much of the enthusiasm for all-channel-set legislation. Intentionally or not, therefore, the commission's proposal to deintermix eight markets, which represents only a flanking attack on the vhf-uhf impasse, is serving as a lever to pry from Congress the allchannel-set legislation, which amounts to a frontal assault.

Minow's Argument • Another reason for the growing support was the argument Chairman Minow made for the proposal in his speech before the Na-



Rep. Roberts

tional Press Club last month (BROAD-CASTING, Jan. 15). He said broadcasters had the choice of more competition, from the greater number of television stations he believed all-channel sets would lead to, or more regulation. He added that he personally favored more competition. So do most redblooded broadcasters.

But Mr. Minow hasn't stopped seeking new regulatory authority, as the network-regulation bill (S 2400) attests. Congressional feeling still hasn't crystallized on this proposal, and the commission will have to make a strong case for the bill if it is to have any chance. It may get some support from the Senate Juvenile Delinquency Subcommittee, which is reported to be working on a network-regulation bill of its own, and in the House, where the old Legislative Oversight Subcommittee twice recommended network-regulation legislation. In the final analysis, however, the issue will probably hinge on what congressmen hear from broadcasters back home.

In the year ahead, then, broadcasters will face some critical issues on Capitol Hill. They will get their usual share of lumps. But their positive accomplishments aren't completely lost on those who represent them in Washington, and there's no reason, as things stand now, to regard the session with trepidation. After all, a Congress that's seriously considering giving broadcasters more freedom—as in the case of the equal-time section of the Communications Act—can't be all bad.

# FCC staffers become licensee pen pals

## LETTERS BRING MORE AND MORE ANXIOUS STATION EXECUTIVES TO D.C.

Station owners, even those with small outlets at a great distance from Washington, D. C., have been routing trips to include a stopover in the nation's capital this year.

This increase in tourism is not necessarily due to cherry blossoms and the White House tour. It is more often so that station management can stop at the FCC to learn why they have been sent letters of inquiry on programming and what they can do to assure license renewal.

The composition of the seven-man commission and the leadership of Chairman Newton N. Minow is such as to convince broadcasters that longextant policies will be elaborated and implemented. Many worry where it will lead.

A good example of both the strict enforcement and the evidence of broadcaster concern is the Elizabeth, N. J., case. The commission by a 4-2 vote denied an uncontested application for an fm station in that city to Suburban Broadcasters on the grounds that Suburban had made no survey of that community's needs and interests (BROAD-CASTING, July 10). The FCC said the programming proposed was a carbon copy of the licensee's plans in Alameda, Calif., and Berwyn, Ill. Suburban has



taken the case to the Court of Appeals, charging that the FCC has violated the First Amendment and indulged in prior restraint of free speech.

Communications attorneys have expressed fear that should the courts find the FCC was within its discretion in this decision, the commission would have a precedent to be used as a lever in other cases.

**Enough Rope** • A second significant FCC action last year concerned KORD Pasco, Wash. (BROADCASTING, July 17, 1961). Giving the station a short-term renewal, because the station's program proposals did not jibe with its actual programming, the FCC said: "By issuing this decision, we immediately make clear to broadcasters the seriousness of the proposals made by them in the application form." A copy of the decision was sent to each licensee; KORD's second chance was used as a first warning to all stations.

In the KORD decision, the FCC repeated a long-standing commission policy: that a programming format is not a fixed immutable concept, or binding in the sense of a contract. But it added this kicker: an applicant cannot "mechanically recite, 'changing needs of the community;' he has a burden of demonstrating just why his community has less need for such public service programming than when he originally proposed it."

Fields of Inquiry Program inquiries from the FCC fall into two general categories: questions raised by examination of a license renewal application and the licensee's composite week logs, and queries in response to complaints about a station's programming practices whether at renewal time or not.

Complaints about programming from listeners have increased 300-400% since Chairman Minow's NAB speech in May, 1961. Significantly, half the complaints are addressed to the chairman, the rest to the commission as an agency. The presumption is that disgruntled viewers and listeners heretoin the research business measuring the booming OUT-OFF-HOME 2 audience ... not just by market ... but by station

PULSE IS . Home is where not all the radio audience is. The rest is out-of-home . . . in cars . . . stores . . . beauty, barber and other shops . . . taverns . . . wherever the unconnected radio can be carried . . . where the only people who have meters or keep diaries are cab-drivers. The only way to learn what they hear is to ask them. Pulse asks them, at home in personal interviews. That's the Pulse technique. That's Pulse's only technique. The results are incorporated in each station's rating—not given simply as a total for the whole market.
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#### **NOTES: WHEN OUT OF HOME'S OUT OF SIGHT**

... the station denies itself credit for a 38% plus. (This figure varies from market-to-market, of course.)

... the medium is under-valued to the tune-in of 2,822,934 families during the average 1/4 hour

For a summary report of out-of-home raaio listening in Summer, 1961, write, wire or phone. (No obligation.) throughout the day. (5,000,000 auto radios were sold in 1961. Portables? \$200,600,000 worth, in 1961 alone.)

... the advertiser denies himself the impact and vibrance of the most intimate of media. If he's working with reports that don't account for outof-home by station, he risks the wrong buy.



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fore were unaware that a federal agency was willing to audit their complaints.

Letters of complaint come into the commission with an average frequency of 60 per day; sometimes as many as 165 arrive. About half of these the agency feels require no reply, another quarter are answered by one of a dazzling array of form letters and the rest are answered individually.

Those letters making serious allegations against a station are set aside. If the charges would reflect on the licensee's qualifications for renewal, he is usually sent a copy of the complaint (sometimes with the plaintiff's name deleted) and given a chance to reply. General complaints, such as overcommercialization, false advertising, bad taste, etc., are brought to the station's attention usually only after several such letters (from different parties) have been received or if letters allege that such practices are customary with the station.

Complaints to the FCC from competitors in the same market are rare; usually they deal with one station's accepting advertising or programming which the complaining station rejected, despite the revenue it would produce, because the material was thought to conflict with FCC or NAB rules, such as a lottery, intimate-product advertising, etc.

Television programming draws a disproportionate amount of complaining mail in ratio to the number of tv stations and in comparison to the number of radio stations.

Here are some of the categories into which complaints to the FCC are placed:

• Advertising: False and misleading (usually referred to Federal Trade Commission); offensive or in bad taste; liquor, beer or tobacco advertising (a persistent complaint); overcommercialization; loud commercials; non-delivery of per inquiry merchandise or contest prizes (sometimes referred to the station for handling for the sake of the station's own public relations); commercials for children (often complaining that they induce the child to tug at dresses or throw tantrums at the supermarket unless a certain product is purchased).

• **Programming:** Children's programs; crime, violence, horror; lack of public affairs programs (or failure to carry network offerings of this type); requests for more religious programs (including a plea for the FCC to require stations to begin each program with a prayer); requests for more sports programs; wrestling program objections; libel and slander; adequacy or unbiased presentation of news; all stations in one market simultaneously broadcasting the same programming (particularly complained of during the last conventions); truth or historical accuracy of programs.

• Alleged violations of statutes and rules: rigged contests (often from disgruntled losers); lotteries; obscenity, profanity, sex; payola or plugola.

• Controversial issues and editorialization: violations of Sec. 315 or refusal to carry candidates; one-sided handling of controversy; slanted news or documentaries.

• Operating practices: improper station identification; double-billing; failure to fulfill contracts; failure to answer audience correspondence; failure to serve assigned community; open mike (through which naughty words may inadvertently pass).

Other letters volunteer aid to the FCC, praise stations or programs, complain of bad reception or deterioration of fm; or perhaps suggest program ideas the FCC could request stations to carry.

The letters are handled by the com-

# Letters from FCC? They were probably signed by Ben F. Waple

"Who is this man Ben F. Waple?" This is a question often asked by broadcasters—for all have received correspondence, and some many letters, in the past two years signed Ben F. Waple, acting secretary, FCC.

Over 95% of the licensees do not know Mr. Waple and some do not understand that his is just a name used by the FCC in all correspondence. Mr. Waple is not on a policymaking level at the FCC and plays no role in drafting the letters which bear his signature.

Theoretically, Mr. Waple personally signs every missive that bears his signature—except for industrywide correspondence such as the payola questionnaires.

While most broadcasters do not personally know Mr. Waple, their attorneys are well acquainted with the FCC secretary's office. Seconds before 5 p.m. on the deadline date of any important FCC proceeding, lawyers and even network vice presidents have been seen sprinting to reach Mr. Waple's door before it is locked.

Ben F. Waple is a quiet man of medium height with a prominent



nose. He is somewhat retiring by nature and goes unnoticed in crowds. A native of Washington, the 51-yearold acting secretary entered government service in 1930 and has been with the FCC since 1936.

He was in the dockets division prior to joining the secretary's office. Mr. Waple took over as acting secretary nearly two years ago with the resignation of Mary Jane Morris but has never been promoted to the vacant secretary post.

A Grade 13 • The acting secretary

is a Grade 13 (\$10,635 to \$11,935), below the salary scale of many employes in the Broadcast Bureau and general counsel's office.

Through marriage, Mr. Waple is related to Leonard Hall, former chairman of the Republican National Committee.

Under the secretary's job specifications, Mr. Waple as acting secretary wears many hats. He has custody of the FCC's official seal, for instance, and issues all its orders, licenses, permits, inquiries, etc, unless the FCC specifies otherwise.

He is responsible for the conduct of commission meetings, the keeping of records. He makes sure that key employees are on hand when specific agenda items they have prepared are called up. "Deciding when to notify employes to appear requires balanced judgment, experience and understanding . . ." on the part of the secretary, Mr. Waples job sheet states.

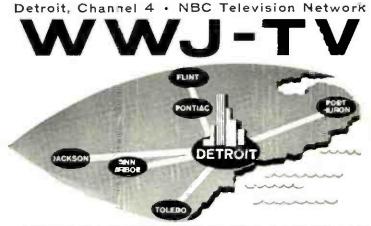
Also under the secretary's office are the following divisions of the FCC: mail and files, libary, dockets, minutes, technical assistance and international telecommunications settlements.



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"One of our most productive advertising media is WSUN-TV Tampa— St. Petersburg"



THIS IS HOW JACK M. ECKERD, PRESIDENT OF ECKERD DRUG OF FLORIDA FEELS ABOUT WSUN-TV.

"Over 2 years ago we became sponsors of a Sunday evening movie, 6:00 to 7:30 pm, called "Theatre 38.' Our results speak for themselves . . . at the time we had 5 stores, next month we are opening our 15th store in that market. When it comes to sales results we depend on WSUN-TV for a major share."

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy



Nati. Rep: VENARD, RINTOUL & McCONNELL S.E. Rep: JAMES S. AYERS

Tampa - St. Petersburg

#### FCC STAFFERS BECOME LICENSEE PEN PALS continued

plaints branch of the FCC Complaints & Compliance Division. Great care is taken to inform complainants of the limitations of the FCC's regulatory powers. In the case of offensive advertising, where deception is not alleged, the commission often tells the correspondent that since advertisers use commercials to sell products and not to offend, they might appreciate learning of the listener's attitude.

To complaints of overcommercialization the commission points out: "It is perhaps well to remember that commercials provide the revenue that make broadcasting possible, and that financial considerations may vary considerably from station to station and from locality to locality. For this reason the commission has not found it practical to fix a rigid standard for the number of commercial announcements deemed to be consistent with the public interest."

But, the FCC adds, the complaint will be associated with the commission's files on the station and will be considered in reviewing the station's overall operation.

Let Stations Know • The FCC suggests that complainants send a copy to the station and inform them that the commission has forwarded the complaint to the station for reply (if the charge bears sufficient weight).

To letters complaining of programming, the FCC details its limitations as set forth in the Communications Act with emphasis on the censorship prohibition. . . . "Under existing law the Commission may not require broadcasters to carry or refrain from carrying a particular program, dictate how the program should be presented or who should appear on it." The letter will be associated with the station file, the FCC says, but makes it clear that the study of the file cannot lead to action which would run counter to the no-censorship provisions.

One form letter the commission uses is becoming more and more popular with the staff as the influx of complaints becomes increasingly heavy. This one says in effect "We are certain you would rather we spent the time studying the problems you have raised than in answering your correspondence. Your interest in writing to the Commission in this matter is appreciated."

'What Steps Are You Taking . . ? As much as the dramatic actions setting license renewals for hearing or issuing short-term renewals, the letters being sent to licensees, as many as 35 or 40 per day, indicate the tenor of the commission. Sending letters to licensees asking questions about their renewal applications is not a new practice. But in the current regulatory climate, the

letters may have added coercive powers.

The letters of inquiry are designed to make a licensee think about the kind of service he is offering but not to regulate by "lifted eyebrow," a member of the FCC Broadcast Bureau said. He described the letters as an attempt to open channels of communication between the agency and the broadcaster. "'Just tell us what you're doing' is what we're asking," he said.

Each letter is signed by FCC Secretary Ben Waple and is imbued with the full authority of the commission. Although the letters are composed by accountants or attorneys in the renewal branch, Edward J. Brown, chief of the renewal branch, or his assistant Joseph Hanlon reads each letter; sometimes they are brought before the full commission for approval before being sent. Many of the letters deal with technical, financial or administrative infringements of the FCC rules.

The renewal branch avoids completely stereotyped form letters. But the letters dealing with recurring program problems employ common language. Reasons behind this are: fairness to all applicants; use of language which experience has taught the commission all licensees can comprehend, and ease of administrative processing.

Renewal inquiries often stem from a misunderstanding by a licensee of the programming categories listed in Section IV of the FCC renewal application form. For example, an Alabama radio station classified programs by such commentators as Dean Manion, Fulton Lewis Jr. and Drew Pearson as "probably educational," rather than as "news." Another radio station classified as educational: programs on conservation, a children's Bible hour and an American Medical Assn. program. The FCC told the station these programs might fall under agriculture, religion and talk categories. The letters stress there is a substantial difference between educational and informational. According to the FCC definition, an educational program must be prepared by or in behalf of a recognized educational institution.

Fail to Qualify • Similarly programs of gospel music are not recognized by the FCC as qualifying for the religion category. Interview shows are not necessarily "discussion"; that category deals with forum, panel and roundtable discussions of issues of public importance.

Length and time slot of commercials must be fully explained to the commission. The reply "conforms to NAB commercial standards" is never acceptable. The FCC also questions "whether your station's programming is interrupted in a manner and to a degree so as to cause a deterioration in program service contrary to the public interest."

One station attributed the rise in the number of commercials it broadcast over the number it proposed to the reactivation of a nearby Army post, which increased the area's population by 20,000. The FCC replied that the changed conditions presented a question of whether the station shouldn't overhaul its entire program proposal: "Time devoted to agriculture (1.6%), education (0.3%), discussion (0) and talk (0.8%), constitutes at most a minimal quantitative proposal deemed to be in the public interest."

Another radio station (in Wisconsin) replied to an FCC query, "We have learned from hard experience that listeners turn us off when we present discussion or talk programs" to explain why its Sec. IV was void of those program categories. The FCC came back: "You are requested to inform the commission of the steps you have taken to ascertain the discussion and talk programming needs and interests of your community and the basis for your conclusion that it is in the public interest not to broadcast discussion and talk programs."

No Answer Needed - In some cases the FCC letters require no answer but serve as notification that the commission is accepting promises such as "We have contacted educational institutions in this area and are trying to arrange such programs," as commitments for the license period. An FCC official unofficially expressed sympathy for the plight of the radio station in a small community whose only educational institution may be the local high school. He said he realizes that a high school may be unable to present a half-hour program each week, but asks if the station offered the school a five-minute or ten-minute program weekly or offered to carry meetings and notices of school closings in the winter.

The response of a Louisiana radio station to an FCC question of what opportunities it provides for local selfexpression: that it has three telephone operators servicing public calls 18 hours daily (with calls ranging as high as 15,000 weekly with an 8,500 average) and that it broadcasts public requests for musical selections, public service announcements, lost-and-found notices, church meetings etc., led to further questioning. Said the commission, "It appears [the telephone center] does not provide the opportunity for discussion of public issues and for local self-expression with respect to matters relating to the needs and interests of the community." The licensee replied further, admitting program deficiencies and saying he would change his program pro-



posals by amendment.

Renewal letters go more often to radio stations than to tv stations, not only because there are more of the former, but because network programming provides a larger bulk of tv schedules. The networks build a certain amount of "program balance" into their schedules. Television renewal applications are invariably prepared with the assistance of Washington communications attorneys wise in FCC ways. In the case of radio stations, particularly small outlets, the legal expertise is lacking—some of the radio stations' responses show little familiarity with FCC policies and regulations.

Two categories which are bringing tv stations under scrutiny: failure to provide programs for local self-expression (originating at the outlet) and failure to carry regularly scheduled network news and public affairs programs (in the case of network affiliates).

# **FTC LOOKS AT TELEVISION** Commercials have to show product, not substitute,

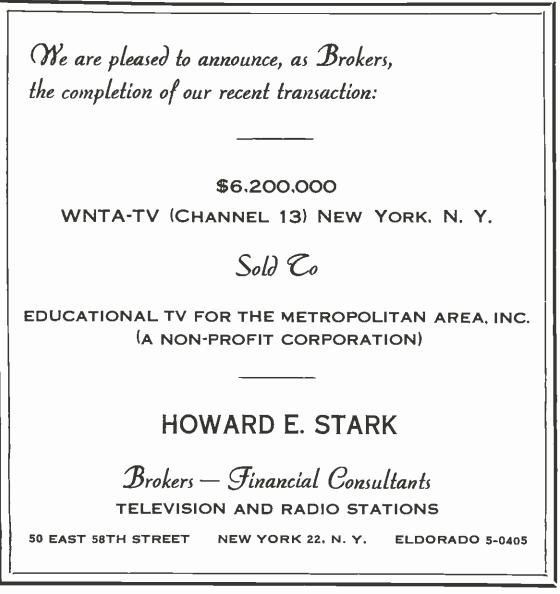
# is decision made in Rapid Shave 'sandpaper' case

Television's use of aids and props to help a product look like itself was hit hard during the year by the Federal Trade Commission. In its now celebrated Rapid Shave "sandpaper" case, the FTC found that Colgate Palmolive Co. had engaged in false and misleading advertising and in unfair competition when it used a mockup of sand on plexiglass instead of sandpaper in a tv commercial.

Substitutions and props are all right on tv dramatic programs, the FTC said, but in commercials the product has got to be the product. This decision, which is being appealed by Colgate-Palmolive, was made in the face of strong company testimony that the synthetic sandpaper was used because real sandpaper didn't look like itself on tv.

This was one of the major decisions by the federal agency which keeps an eye on false advertising and unfair trade practices. Under the New Frontier regime, headed by Paul Rand Dixon (previously chief counsel of the Kefauver antitrust committee), the FTC has stepped up its interest in broadcasting. The Federal Trade Commission is—

• Investigating radio and tv rating services to determine whether there has been any hanky-panky in the methods



or operations of various companies in the field.

• Looking into reports of widespread double-billing practices in the radio and tv industry. This is the practice of selling commercial time to a local dealer at local rates, but sending him a bill for the higher national rates so he can pocket the difference on being reimbursed by the manufacturer.

• Sending monthly a bulletin of complaints and actions on false advertising to all radio and tv stations. This was initiated by the FCC which asked that the FTC keep its broadcast licensees informed on advertising cases. The pamphlet is entitled *Advertising Alert* and is virtually a rehash of press releases and the text of orders involving advertising in all media.

Broadcasters are expected to screen their advertising through this means. Why the gun was pointed at radio and tv stations, and not at other media, has been questioned with some heat by NAB and individual broadcasters.

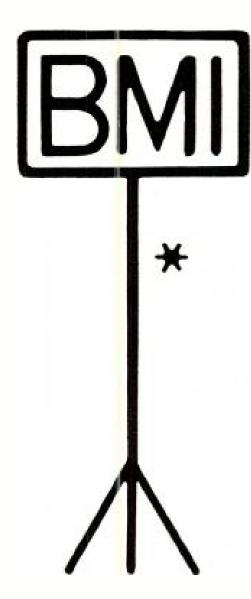
**Complaints and Consents** In the year just passed, the FTC has wound up a number of false demonstration complaints issued against companies using tv. Among these:

• Issued a cease and desist order against Colgate Palmolive Co. for the "invisible shield" format for Colgate's toothpaste with Gardol.

• Accepted a consent order signed by Alcoa agreeing to discontinue tv advertisements that stressed pictorially and otherwise the freshness of a ham wrapped in Alcoa Super Wrap as compared with a dried out ham wrapped with ordinary aluminum foil. The FTC charged that the "other" ham had been left to dry out and that its wrapping was physically crumpled and torn to give it the appearance of a low-quality product.

This was one of the complaints issued by the FTC in 1960; the others were against tv advertising for Rapid Shave (the sandpaper case); Rise Lather, Pepsodent toothpaste, Blue Bonnet Margarine, S'of Stroke shaving cream and Libbey-Owens-Ford glass. The L-O-F and Pepsodent cases are still being heard by an examiner. The Rise case is awaiting oral argument. The Colgate "sandpaper" case is due to be appealed.

• Wound up its intensive payola campaign by moving to dismiss the few remaining complaints not yet adjudicated. The FTC beginning in 1959 began a sustained program of citing record makers and distributors for paying off some radio and tv disc jockeys; overall the agency issued 103 complaints, with 92 respondents signing consent orders. Congress amended the Communications Act in 1960 to prohibit this practice, and the FTC began asking for the dismissal of the remaining few complaints on the ground that no purpose would be served by litigating them.



## SYMPHONIC

Walter Piston-Pulitzer Prize-"Symphony No. 7"

## CHAMBER

Elliott Carter-First Prize, International Rostrum of Composers, UNESCO-"Second String Quartet"

## OPERA

Alban Berg—"Wozzeck"—Featured at the New York Metropolitan Opera

## BALLET

Gunther Schuller-"Variants"-Performed by the New York City Center Ballet Co.

## POP

"The Twist"—originally written and first recorded by Hank Ballard—published by Lois Music Publishing Co.

# MUSIC IN ALL DIMENSIONS

Composers, writers and publishers bring to BMI music which encompasses all forms, all styles, all dimensions.

The BMI repertory is complete in every musical category– from the Pulitzer Prize-winning Symphony of Walter Piston to the current popularity of "The Twist."

The BMI catalog is kept constantly up-to-date...and at the top in every category. Among the honors and achievements in music during 1961 are these from the BMI repertoire...

### JAZZ

George Russell-chosen Top "New Star" arrangercomposer by Down Beat's 9th Annual International Jazz Critics Poll

## COUNTRY & WESTERN

Harlan Howard-voted "favorite song writer" in the Billboard 14th Annual Disc Jockey Poll

## MUSICAL COMEDY

Jerry Herman-current Broadway smash hit-"Milk & Honey"

## MOTION PICTURES

Academy Award Winner-"Never On Sunday"

In other categories, too, such as Latin American, sacred and gospel, rhythm and blues, including rock and roll, and popular ballads, both American and European, BMI-affiliated composers, writers and publishers are prominently represented.

Serving Music Since 1940

BROADCAST MUSIC, INC. • 589 Fifth Avenue, New York 17, N.Y.

## More rib-tickling, less rib-busting

#### ACTION-ADVENTURE DECLINES IN PILOTS FOR '62-'63 SEASON

Comedy seems to be the key to tv programming for the 1962-63 season, according to the people who ought to know best, the program producers. For the past six months (and often longer) these individuals and organizations have been busy developing story lines, writing scripts, casting and producing pilot films for showing to potential buyers for next season. An advance look at the spring pilot crop, incomplete but large enough to provide an adequate cross-section sample, shows nearly half of all the new programs to be comedies.

There are situation comedies on interfamily relationships, such as *Emmy Lou* and *Andy Hardy*, whose teen-age leads bewilderdly observe the inexplicable behavior of their parents. There are musical comedies: the Crosby brothers singing and clowning in *College Humor*, Roberta Sherwood and her sons as a show business family in *The Roberta Sherwood Show*, Dennis Weaver no longer the limping Chester of *Gunsmoke* but the singing, guitar playing star of *Tv Tonight*, and two series, *Swingin' Together* and *One Night*  Stand, depicting the adventures of traveling dance bands.

There are sophisticated comedies with international settings, like Apartment in Rome and The Free Wheelers; rural comedies, such as The Beverly



Hillbillies and Lum 'n' Abner, and comedies of the life of young married college students, like The First Hundred Years and Hooray for Love. And there are more than a dozen new animated cartoon series.



The quality of the programming is certainly excellent, and the equipment is working without a flaw. We have begun to receive written compliments from our listeners."

> Joseph D. Coons President WOHI, WOHI-FM East Liverpool, Ohio

Stations the country over know that MAGNE-TRONICS means top quality musical programming on tape. With specially-designed equipment (also available through MAGNE-TRONICS), it is ideally suited for automatic radio programming. Available to only one station in each market. Write for details, audition tapes and availabilities.

## MAGNE-TRONICS

**Radio Program Service** 

49 WEST 45th STREET - NEW YORK 36, NEW YORK

Decline in Action-Adventure • Another trend discernible is away from the action-adventure type show and toward straight drama, where character and human emotions are more important than tricky plots and fast action. Dramas account for nearly twice as large a part of the total pilot crop this year as a year ago, up from 8% to 15%. And action-adventure programs have dropped in quantity from roughly 40% of the 1960 pilots last year to barely more than 20% of the current supply of projected programs for the 1962-63 season.

The popularity of courtroom dramas, such as *Perry Mason* and *The Defenders*, have inspired the creation of other legally-based programs for the coming season. These range in tone from the light comedy of *Go Fight City Hall* and the comedy-drama of a tv adaptation of the old movie, *Mr. Smith Goes* to Washington, to the swashbuckling 333 Montgomery Street.

The same thing is true in the medical program field. This year's Dr. Kildare and Ben Casey are responsible for such new offerings as The Search, public health series whose first episode was broadcast as an installment of Dr. Kildare. County General is another big city hospital series, and the comedyslanted Come a-Runnin' deals with the life of a country doctor.

World War II and American servicemen are memorialized in a number of action-adventure dramas such as *Combat, The Big E, Halls of Montezuma* and *Squadron* (to mention one for each branch of our armed forces). Newspaperdom is the theme of about a dozen new program offerings, from the comedy-drama *Occupation Female* to the documentary *Cover Story*. And the pursuit of wrongdoers by the forces of justice, official or private, continues to fascinate the creators of tv programs who have placed more than 10 such programs on the 1962-63 future book.

Outlook for Westerns • Westerns, which dominated only a few years ago, account for only a few of the programs advanced for the coming season, but these few include some strong contenders for prime network time in 1962-63. For instance, there is The Virginian, which started as a novel some 60 years ago, and helped to introduce the Western cowboy as a chivalrous knight of the range, hard drinking and hard fighting, but shy and polite in the presence of a lady. Successful as a movie some 20 years ago, The Virginian could easily be just as successful as a tv series. Its 90-minute length, and its color photography are strong assets and NBC-TV's firm order for 13 episodes at a reported cost of around \$200,000 apiece indicate that it's going to get every chance to win the eyes of the public.

Slightly more than half of the actionadventure programs being prepared for next season are one-hour shows. Twothirds of the dramatic programs also are prepared to occupy a full hour of air time. Virtually everything else is being developed for 30-minute exposure, except for a number of five-minute animated cartoons. Overall, the advance list includes about three halfhour shows to every one-hour program. The ratio in favor of the 30-minute length is most pronounced in the comedy category, where fewer than five of the more than 30 offerings are set for 60 minutes (with a couple whose length has not been finally determined).

The Entrenched Shows = The following paragraphs provide a reasonable forecast of what's going to be new next season. But, as in any forecast, there are other factors to be considered.

First, the major part of this schedule will be occupied by program series continuing from this year. Already, more than half of the prime evening hours on the three tv networks are blocked out for the continuation of current programming (BROADCASTING, Jan. 29), and the chances are that when fall rolls around the share of the holdovers will be nearer to two-thirds of the evening hours.

Next, there are no signs of any diminution in the number of special programs, chiefly high-cost, top-star entertainment shows and timely current event documentaries, which will be added during the season to the starting lineup. Analysis of pilot lists of previous years indicates that if 25% of the programs so hopefully offered actually get on the air, the programmers can congratulate themselves on a good year.

Many, perhaps most, of the programs listed here have been completed in pilot form, with films ready for screening for prospective buyers. Most of the rest are in script form and either in production or trying to solve difficult casting problems. A very few are still in the pre-script stage.

#### Action-Adventure

APO 923—The South Pacific during World War II is the scene of this onehour anthology series created by Gene Rodenberry, who wrote the pilot, directed by George Sherman; William Sackheim is executive producer. The pilot of this Screen Gems series was filmed in Hawaii; Richard Tregaskis, author of Guadalcanal Diary, is technical advisor. The stars are James Stacey, Ralph Taeger and Pat Harrington Jr.

BROADCASTING, February 19, 1962

Battle Zone—Human interest stories about people caught in the stress of perilous times. Stanley Niss is preparing for Warner Brothers.

The Big E—Derived from the book by Comdr. Edward Stafford, USN, this hour-long series would dramatize the exploits in connection with the U.S.S. Enterprise, famed aircraft carrier during World War II. Filmaster Productions has a pilot script (as yet uncast) for which Robert Stabler will be executive producer.

Call to Danger—Perry Lafferty is producer on this pilot which stars Lloyd Nolan. Call to Danger is a CBS-TV production. The pilot, filmed in Hollywood, has been screened.

Combat—The exploits of a platoon of GIs in the U.S. Army during World War II in the European Theatre of Operations make up the substance of this action-adventure series produced by Selmur Productions for ABC-TV. Selig J. Seligman is executive producer of this one-hour series, starring Rick Jason, Vic Morrow and Shecky Greene. The pilot, dealing with D-Day, was produced at M-G-M by Robert Pirosh, who also wrote the script, and was directed by Boris Sagal. Leonard Rosen-



Bill Bryant, who plays the title role in MGM-TV's "Yours Truly, Johnny Dollar," succumbs to the wiles of Karen Steele in "The Barton Baker Matter."

man composed, arranged and conducted the music.

The Dakotas—The days before statehood, when the Dakotas were still a territory, make up this Warner Brothers contribution to the cause of keeping Westerns on tv. Jules Schermer is preparing the pilot. Pilot starred Larry Ward, was directed by Richard Sarafian and was produced by Jules Schermer.

## "MAKING INROADS"

#### .

We are extremely pleased with Magne-Tronics background music service. In a market where competition was firmly entrenched, we are making inroads faster than we believed possible."

Oscar Algood President HI-FI FM Broadcasting Little Rock, Ark. Join the music operators who are making monwith MAGNE-TRONICS "motivational" background music. It's an extra profit source that fits neatly into your station operation via fm multiplexing and/or wired lines. The prospect list ranges from industrial plants to supermarkets. And thanks to our top quality music library, every subscriber can be "success story" that builds your business faste Write for full details and availabilities.

MAGNE-TRONICS

"Motivational" Background Music

# **Florida'**s

## Fastest Growing Market



	National Market Ranking	TV Homes
Miami	27	556,600
Tampa	42	419,500
Daytona Orlando-	65	288,000
Jacksonville	75	256,500

\*TELEVISION, 1962



#### Florida's Channel 2

#### Covers More of Florida Than

Any Other TV Station

Avery-Knodel, Inc. National Reps.

Dateline—San Francisco—Rod Taylor stars as a newspaper columnist in this 20th Century-Fox Tv series to be produced by Jules Bricken; much of the filming is to be done in San Francisco. Ivan Goff and Ben Roberts wrote the pilot which went before the cameras Feb. 12.

*Empire*—A modern, large-scale ranch with oil wells, mining and lumbering as parts of the operation as well as cropraising and cattle, sheep and horses, is the setting for this one-hour modern western series produced by Screen Gems in New Mexico. Richard Egan stars, with Terry Moore, Anne Seymour and Ryan O'Neal; the pilot was written by Frank Nugent and directed by Arthur Hiller; William Sackheim is executive producer.

Five Star Final—The inner workings of a New York daily newspaper will be revealed in this one-hour series which 20th Century-Fox Tv plans for fall. Edmund North wrote the pilot script.

The George C. Scott Show—This half-hour adventure drama series stars Mr. Scott as a newspaper columnist. A pilot will be produced shortly by Ziv-UA in association with CBS-TV. Howard Gottfried is producer.

Halls of Montezuma—Samuel Fuller is producing, writing and directing the pilot for this half-hour series based on the exploits of the U.S. Marine Corps in World War II. 20th Century-Fox Tv will produce.

Hercule Poirot—Martin Gable portrays the famous French detective of the Agatha Christie mystery stories in this half-hour series which MGM-TV is making for CBS-TV. Barre Lyndon wrote the script for the pilot film which was directed by John Brahm and produced by Buck Houghton.

House of Seven—Three generations of the Seven family—grandfather, father and son—are the focal point for this one-hour series of investigations; the viewpoints on how to approach each case differ radically among the three members of the family team. Charles Bickford will play the grandfather in this Project III series, which is still in the script stage. Owen Crump will produce; Blake Edwards will be executive producer.

It Takes a Thief—Sophistication and fast action are combined in this Warner Brothers pilot prepared by Howie Horwitz.

It's Murder-Jim Barnett is readying

this series concerning spectacular crimes for filming by Warner Brothers.

Jack Webb's True—Jack Webb is host-narrator of this one-hour anthology series of stories taken from True magazine. Michael Meshekoff is producer and Mr. Webb executive producer of the series, whose pilot film is now being edited and dubbed.

Johnny Dollar — This half-hour tv series of the adventures of an investigator for an insurance company is based on the CBS radio series of the same name. William Bryant stars in the pilot completed by Project III and produced by Owen Crump; Blake Edwards is executive producer. Henry Mancini composed the music for the pilot and will do so for the rest of the series.

Logan's Cove—A marina on Catalina Island is the setting for the one-hour detective series. Its three investigators combine an appeal for all age groups of viewers and its plot can be anything that happens over, under or around the sea. Herb Hirschman produces and Alan Minor directs for Ralph Edwards Productions; Mr. Edwards is executive producer.

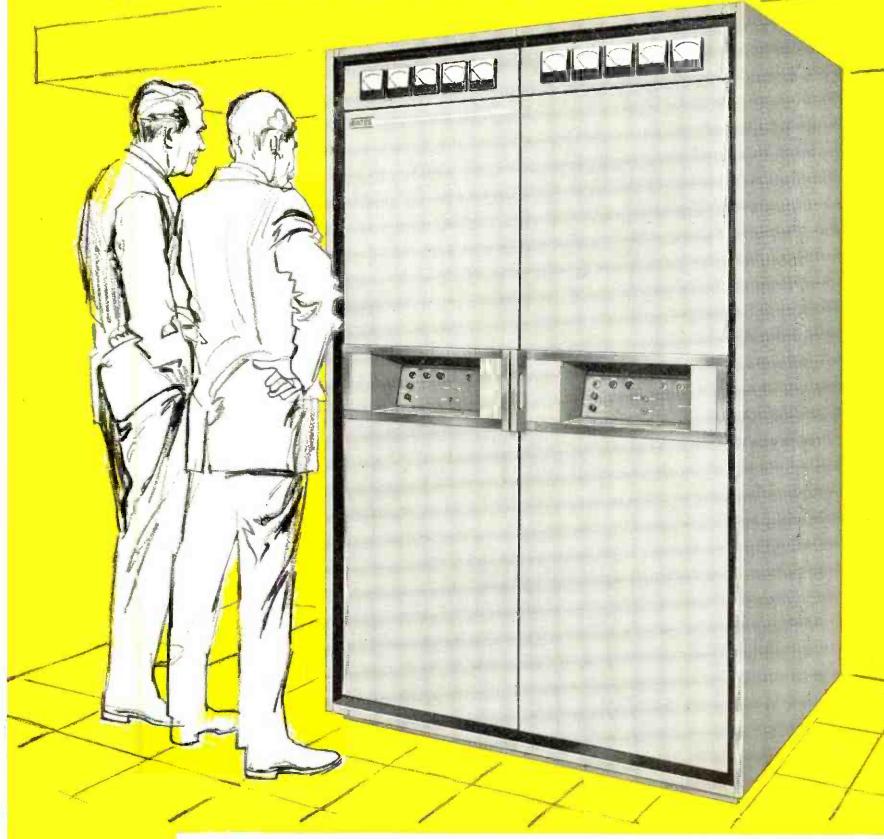
The Pursuers—A detective inspector and his dog, Ivan, set out to track down and capture the world's three top criminals in this half-hour series which CBS Films is producing with Louis Hayworth in the major role. Donald Hyde is executive producer of the series of 39 episodes, up for syndication sale.

*Rodeo*—This half-hour tv film series centers around the exploits of a rodeo rider in search of adventure. The pilot is being produced by Ziv-United Artists in association with ABC-TV. Jack Lord is the star and Leslie Stevens will produce. It will be produced on location in various western sites.

Saints and Sinners—Nick Adams and Ann Blythe star as ace reporters in this one-hour newspaper adventure series, produced for Four Star by Everett Chambers.

Squadron—Pat Conway is starred in this one-hour Four Star series about an American Air Force squadron based in England during World War II. Walter Doniger is the producer.

Swiss Family Robinson—The juvenile classic story of the shipwrecked family and its struggles to survive on a tropical island is the basis for this half-hour series, for which Budd Lesser has completed 13 scripts. Filmaster Productions will produce the series, which is not yet ENTIRELY NEW GATES FM-10B... America's Finest 10,000 Watt FM Transmitter. Both inside and out, the new Gates FM-10B is the most outstanding transmitter in its power class manufactured today. The FM-10B sounds good, both in the transmitter room with its soft low hum-and at the listener's receiver where the true deep high fidelity sound comes through in a new dimension of tone quality. The FM-10B looks good, with its new advanced shadow-mold styling-the new look in contemporary FM design. There's much more to the FM-10B story, such as the 4CX10,000D power tetrode – conservatively rated for long tube life and used in the final amplifier, the solid state rectifiers in all power supplies, the built-in remote control, improved varia line tuning, plus many more exceptional features that set this transmitter apart from all others. Write today for complete technical information – yours for the asking.





GATES RADIO COMPANY Subsidiary of Harris-Intertype Corporation



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#### MORE RIB-TICKLING, LESS RIB-BUSTING continued

cast. Nat Perrin is producer, and Robert Stabler is executive producer.

330 Independence — Washington, D.C., is the locale of this hour-length crime-busting series starring David Mc-Lean. Manny Rosenberg produces for Four Star.

Timber Hill—A fictitious town in the Sierras is the locale of this series which Warner Brothers will produce. Jim Barnett is preparing the pilot.

*Timberlake*—This is a Wilbur Starke production in association with CBS-TV. It would be an hour series.

The Untamed—Big game hunting in Africa is the theme of this half-hour series on the 20th Century-Fox Tv agenda. Leigh Brackett wrote the pilot with Paul Helmick as producer.

Zero One—The security service of an international airline is the setting for this half-hour adventure series being filmed at the MGM studios in England. Nigel Patrick stars in the series produced by Lawrence P. Bachmann, with Aida Young as associate producer and Elliot Baker as story supervisor.

#### Animation

Beetle Bailey—The King Features comic strip of the same name is the basis for this seven-minute animated cartoon series which Creston Studios is producing. Howard Morris, Allen Melvin, June Foray and Dave Garry provide the voices. Gerald Ray is producer-director; Bob Gannon executive producer.

The Edgar Bergen Show—The noted radio ventriloquist and his two bestknown dummies, Charlie McCarthy and Mortimer Snerd, perform as animated characters in this half-hour cartoon series by Bob Clampett Cartoons. Mr. Bergen will introduce each broadcast live.

Laurel and Hardy—The comedy team who made so many motion pictures that eventually wound up on tv are being turned into animated cartoon characters in half-hour series produced for NBC-TV by Larry Harmon Pictures.

Lippy Lion—This series of five-minute animated cartoons now in the works at Hanna-Barbera Productions for syndication stars a lion as a gabby opportunist, who gets into a lot of adventures

### FOR SALE BROOKLYN BRIDGE

Stately structure . . . good location in quaint Northeastern town. A little paint and she'll be good as new. Terrific foot traffic . . . captured drive-in trade. Excellent potential as toll bridge . . . tourist attraction . . . suicide ledge . . . drag strip, etc. Qualified parties contact . . .

Sound familiar? As a broadcaster, you've probably heard this pitch before ... slightly re-worded with a different product name. You probably also found the results far short of the sales promises. IF YOU WANT TO BUY BRIDGES . . LOOK ELSEWHERE! The AMERICAN BROADCASTING SCHOOL is only offering a down-to-earth and proven plan which will enable you to add an additional \$5,000 to \$50,000 to your station's annual net income through an exclusive market franchise in America's foremost, progressive and nationally advertised broadcast training facility.

- No alteration needed to present facilities or broadcast operation.
- Small franchise investment based on market size on a pay-asyou-profit basis . . . total expenses (Including franchise) not to exceed 15% of annual net.
- About 10 hours administrative time per week by you or a staff member.
- American Broadcasting School furnishes everything! Three hours and you're ready to begin operations. Profit picture *ideal* for small or large station . . . any size market.
- Complete information kit including rates, total expenses, samples of material and *proven*, *documented* examples of the franchise *in operation* yours *free* with no obligation.

As an aggressive broadcaster, if the above facts and \$5,000 to \$50,000 additional net income interest you, write on your letterhead: AMERICAN BROADCASTING SCHOOL, SUITE 600, HELENA BUILDING, NORFOLK, VIRGINIA . . . for the highly profitable story that can be your story. We'll prove it!

P.S. Sincere thanks from Jack Thompsen for the 83 inquiries during the first week in February.



Stanley Holloway stars as a comic butler with a touch of larceny in "Our Man Higgins," a Screen Gems comedy.

with his pal, Hardy Har Har, a sad hyena. William Hanna and Joe Barbera are directing and producing the series.

Muddled Masterpieces — Animated five-minute satires of classic art, produced in color, make up this Creston Studios series. Gerald Ray is producerdirector; Norm Gottfredson is art director; Sam Nickolson, creative director, and Bob Ganon, executive producer.

The Normal Norman Show—Live action, puppets and animation are combined in this series of animated cartoons concerning the adventures of a sixlegged animated cartoon character produced by Bob Clampett Cartoons.

One Manikin's Family—Robots from outer space become residents of a big city suburb in this half-hour animated cartoon series produced by Bob Clampett Cartoons.

Rod Rocket—This animated cartoon series of five-minute programs deals with two small boys and their adventures with a rocket in space. Space Age Productions has completed five episodes. Jim Morgan is producer.

Shaggy Dog Tales—A talking dog wins a scholarship to a university and thereby gets into the situations pictured in this animated cartoon series of fiveminute episodes produced by Creston Studios. Gerald Ray is producer-director; Norm Gottfredson, art director; Sam Nickolson, creative director, and Bob Ganon executive producer.

Sir Loin and Socrates—Sir Loin is a British version of Don Quixote, idealistic and impractical and constantly getting into predicaments from which Socrates, a dragon who serves as Sir Loin's valet, has to rescue him. This half-hour animated cartoon series is produced by Creston Studios. Gerald Ray is producer-director; Norm Gottfredson, art director; Sam Nickolson, creative director, and Bob Ganon, executive producer.

Tom Terrific—A small boy—with a magic hat that can transform the wearer into a train, plane, rocket or whatever else is needed to overcome the villianous Crabby Appleton—is the hero of this five-minute animated cartoon strip that CBS Films is effering for sale to stations or sponsors or a syndicated basis. The series is made up of 130 cartoons which tell 26 stories in groups of five episodes each. The series is produced by Terrytoons Division of CBS Films.

Touche Turlle—The name character, defender of the weak and avenger of wrongs, and his pal, Dum Dum, a sheep dog, are the chief actors in this fiveminute animated cartoon series, now in production at Hanna-Barbera Productions for syndication. William Hanna and Joseph Barbera are co-producerdirectors.

The UPA Cartoon Show—Fran Allison plays hostess to this series of 26 half-hour cartoons made by UPA over the years. Henry G. Saperstein is executive producer of the series, now in production at Jack Webb's Mark VII Studio. A pilot is due for showing around the first of March. The series will be syndicated by Television Personalities.

Wally Gator—Life in the city zoo is dull to this cartoon character, who goes out in search of adventure, finds more than he bargained for and is glad to get back to his cage and his keeper, Mr. Twiddle, in this animated series of fiveminute cartoons now in preparation for syndication at Hanna-Barbera Productions. William Hanna and Joseph Barbera are co-producer-directors.

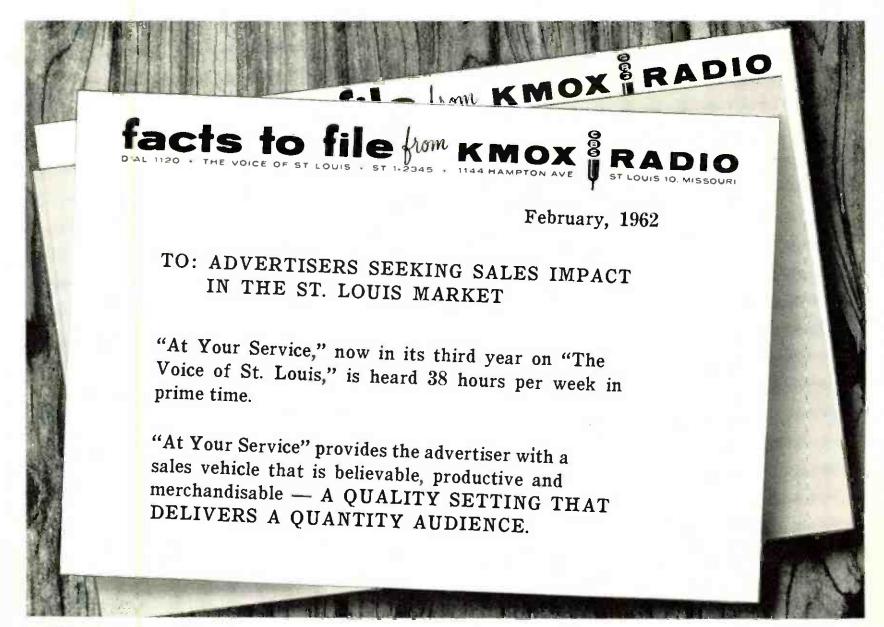
#### **Audience Participation**

Going, Going, Gone!—Three contestants bid for packages so wrapped that they might contain any of four prizes, ranging from valuable items to gags. This half-hour show is packaged by Ralph Edwards Productions. Richard Lewellen was master of ceremonies in a demonstration broadcast on KTLA (TV) Los Angeles Jan. 26. Richard Gottlieb produced the pilot program; Ralph Edwards is executive producer.

Horse Trading—Jim Backus is master of ceremonies and master trader in this half-hour series in which the contestant trader receives articles of unknown value which he attempts to swap with the master trader for a single large item, also of unknown value. Al Freedman produced the half-hour pilot Dec. 16, 1961, taped by Paramount Tv Productions at KTLA (TV) Los Angeles for Talent Associates.

The Human Thing to Do—Comedy game show with Woody Woodbury interviewing amateur contestants on their ideas of "the human thing to do" after watching filmed situations. Bobby Hammack's music is an integral part of the show, which was piloted Nov. 13, 1961, on ABC-TV with Bob Lemond as announcer. Ralph Edwards Productions packaged the program and there is a strong possibility of an April or fall start. Ralph Edwards is executive producer.

It Could Be You—This audience participation program deals with individuals in their own locale, surprised by visits from Bill Leyden. The Ralph Edwards Productions half-hour nighttime program was piloted on location in Chicago Sept. 25, 1961. Wendell Niles is Mr. Leyden's confrere and announcer. Ralph Edwards is executive producer of this series, being considered for a summer start.



BROADCASTING, February 19, 1962

#### MORE RIB-TICKLING, LESS RIB-BUSTING continued

Money Talks—People find dollar bills with names and slogans written on them; that's all Producer-Director Jim Morgan will say about this half-hour series of audience-participation shows. The pilot was to be filmed in mid-February for Borden Productions.

Place the Face—Contestants, from stars to unknowns, try through questioning to identify a face from their past in this half-hour series being offered by Ralph Edwards Froductions. Played mainly for comedy values, Place the Face has had a successful history.

Sing Out—Two teams, each made up of an amateur and a professional, vie in answering musical questions in this half-hour Ralph Edwards Productions series which was piloted in association with ABC-TV with Jack Smith as host. Ralph Edwards is executive producer.

The Surprise of Your Life—Professional panelists try to determine the relationship between a mystery guest and



one of three amateur contestants on this half-hour Ralph Edwards Productions program on which NBC-TV has an option. Jayne Meadows, Spike Jones and Robert Rockwell were panelists on a pilot telecast on *Truth or Consequences* Jan. 30. Bob Barker was master of ceremonies. Ralph Edwards is executive producer.

#### Comedy

Acres and Pains—The pilot film is shooting on location in Bucks County, Pa., and will be completed shortly. The half-hour series, based on the book by S. J. Perelman, is being produced by Ziv-UA in association with CBS-TV. Perry Lafferty is the producer. The series recounts the trials and tribulations of exurbanites. Mr. Perelman is script supervisor.

Amy—A 19-year-old girl has her misadventures in Boston. The half-hour situation comedy is being produced by Bob Hope Enterprises and NBC and is being filmed at Paramount. Pilot will be ready in late March or early April.

Andy Hardy-MGM-TV is producing for NBC-TV this half-hour family comedy series based on the earlier MGM movies of the life of a teenage boy, his family and friends. Jimmy Hawkins, Phillip Ober and Marjorie Reynolds play Andy, his father and his mother, respectively, in the pilot written by Ken Cooper and George Lowther, with Gene Reynolds as director, Rudy E. Abel as producer and Robert Maxwell as executive producer.

Apartment in Rome—Allen Case, Susan Oliver, Fabrizio Mioni and Marie Windsor play the leads in this half-hour romantic comedy series produced by Sol Saks for Four Star.

Archie—This half-hour series, based on the comic strip of the same name dealing with the escapades of a group of high school students and faculty members, is still in the casting stage at Screen Gems. Harry Ackerman will be executive producer.

The Beverly Hillbillies—Buddy Ebsen is starred, with Irene Ryan, Donna Douglas and Max Baer in this half-hour series about a backwoods family who suddenly become millionaires and move to Beverly Hills. Paul Henning created and produced the pilot, made by Filmways Tv Productions for CBS. Al Simon is executive producer.

Big Brain—A proprietor of a shop that deals with tired machines and other mechanical equipment and who is a tinkerer and an inventor, has his humorous adventures. It's a half-hour series produced by Jess Oppenheimer for NBC at Paramount.



Eddie Foy, Lynn Loring and Audrey Christie in the Desilu comedy "Fair Exchange," produced by Cy Howard.

The Bill Bendix Show-William Bendix runs a rural vacation inn in a small country town in this half-hour series. Pilot was written by Lou Derman and Bill Davenport for production by Filmways Tv Productions. Al Simon is executive producer.

College Humor-The Crosby brothers-Phillip, Lindsey and Dennis-are starred in this half-hour situation comedy series with music which Desilu is making in association with Essex Productions. Howard W. Koch is producer. The pilot was filmed in January.

Come A Runnin'—A big-city medical graduate starts to practice in a small town, in this half-hour series which Bing Crosby Productions is offering. Linden Chiles portrays the young medic, on the receiving end of the "come a runnin", doc" calls. Stuart Erwin is the town pharmacist and Ruth Hussey is the home-town nurse. Harry Tatleman produced the pilot at Desilu.

Double Trouble-A newspaperman lives in a town that borders on two states. The boundary line splits the community in wondrous ways thus creating the comedy situations. Tennessee Ernie Ford reportedly has a financial interest in this pilot being produced by Revue and in which ABC-TV reportedly has some consideration.

Emmy Lou-The conflict between teenagers and grown-ups is the basic theme of this half-hour series in which 13-year old Noanna Dix portrays the character adapted from the syndicated newspaper panel cartoons. Jeff Donnell and George O'Hanlon are Emmy's parents in the pilot written by Ben Starr and Bob O'Brien and produced by Herb Browar, with Al Simon as executive producer. Pilot was produced by Filmways Tv Productions.

Ensign O'Tcole—Life in the Navy is the essence of this half-hour comedy BROADCASTING, February 19, 1962

series which Four Star is producing with Dean Jones in the title role. J. C. Flippen, Jack Albertson, Jack Mullaney and Harvey Lembeck are also featured in the pilot produced by Bob Soderberg.

Fair Exchange—Daughters of an American and an English family change places in this one-hour Desilu situation comedy created and produced by Cy Howard with scenes from both sides of the Atlantic. Artie Julian and William Templeton wrote the pilot which went into production in January. Eddie Foy Jr., Audrey Christie, Brenda Scott and Flip Mark are cast as the American

family; Victor Maddern, Diana Chesney, Judy Carne and Dennis Waterman as their English counterparts.

The First Hundred Years—Ambrooke Productions is producing this half-hour series at Revue Studios. It deals with the campus life of three young married couples. Pilot script was written by Howard Leeds and Everett Freeman, who with John Forsythe will produce the series.

The Free Wheelers-Patricia Barry as an international high fashion model and Tommy Noonan as her husband,

### **AN IMPORTANT** ANNOUNCEMENT

Daytime radio stations, Directional day/night stations, nondirectional day/directional night stations, in the United States are affected by a proposed rule now before the Commission which would not allow Class III and certain Class II radio stations to operate before local sunrise hours.

We believe that this proposed rule, if adopted, will create a hardship for hundreds of daytime and night directional radio properties in that revenues will be lost, the value of the properties will diminish, and more importantly, a vital service to most communities in the nation will cease to exist.

Accordingly, a committee known as the Pre-Sunrise Broadcaster's Committee has been formed. The purpose of which is to protect the existing service which is being provided to communities and which will be adversely affected by the proposed rule.

In unity there is strength. If the service now being provided by more than 1500 radio stations in America is to be protected, there must be a joined effort to prepare engineering statements, legal briefs, etc. Your help is needed. No other organization exists to protect this present service.

Now is the time to speak out! Complete the form below and mail to Pre-Sunrise Broadcaster's Committee, WHIL, Boston 55, Massachusetts. Do it now!

Sherwood J. Jarlow Committee Chairman

My station wa	nts to join the effort to prese	erve pre-sunrise community service:	
NAME		STATION	
CITY		STATE	
l will be avail YES 🔲		meeting in Washington on March	1-2, 1962
l will be avail Sunday, April YES 🔲	1, at 5 P.M.	meeting at the NAB meeting in C	hicago on
l cannot attend YES 🗌	d either meeting, but authori: NO 🗌	ze you to represent me at them.	

#### MORE RIB-TICKLING, LESS RIB-BUSTING continued

writer of travel books, are a couple whose occupations take them all over the globe and into all sorts of adventures in this half-hour Revue Productions series. Jacques Bergerac was guest star on the pilot, aired on General Electric Theatre. Producer is Stanley Rubin.

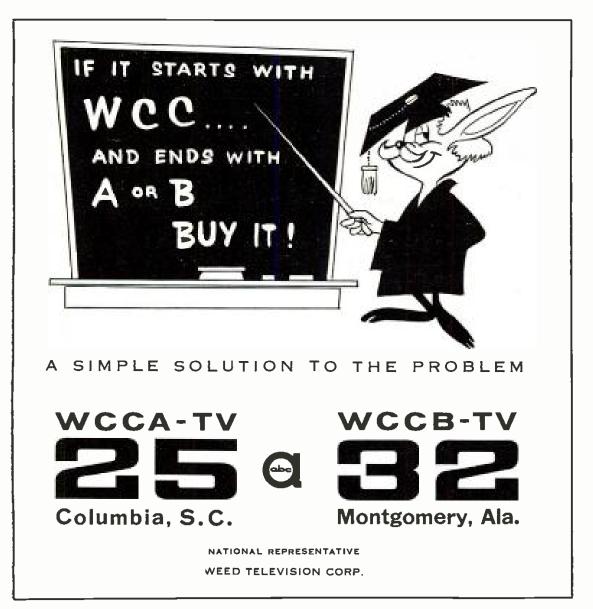
Go Fight City Hall—In this Revue Productions half-hour situation comedy series Irene Dunne is starred as a widow, mother of two college-age youngsters, Bart Patton and Stephanie Hill, and an interior decorator by profession, who, in the pilot broadcast Jan. 28 on the *General Electric Theatre*, tries to remove a traffic hazard, runs into political red tape and winds up as a reform candidate for public office. Stanley Rubin is producer.

Going My Way—Gene Kelly and Leo G. Carroll in this tv series assume the roles taken by Bing Crosby and Barry Fitzgerald in the theatrical motion picture on which the series is based. Revue Productions is producing in association with ABC-TV.

Hooray for Love—Three Young couples who live on houseboats while attending the U. of Washington at Seattle are the central characters of this half-hour situation comedy series produced by Selmur Productions for ABC-TV; Selig J. Seligman is executive producer. Darryl Hickman and Yvonne Craig, Del Moore and Dorothy Abbott, Don Edmunds and Beverly Wills portray the married college students. The pilot, filmed at Paramount Picture Studios, was written by Alan Lipscott and Bob Fisher, produced by Mr. Fisher and directed by Jerry Hopper. The title song was written by Leo Robin and Harold Arlen. Bobby Hammack conducted and arranged the music.

Howie—The pilot of this situation comedy about a young man with a genius for getting himself in the middle of various situations has been completed in Hollywood. The half-hour series is a co-production involving Ziv-United Artists, CBS-TV and Chrislaw productions. The pilot was produced and directed by William Asher from a script by Sidney Sheldon. Will Hutchins plays the title role and Paul Lynde, his father-in-law.

It's Willie—Emmett Kelly, world-renowned circus clown, stars in this 30minute comedy drama series projected by 20th Century-Fox Tv.



Josie and Joe—Joe is a New York cabbie and Josie his beautician wife in this original situation comedy series by Garson Kanin, to be produced by Ruth Kanin and Frank Thomas for Four Star. The leads have not been cast for this half-hour program.

The Keely Smith Show—This halfhour situation comedy with musical overtones features singer Keely Smith. A pilot film will be produced shortly by Ziv-UA in association with Chrislaw Productions and ABC-TV.

Kentucky Kid—Jack Carson plays a veternarian and horse trainer who is a widower with an adopted Chinese child. The producer is Famous Artists-Shunto Productions in which Tab Hunter has an interest. Pilot has been prepared for NBC's consideration.

Kings of Broadway—A family's vaudeville act, circa 1925, and their professional and family problems make up this half-hour musical situation comedy series produced by Banner Productions. David Wayne as the father, Georgann Johnson as the mother and Jimmy Carter, Kathy Dunn and Marc Winters as the three children are featured in the pilot, now being edited and scored. Buzz Kulik is director-producer and Bob Banner executive producer.

Low Man on a Totem Pole—Dan Dailey and Diana Lynn star in this Four Star half-hour situation comedy series, based on the adventures of humorist H. Allen Smith. Collier Young and Mervin Gerard produced the pilot.

Lum 'n' Abner—Rural comedy, adapted from the radio show that ran for years and years, makes up this halfhour Four Star series with Edgar Buchanan and Arthur Hunnicutt starred. Charles Wallace is producer.

McKeever and the Colonel—A military academy is the setting for this Four Star comedy. Allyn Joslyn is cast as the colonel and Scott Lane as McKeever. Billy Friedberg will produce the series; the decision is still to be made whether it will be an hour or a half hour.

Medicine Man—An old time medicine man, his Indian side-kick and his seven-year old nephew and their adventures as they travel through the West of the late 1800's are the material of this half-hour Screen Gem series. The late Ernie Kovacs starred in the pilot, and Buster Keaton was his traveling companion. Jay Sommers and Joe Bigelow created the series and wrote the pilot, directed by Charles Barton; Harry Ackerman is executive producer.

Mr. In Between—The title character of this half-hour Filmaster Productions

series is married to an unduly cautious woman and has an overly optimistic friend who shares ownership with them of a boat on which much of the action occurs. Robert Stabler is executive producer of the series, not yet cast.

My Uncle Elroy—George Gobel portrays an easygoing, likeable but far from successful office clerk who will always drop any job at hand to help someone else out. A bachelor, he lives with his widowed sister, her teen-age daughter and young son. Everett Freeman produced the pilot of this halfhour situation comedy series for Revue Productions. It was broadcast as one of this season's *General Electric Theatre* series.

Occupation Female—Polly Bergen will play a newspaper woman of the early 1930's in this half-hour comedy adventure series to be written and produced by Luther Davis. Mr. Davis and director Oscar Rudolph are officers of American Entertainment Corp. which will produce a pilot this spring or summer in association with Screen Gems.

Oh. Those Bells—The three Bell brothers, played by the Wiere Brothers, own and operate a theatrical prop, wig and costume shop in this slapstick connedy series produced more than two years ago for CBS-TV by Davanna Productions and now, after many postponements, scheduled to start on the network March 8 as a Thursday, 7:30-8 p.m., series. Ben Brady produced the series, directed by Norman Abbott, Jack Arnold and Charles Barton.

One Night Stand—Ed Jurist is preparing a pilot of this series of a traveling orchestra for production by Warner Brothers.

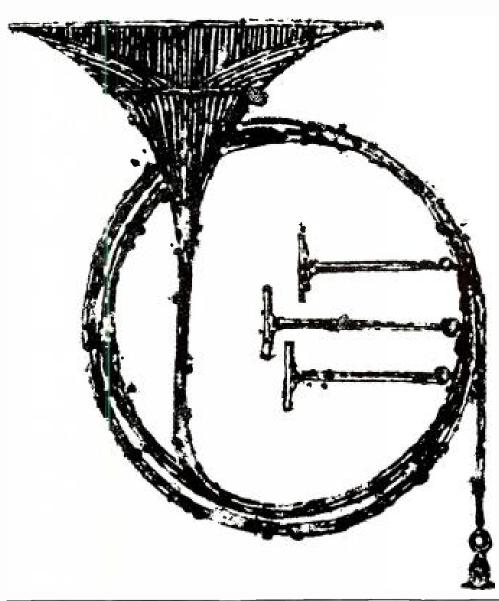
Our Man Higgins—An English butler with larceny in his heart invades an American household with comic consequences in this half-hour Screen Gems series starring Stanley Holloway. Audrey Totter and Frank Maxwell are co-starred. Richard Murphy was writerdirector, Paul Harrison producer and Harry Ackerman executive producer. The series is scheduled to start on ABC-TV this fall.

*R.B. and Myrnalene*—Aldo Ray and Ann B. Davis play a couple of ordinary people who work in the same office and get involved in amusing situations in this half-hour comedy series produced by Don Fedderson Productions. Peter Tewksbury produced the pilot for the series which he and Jim Leighton created; Don Fedderson is executive producer.

The Roberta Sherwood Show—Roberta and ther three sons—Don, Jerry and Bob Lanning—star in this halfhour family situation comedy with music about a family that is in show business and wants to get to the top there. The series is produced by Todon Productions in association with Screen Gems. Tony Owen is the producer, Jeffrey Hayden the director and Paul West the writer.

Swingin' Together—Bobby Rydell, teen-age singing idol, stars as the leader of an orchestra traveling the country playing one-night stands in this halfhour musical comedy series which Desilu and Ludlow Productions are co-producing. Howard B. Kreitsek is producer. Pilot was filmed in January at Desilu.

The Two of Us—Live action and animation are both utilized in this halfhour series filmed in color by Desilu Productions. Elliott Lewis and Claudio Guzman are co-producers of the pilot, now completed, and Mr. Guzman also directs. Artie Julian is writer of the series, starring Pat Crowley as an illustrator of children's books and Billy



In New York, nothing takes the place of fine music, nothing takes the place of



Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,300,000 families. And a favorite of many of America's biggest advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.

## A Profitable Plan:

Who has a store merchandising plan N.Y. food advertisers really hunger for?

Who else but WINS with the adult audience you want (young marrieds!) and display space you need in the super supermarkets of over 2,000 stores including A&P, Bohack, Grand Union and Acme.

Remember, to sell food in and around New York, you need **WINS**. Your #1 media buy with the #1 merchandising plan.



#### MORE RIB-TICKLING, LESS RIB-BUSTING continued

Mumy as her young son.

The Victor Borge-Desilu Comedy Playhouse—Victor Borge will be hostnarrator-performer in this comedy anthology series of 39 one-hour programs filmed in association with CBS-TV. Jerry Thorpe supervised production of the pilot of the Desilu series.

Wake up, Stupid!—A college professor has his misadventures on campus. It's a half-hour film, and the pilot has already been screened. A CBS-TV production, this comedy is produced by Herb Brodkin and stars Larry Blyden.

Wide Open Spaces—This half-hour situation comedy starring William Windom and Patricia Breslin as a couple of farm dwellers is a spin-off from the Donna Reed Show. Todon Productions produced it in association with Screen Gems. Tony Owen produced the pilot, Jeffrey Hayden was director and Sumner Long wrote it.

Wilbur Wiggins—The adventures and misadventures, fun and games and upsets of a group of children are related in this half-hour situation comedy series produced by Selmur Productions for ABC-TV. Bryan Russell, Teddy Rooney and Tammy Marihugh are the central characters in the series. Executive producer is Selig J. Seligman. Sam White produced the pilot, written by Sam Locke and Joel Rapp at Paramount Pictures Studios; Norman Tokar is director.

The Young Men—Four young boys, two of college age and two teenagers, live on a houseboat moored at a small college town in the midwest. Revue produced the pilot. Peter Tewksbury and Jim Leighton, producer and associate producer respectively, also have written scripts for the proposed series. Mr. Tewksbury also is the creator and director of the series, which would be one-hour and is under consideration by NBC-TV.

Young Men in a Hurry—Presumably the misadventures of three singers, the parts are played by the Kingston Trio. The pilot effort of this hour show is tied to CBS-TV's consideration.

Zelda—This pilot film of a proposed new series is a spin-off from *Dobie Gillis*, a half-hour situation comedy that has been on CBS-TV for several seasons. It is produced by Rod Amateau and is a Max Shulman creation in association with CBS-TV.

#### Drama

The African Queen-Romance, comedy and adventure are mixed in this hour-long tv series Four-Star is adapting from the Oscar-winning movie of 10 years ago. Glynis Johns and James Coburn are starred.

Attorney General—The attorney general of a major city and the cases he prosecutes provide the plot material for this one-hour Four Star series produced by Jules Levy, Arthur Gardner and Arnold Laven and starring Robert Loggia.

Brave Men—Producer Lester Cowan has acquired rights to Ernie Pyle's Pulitzer prize winning stories of U.S. servicemen in World War II for a series of one-hour dramatizations. Tv rights include use of stories collected and published under Mr. Pyle's authorship in three books, one of them titled Brave Men. Hal Boyle, AP columnist, is technical advisor, and work on the series starts this month.

Rights for the series have been acquired from the Ernie Pyle Foundation, which was established by Scripps-Howards following the death of the correspondent during the last days of World War II in the Pacific.

The Commuters — Four top-name stars are to play continuing roles in this hour-long dramatic series of life in the suburbs of a metropolis. 20th Century-Fox Tv is preparing.

County General—A county general hospital is the locale of this hour-long series that 20th Century-Fox is producing in conjunction with Belmont Television, Danny Kaye's independent tv production organization. Robert Altman is directing the pilot, written by David Shaw, now before the cameras for use as an episode on *Bus Stop* before the end of this season. Frank Lovejoy and Donald May are starred.

Defiance County—David Gardner portrays a back country prosecutor in this hour-long dramatic series about the involvements of his office with the simple people of a small, quiet town. Frank Overton and Linda Bennett are also starred in this Rouse-Green Productions series, produced in association with Screen Gems. Clarence Greene and Russell Rouse are co-producers and Mr. Rouse also directed the pilot which he and Mr. Greene wrote with Gene Rodenberry. The pilot was filmed in Napa County, Calif.

The Eleventh Hour—A psychiatrist is the central figure of this hour-long dramatic series which MGM-TV is producing for NBC-TV. Wendell Corev will be the regular star, with Norman Felton as executive director. The Fairest Lady of Them All— Stories of timous immigrants whose contributions to this country helped make it great are presented in this full hour series. Title refers to the Statue of Liberty. Joe Pasternak will make his tv debut as producer of this MGM-TV series.

The Ghost Breakers—David Farrar stars as an investigator of physic phenomena in this hour-long Four Star series. Wayne Rogers as his assistant is the other continuing part.

Grand Slar-1—A sports writer, played by Murray Hamilton, seeks out the human stories behind the scenes at great athletic events. This half-hour series is being produced at MGM-TV in association with Arena Productions. Norman Felton is executive producer of the series. Pilot was written by Robert Dozier, with Buzz Kulik as director-producer.

The Human Comedy—Oscar Homolka and Joan Tetzel play the main parts in this half-hour series based on the William Saroyan motion picture, which MGM-TV will produce for ABC-TV. Pilot will be filmed as soon as the part of Homer is cast.

The Illiad and the Odyssey—The ambitious project of bringing the classic Greek epics to the tv screen is in the preliminary stage at 20th Century-Fox Tv, with tentative plans to bave it ready for the 1963-64 season.

The Law and Mr. Jones—Again starring James Whitmore, the half-hour dramas of a lawyer concerned with the troubles of the underdogs of society, return to ABC-TV April 19 with Proctor & Gamble as sponsor, with 26-week contract calling for 13 originals and 13 repeats. Janet DeGore and Conlan Carter again have regular roles in the Four Star series produced by Sy Gomberg.

Misty—There's an island off the East Coast where a herd of small wild horses live and once a year some of them are rounded up and sold. Misty is one of them in this half-hour series for 20th Century-Fox Tv, based on the feature picture made by 20th some years back. Arthur O'Connell repeats his original movie role in the tv version.

The Nurses—A head nurse and a student nurse are featured in this drama series with a city hospital locale. Shirl Conway and Zena Bethune are costars. Herb Brodkin is the producer, and John Vlahos the script writer. The pilot of the cne-hour series (already tentatively scheduled for next season) has been screened by CBS-TV. Our Town—Thornton Wilder's sentimental look at a small town of a generation ago, familiar to theatre goers for 25 years, will be translated into a tv series by Filmaster Productions, which has a script but has not cast it nor decided whether the programs should be 30 minutes or a full hour. Robert Stabler is executive producer.

Mr. Smith Goes to Washington— This half-hour series, which R. J. Reynolds Tobacco Co. will sponsor on ABC-TV, is to be produced by Columbia Pictures, which in 1939 produced the movie on which the series is based, rather than Screen Gems, tv arm of Columbia. Fess Parker stars in the series, created and produced by Hal Stanley.

Nightmare—This hour-long psychological dramatic series is based on the novel by Robert Block, adapted for tv by Barry Trivers. John Newland produces and directs for 20th Century-Fox Tv.

The Search—Adventures of a young doctor in the Medical Intelligence Division of the U.S. Public Health Service are told in this hour-long series which MGM-TV will produce for NBC-TV, with Norman Felton as executive producer, Jeremy Slate as the young medico. Pilot, in which he leaves his residency at a big city bospital to join PHS, was shown as an episode of the Dr. Kildare series.

Star Witness—This is a General Electric Theatre spin-off. Barbara Stanwyck and Lloyd Bridges starred in the pilot half-hour but other talent would be cast in the roles in a series. These would be half-hour dramas against a court-room background.

333 Montgomery Street—The adventures of Jake Erlich, noted San Francisco trial lawyer, both in out of the courtroom, are the basis of this hour-long series which MGM-TV is producing for NBC-TV. Edmond O'-Brien is starred. Pilot was written and produced by E. Jack Neuman and directed by Boris Segal.

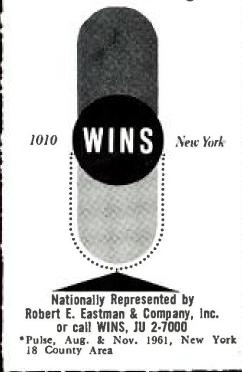
Tomorrow's Newspaper—In each week's episode of this half-hour series, a sprightly old gentleman leaves tomorrow's newspaper at the home of an individual whose reaction to what he reads is going to happen furnishes the theme of that week's program. Don Beddoe plays the series' only continuing character, the aged newsboy. Hermes, in the pilot, which starred Brian Keith and Pat Crowley, Herb Hirschman produced and Boris Segal directed the pilot, a Ralph Edwards Productions venture. Mr. Edwards is executive producer.

## A Growing Demand:

What New York station keeps on growing in two astonishing ways?

Who else but WINS, with those loyal listeners now grown to the big buying years of young marriage-and with those new young adult listeners (that great group switching to WINS today) who keep building the daily WINS total of over 3,000,000\* listener impressions every Monday through Friday, 6:00 A.M. to midnight.

Remember: to grow-go where the audiences grow!



#### MORE RIB-TICKLING, LESS RIB-BUSTING continued

Outpost—This is a spin-off from Outlaws. It's an hour show pilot that centers on three army sergeants located in the Southwest during the 1870s. It's called an "army-western" drama series and is produced for NBC-TV consideration by Frank Telford-Claude Aikens Productions.

#### Information

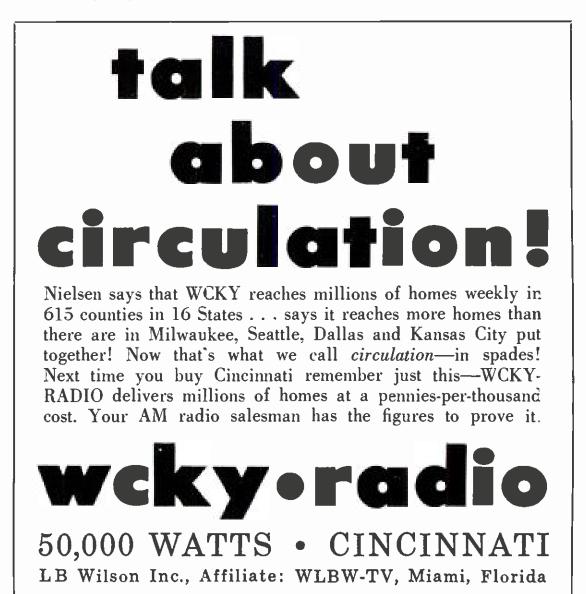
Badge of Honor—Art Linkletter stars as a recruiter or trouble shooter for the Boy Scouts of America in this half-hour series which dramatizes the problems of today's slum kids in almost documentary fashion. The pilot, broadcast on the current General Electric Theatre series was produced for Revue Productions by Stanley Rubin.

Cover Story—The worldwide organization of United Press International will provide the material for this halfhour news-feature program which 20th Century-Fox Tv will produce in conjunction with Showpac Inc., production firm headed by Alan Neuman and Sherman H. Dryer.

FDR—The Presidential Years—ABC-TV will telecast this series of an hourlong opening program and 25 half-hours which the network is producing in association with Sextant Inc. Robert D. Graff is executive producer, and Ben Feiner producer of the series. Mrs. Eleanor Roosevelt is serving as consultant. She will also appear from time to time in the series, which Arthur Kennedy will narrate and Charlton Heston speak the words of the late President Roosevelt. Alex North is composer-conductor.

Life Story—A dramatized-serialized version of stories from the files of This Is Your Life is being developed as a half-hour five-a-week daytime series by Ralph Edwards Productions in association with CBS-TV. Bob Warren will be host on this program to which various writers have been assigned. Ralph Edwards is executive producer.

The Number One—The top news events of the world, as covered by the number one reporter of the time, would be dramatized in this Filmaster Productions series for which a pilot script has been completed but not cast. Four eras, World War I, the 20's, the 30's and World War II will be covered in the series, each episode dealing with a particular report of a particular event. It is not yet decided whether the broad-



casts should be 30 minutes or one hour. Robert Stabler is executive producer.

Project Breakthrough—A wide range of scientific topics, from crime detection to medicine, will be covered by this half-hour documentary series to be produced by Jack L. Copeland, executive producer of Allied Artists' Informational Films Div. Malvin Wald is writing the script of the pilot, to be filmed the latter part of February.

*Psychic*—Peter Harkos provides examples of extra-sensory perception and other psychic phenomena in this half-hour modern version of the old fash-ioned mind-reading act. John Newland moderated the pilot, taped Dec. 8, 1961, by Paramount Tv Productions at KTLA (TV) Los Angeles.

The Red Report—This series of 130 five-minute films will provide factual up-to-date reports on different facets of communism with Herbert Philbrick, undercover agent for the FBI whose exploits were dramatized in the *I Led Three Lives* tv series, in the role of lecturer. Series is being produced by Dial-O-Program Inc., Columbus, Ohio. It will be available for regional or national sponsorship about May 15 through Lynn Tv Enterprises Inc., New York.

Seven Seas—Jack Douglas is host and producer of this new series of half-hour travel programs, fully filmed in color. The series is now in production around the globe.

Speaking of People—The human side of the news is presented through interviews on this half-hour program with people who have made headlines or will make them. Ralph Edwards Productions is producing for Ogilvy, Benson & Mather for Lever Brothers to sponsor as a possible summer replacement for the Jack Benny Show. Ralph Edwards is executive producer.

A Walk Across the Land—Ralph Edwards travels across America, finding our nation's true meaning in the places he visits and people he meets in this series of one-hour specials. A highbudget program, with an entertainment format and name performers as guests, this Ralph Edwards Productions series is designed to rekindle national pride and patriotism.

The Women in Their Lives—Noreen Nash interviews wives of famous men on their contributions to their husbands' success in this half-hour series, produced by Van Hall for Hall-Nash Productions and taped by Paramount Tv Productions at KTLA (TV) Los Angeles. Pilot was taped Nov. 11, 1961.

#### Sports

Championship Tennis-This weekly half-hour featuring the leading amateur tennis players of the world in matched competition is ready to be introduced by Walter Schwimmer Inc., Chicago, producer of Championship Bowling and Championship Bridge. New series will feature tennis authority Don Budge as narrator.

\$100,000 Hole in One-This halfhour novelty golf game played for prize money, is produced by Jesse H. Martin and Fred Briskin in association with Mitchell J. Hamilburg. The pilot, filmed Jan. 30, 1961, featured Dal Finsterwald and Mike Savachak.

Spotlight '500'—The new color series of seven one-half hour films is based on the Indianapolis Memorial Day 500mile race and is being offered by Sportlite 500 Films, Chicago. Initial film is from last year's race; additional shows will be based on this year's event.

Touchdown!----Teams of four football passers from the National Football League will compete in throwing contests for cash prizes in this half-hour series for which Filmaster Productions has completed the pilot. Two teams compete each week, the winning team returning the following week. Fritz Goodwin is the producer, Robert Stabler the executive producer.

#### Western

The Plainsman-One of the few hour westerns being talked about for next season's "list." As yet, the pilot has not been produced by Revue Productions which reportedly has talked to ABC-TV about the script that would be in the Wagon Train tradition.

The Virginian — The Owen Wister novel, which some 60 years ago started the Western craze, will come to television as a 90-m nute color series which Revue Productions is making for NBC-TV in color. Richard Irving is executive producer.

#### Other shows

Al Gilbert Show-This half-hour dance instruction program was taped last year by Paramount Tv Productions at KTLA (TV) Hollywood for Al Gilbert Productions, which is producing the program in association with the Mitchell Hamilburg Agency.

Elmer The Elephant-Elmer is a puppet, but his friends in a new weekly half-hour color series ready to be marketed by Walter Schwimmer Inc., Chicago, will be live circus animals and acts. John Conrad is host.

Humantics-A panel of celebrities trying to identify film clips is the basic plan of this half-hour series which Railways Inc. has sold to CBS-TV. Jim Backus, Pat Carroll and other performers will comprise the panel and George Fenneman will act as master of ceremonies for the program produced by Buzz Blair, with Wilbur Stark as executive producer. Pilot was taped by Paramount Tv Productions at KTLA (TV) Los Angeles.

Star Route U.S.A.-Charlie Williams, Molly Bee and Billy Strange are the featured personalities in this half-hour program of country and western music being produced by Atlas Productions with Clifton Westin as producer. Pilot was taped in December by Paramount Television Productions at KTLA (TV) Los Angeles.

TV Tonight—Dennis Weaver playing the guitar and singing a little would star in this weekly hour-long musical variety show supposedly taking place in a small mid-western town. A singer and a dancer would be regulars on the program, which would aim at getting a group together like that of the Garry Moore Show, with occasional guest stars. Bob Banner would be executive producer for Bob Banner Assoc. of this television series which is still in the talking stage.



Comedian Jack Carson and singer Margaret Whiling watch Master Electrician Dave Melaney demonstrate the theatre's new SOLITROL "200" system.

#### SOLITROL lighting control opens at Circle Arts Theatre



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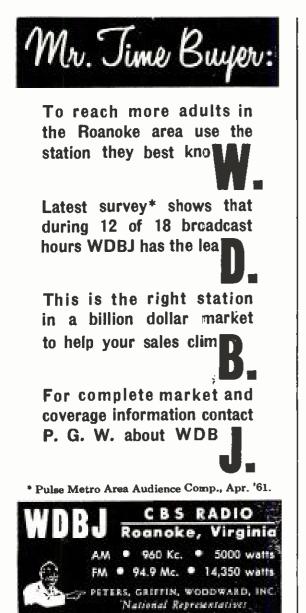
BROADCASTING, February 19, 1962

#### Continued from page 70

censee fees should be mandatory [on all agencies] and as broad as the range of federal licensing itself," he said.

**Earlier Proposal** • Last summer, Chairman Minow proposed a fee schedule designed to recoup the entire annual congressional appropriation for the FCC's operations (BROADCASTING, July 10, 1961). It would have levied a 0.4% fee on gross revenues of all commercial stations and would have charged \$600 for a new tv station after granted. New am and fm stations would have been charged \$300. This proposal was scuttled last fall and at that time the staff was instructed to come up with the rulemaking issued last week (CLOSED CIRCUIT, Oct. 9, 1961).

In January 1954 the commission first proposed to charge fees and at that time asked for comments. Technically, that rulemaking has been outstanding since and the FCC last week officially withdraw that plan. It met considerable opposition in Congress and the Senate Commerce Committee adopted a resolution telling the FCC to take no further action pending action by Congress. That resolution expressing the "sense of the Senate" still is considered valid by some, although Chairman Minow obtained concession from chairmen of in-



dividual House and Senate Commerce Committes that the FCC has the legal authority to proceed on its own (CLOSED CIRCUIT, Oct. 2, 1961).

In asking for comments last week, the commission cited as authority the Independent Offices Appropriations Act of 1952 stating that recipients of special benefits from federal agencies should pay a reasonable charge. Also outstanding is a 1959 Budget Bureau directive urging all agencies to "set forth some general policies for developing an equitable and uniform system of charges..."

Fees Elsewhere • To date, no other agencies have acted on either directive, although the charging of fees by regulatory agencies is not without precedent. Currently, the Securities & Exchange Commission and Federal Reserve Board charge users fees.

There are strong objections both within the FCC and Congress against the FCC moving ahead in the fee area on its own without an across-the-board directive for all agencies to follow. In dissenting last week, Commissioner Cross said any fees should be instituted through congressional legislation. Commissioner Ford, in the past, has pointed to the Senate resolution in opposing any move by the FCC to institute a fee plan independently.

Many feel, also, that if a licensee pays a fee for the privilege of using the spectrum it would give him an inherent property right, something he does not presently have.

It is known that those who favor the FCC plan have been striving to get other agencies to institute similar actions. The Budget Bureau said some time ago it planned to supplant the 1959 directive issued under the Eisenhower administration but none has been released.

Numerous bills have been introduced in past Congresses which would authorize the FCC and other agencies to charge fees. In the current Congress, Rep. J. Arthur Younger is the author of a measure (HR 1118) designed to accomplish that purpose.

#### All-channel set fight opens in Congress PASTORE WILL HEAR MINOW, COLLINS, STANTON

The legislative battle over the FCC's request for all-channel set legislation as a means of fostering uhf television begins in the Senate this week, moving over to the House on March 5. There, it will spread out to include the controversy over another FCC proposal to assist uhf—the deintermixture of eight markets by removal of their vhf single channels.

FCC Chairman Newton N. Minow will be lead-off witness tomorrow (Tuesday), as the Senate Communications Subcommittee of Sen. John O. Pastore (D-R.I.) starts hearings on the commission bill (S 2109) that would empower the FCC to require set manufacturers to build only television receivers capable of receiving both uhf and vhf.

NAB President LeRoy Collins and CBS President Frank Stanton are scheduled to follow Mr. Minow to the witness table. Others expected to testify are L. M. Sandwick of Electronic Industries Assn.; Lester Lindow, executive director, and Ernest Jennes, legal counsel, of Assn. of Maximum Service Telecasters, and David Stewart, director of the Joint Council on Educational Television, as of late Thursday, ABC and NBC had not indicated whether they would be represented by witnesses or would simply submit statements for the record.

In the House, the matter will come before the full Commerce Committee, headed by Rep. Oren Harris (D-Ark.). And when that committee goes to work, it will have 10 bills before it and so has scheduled five days of hearings. Besides the commission proposal (HR 8031, in the House version), it will consider nine others aimed at blocking, temporarily or permanently, the commission's plan to delete vhf channels in the eight markets marked for deintermixture.

All-channel Feature Included • Five of these measures, however, also provide for all-channel sets as an alternative method of encouraging the growth of uhf television (HR 9267, HR 9277, HR 9291, HR 9293, and HR 9322). All of the anti-deintermixture proposals were introduced by congressmen whose home districts would be affected by the commission's proposal.

At the Pastore hearings, the only outright opposition to the commission'sbill is expected from EIA, which has twice gone on record against it. Mr. Sandwick, staff director of EIA's consumer products division, it is understood, will argue tomorrow that uhf's failure to date is not due to any lack of uhf sets—the view repeatedly stressed by the commission in support of its bill.

All three networks have gone on record in support of the FCC proposal, at least in principle. NAB and AMST favor the concept also, but as it is expressed in the five House bills rather than in the commission measure. They endorse the anti-deintermixture feature of the House bills. AMST, in addition, favors their more restricted language in dealing with tv-set standards. The House bills merely authorize the commission to require manufacturers tobuild sets capable of receiving all 82 channels. The FCC bill would authorize the commission to prescribe minimum performance capabilities, without limiting that authority to all-channel sets. The only restriction in the bill is that standards prescribed by the commission be required by the objectives of the Communications Act.

## WTTV plan to move gets ABC support

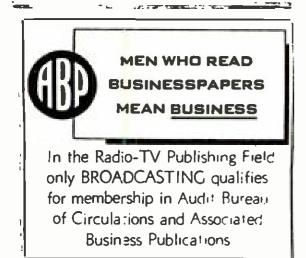
An FCC proposal to shift WTTV (TV), ch. 4 Bloomington, Ind., to Indianapolis as that market's fourth vhf outlet, was endorsed last week by ABC and by Sarkes Tarzian, licensee of WTTV, which had requested the rulemaking (BROADCASTING, Jan. 22, Dec. 11, 1961). WISH-TV Indianapolis (ch. 8) opposed the plan, labeling it as a maneuver by WTTV to secure network affiliation while the disposition of ch. 13 there--WLW1 (TV)---is being litigated before the commission.

There was little support for the inquiry in the rulemaking on whether the fourth channel should be reserved for educational use. The National Educational Radio & Television Center, which had requested additional time for comments, did not file and does not intend to file, according to its attorney.

Mr. Tarzian said the move is necessary for WTTV because Bloomington is economically unable to support a tv station. WTTV has lost money each year since 1957 and has a four-year total loss of \$1,176,000, the station said.

Out of fairness to "one of the pioneers in the television field," the FCC should permit WTTV to move its transmitter site to :he Indianapolis antenna farm, Mr. Tarzian said. WTTV went on the air in 1949.

No showing has been made that Indianapolis' educational community can or will utilize a vhf channel, Mr. Tarzian said. He added that if an etv channel is deemed necessary by the FCC, a hearing should be held to determine which of the four channels it should be. Mr. Tarzian also advanced



#### **Capitol Hill changes**

There are some new faces among the members of the communications subcommittees of both the Senate and House Commerce Committees. Sen. Kenneth B. Keating (R-N.Y.), who was named to the Senate Commerce Committee after the death of Sen. Andrew Schoeppel (R-Kan.), (BROADCASTING, Feb. 5), has replaced Sen. Hugh Scott (R-Pa.) on the Communications Subcommittee. Sen. Scott moved over to Commerce's Aviation Subcommittee, filling the vacancy created by Sen. Schoeppel's death.

And in the House, Rep. Victor R. Kornegay (D-N.C.), who replaced Rep. John J. Flynt Jr. (D-Ga.) on the Commerce Committee (AT DEADLINE, Jan. 22), has also taken his place on the Communications Subcommittee. Rep. Robert W. Hemphill (D-S.C.) has succeeded Rep. Flynt on the Regulatory Agencies Subcommittee. Rep. Flynt resigned from Commerce to take a seat on the Appropriations Committee.

reasons why he thinks it should not be WTTV.

ABC Favors Move . ABC said that while it is particularly concerned that major markets get at least three fully competitive tv channels, it always favors expansion of tv competition. Indianapolis, as the 33rd largest tv market, should be able to support four stations, provided they each have competitive facilities, but WTTV is at a disadvantage by being located 30 miles from the city, ABC said. If WTTV is allowed to move, it should continue to provide good tv program service, but if it remains in Bloomington financial conditions could force it to go off the air and service would be lost, ABC said.

WISH-TV claimed WTTV is having financial troubles, not because of its location but because it has no network affiliation. WTTV now is in the position of any unaffiliated station in a fourstation market, WISH-TV said: its proposal is a ruse to get a network affiliation. WISH-TV agreed with earlier comments by WFBM-TV Indianapolis that shifting ch. 4 there would deprive Bloomington of its only tv outlet for local self-expression and that WTTV's signal from Indianapolis would overlap with that of a second Sarkes Tarzian station, WFAM-TV Lafayette, Ind.

WISH-TV said that the FCC could appropriately conclude that ch. 4 should be shifted to Indianapolis and reserved for educational use, "although, of course, grave substantative and procedural questions would be raised in connection with the implementation of such a determination."

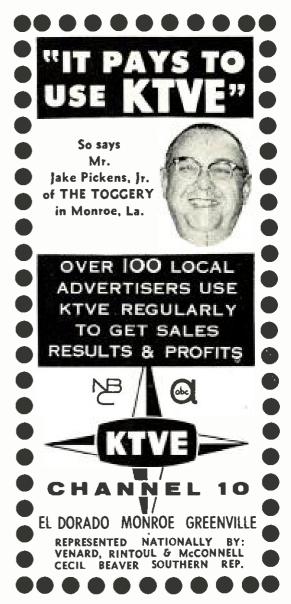
## FCC tells WLBW-TV to file for license

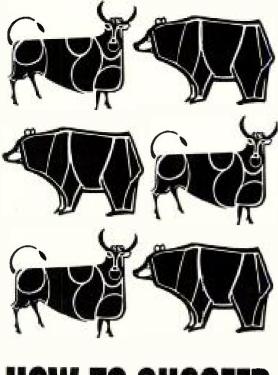
WLBW-TV (ch. 10) Miami was ordered by the FCC last week to file an application for its license no later than March 20.

Beginning on that date and until May 21, competing applications may be filed for the ch. 10 facility the FCC said.

A commission spokesman said last week's move was made to carry out terms of the grant of ch. 10 to L. B. Wilson Inc., permittee of WLBW-TV, which provided that the original license would be for a period of four months only. In effect, the FCC order begins the four-month period for WLBW-TV although it still is operating under a construction permit, the FCC official said.

Wilson was awarded the Miami channel after a 1957 grant to Public Service Tv Inc. (WPST-TV) had been revoked by the FCC for *ex parte* contacts. In addition, the two other original applicants along with WPST-TV were disqualified leaving L. B. Wilson





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THE CBS OWNED STATION IN PHILADELPHIA



the only eligible applicant for ch. 10 (BROADCASTING, July 18, 1960).

Public Service used all legal steps to retain its ch. 10 operations, including an appeal to the Supreme Court (which the court refused to consider). After repeal avenues had been closed, the FCC ordered WPST-TV off the air and put WLBW-TV on ch. 10, effective last Nov. 20 (BROADCASTING, Nov. 27, 1961). At that time, the commission gave WLBW-TV special temporary authority to operate until this Tuesday (Feb. 20). That authority was extended last week for an additional 90 days.

The commission made it plain at the time L. B. Wilson's application was

granted that competing applications would be considered after the original four-month license period.

At the time it went off the air, WPST-TV President George Baker (the station was owned by National Airlines) indicated that Public Service would refile for the channel. Others also are reported preparing applications.

WLBW-TV currently has an application pending at the Federal Aviation Agency for clearance of a proposed 1,049-foot tower. Such approval is necessary from the FAA before the FCC will act on the new tower. Commissioner Rosel Hyde dissented and Commissioner T. A. M. Craven abstained.

### **MICROWAVE DENIAL CITES ECONOMICS**

#### Harm to local tv can and must be considered, catv told

An application for common carrier microwave facilities to bring distant tv signals to catv systems in three Wyoming cities was denied by the FCC last week on the grounds a grant would result in the financial failure of the only local tv station serving the area.

In so doing, a five-man commission majority ruled that it can and must consider the economic impact such a grant would have on the local station in this instance, KWRB-TV Riverton, Wyo. This is believed to be the first time the FCC has denied a grant of any kind on grounds an existing broadcast station will be forced off the air.

Upholding staff instructions issued two months ago, the FCC rejected the application of Carter Mountain Transmission Corp. for microwave stations to deliver tv signals to catv systems in Thermopolis, Riverton and Lander, all Wyoming (BROADCASTING, Dec. 18, 1961). Carter sought the new facilities for off-the-air pickup of KOOK-TV and KGHL-TV, both Billings, Mont.; KTWO-TV Casper, Wyo., and KID-TV Idaho Falls, Idaho.

Commissioner John S. Cross termed the majority decision a "bad law" in his written dissent. Commissioner Robert T. Bartley did not participate. In a similar case, the FCC last week enlarged a hearing on the application of Collier Electric Co. for license renewal of microwave stations servicing catv to determine the financial impact on KSTF (TV) Scottsbluff, Neb. Commissioner Cross also dissented in this action, as did Commissioner Bartley.

Authority to Act - The FCC rejected the argument of its own Common Carrier Bureau that it could not consider the effect on KWRB-TV of the grant of Carter Mountain's application. "We do not agree that we are powerless to prevent the demise of the local tv station . . . nor do we agree that the commission's expertise may not be worked in this instance to predict this ultimate situation," the decision said.

Despite the fact KWRB-TV would "strive harder," the FCC said, the station would find it more difficult to sell its advertising if the catv pattern is changed as proposed by Carter Mountain. "This situation together with facts of record results in our judgment that the demise of this local operation would result," the decision stated.

The FCC said a grant of the microwave would permit the rendition of better catv signals, but at the expense of destroying KWRB-TV's rural coverage. "A grant of this application will not contemplate an extension of coverage for the entire area included in KWRB-TV's contours since it is too costly for catv to enter the rural areas," the FCC said. "Thus, the rural people would be left with nothing at all. This is not a true competitive situation where one or the other of the applicants would render the service."

Therefore, the commission said, after weighing the public interest involved in Carter's improved facility against the loss of the local station, "it must be concluded beyond peradventure of a doubt," the need for the local service offered by KWRB-TV is greatest for the public interest.

An Earlier Grant • The Carter application originally was granted by the FCC in April 1959 without a hearing. However, KWRB-TV filed a protest and the grant was stayed pending a hearing. Last May, Hearing Examiner Walter Guenther recommended a grant to Carter Mountain and ruled that the impact upon KWRB-TV is of no legal significance.

After the initial decision, the NAB (by request) was made a party to the case and argued on behalf of the KWRB-TV position that it would suffer fatal financial harm by the contemplated microwave grant. Catv systems

#### Ike again cites power of tv debates

Former President Eisenhower last Thursday again said he could not "think of anything worse" than for the incumbent President to debate with his challenger.

In the third and final episode of the series on CBS Reports (10-11 p.m. EST), the former President said in reply to questions by Walter Cronkite that television "has had an almost revolutionary influence" on presidential campaigning. He predicted there would be less traveling by candidates in the future and that tv would carry the burden of the campaigns.

As to the debates, he said the voter liked to make up his own mind after hearing and seeing the candidates.

President Kennedy already has stated he is willing to debate his Republican opponent in 1964. Legislation to exempt presidential and vice-presidential, and possibly other

currently are operating in Thermopolis, Riverton and Lander and have been for several years. KWRB-TV formerly was on the cable system but is not at the present time.

In denying the Carter application, the commission said its action would not precluce Carter refiling when a showing can be made that it will not duplicate the KWRB-TV programming and that the local station's signal will candidates for federal office, from the equal-time requirement of the communications act is expected to pass at this session of Congress, with White House endorsement.

Gen. Eisenhower said he not only favored but enjoyed his news conferences during his White House incumbency. Contrary to the notion that he didn't relish meeting with newsmen, he said the conferences constituted "some of the more pleashalf-hours" he spent at the White House.

Mr. Eisenhower said there should be no restraint of the press in peacetime. But, he added, that to print a "scoop" that "might do injury to the nation's welfare" was "reprehensible."

He thought that news competition had placed "too great an influence" on news gathering and could be "inimical" to our best interests.

be repeated by the catv system.

Only by Law • In his dissent, Commissioner Cross pointed out that the FCC has asked Congress for the power to regulate catv systems to some degree and that the problem should be handled in that fashion—through legislation. "The relief [for KWRB-TV] . . . sets an undesirable precedent that is against the best over-all interests of the broadcasting industry," he said.

### **COMMENTS START ON DEINTERMIXTURE**

#### Vhf better, say opponents; proponents charge delay

A sampling of the comments that may be expected in bulk when the deintermixture comments are due today (Monday) were received by the FCC last week.

Foes of the plan to delete vhf channels in eight cities to make them alluhf emphasized that uhf coverage is technically not as extensive as vhf and questioned whether the commission would contemplate decreasing service. Deintermixture advocates claimed the process is the only way to assure competitive conditions in certain markets and claimed that their opponents were using unfair influence in mustering congressional and "citizen" campaigns to block de ntermixture; they said this amounts to *ex parte* influence.

WIS-TV Columbia, S. C., ch. 10 said that Columbia as capital city and centrally located focal point "requires and merits the wide coverage available only from vhf." The station said there is no potential "uhf island" in central South Carolina. It added that uhf propagation characteristics are not favorable to the WIS-TV area.

The station claimed that deintermixture of Columbia would shrink its importance as a tv market to the point where it would be smaller than the smallest existing three-station markets; that the failure of deintermixture in Columbia, rather than fostering and developing uhf would give uhf "another 'black eye.'"

Statutory Mandate = As to the FCC's established goal for deintermixture providing "balanced competition" — WIS-TV argued that the FCC's statutory mandate to provide a television service for all the people, to provide a choice of services and equitable distribution of facilities takes precedent over competitive considerations.

WIS-TV enumerated the markets in which comparatively successful uhf service has been established. WIS-TV said Columbia is not comparable to these areas because: (1) it has heavy penetration of outside vhf signals (2)

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#### Collins accepts service award for radio-tv

The radio and tv industry was honored last week for "encouraging and promoting the employment of the physically handicapped" when President Kennedy (r) presented a Distinguished Service Award to LeRoy Collins (c), president of NAB, in a White House ceremony, which included Maj. Gen. Melvin J. Maas (1), USMCR (Ret.), chairman of the President's Committee on Employment of the Physically Handicapped. During the past decade, broadcasters have donated more than \$50 million worth of public service time to this cause and the donated time is still running at \$5 million a year.

terrain is not suitable (due to a enveloping evergreen forestation) and (3) it does not have a concentration within a small metropolitan area which could be expected to provide its economic support.

Should the FCC decide to proceed with deintermixture of Columbia, WIS-TV is entitled to a full evidentiary hearing on the proposal, the station claimed.

The massive WIS-TV comments included exhibits of the educational, public service, news and locals programs which would be adversely affected by shifting the station to uhf. Engineering exhibits were submitted to demonstrate that WIS-TV's coverage area would be sharply diminished if it is moved to the upper band and that certain areas would be without tv service.

Union Suits • Opposing views were expressed by two locals of the National Assn. of Broadcast Employes & Technicians. Each local seemed to reflect the viewpoint of the predominant station in its area. The Erie, Pa., local of NABET, where WICU-TV is faced with deletion, opposed deintermixture: it said the deletion would considerably shrink the size of the Erie tv market and bring further unemployment to an already economically depressed area; that with loss of program revenue, local programming would be cut back; that the Erie terrain is unfavorable for the propagation of uhf signals, and that the FCC's New York City experiment should be completed to make certain that uhf is successful in difficult terrain before imposing uhf on other markets.

The Erie local of the American Federation of Tv & Radio Artists advanced similar arguments in opposition to deintermixture.

In Springfield, Mass., where uhf stations are dominant, the NABET local supported deintermixture, pointing its comments at deletion of ch. 3 Hartford, Conn., WTIC-TV. That local said the FCC has been shown that vhf and uhf stations cannot exist side-byside. It said it agrees with the FCC that development of uhf should have the agency's highest priority and that deintermixture is the solution.

Said the Springfield local: "Job opportunities and employment security can come about only through a greater number of stations." It said deintermixture would assist competitive equality which in turn would encourage development of new uhf stations. The union also criticized "the entrenched vhf stations" for enlisting national political support for retention of their

channels. It said this amounted to ex parte influence.

**Pressure Cited =** WATR-TV Waterbury, Conn., uhf station also criticized the campaign to have the state congressional committees bring pressure to bear on the FCC "by one of the commission's licensees" against deintermixture of Hartford. WATR-TV supported statements by other uhf licensees and the results of the study commissioned by the Committee for Competitive Television (BROADCASTING, Feb. 12).

Rep. Vernon W. Thomson (R-Wis.) Friday presented the FCC a series of petitions protesting the proposal to delete ch. 3 WISC-TV Madison, Wis. Included were his personal comments which called the proposal a "discriminatory action" and strongly opposed what he considers loss of service beyond any compensatory gains.

Rep. Thomson placed emphasis on alleged loss of service to rural areas from the frequency switch. He said the FCC should not proceed until it knows the results of the New York uhf experiment and the fate of its all-channel receiver legislation before Congress.

The Committee to Preserve Rural Television in the Madison, Wisconsin Area pointed to over 32,000 signatures from rural viewers imploring the FCC not to delete WISC-TV. It said that if the station is moved to the higher band, people in the Madison area will be deprived of "the many benefits—informational-cultural-educational-news and entertainment—which television brings to their fellow-Americans all over the United States."

**Farmers Oppose** • The National Farmers Union opposed deintermixture, claiming that uhf has a range of only 30-40 miles and that vhf coverage is 55-65 miles; therefore people in rural and outlying areas are deprived of coverage through deintermixture.

The farmers union quoted FCC testimony before a House committee where it said deintermixture is a shortterm remedy and not a final solution to the allocations problem. If this is true, why instigate these proceedings, NFU said.

Rep. Peter H. Dominick (R-Colo.) added his voice last week to others of his state's members of Congress in opposing deintermixture. He said he can see no reason for either selective market deintermixture or a shift to all uhf. He said if the FCC feels this is necessary, it should turn the matter over to Congress for legislation and hearings by appropriate committees, such as the House Commerce Committee.

William L. Putnam, WWLP (TV) Springfield, Mass., chairman of the Committee for Competitive Television, a group of uhf stations, last week blasted the FCC's emphasis on allchannel receiver legislation. He said it is a delaying tactic by vhf operators to avoid deintermixture.

"Suddenly everyone, including the fat-cat vhf operator, is for all-channel legislation," he said, "Why? It is obvious to the Haves that such legislation is preferable to deintermixture and they feel if they can delay the legislation long enough perhaps the deintermixture proceedings will just go away."

#### FCC relaxes policy on new fm grants

The FCC's temporary policy on new fm grants was modified last week to make it more flexible, the commission announced.

The FCC has relaxed its interim fm processing procedure, in force pending the final decision on the proposed overhaul of the fm broadcast service, to (1) allow consideration of certain applications involving mutually prohibitive (1 mv/m) interference and (2) provide a simplified way to predict interference contours from points less than five miles from a specified transmitter site.

Under the original interim procedure adopted last Dec. 6, no application would have been considered if it had received 1 rhv/m interference from an existing station or caused such interference to another station, existing or proposed (BROADCASTING, Dec. 11, 1961).

Under the modification such applications, instead of being returned forthwith, may be designated for hearing if (1) the interference involved exceeds the 1 mv/m level; (2) applications meet the interim requirements in all other respects. In short, such competing applications would be designated for hearing where the end result would be to grant one or more of them, the FCC said.

Inch, Not a Mile = At the same time it relaxed the interim policy, the commission, Commissioner John S. Cross dissenting, in separate actions denied petitions for its reconsideration. Requesting reconsideration were FM Unlimited, a Chicago firm, and several other applicants in hearing. The FCC denied a petition by WNIB (FM) Chicago, asking the commission to waive the procedure and grant its application to operate with an effective radiated power of 36 kw instead of the maximum of 20 kw allowed by the proposed new fm rules and, in consequence, by the interim policy.

The 20-kw limitation was selected after "careful consideration" in which it was found desirable to permit the continued development of fm and, at the same time, to maintain a "workable area for [interim] decision."

### HOUSE-HUNTING FOR FCC Industry group to push for new agency building to end commission status as federal stepchild

The FCC, which has occupied borrowed space in Washington since its formation in 1934, will have a headquarters building of its own in Washington's government complex if a committee organized last Thursday has its way (CLOSED CIRCUIT, Feb. 12).

Meeting at the call of Harold E. Mott, president of the Federal Communications Bar Assn., the committee representing practitioners before the FCC as well as trade associations and organizations identified with all classes of licensees, decided to pursue the headquarters project. Formally adopted was a motion offered by Governor LeRoy Collins, president of the NAB, that the committee set the general objective of procuring a new building in lieu of present allocated space in the Post Office Building and at three other temporary locations.

James D. Secrest, executive vice president of Electronics Industries Assn., was named chairman of a task force to explore the project with the General Services Administration and with other agencies.

Chairman Mott reported that he had discussed FCC's housing situation with Chairman Newton N. Minow and others at the FCC. The FCC now occupies a total of 163,000 square feet of space in four buildings. Its projected requirements for 1970 are approximately 200,000 square feet.

Neville Miller, Washington communications attorney and former NAB president, who is chairman of the Redevelopment Land Agency, charged with redevelopment of the downtown Washington area, outlined its plans to the committee, including those for government space.

Attending the meeting, in addition to those mentioned, were: Lt. Gen. Clovis E. Byers (USA-Ret.), vice president, General Telephone & Electronics Corp.; Alfred R. Beckman, vice president, American Broadcasting Co.; Stephen J. McCormick, vice president, Mutual Broadcasting System; Edward F. Lorentz, president, Assn. of Federal Communications Consulting Engineers; William G. Harley, president, National Assn. of Educational Broadcasters; E. J. Girard, International Telephone & Telegraph Co.; John S. Anderson, president, Aeronautical Radio Inc.; Peter B. Kenney, vice president, National Broadcasting Co.; Theodore F. Koop, vice president, Columbia Broadcasting System: Gordon Gray, president of Broadcast Pioneers and WKTV (TV) Utica, and Sol Taishoff, president,

BROADCASTING Magazine.

J. Leonard Reinsch, vice chairman of the organizing committee and executive director of the Cox radio and television stations, Atlanta, and E. B. Crosland, Washington vice president, American Telephone & Telegraph Co., were unable to attend because of prior commitments but advised Chairman Mott they would serve on the committee.

#### Full uhf use unlikely to glut tv, says Ford

Fears that full use of uhf in television may result in "overpopulation" of the tv spectrum has been challenged by FCC Commissioner Frederick W. Ford.

If the demands of the educators are met, Mr. Ford says in an article in the Feb. 24 issue of Tv Guide, "only a little more than 700 assignments for commercial stations will remain." This would fill "the gaps" needed for healthy competition, Mr. Ford says, and most of the new stations would probably be established in areas with inadequate present service.

This move would relieve the "pressure" for more government concern with networks and programming and would tend to preserve the broadcasting freedoms "that we all cherish," he said.

Mr. Ford said the all-channel set legislation asked by the FCC would not render present tv receivers obsolete. These could be used as before, with a uhf converter if necessary. Over the years, however, as new tv receivers are purchased, the public could receive all tv stations, whether on vhf or uhf.

## KWTX-TV wins request for new power, antenna

The FCC gave in last week to an application by KWTX-TV (ch. 10) Waco, Tex., to increase power and antenna height (CLOSED CIRCUIT, Feb. 5) and granted it without hearing. The hearing was ordered on possible duopoly because of 29% ownership of KWTX-TV by the LBJ Co., which owns KTBC-TV Austin, Tex., and on possible duopolyoverlay because KWTX-TV owns 50% of KBTX-TV Bryan, Tex., (BROADCAST-ING, Sept. 25, 1961).

The station requested reconsideration after the hearing was set and explained the ownership arrangements are such that no duopoly would exist when KWTX-TV operates with greater power and a taller antenna.

## HOTTEST COMBINATION IN BROADCASTING

SPOTMASTER Cartridge Tape Recorder/Playback Model BE-500



More than 500 Radio and Television stations in the USA and nearly 100 stations in Canada; Mexico, Australia and European countries are now equipped with Spotmaster.

SPOTMASTER recording and playback units are specifically designed for the Radio-Television broadcast industry to fill the need for tight and profitable programming of spots and commercial announcements through the use of continuous loop tape cartridges and electronics pulse cueing. The task of cueing, rewinding and threading of conventional tapes is eliminated. Just insert a cartridge, push a button and your spot is on the air. Available in both monophonic and stereophonic models. For more information -write or call today.

SOLD NATIONALLY BY: Visual Electronics Corp., 356 W. 45th St., N.Y., N.Y. Richard H. Ullman Inc., 1271 Ave. of the Americas, N.Y., N.Y.



## Government and newsmen argue Fuller case

#### FOCAL POINT IS PRIOR OFFICIAL CONSENT TO REPORTS

The federal government has moved for the first time against a news service because it furnished radio stations with information garnered by listening to police and fire radio calls.

The suit was brought by the U. S. attorney in San Francisco against Kenneth G. Fuller, who operates the Broadcaster's News Service in the Bay area. A motion to have the suit dismissed was denied by U. S. District Judge Oliver Carter two weeks ago (AT DEAD-LINE, Feb. 12).

Judge Carter said the issues raised by Mr. Fuller in his motion to dismiss were not strong enough. "Freedom of the press, like all other freedoms granted in the First Amendment, is not an unlimited, unrestricted absolute right," he said in response to that one point.

Mr. Fuller has announced he will appeal that ruling.

The suit was filed against Mr. Fuller in April 1961. In its complaint, the government charged that Mr. Fuller violated Sec. 605 of the Communications Act by divulging the contents of police and fire communications to KEWB Oakland, Calif. Seven counts were specified. They include such reports as a holdup in progress in a San Francisco hotel, a shooting taking place in Redwood City, a fire in Oakland, and a report that a bomb had been placed in a San Jose high school. All took place in October 1960.

Statutory Base • Sec. 605 of the Communications Act forbids the interception and divulgence without permission of information carried by radio communications not intended for the general public. It also covers wire communications. It has been invoked many times against wire tapping, but not until now against a news service.

Government sources said that Mr. Fuller was warned he may be violating the law after complaints were received from enforcement agencies in the Bay area. It was suggested that he make arrangements with police, fire and sheriff's offices in the area, When he refused, the charges were filed.

Until 1953, enforcement of Sec. 605 was in the hands of the FCC. It was in that year that enforcement was taken over by the Dept. of Justice.

Besides prosecutions for wire tapping, the section has been invoked against tow-truck service companies and private ambulances. The first offense is a misdemeanor, calling for a \$10,000 fine and/or a year in jail. Subsequent offenses are considered felonies, and provide for \$10,000 fines and/or two years in jail.

Among those who have expressed support for his battle, Mr. Fuller said, are John Colburn, chairman of the freedom of information committee of the American Society of Newspaper Editors; William Monroe, president, Radio & Television News Directors Assn.; Frank Starzel, general manager, The Associated Press; William Small, chairman of the freedom of information committee, Radio & Television News Directors.

## Multiple STL use made final by FCC

The FCC last week made final its rulemaking to permit am, fm and the aural portion of television signals to be carried by the same studio-transmitterlink and intercity relay facilities.

The new rules, which had been proposed last summer (BROADCASTING, July 31, 1961), provide that:

• Aural STL facilities (am, fm and tv) are now consolidated in a single category called "aural broadcast STL stations."

• Aural intercity relay stations are similarly categorized in one group.

• STL and intercity relay stations may now multiplex aural programs to more than one class of station operated by the same licensee.

In this way, a licensee with am, fm and tv facilities at a common transmitter site, programming at a common studio location, may now use a single radio channel to service all three operations. Such facilities may also be used by him to service stations operated by other licensees, but only if his own station or stations are being thus served as well. However, the revised rules provide for privately operated intercity relay systems, and in this respect they differ from the original proposal of last July.

## Rybutol ads called false by FTC examiner

Tv and radio commercials for Rybutol, claiming virtues for the vitaminmineral product in treating tiredness, loss of a sense of well-being, loss of happiness and a feeling of age-were branded as false last week by a Federal Trade Commission hearing examiner. The examiner's initial decision, which may be upheld or reversed by the FTC membership, followed a hearing based on the agency's 1960 complaint against Lanolin Plus Inc., owner of Rybutol. Part of the case involved the question of whether the FTC could proceed against Rybutol when a previous owner of the product had accepted a st\_pulation in 1954. The examiner ruled that the FTC could properly do so.

#### WPTV gets FCC okay to move toward Miami

WPTV (TV) (ch. 5) West Palm Beach, Fla., received FCC authority last week to move its transmitter site toward Miami and increase antenna height from 545 to 990 feet. The move was approved over the protests of two Miami stations, WTVJ (TV) (ch. 4) and WCKT (TV) (ch. 7).

Under the commission's order,

WPTV will move its transmitter from a site 2 miles north of West Palm Beach to a location 12 miles southwest of that city. Miami is 55 miles south of West Palm Beach and WTVJ maintained that any move of WPTV should be to the northwest, where there are white areas, rather than toward Miami, which they said is already well-served. The FCC rejected this argument and denied the WTVJ protest, which was supported by WCKT.

The second West Palm Beach station, WEAT-TV (ch. 12), has asked to move to the same site as that approved last week for WPTV but no action was taken on the WEAT-TV application.

#### INTERNATIONAL \_\_\_\_\_

### Soviet U.S. exchange seems in making TV TAPES BY JFK, KHRUSHCHEV WOULD BE INVOLVED

A "Person to Person" confrontation via television between the leaders of the two principal powers on earth, the U. S. and the Soviet Union, seems to be in the incubating stage, with the hatching expected to be a success if all signs are read correctly.

Item: Pierre Salinger, President Kennedy's news secretary, met with Soviet Foreign Ministry press chief Mikhail A. Karlamov in Paris last month.

Item: Mr Karlamov last week was appointed chairman of the State Committee for Radio and Tv.

Item: Mr. Karlamov invited Mr. Salinger to visit the Soviet Union.

Although tWhite House and State Dept. officials refuse either to confirm or deny the rumors, the preliminary plans seem to be shaping up for a tv tape to be made by President Kennedy and by Premier Khrushchev, to be run in tandem in both the United States and in Russia.

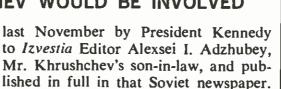
The tv program idea follows hard on the unprecedented interview given

**Coming SOON** 

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ARKES TARZIAN INC

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Underway at the present time in Washington are negotiations for a new cultural exchange program between the two countries. Among the topics under discussion is the exchange of radio and tv programs.

#### **BBC** halts tape distribution

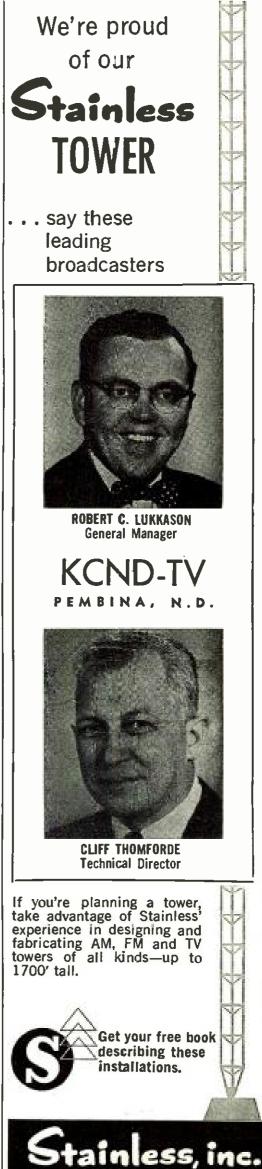
The British government has decided to end the BBC's service of taped programs for American radio stations. Programs supplied from London have been broadcast throughout the USA from over 1,500 stations. They total 1,100 hours a month. About 35,000 recordings a year have been distributed from the BBC's New York Office.

BBC program services to foreign countries are financed by the government, which decides the countries to be aimed at and the number of hours for each area. But program content is uncensored and completely under BBC control.

#### Abroad in brief...

**Overseas distributor** = MPO Videotronics Inc., New York, has arranged with Permafilm Inc., New York, for European distribution of MPO's new 8mm continuous sound motion picture projector, the Videotronic 8. The 18pound portable projector with built-in rear projection screen requires no room darkening for visibility. Permafilm firm distributes a patented protective film treatment in 25 countries.

Three pick reps = CFTO-TV Toronto,



pace 17E

NORTH WALES . PENNSYLVANIA

has appointed ABC Spot Sales, New York, as representative in the U. S. CHCH-TV Hamilton, Ont., has named Eugene Sumner as representative in New York. CKGM Montreal, Que., has appointed Stephens and Towndrow (Quebec) Ltd., Montreal, as national representatives.

Increase in Canada - Canadian Broadcasting Corp. has agreed to wage increases and fringe benefits for 1,500 television employes across Canada. The two-year agreement provides a 3% wage increase retroactive to Jan. 1 and a 2% increase effective Jan. 1, 1963. A contributory pension plan is also provided for employes not already covered plus improvements in the overtime formula. The agreement is with the International Alliance of Theatrical Stage Employees, representing personnel in the design, film, staging and tv production departments.

## BBG meets evenings to complete agenda

For the first time the Canadian Board of Broadcast Governors found it necessary to have evening sessions to get through its agenda at Quebec City, which started February 6. The BBG heard lengthy presentations for new French-language tv stations at Quebec City, for more stations for Canada's

#### **BROADCAST ADVERTISING**





Mr. Minehan

Mr. Harris

Frank Minehan, vp and media director, Sullivan, Stauffer, Colwell & Bayles Inc., New York, appointed vp for administration. With agency for 16 years, Mr. Minehan will be in charge of general business departments. Lloyd Harris, vp and manager of media department for past three years, succeeds Mr. Minehan as media director.

Allan B. Clow, vp for marketing, American Cyanamid Co., New York, elected to board of directors.

Bernice Preisser, director, consumer marketing, Ketchum, MacLeod & Grove, Pittsburgh, elected vp and head of consumer advertising division, Lando Advertising Agency, that city.

**Donald L. Cuttie**, account executive, MacFarland, Aveyard & Co., Chicago,

second tv network, and against its proposals to have all financial station deals submitted for its approval. The oratory was long and translation into both English and French was necessary.

A regulation to require that all financial arrangements be submitted to the BBG for approval was proposed after reported loans of \$2.5 million to CFTO-TV Toronto from ABC, New York, after BBG ruled some months ago that station shares may not be sold to the U. S. network.

John Bassett, chairman and president of CFTO-TV, said the use of public funds by the government's Canadian Broadcasting Corp. gives it an unfair advantage over private non-network tv stations. He felt private stations would be handicapped if loans are subject to perusal or control by BBG.

Spence Caldwell, president of CTV Television Network Ltd., Toronto, Canada's second network, spoke in support of applications for satellite station licenses by some network members. He said the second network must expand in stations and audience if it is to sell more Canadian programs to Canadian sponsors. CHAN-TV Vancouver, B. C., and CFCN-TV Calgary, Alta., are asking for satellites.

French-language radio and television station applications at Montreal and Quebec City launched lengthy oratory.

#### FATES & FORTUNES

elected vp. Wesley Marchuk joins agency as senior copywriter. Mr. Cuttie joined MacFarland, Aveyard & Co. in October 1960.

Arnold Fetbrod, sales executive, Screen Gems Inc., New York, and former film director, Regal Advertising Assoc., that city, rejoins Regal as vp in charge of programming.

Philip Brooks, vp and account supervisor, Doherty, Clifford, Steers & Shenfield, New York, joins J. M. Mathes Inc., that city, as account executive on Canada Dry carbonated beverages.

Lynn Diamond, formerly with Mogul, Williams & Saylor, New York, joins The Zlowe Co., that city, as supervisor of broadcast media.

David P. Guth-

ridge, account execu-

tive, Campbell-Mithun

Inc., Minneapolis,

elected vp. He joined

agency in February

1961 as executive

servicing eastern divi-

sion of Theo Hamm



Mr. Guthridge

Brewing Co. account, working out of C-M's Baltimore office. Formerly, Mr. Guthridge was account supervisor on Jax Beer for Fitzgerald Advertising Agency, New Orleans.

CJMS Montreal, French-language outlet, is asking a power increase from 10 kw to 50 kw and an fm license.

Both private interests and CBC are asking for a television station at Quebec City. President Al Ouimet said CBC plans to do much of its French-language programming from Quebec City if it receives the license. Private interests, including CJLR Quebec City, felt local interests should get the license since CFCM-TV and CKMI-TV Quebec City, are largely owned by Toronto and United States motion picture interests.

BBG's decisions will be announced this month.

#### CBS Films in antipodes

CBS Films Inc. last week formed CBS Films Ptyd. Ltd. with headquarters in Sydney, Australia and appointed William G. Wells managing director to represent CBS Films in all transactions in Australia and New Zealand.

#### Canadian tv set sales up

Canadian television receiver sales were up 4.7% in 1961 for a total of 372,000 units, domestic and imports, reports the Electronic Industries Assn. of Canada, Toronto. Sales of domestic tv receivers were up 3.2% in 1961. Radio receiver sales were down 2.1% last year compared to 1960.



Richard F. Gorman, account executive, Grant Adv., Chicago, elected vp. He will continue as account executive on consumer products account of A. O. Smith Corp., and in addition will handle special assign-

Mr. Gorman-

ments in agency's Chicago operations. Prior to joining Grant in 1960, Mr. Gorman had served as advertising director of Admiral Corp., advertising manager of Hotpoint's refrigeration department, and district sales manager for Studebaker.

John J. Martin, merchandising directortor, Norwich Pharmacal Co., and former account executive with Ted Bates and BBDO, joins Hicks & Greist Inc., New York, as account executive in packaged goods division.

William G. Pendill, manager, merchandising, advertising and promotion, Topco Assoc., Skokie, Ill., joins Post & Morr Inc., Chicago, as account executive on Old Milwaukee beer account.

Emil Tacovsky, formerly with Compton Adv., New York, named manager, media department, Campbell-Ewald Co., that city.

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**D. William Bennett**, assistant information director, Northwestern U., and formerly with J. Walter Thompson Co., joins Leo Burnett Co., Chicago, as account executive in pr department.

Martin Herbst, former head of media research department, Donahue & Coe, New York, named media research director, Doherty, Clifford, Steers & Shenfield, that city.

Robert B. Conroy, marketing specialist for western division, Geyer, Morey, Madden & Ballard Inc., New York, elected vp with headquarters in Chicago office. Before joining GMM&B, Mr. Conroy was na-



tional field director for N. W. Ayer & Son, Detroit.

Joseph Caggiano, controller, Kastor Hilton, Chesley Clifford & Atherton, New York, elected assistant treasurer.

**Patrick Collins,** formerly with WLWD (TV) Dayton, and WAKR-TV Akron, both Ohio, joins radio-tv department, R. Jack Scott Inc., Chicago advertising agency, as writer-producer.

**Donald E. O'Toole Jr.,** formerly with WMT - TV Cedar Rapids - Waterloo, Iowa, and WBBM-TV Chicago, joins radio-tv department, Buchen Adv., Chicago. Berr adette Milan, with Buchen's print media staff, promoted to radio-tv staff as media analyst.

Alfred J. Jaffe, managing editor, Sponsor magazine, joins Radio Advertising Bureau, New York, as director of promotion. Before joining Sponsor 10 years ago, Mr. Jaffe was assistant night city editor, Brooklyn Eagle.

Michael Remba, formerly with Mc-Cann-Erickson, joins copy department of Lennen & Newell, New York.

#### THE MEDIA

John M. McRae, general manager, KDWB Minneapolis-St. Paul, appointed general manager, KEWB Oakland-San Francisco, succeeding Milton H. Klein who resigned late last month reportedly over operating policy dispute with management of Crowell-Collier Broadcasting Corp. (BROADCASTING, Jan. 22). Mr. McRae, who was in San Francisco at time of Mr. Klein's resignation, had taken over KEWB management pending appointment of new manager. Art Nelson, d.j., KFWB Los Angeles, transfers to KEWB in similar capacity. Above mentioned stations are owned and operated by Crowell-Collier Broadcasting Corp.

Victor B. Siman, co-owner and gen-

eral manager, KMGM Albuquerque, N. M. (station acquired by Mr. Siman and Wentronics Inc. in December 1960), resigns upon completion of sales agreement with Wentronics. He is succeeded by **George Cory.** Mr. Siman had been general manager since April 1960.

James C. Dowell, vp and general manager, KIOA Des Moines, Iowa, resigns. Mr. Dowell joined station (owned by Public Radio Corp. until purchased by Swanco Broadcasting Co. in June 1961) in 1957.

M. S. Greenman named manager, United Press Movietone News, tv newsfilm service of UPI. He succeeds William R. Higginbotham, who joins general business department. Mr. Greenman will remain in charge of UPI commercial film division, which he has directed since 1960. He joined UP in 1938 and for 14 years was broadcast news editor. Later he was with Cowles Magazines Inc. as sports editor and managing editor. He also was independent tv producer before returning to UPI in 1960.

Lawrence Steinberg, executive member, Pacifica Foundation (KPFA [FM] and non-commercial educational KPFB [FM] Berkeley, non-commercial educational KPFK [FM] Los Angeles, and WBAI [FM] New York), appointed station manager, KPFK, succeeding Catherine Cory, resigned. Mel Most, former AP radio service editor and foreign correspondent, named station manager of WBAI.

Jack Gregory, account executive, KGO-TV San Francisco, promoted to assistant general sales manager. Jim Sherbert, formerly with San Francisco Chronicle, to KGO-TV's local sales department as account executive.

James Carmine, account executive, WRCV Philadelphia, promoted to local sales manager.

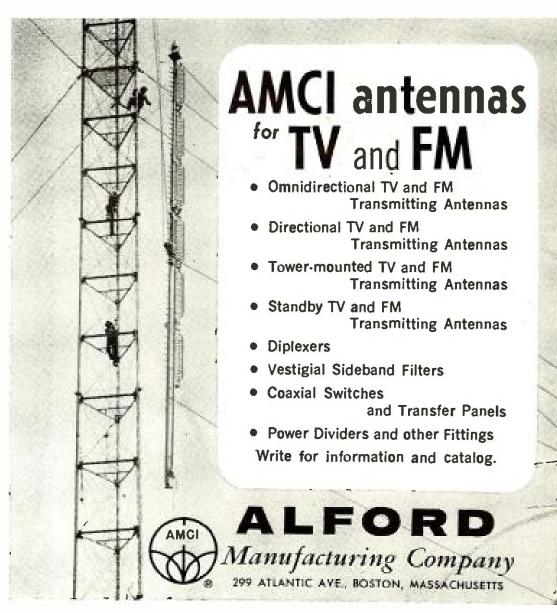
John J. McMahon, manager, Ziv-United Artists' tv productions office in Detroit, joins WBKB (TV) Chicagonational spot sales.

**Robert C. Foster,** former partner in Foster & Creed, Boston rep firm, joins The Bolling Co., New York, as manager of New England office.

Hat Fredericks, national radio sales manager, Balaban Stations (WIL-AM-FM St. Louis, WRIT-AM-FM Milwaukee, and KBOX Dallas), appointed Chicago office manager, National Telefilm Assoc. succeeding Allen Ash, who joins Official Films, New York, as sales executive in midwest.

Jack C. Brussel, general sales manager, WJR-AM-FM Detroit, joins sales department, WWJ-TV, that city.

Brian P. Hogan, media buyer, Ben-



ton & Bowles, New York, appointed national sales representative, WCAU-TV Philadelphia.

Alvin Korn, advertising and promotion manager, WNTA-AM-TV New York, named director of advertising and promotion for WNAC-AM-FM-TV Boston and for Yankee Network Div., RKO General Inc.

Frank J. Carlson appointed to newlycreated post of eastern assistant sales manager for New York office, Avery-Knodel Inc., and Donald F. McCarty named western assistant sales manager for New York office, also new post. Mr. Carlson has been with Avery-Knodel sales staff since 1958; Mr. Mc-Carty since 1960.

James M. Patt, president and general manager, WALL Middletown, N. Y., assumes additional duties as director of operations, WSPB Sarasota, Fla., succeeding Mark Woods who becomes chairman of board. Both stations are principally owned by Lt. Governor John Morgan Davis of Pennsylvania.

Jeff Evans, production-promotion manager, WRDW-TV Augusta, Ga., promoted to operations manager.

Roy Bellavia, air personality, WSBC-FM Chicago, promoted to operations manager. Ned Jouse and Sherman Clapman join station's announcing and engineering staffs, respectively.

Jan Newby appointed operations manager, KVLC Little Rock, Ark.

Jack Remington appointed operations manager, WKRC-AM-FM Cincinnati, succeeding Paul Shumate, resigned. Gene Kelly joins WKRC as sportscaster.

Aaron M. Cohen, supervisor of research and sales development, WPIX (TV) New York, joins WCBS-TV, that city, as director of research and sales promotion. S. William Aronson and Conrad (Red) Ennis join WCBS-TV as account executives. Mr. Aronson was account executive in ABC-TV network sales department. Mr. Ennis was account executive on New York sales staff of WGN-TV Chicago.

James F. Macandrew, executive director, Regents Educational Television Project, New York State Education Dept., assumes additional duties as director of school programs for Educational Television for the Metropolitan Area Inc., New York (ch. 13).

**Richard Sperber,** former editor-inchief, *Die Chicago Abendpost*, Chicago's German daily newspaper, appointed director and announcer, *Germania Broadcast*, program heard nightly over WGES Chicago.

Gilbert W. Miller, account executive, Venard, Rintoul, McConnell, New York, named senior account executive, H-R Representatives Inc., that city.

Fred W. Kubelka joins Dora-Clayton Agency as client contact executive.



#### NAB tour honors Mexican independence

One of the early stops in the NAB's Latin American tour was Mexico City where the 17-member broadcaster group was warmly received. Here representatives of the NAB pose in front of the Monument to Mexican Independence where they placed a floral tribute. They are (1 to r): Jose Luis Fernandez,

president of the welcoming Camara Nacional de la Radiodifusion; Howard H. Bell, NAB vice president; George C. Hatch, president of the NAB radio board; Herbert Evans (Peoples Broadcasting Co.), U.S. representative serving on the board of the Inter-American Assn. of Broadcasters.



Dean D. Linger, former director of advertising and promotion for ABC-TV network, named director of advertising and public relations for Corinthian Broadcasting Corp. Mr. Linger was in charge of ad-

Mr. Linger

vertising, sales promotion and publicity for KNXT (TV) Los Angeles before joining ABC-TV. He will coordinate publicity, promotion, advertising and public relations for Corinthian's stations: KOTV (TV) Tulsa; KHOU-TV Houston; KXTV (TV) Sacramento, Calif.; WANE-AM-TV Fort Wayne, and WISH-AM-TV Indianapolis, both Indiana.

Joseph E. Schmidt, assistant auditor, KDKA-AM-FM-TV Pittsburgh, appointed business manager-auditor, succeeding Russell W. McCorkle who was recently named director of management development for Westinghouse Broadcasting Co. Thomas W. Rose, production manager, WTOL-TV Toledo, joins KDKA-TV as producerdirector.

James Rouse, assistant to general accounting supervisor, WLWA (TV) Atlanta, promoted to office manager.

Stan Willis, former newswriter and newscaster, WNEW New York, and freelance newswriter for past year, WOR-TV and WPIX (TV), both New York, joins WMGM, that city, as news director.

**Charles Malone,** program director, KPEL Lafayette, La., joins WCKY Cincinnati news department.

Mildred Alexander, air personality, WTAR-AM-FM-TV Norfolk, Va., joins station's news and public affairs department.

**Bob Roberts** and **Carl Vermilya** join KATU (TV) Portland, Ore., as assistant news editor and chief cameraman, respectively.

**Charles Norton,** reporter, *Palm Beach (Fla.) Post-Times,* appointed assistant news director, WPTV (TV) West Palm Beach. **Robert P. Senecal** joins WPTV as reporter. **James Bellamy** and **Robert E. Douglas** to station as account executives.

**Bill Towre,** news director, WATS Sayre, Pa., to WMEX Boston in similar capacity.

John D. O'Connell, news correspondent, Mutual-Don Lee Broadcasting System, Hollywood, to WLEE Richmond news department.

Leslie Nichols, news analyst, KTVU (TV) Oakland-San Francisco, appointed news director, KATU (TV) Portland, Ore.

Gene E. Wike, news director, KIMA-TV Yakima, Wash., joins KOIN-TV Portland, Ore., news department as reporter and cameraman.

Jack Cummins, former sports director, WTVJ (TV) Miami, to WCKY Cincinnati, in similar capacity, succeeding Tommy Devine, resigned.

Howard Cosell, sportscaster, WABC New York, promoted to sports director.

**Carl Cederberg,** reporter and chief newscaster, WJBK-TV Detroit, promoted to director of news and public affairs, succeeding **Dr. John Dempsey,** resigned. **James W. Hunt Jr.,** sales staff, Monroe Calculating Co., division of Litton Industries, joins WJBK-AM-FM sales department.

Allen Burns, director of public affairs, CBS-owned WBBM-AM-FM Chicago, appointed manager of public affairs, WNBQ (TV) and WMAQ-AM-FM, both NBC-owned Chicago outlets.

Ted Conner joins WLAC Nashville as air personality.

Joe Roshing, Jack Howard and Bob Ballard join KIXZ Amarillo, Tex., as farm director and air personalities, respectively.

**Dan Wilson** formerly with KOKX Keokuk, joins announcing staff, KMA Shenandoah, both Iowa.

**Charlie Hobart,** program director, WENY Elmira, joins WSYR-AM-FM-TV Syracuse, both New York.

**Rita L. Garner**, assistant to sales development director, Mutual Broadcasting System, named director of sales promotion.

**Bob Howery** joins KHOU-TV Houston-Galveston as art director.

Richard F. McGeary, account executive, The Katz Agency, Los Angeles, named assistan sales manager, KNX Los Angeles and Columbia Radio Pacific Network. He succeeds James W. Ingraham who was recently promoted to general sales manager, KNX-CRPN. John J. Sheridan joins KNX as assistant to controller. He previously was in cost control section of ABC Radio in Los Angeles.

**Robert A. Lerner**, news editor for past three years, MAC Publications, Beverly Hills, joins KG1L San Fernando, Calif., as news editor, newly created position. Mr. Lerner previously served on news staffs of KFRU and KOMU-TV, both Columbia, Mo.

Sanford E. (Sam) Greenwald, veteran news cameraman most recently with NBC-TV, joins CBS-KNXT (TV) Los Angeles to cover assignments for

#### Selected Edison winner

William G. Walsh, engineering writer, Librascope Div., General Precision Equipment Corp., Glendale, Calif., has been selected as winner of General Electric's 1961 Edison Radio Amateur Award for public service. During past 10 years, Mr. Walsh has devoted 20 to 30 hours a week teaching amateur radio to others, voluntarily and without any compensation. Special citations will go to Robert T. Herndon, Port Lavaca, Tex., Eugene M. Link, Boulder, Colo., and George L. Thurston, Tallahassee, Fla. Awards will be presented March 1 at banquet in Washington, D. C.

The Big News and Eleven O'Clock Report.

Bruce Miller, news director, KALL Salt Lake City, appointed western regional chairman, Associated Press Radio-Television Wire Study for 1962.

Harfield Weedin, program director, KNX Los Angeles, appointed chairman of radio acquisitions committee for Hollywood Museum.

#### PROGRAMMING

John E. Horton, president, John E. Horton Assoc., Washington public and government relations firm, elected vp, Norwood Film Studios, that city, producers of motion pictures for industry and government. Mr. Horton will continue to direct his own firm.

Howard B. Anderson has resigned as vp in charge of sales for ABC Films Inc., New York. No replacement has been assigned.

Alfred Butterfield, producer-writer of theatrical feature films and tv and documentary film programs, named chairman and executive producer, U. S. Productions Inc., New York.



Ernest W. McKee Jr., secretary-treasurer, Equilease Corp., subsidiary of Electric Autolite Co., New York, elected vp and treasurer, The Peter Frank Organization Inc., Hollywood, and its subsidiaries, Stars

International and Richard H. Ullman Inc. Mr. McKee will be headquartered in company's New York offices.

Michael Carr, film director, KONA-TV Honolulu and local program director, HZ22-TV Saudi Arabia, joins Bill Burrud Productions, Hollywood, as producer of *True Adventure* series. William Wyse, director - producer, KMBC-TV Kansas City, also joins Burrud organization as producer of *Wanderlust* and *Holiday* series. William Lieb has been named film editor at Burrud.

**Paul A. Erbach,** administrative assistant, Writers Guild of America East Inc., New York, named assistant executive director.

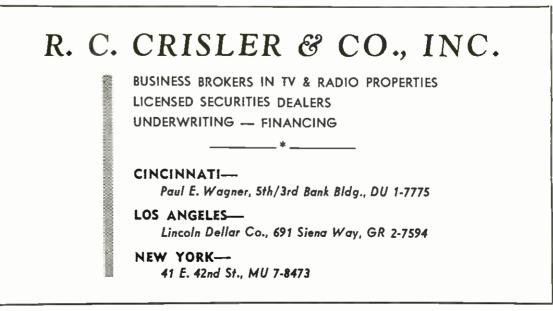
Jules Gerelick, western division manager, Lopert Pictures, department of Ziv-UA, appointed general sales manager, Favorite Films of California, effective March 5.

Florence R. Charney appointed casting director, Gerald Productions Inc., division of Advertising Radio & Television Services Inc., New York.

Margot Forbes, Trans-Lux Corp., New York, named assistant director of publicity.

Walter J. Kaufman, assistant to president, Flamingo Telefilm Sales Inc., New York. joins legal department, Screen Gems Inc., tv subsidiary of Columbia Pictures Corp.

Anthony Spinner, who wrote teleplay for opening episode of *The Dakotas* for Warner Brothers, has been signed by studio to term contract as producer and writer.



#### ALLIED FIELDS

John H. Hicks Jr., president, KOLE Port Arthur and WTAW College Station, both Texas, and KPEL Lafayette, La., and chief executive of Muzak franchises in Beaumont, Port Arthur and Orange, all Texas, joins Dallas office of Hamilton-Landis & Assoc., station brokers. At one time Mr. Hicks managed Dallas office of Paul H. Raymer Co., station rep firm.

Leo Nejelski, until recently president of Nejelski Co., appointed senior consultant, John J. Henderson & Assoc., New York marketing and communications research firm. Mr. Nejelski is former general manager of Pepsodent Div., Lever Brothers Co., and former advertising manager of Swift & Co.

Louis Harris, political opinion analyst, named consultant to new CBS News campaign and election unit. Mr. Harris's organization, Louis Harris & Assoc., New York marketing research firm, also conducts research in public opinion areas.

#### **EQUIPMENT & ENGINEERING**



resigns, reportedly over "difference of opinion on management policies." Mr. Krafve joined company in March 1959 as group vp, commer-

Richard E. Krafve,

president, Raytheon

Co., Lexington, Mass.,

cial, and was elected director and executive vp in September 1959. He was elected president in April 1960, sharing equal responsibility with board chairman Charles F. Adams as Raytheon's executive officer. Before joining Raytheon, Mr. Kafve was vp of Ford Motor Co. No future plans have been announced.

Albert Haselman, vp and general manager, Prodelin Inc., Hightstown, N. J. designers and manufacturers of antennas and transmission line equipment, elected vp. Samuel A. McConoughey, district sales



Mr. Haselman

manager, General Electric Co.'s microwave communications systems, joins Prodelin as director of marketing. **Don A. Christensen**, co-founder and vp, Greater Washington Industrial Investments Inc., elected to Prodelin board as financial director-adviser. Mr. Haselman joined Prodelin in 1958 as general sales manager. He was elected vp and general manager in 1959. Osborn Andreas, chairman of board, Pentron Electronics Corp., Chicago, elected president succeeding Irving Rossman, who resigns to devote time to other business interests but will continue with Pentron on consulting basis. Mr. Andreas will continue to serve as board chairman. Marshall Peiros, secretary and assistant treasurer, elected to new post of executive vp, Pentron's tape recorder division.

Dan L. McGurk, associate general manager, Computers Co., division of Thompson Ramo Wooldridge Inc., Canoga Park, Calif., promoted to general manager. Mr. McGurk joined TRW in 1958 as contract and proposals manager, later became sales manager, and before being named to his present position, served as company's director of marketing.

Raymond E. Rohrer, former partner in Washington consulting engineering firm of Silliman, Moffet & Rohrer, establishes own office, Raymond E. Rohrer & Assoc., at 421 Wyatt Bldg., Washington 5. Telephone: 347-9061. Robert L. Purcell and Donald F. Ledford are associated with Mr. Rohrer as staff engineers.

James H. Withington appointed sales representative, mid-Atlantic district, Eastern Region, electronic tube division, Sylvania Electric Products Inc., New York. Mr. Withington will be located in Reading, Pa., and will report to R. C. Hoffman, district sales manager.

Stewart Pfannstiehl, vp for marketing, Oak Manufacturing Co., Crystal Lake, Ill., elected senior vp, newly created post. He is succeeded by Eugene M. Keys, vp in charge of transformer division, Escar Wire Corp. Et W



sex Wire Corp., Ft. Wayne, Ind.

#### GOVERNMENT

Vernon A. Spring, chief of law branch, Law and Enforcement Office, Federal Communications Commission, appointed assistant chief, Law Enforcement Office, Safety and Special Radio Services. He succeeds J. Russel Smith who recently was appointed chief of that office.

#### INTERNATIONAL

J. David Burk, product manager, S. C. Johnson & Son Ltd., Brantford, Ont., appointed advertising and merchandising manager.

W. Lawrence Baker, head of tv production, Benton & Bowles Ltd., named associate director of London office. **Dick Cutler,** formerly with Screen Gems Canada Ltd., Toronto, and CKVR-TV Barrie, Ont., joins Stovin-Byles Ltd., Toronto station rep firm, as tv sales representative for western Canada.

John Tyrrell, formerly with Radio Representatives Ltd., Toronto, and Jean Nadon, formerly with Air-Times Sales Ltd. and CJMS, both Montreal, form Tyrrell & Nadon Broadcast Representatives with offices at Toronto and Montreal.

#### DEATHS



Walter L. Guzewicz, 51, president and co-founder, Stainless Inc., North Wales, Pa., manufacturer of tall communication structures, died of heart attack Feb. 11 while enroute by train to his home in Gwyn-

Mr. Guzewicz

edd, Pa. He also was president of Walcon Ltd., Ottawa (Canada) steel tower specialists and subsidiary of Stainless Inc. Mr. Guzewicz was former engineering manager for Piasecki Helicopter Corp., company which he helped to organize in late 1930's while associated with E. G. Budd Co. as project engineer. **Henry J. Guzewicz**, brother of deceased, and founder and vp of corporation, assumes duties as chief executive officer and president of Stainless Inc. No successor has yet been named for vice presidency.

Kosmo J. Affanasiev, 62, chief, telephone division, Federal Communications Commission, since 1950, died Feb. 10 at his home in Kensington, Md., after long illness. Mr. Affanasiev, as chief of FCC's telephone division, served as telecommunications consultant in Mexico, Cuba and Puerto Rico.

**Ralph R. Brunton**, 70, pioneer radio station owner, died Feb. 7 in Menlo Park, Calif. Mr. Brunton purchased 10-watt transmitter, forerunner of KJBS San Francisco (now KFAX), in 1922. He later acquired KQW San Jose, which he consolidated with KJBS to form Northern California Broadcasting System. In early 1940's, Mr. Brunton sold KQW, a CBS affiliate, to CBS. It became KCBS and was moved to San Francisco. He sold KJBS several years later.

Kenneth David Caldwell, 67, advertising director, Max Factor & Co., Hollywood, from 1926 to 1956, died Feb. 6 in Los Angeles.

Addison Smith Jr., 43, radio writer and director, died Feb. 12 in Miami, Fla.

## SCBA presentation soft sells statistics

Statistics are soft-pedaled in the new presentation cf the Southern California Broadcasters Assn., which SCBA President Robert M. Light previewed for the sales managers of SCBA's 50 radio stations before taking it on the road. It will be presented to advertisers and agencies in the nation's major markets. The SCBA pitch merely mentions the ubiquity of radio in the area and gets down to the less familiar topic of radio's unique ability to influence the human mind.

"The ear is the eye of the mind," Mr. Light stated. He noted that while television shows the whole picture and can be watched without effort, almost without attention, radio stimulates the listener's mind and puts his imagination to work.

To demonstrate, he played a number of sounds and asked what images each conjured up to his auditors, then showing the picture SCBA had in mind. Examples: the sound of breaking glass was matched by the picture of a baseball, a far-away railroad whistle by a man lying comfortably in bed, a baby's cries by an alarm clock at 3 a.m. and a sharp repeated ring by a cash register sales slip, or, as Mr. Light observed, "This is the sound of radio."

Next, a selection of tunes was played to show how music, fast or slow, peppy or sweet or solemn, can establish a corresponding mood in the mind of the listener. Words were then used to describe a sizzling steak, a sparkling beverage and a cascading trout stream, each set, as Mr. Light noted, creating a picture in the listener's mind far more vivid than the impression a photograph of the scene could have produced. Finally, Mr. Light played a number of radio commercials in which sound, music and words have been combined in the right proportions to create the right images and make that cash register ring.

In his letter to companies and organizations offering to give his 20-minute presentation for Southern California radio, Mr. Light is asking that creative people, the art and copy directors, be invited to attend the showing as well as the media buyers who usually comprise most of the audience.

#### **CFPL's limerick contest**

CFPL London, Ont., disc jockeys are wearing new blue suede shoes as the result of a listener limerick contest for the station's favorite dj. A prize of \$98



#### KWAC billboard bulbs flash the news

KWAC Bakersfield, Calif., and Foster and Kleiser Outdoor Advertising have worked out a system that tells motorists when news is being presented over the station. Just as a newscast is about to begin, a KWAC announcer presses a button in the studio that activates a 300watt bulb in the middle of a network of KWAC billboards. The connection between studio and billboard is made with telephone lines that run from the billboards to the main telephone office, and from there a single line connects the button on the announcers console. With the use of the light bulbs, the billboards not only publicize the station, but also present a limited program log that does not have to be changed. went to the listener writing the best limerick, and four runners-up won \$50 worth of Twist lessons. Some 1,200 entries were received in the two-week limerick contest. The favorite dj not only received his new blue suede shoes, but had special gold tassels attached to them.

## WAVY finds the answers for questing students

The use of radio as a catalyst between a finder and a seeker is being explored by WAVY Norfolk-Portsmouth-Newport News on two levels. Each weekday evening, homework finders and seekers are gotten together on *Homework Exchange*, and during the day, housewives with questions find their answers on *Homemakers Hint Exchange*.

On *Homework Exchange*, WAVY disc jockey Ted LaBarr invites his listeners to phone in any particular problem in their school homework that may have them stumped. Then he reads the question on the air, and solicits an answer from other listeners. As soon as the answer comes in, it's relayed over the air to the "answer-seeker."

Not surprisingly, the show has caught on with Tidewater teenagers, but the station feels that as long as there are as many answers as there are questions, the show will not become a dodge for the student anxious to escape his class work. One local educator, in fact, has praised the program as a way of keeping teenagers interested in their own and other peoples' homework.

For the housewives, whose problems are usually more immediate ("How do you remove paint from a fabric chair?"), WAVY air personalities Mac McManus and Murry Roberts provide the same middle-man between question and answer service.

#### WSB proves radio is work

A 10-year-old girl's letter asking, "What you do when you work at a radio station?", got a full answer in Atlanta recently. Impressed by the interest of fifth-grader Mae Ruth Hester, employes of WSB, that city, picked her up at school one afternoon and gave her a complete tour of the station's facilities. Later on, both Mae Ruth and a classmate were interviewed on the air for their impressions of WSB.

#### Drumbeats ...

Same boat - Ted Brown, WMGM New York personality, played host to six station listeners aboard a 40-ft. yacht at the Motor Boat Show in New York. The listeners were winners of a station letter-writing contest, "I'd like to be in the same boat as Ted Brown because 

Frosty = KFI Los Angeles held its annual Rotary Club luncheon and as usual conducted auditions for new radio voices. As an added gimmick, the station brought along actress Jayne Mansfield to audition for the KFI Frost Warnings, a station service to the Southern California Citrus Growers for more than 20 years.

Polka Dot Bikini = WHG Norfolk, Va., at the recent auto show there, dressed a girl in a Yellow Polka Dot Bikini, played the song of the same title for background music and staged a contest to guess the number of polka dots on the bikini. The station awarded wrist watches and transistors to those with the closest guesses.

Full house - Martha Deane made one announcement offering 1,000 tickets for a private screening of the MGM motion picture, "Light in the Piazza," on her WOR New York program. Before the show was off the air, the first request (hand delivered) had arrived. And, before the mail stopped pouring

#### Burnett book

A unique tribute was paid to agency pioneer Leo Burnett in Chicago by some of the key executives who have worked with him at Leo Burnett Co. through the years. They put into the mail to clients and other friends of the agency some 3,000 copies of Communications of An Advertising Man, a privately-published not-for-sale 350-page book containing the best of Mr. Burnett's intra-agency memos, documents from his personal file and public speeches during the past 25 years. The book was compiled secretly. It was the brainchild of Richard N. Heath, until recently chairman of the executive committee. Editor was DeWitt O'Kieffe, executive senior vice president.

in, over 5,000 women had written the station.

WBBM's record = WBBM Chicago began distribution last week of a large

long-playing record album to 2,500 agency and advertiser contacts across the country to showcase the CBS-owned station's big stable of live talent who perform each week on WBBM's 35 hours of live musical programs. Titled "There Is Only One . . .," the record is all entertainment. The only "commercial" is contained on the colorful jacket and describes WBBM as the Midwest's "showmanship station."

Snow kidding = It comes as no surprise to listeners of WFLA in the Tampa-St. Petersburg, Fla., area to hear ski condition reports from the various lodges in the New England area. It is a service provided several times each weekend by the station for listeners who wish to get away from the balmy weather for winter sporting activities in the North.

Award = WSTV-AM-TV Steubenville, Ohio-Wheeling, W. Va., was honored by the Steubenville Community Arena for its programs and service on behalf of communication, entertainment and culture of the people of the upper Ohio Bandleader Ray McKinley Valley. made the presentation to Jack N. Berkman, the station's president.

#### FOR THE RECORD \_\_\_\_

#### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 8 through Feb. 14, and based on filings, authorizations and other actions of the FCC in that period.

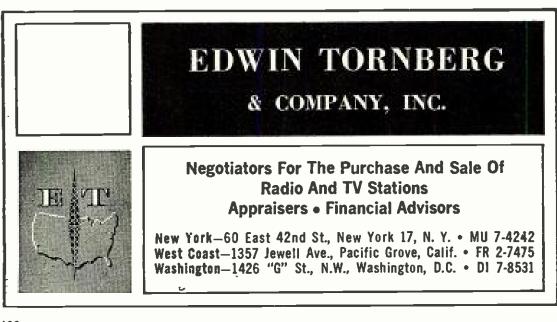
This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA-directional antenna. cp Abbreviations: DA-directional antenna. cp --construction permit. ERP-effective radi-ated 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--kilo cycles. SCA-subsidiary communications au-thorization. SSA-special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. \*— educational. Ann.—Announced.

#### New tv stations

#### APPLICATIONS

APPLICATIONS Oil City, Pa.—Great Lakes Tv Co. Uhf ch. 64 (770-776 mc): ERP 14.6 kw vis., 7.9 kw aur. Ant. height above average terrain 583 ft., above ground 516 ft. Estimated construc-tion cost \$111,603; first year operating cost \$27,590; revenue \$12,000. P.O. address 1220 Peach St., Erie, Pa. Trans. location Oil City. Geographic coordinates 41° 26' 54" N. lat., 79° 40' 30" W. long. Trans. RCA TTU-1B; ant. RCA TFU-27DH. Legal counsel Haley, Wollenberg & Bader, Washington, D. C.; consulting engineer George R. Town-send, Springfield. Mass. Applicant is licensee of WSEE (TV) Erie, Pa., of which proposed station is to be satellite. Principals include George J. Mead, president (16.6%); Jahn J. Mead (13%), A. R. Minadeo (12.2%), Jacob



A. Young (11.1%) and others. Ann. Feb. 13. \*Nashville, Tenn.—Davidson County Board of Education, Nashville City Board of Edu-cation. Vhf ch. 2 (54-60 mc); ERP 16 kw vis., 8 kw aur. Ant. height above average terrain 677 ft., above ground 566 ft. Estimated con-struction cost \$316,500; first year operating cost \$141,915. P.O. address Box 6188, Acklen Station, Nashville 12. Studio and trans. lo-cation Nashville. Geographic coordinates 36° 07' 48" N. lat., 86° 47' 28" W. long. Trans. GE TT-40-A4; ant. GE TY-50-DI. Legal counsel Kirkland, Ellis, Hodson, Shoffetz & Masters, Washington, D. C.; consulting en-gineer Andrew R. McMaster, Nashville. Ann. Feb. 13. Feb. 13.

#### New am stations

#### ACTION BY FCC

ACTION BY FCC Willoughby, Ohio-Radio Quests Inc. Granted 1330 kc; 500 w D. P.O. address c/o James B. Denton 1193 Burridge Ave., Men-tor, Ohio. Estimated construction cost \$37,-499; first year operating cost \$45,000; revenue \$50,000. Principals include Mrs. Nettle G. Mapes (30.5%), Kenneth S. Mapes (30.1%), James B. Denton (21.1%) and others. Mrs. Mapes is housewife; Mr. and Mrs. Mapes are commercial greenhouse growers; Mr. Denton has been announcer-salesman with WPVL Painesville, Ohio. Action Feb. 14.

#### APPLICATIONS

Macon, Ga.—South Macon Bestrs. 1560 kc; 1 kw D. P.O. address 586 Ormand Ter., Macon. Estimated construction cost \$7,670.50; first year operating cost \$36.000; revenue \$46,000. Principals: George C. Garrett, Thel-ma T. Garrett (each 50%). Mr. Garrett is proprietor of radio equipment service busi-ness; Mrs. Garrett is housewife. Ann. Feb. 12,

12. Mason, Mich.—M. H. Wirth. 1110 kc; 250 w D. P.O. address 703 State St., Howell, Mich. Estimated construction cost \$14,535; first year operating cost \$42,000; revenue \$48,000. Mr. Wirth, sole owner, is 10% stock-holder in WOAP Owosso, Mich. Feb. 12.

#### Existing am stations

ACTIONS BY FCC WAVC Boaz, Ala. — Granted increased power on 1300 kc, D, from 500 w to 1 kw; engineering condition. Action Feb. 14. WLOB Portland, Me.—Waived Sec. 3.28(d)

(3) of rules and granted application for change of operation on 1310 kc from 1 kw, D, to 5 kw. DA-2, unl. Chmn. Minow and Comr. Ford dissented. Action Feb. 14. **KEYL Long Prairie**, Minn.—Granted in-creased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; en-gineering conditions and without prejudice to any future action commission may deem necessary after consideration of KEYL's pro-gram proposal and other matters in connec-tion with its pending application for re-newal of license. Action Feb. 14. **KMHL Marshall, Minn.**—Granted increased daytime power on 1400 kc from 250 w to 1 kw. continued nighttime operation with 250 w; engineering conditions. Action Feb. 14.

14

14.
KRSI St. Louis Park, Minn.—Granted change on 950 kc, from 1 kw, DA-D, to 1 kw. DA-2, unl; engineering conditions.
Comr. Ford dissented. Action Feb. 14.
KFRM Kansas City, Mo.—Waived Sec. 3.30 of rules and granted mod. of license to change station designation to Salina, Kan. Action Feb. 14.

#### APPLICATIONS

APPLICATIONS KTYM Inglewood, Calif.—Mod. of cp (which authorized increased power, new trans., DA-D and deletion of remote control) to change hours of operation to unl. using power of 500 w. 5 kw-LS, and change from DA-D to DA-N&D (DA-2). Ann. Feb. 12. WBRN Big Rapids, Mich.—Cp to change hours of operation from D to unl., using power of 1 kw; install DA-N. Ann. Feb. 13. WMAX Grand Rapids, Mich.—Cp to in-crease power from 1 kw to 5 kw, install new trans. and remove resistor. Ann. Feb. 14.

#### New fm stations

#### ACTIONS BY FCC

ACTIONS BY FCC Plentywood, Mont.—Plentywood Bcstg. Co. Granted 100.1 mc; 880 w. Ant. height above average terrain minus 100 ft. P.O. ad-dress c/o E. E. Krebsbach, Plentywood. Estimated construction cost \$15,733; first year operating cost \$26,400; revenue \$30,000. Principals: E. Z. Krebsbach, E. C. Krebsbach, K. K. Krebsbash (each 25%), Morris S. Nel-son, Mary Lou Nelson (each 12.5%). E. E. Krebsbach owns 60% of KGCX Sidney, Mont.; E. C. and R. K. Krebsbach own 20% each of KGCX; Mr. and Mrs. Nelson own farm. Action Feb. 14. Thiladelphia, Pa.—David L. Kurtz. Grant-d 101.1 mc; 9.4 kw. Ant. height above average terrain 128 ft. P.O. address 800 S. State St., Eptrata. Pa. Estimated construc-tion cost \$18,00; first year operating cost \$18,000; reverue \$18,000. Mr. Kurtz, sole owner, is electrical engineer with Philos where, is electrical engineer with Philos where, is electrical engineer with Philos where, is electrical engineer with Philos Marted 107.7 mc; 3.6 kw. Ant. height above average terrain 800 ft. P.O. address c/o, Krithur W. Arundel, Wildcat Mt. Farm, Warrenton, Estimated construction cost \$27, 35; first year operating cost \$18,000; revenue \$12,000. Permittee is licensee of WAVA-AM-M Arlington. Va. Comr. Bartley dissented. Action Feb. 14.

#### ACTIONS BY BROADCAST BUREAU

ACTIONS BY BRUADUAST BUREAU Mobile, Ala.—Radio Mobile Inc. Granted 97.5 mc; 14.7 kw. Ant. height above average terrain 229 ft. P.O. address 525 Donald St., Mobile. Estimated construction cost \$24,517; first year operating cost \$12,000; revenue \$15,000. Principals: Jack Drees and John C. Smith (each 50%). Radio Mobile Inc. is licensee of WKAB Mobile. Action Feb. 9. Honolulu, Hawaii—William E. Neumann.



Granted 94.7 mc; 17 kw. Ant. height above average terrain minus 165 ft. P.O. address 2410 Chuckanut Drive, Bellingham, Wash. Estimated construction cost \$19,119; first year operating cost \$11,640; revenue \$14,000. Mr. Neumann, sole owner, is chief engineer of International Good Music Inc. fm staof International Good Music Inc. fm sta-tions. Action Feb. 13.

tions. Action Feb. 13.
Charlotte, N. C.—Jefferson Standard Bestg.
Co. Granted 107.9 mc; 4.3 kw. Ant. height above average terrain 980 ft. P.O. address
1 Julian Price Place, Charlotte 8. Estimated construction cost \$79,549; first year operating cost \$35,601; revenue \$18,250. Jefferson Standard Bestg. Co. is licensee of WBT and WBTV (TV) Charlotte. and of WBTW (TV) Florence, S. C. Action Feb. 13.
Mansfield Ohio-Mansfield Bestg. Co.

Florence, S. C. Action Feb. 13. Mansfield, Ohio—Mansfield Bcstg. Co. Granted 105.3 mc; 1 kw. Ant. height above average terrain 152 ft. P.O. address 771 McPherson St., Mansfield. Estimated con-struction cost \$4,070; first year operating cost \$6,000; revenue \$6,000. Frederick Eck-hardt, sole owner, is licensee of WCLW Mansfield. Action Feb. 8.

#### APPLICATIONS

APPLICATIONS Danbury, Conn.—George Apfel. 105.3 mc; 9.66 kw. Ant. height above average terrain 196.9 ft. P.O. address 44 Shelby St., Dumont, N. J. Estimated construction cost \$9,250; first year operating cost \$20,000; revenue \$20,000. Mr. Apfel, sole owner, owns firm manufac-turing electronic test equipment, 51% of electronic test equipment research and de-velopment firm and 25% of electronic weighing equipment firm. Ann. Feb. 13. Kennanglis, N.C., Foy, T. Hinsen, 00.7 mc;

Weighing equipment firm. Ann. Feb. 13.
Kannapolis, N. C.—Foy T. Hinson. 99.7 mc;
3.77 kw. Ant. height above average terrain
157 ft. P.O. address 101 W. First St., Kan-napolis. Estimated construction cost \$12,825;
first year operating cost \$3,380; revenue
\$5,250. Mr. Hinson, sole owner, is licensee of
WRKB Kannapolis. Ann. Feb. 12.
McMinnville Tenn — Haveld Malace Hereit

McMinnville, Tenn.—Harold Nelson Roney. 101.7 mc; 797 w. Ant. height above average terrain minus 56 ft. P.O. address 322 W. Main St.. Hendersonville. Tenn. Estimated construction cost \$3,350; first year operating cost \$8,000; revenue \$12,000. Mr. Roney. sole owner, is member of House of Representa-tives of Tennessee and owns photographic service. Ann. Feb. 12.

#### Existing fm stations

#### APPLICATION

WERI-FM Westerly, R. I.—Cp to change frequency from 103.7 mc to 94.9 mc. Ann. Feb. 6.

#### **Ownership** changes

#### ACTIONS BY FCC

ACTIONS BY FCC K80AH (ch. 80); K70AB (ch. 70), Mt. Grant Television Booster Service Corp., Hawthorne and Babbitt, Nev.—Granted (1) renewal of licenses and (2) assignment of licenses to Mineral Tv District No. 1 (Farrell L. Seevers, chairman); no monetary consideration. Ac-tion Feb. 14.

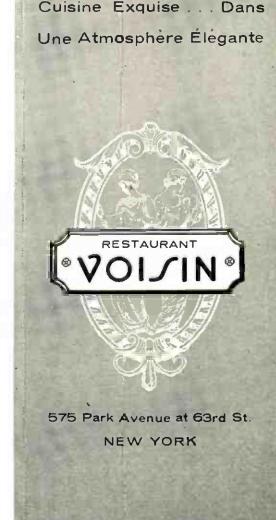
WNCA, Chatham Bcstg. Co., Siler City,
N. C.—Granted assignment of license to
Chatham Bcstg. Inc. of Siler City (David P. Welborne and Clyde R. Fry); consideration
\$80,000 plus \$25.000 for realty. Mr. Fry has interest in WEEZ Chester, Pa. Action Feb. 14

WZYX, Guidon Bcstg. Co., Cowan, Tenn. —Granted acquisition of negative control by Hughes H. Brewer and James F. Spencer through purchase of one-third interest from C. Roy Morris, increasing their holdings to 50% each; consideration \$5,000. Action Feb. 14 14.

Beaumont, consideration \$5,000. Action Feb. 14.
 KFDM-TV (ch. 6), Beaumont Bcstg. Corp., Beaumont, Tex.—Granted assignment of cp to Beaumont Tv Corp.; 32.5% interest sold to W. P. Hobby (Houston Post KPRC-AM-TV) under option agreement for \$232.901. Chmn. Minow abstained from voting; Comr. Bartley dissented. Action Feb. 14.
 WEAQ, WIAL (FM), Broadcaster Services Inc., Eau Claire, Wis.—Granted transfer of control from The First National Bank of Madison, Wis., executors of estate of William E. Walker, to William R. Walker, Charles R. Dickoff, Joseph D. Mackin, Philip Fisher and Charles D. Mefford; consideration \$130,-000 for 52% interest. Stockholders have individual or collective interest in WOSH Oshkosh, WBEV Beaver Dam, WISM-AM-FM Madison, all Wisconsin, and WSJM St. Joseph. Mich. Action Feb. 14.

#### APPLICATIONS

**KPOD** Crescent City, Calif.—Seeks assign-ment of license from Universal Electronics Network to II. Frank Walters and Wanda M. Walters; consideration \$29.844. Mr. and Mrs.

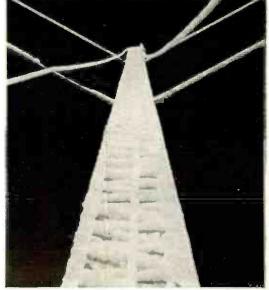


Lunch and Dinner Reservations

#### Michel : TEmpleton 8-6490

### **ROHN** TOWERS STAND THE TEST!

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**ROHN** Manufacturing Co. P. O. Box 2000 Peoria, Illinois "Pioneer Manufacturer of Towers of All Kinds" **REPRESENTATIVES WORLD-WIDE** 

BROADCASTING, February 19, 1962

Walters, who will own station as community property, have together owned 50% of stock in KWNA Winnemucca, Nev. Mr. Walters is insurance agent. Ann. Feb. 14. KLFM (FM) Long Beach, Calif.—Seeks assignment of license from Harriscope Inc. to Harriscope Music Corp.; no financial con-sideration involved. Both assignor and as-signee are owned by Irving B. Harris (50%), Burt I. Harris (30%) and Don P. Nathanson (20%). Ann. Feb. 8. KFMX (FM) San Diego, Calif.—Seeks as-signment of license from Sherrill C. Corwin to Metropolitan Theatres Corp., owned by Eighth Street Theatre Corp., which in turn is owned entirely by Mr. Corwin; no finan-cial consideration involved. Ann. Feb. 8. KMSL Ukiah, Calif.—Seeks assignment of

KMSL Ukiah, Calif.—Seeks assignment of license from Jack L. Powell and Alyce M. Powell, joint tenants, to Edward B. Mul-rooney; consideration \$60,000. Mr. Mulrooney is employe KCKC San Bernardino, Calif.. owns recording service business. Ann. 12. and Feb.

and owns recording service business. Ann. Feb. 12. WSUG Clewiston, Fla.—Seeks assignment of license from William H. Finch to Ranulf Compton; consideration \$1 and assumption of liabilities. Mr. Compton is president and principal stockholder of WKDN-AM-FM Camden, N. J., and WARN-AM-FM Ft. Pierce, Fla. Ann. Feb. 12. KHBC-AM-TV Hilo; KGMB-AM-TV Hono-lulu; KMAU-TV Wailuku, all Hawaii—Seek transfer of 51.4% of stock in Honolulu Star-Bulletin Ltd., parent corporation of Hawaiian Bcstg. System Ltd., licensee, from Riley H. Allen, Edmond H. Leavey and Paul L. Mc-Ilree, trustees of estate of Wallace Rider Farrington, to Hawalian Publishing Holding Corp.; total consideration \$5,782,820 (\$53 per share). Transferee's principals include J. M. Atherton Trust (charitable trust [22.5%]), John T. Waterhouse (16.7%), W. H. Hill (15%), Capital Investment Co. Ltd. (12.5%) and 24 others, none of whom have other broadcast interests Ann Feb. 14

(15%), Capital Investment Co. Ltd. (12.5%) and 24 others, none of whom have other broadcast interests. Ann. Feb. 14. KRLC Lewiston, Idaho-Clarkston, Wash. —Seeks assignment of license from Donald A. Thomas and Elaine S. Thomas, tenants in common, to KRLC Inc. (Mr. and Mrs. Thom-as, 96.9%, as tennants in common; Douglas A. MacKelvie, 3.1%). Mr. MacKelvie is em-ploye of KRLC. Ann. Feb. 6. KLIL Estherville, Iowa—Seeks involuntary assignment of license from KLIL Inc. to Gordon J. Forsyth, receiver for KLIL Inc.; no financial consideration involved. Ann. Feb. 2.

Feb

no financial consideration involved. Ann. Feb. 2.
KJOE Shreveport, La.—Seeks assignment of license from Armand Kovitz to Armand Bestg. Inc.; consideration \$17,333.19 and assumption of \$101,666.81 in liabilities. Assignee corporation consists of Mr. Kovitz and Harrison-McElroy Theatres Inc. (each 50%). Harrison-McElroy Theatres Inc. is owned by T. G. Solomon (50%), O. Delton Harrison Jr. (22%), Adelaide Harrison Smith (21%). O. D. Harrison (6%) and Shelby L. Smith (1%). Ann. Feb. 13.
WMER (FM) Celina, Ohio—Seeks transfer of one-third partnership interest in Celina Bestg. Co. from Frank J. Hawkins to Elmer E. Schweizer and J. P. Moore, present owners of one-third each (each 16.66%): consideration \$33. Ann. Feb. 8.
KREK Sapulpa, Okla.—Seeks assignment

consideration \$33. Ann. Feb. 8. KREK Sapulpa, Okla.—Seeks assignment of cp from R. B. Bell and Bernice Bell (each 50%), d/b as Oklahoma Bcstg. Co., to Creek County Bcstg. Co., consisting of Mr. and Mrs. Bell (each 25%) and William E. Mar-shall and Melwyn E. Klar (each 25%), d/b as Sapulpa Bcstrs., pursuant to merger agree-ment between two competing applicants for cp which was approved by acting chief hearing examiner. Ann. Feb. 2. KWIN Ashland, Ore.—Seeks transfer of 75% of stock in Rogue Valley Bcstrs. Inc. from Douglas D. Kahle to W. Henry Peck; consideration \$1,000 cash and payment by cor-poration of all its obligations to which trans-feror shall be liable. Mr. Peck is general manager of KWIN. Ann. Feb. 2. KEX-FM Portland, Ore.—Seeks assign-

KEX-FM Portland, Ore.—Seeks assign-ment of license from Westinghouse Bcstg. Co. to State of Oregon through State Board of Higher Education with no financial con-sideration involved; assignment to be made

sideration involved: assignment to be made by deed of gift. Board of Higher Education operates \*KOAC-AM-TV Corvallis, \*KOAP-TV Portland, \*KWAX (FM) Eugene and \*KTEC (FM) Klammath Falls. Ann. Feb. 12. WSBA-AM-FM-TV York, Pa.—Seeks in-voluntary transfer of approximately 89% of stock in Susquehanna Bestg. Co. from Helen P. Appell, Louis J. Appell Jr., George N. Appell and York National Bank & Trust Co., executors of estate of Louis J. Appell (de-ceased), to Louis J. Appell Jr., Helen P. Appell, George N. Appell Jr., Helen A., Norton, trustees of Louis J. Appell residual trust: no financial consideration involved. Ann. Feb. 14.

KNAK Salt Lake City, Utah—Seeks assign-ment of license from Granite District Radio Bcstg. Co. to Seattle, Portland & Spokane Radio; consideration \$450,000. Assignee is joint venture of Essex Productions Inc. and Dena Pictures Inc. and is licensee of KJR Seattle and KNEW Spokane, both Washing-ton, and KXL Portland. Ore. Essex Produc-tions is owned 80% by Frank Sinatra; Dena Pictures is owned 50% each by Danny Kaye and Sylvia Kaye. Ann. Feb. 12. WMNE Menomonie, Wis.—Seeks transfer of one-third partnership interest in Meno-monie Bcstg. Co. from Henry W. Overbeck, administration of estate of Charles Whit-ford, deceased, to Evelyn Whitford, Mr. Whitford's widow; Mrs. Whitford paying her four children total of \$20,662 as compromise settlement for their claims against Mr. Whit-ford's estate. Ann. Feb. 12.

#### Hearing cases

#### FINAL DECISIONS

FINAL DECISIONS By decision, commission granted application of David L, Kurtz for new Class B fm station to operate on 101.1 mc, ERP 9.4 kw, ant. height 128 ft., in Philadelphia, Pa. Jan. 30, 1961, initial decision looked to-ward this action. Action Feb. 14. By decision, commission granted pro-test by Joseph P. and Mildred V. Ernst. d/b as Chief Washakie Tv (KWRB-TV ch. 10). Riverton, Wyo., and denied application of Carter Mountain Transmission Corp. for additional microwave tv relay facilities to serve catv systems in Thermopolis, River-ton, and Lander, all Wyoming, without prej-udice to refiling when showing can be made that duplication of programming is adequately avoided and satisfactory ar-rangement is arrived at by which catv sys-tem will carry KWRB-TV service. Comr. Bartley abstained from voting; Comr. Cross dissented and issued statement. Commission instructions of Dec. 14, 1961, looked to this action, reversing hearing examiner's initial decision of May 25, 1961. Action Feb. 14. Commission gives notice that Dec. 20, 1961. initial decision which looked toward granting applications of Radio Quests Inc. for new am station to operate on 1330 kc, 500 w, DA, D, in Willoughby, Ohio, with engineering condition, and WHOT Inc. to change facilities of WHOT Campbell, Ohio, from 1570 kc, 1 kw, DA, D, to 1330 kc, 500 w-LS, 1 kw-N, DA-2, became effective Feb. 8 pursuant to Sec. 1.153 of rules. Action Feb. 14. By memorandum opinion & order, Com-mission waived Secs. 3.610(b) (2) and 3.611 (b) (4) and comptod and solia (b) (2) and 3.611

Feb. 14. By memorandum opinion & order, Com-mission waived Secs. 3.610(b)(2) and 3.611 (b)(4) and granted application of Scripps-Howard Radio Inc. to relocate trans. site of WPTV(TV) (ch. 5) West Palm Beach, Fla., from point approximately two miles north of West Palm Beach to point approximately 12 miles southwest of that city, increase ant. height to 990 ft., and make other changes; ERP vis. 100 kw, aur. 50 kw; denied petition by Wometco Enterprises Inc. (WTVJ[TV] ch. 4), Miami, to deny, and dismissed statement by Biscayne TV Corp. (WCKT[TV] ch. 7), Miami, in sup-port of Wometco petition. Action Feb. 14.

#### INITIAL DECISION

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant-ing applications of San Juan Non-Profit Tv Assoc. for three new uhf tv translator stations on chs. 73, 77 and 83 to serve Farmington-Bloomfield Highway and Huer-fano-Bloomfield Highway areas. N. M., from trans. locations on Huerfano Peak by trans-mitting programs of Albuqueroue stations KGGM-TV (ch. 13), KOB-TV (ch. 4) and KOAT-TV (ch. 7). Action Feb. 12.

#### **OTHER ACTIONS**

WPBC Minneapolis, Minn.; Nicholas and Victor J. Tedesco, d/b as Gabriel Bcstg. Co., Chisholm, Minn.—Designated for consoli-dated hearing application of WPBC for change of operation on 980 kc from 1 kw, D, to 5 kw, DA-1, unl. and move station location to Richfield, and Gabriel for new am station to operate on 980 kc, 5 kw, DA-1, unl.; made Federal Aviation Agency party to proceeding. Chmn. Minow dissented and issued statement. Action Feb. 14. nd issued statement. Action Feb. 14. Rockland Bcstrs, New York, N. Y.—Desigand

Rockland Bcstrs, New York, N. Y.—Desig-nated for hearing application for new day-time am station to operate on 910 kc, 1 kw, DA; made WPAT Paterson. N. J., and WHAY New Britain, Conn., parties to pro-ceeding. Action Feb. 14. By memorandum opinion & order, com-mission, on petition by KWTX Bcstg. Co., reconsidered and granted without hearing latter's application to increase ERP of KWTX-TV (ch. 10) Waco, Tex., from 107

kw to 225 kw vis. and from 53.7 kw to kw to 225 kw vis. and from 53.1 kw to 127.5 kw aur., move trans. location eight miles to south, increase ant. height from 520 ft. to 1,140 ft. and make other equipment changes. Chmn. Minow concurred in part and issued statement in which Comr. Bart-ley joined Action Feb 14 ley joined. Action Feb. 14.

By memorandum opinion & order, By memorandum opinion & order, com-mission denied petition by Jerome Sill, as-signee of and successor to WFPG Inc., Toms River, N. J., for reconsideration of commission's Dec. 6, 1961. denial of review of hearing examiner's refusal to reopen record in consolidated am proceeding in Docs. 13092 et al and for leave to amend WFPG Inc. application by substituting Mr. Sill as applicant. Chmn. Minow dissented and issued statement; Comr. Barlley ab-stained from voting. Action Feb 14. comstained from voting. Action Feb. 14.

stained from voting. Action Feb. 14.
By memorandum opinion & order, commission (1) waived Sec. 3.613 of rules and granted application of Atlantic Coast Bestg. Corp. of Charleston (S. C.) for mod. of cp of WCIV(TV) (ch. 4) to move trans. about five miles and increase ant. height from 380 to 838 feet; (2) granted six-month extension of time to construct; (3) granted assignment of cp to First Charleston Corp. for one-third stock interest; and (4) denied certain opposition pleadings by WUSN-TV (ch. 2) Charleston. Five assignee stock-holders control WCCA(TV) (ch. 32) Montgomery, Ala. Comr. Bartley dissented. Action Feb. 14.
By memorandum opinion & order, com-

By memorandum opinion & order, com-■ By memorandum opinion & order, com-mission denied petition by Buckeye-Hoosier Radio to accept for filing its application tendered Jan. 8 for new am station to operate on 1510 kc, 500 w, D, DA, in Green-ville, Ohio, which was returned Jan. 15 as unacceptable for filing under rule Sec. 1.106. since operation requested would in-volve mutually prohibitive interference with proposal in hearing of Spiedel Bcstg. Corp. of Ohio for new station at Kettering, Ohio. Since, under rules Buckeye-Hoosier's application has not been timely filed to be considered with Spiedel, it cannot be acconsidered with Spiedel, it cannot be cepted for filing. Action Feb. 14.

Since, under fules Buckeye-Hoosler's application has not been timely filed to be considered with Spiedel, it cannot be accepted for filing. Action Feb. 14.
Waived Sec. 3.189(b)(8) of rules and granted application of WPDQ Inc. (WPDQ), Jacksonville. Fla. (600 kc, 5 kw, DA-N, unl.) for license to cover operation with reduced radiation efficiency. Action Feb. 14.
By letter, commission denied petition by Northern Illinois Bcstg. Inc. for reconsideration and for waiver of commission's interim procedures for processing applications for fm broadcast facilities and for grant of its application to operate WNIB (FM) Chicago. Ill., with 36 kw ERP. Power (20 kw ERP) limitation was selected by commission after careful evaluation of alternative possibilities. This limitation was found to be desirable to permit continued development of fm service and, at same time, to maintain for commission workable area for decision, pending completion of rulemaking in Doc. 14185. Action Feb. 14.
By memorandum opinion & order, commission granted petition by Frontier Bcstg. Co. (KSTF[TV] Scottsbuff, Neb., and KFBC-TV Cheyenne, Wyo.) to extent of enlarging issues in proceeding on applications of Collier Electric Co. for renewal of its microwave facilities to determine what impact grant of application for KAS41. Bridgeport. Neb., will have upon operation of KSTF in Scottsbuff and resulting injury, if any, to public it now serves; placed burden as to new issue upon Frontier, and clarified hearing order to show that Frontier is sentiley and Cross dissented, latter with statement. Action Feb. 14.
By memorandum opinion & order, commission denied petition by Telegraph Herald for reconsideration or hearing on the condition precluding pre-sunrise operation with daytime facilities which was attached to grant of its proceeding on applications for new to statement. Action Feb. 14.
By memorandum opinion & order, commission denied petition by Santa Maria Telecasting Corp. to delete or modify requirement

mission granted petition by Broadcast Bureau to extent of enlarging issues in proceeding on application of Willamette-

Land Tv Inc. for new tv station to operate on ch. 3 in Salem, Ore., to determine (1) whether misrepresentations were made by W. Gordon Allen and John H. Truhan incident to sale of KBAM Longview, Wash., and (2) in light of evidence adduced under that issue, whether Mr. Allen possesses necessary character qualifications to be broadcast licensee or to be principal of broadcast licensee; set aside Jan. 25 initial decision (which looked toward grant of application) and remanded proceeding to hearing examiner for further evidentiary hearing on new issues to be held in Salem, Ore. Comr. Ford concurred and issued statement. Action Feb. 14. • By memcrandum opinion & order in proceeding on applications of Burlington Bestg. Co., Burlington County Bestg. Co., and Mt. Holly-Burlington Bestg, Co. for new am stations in Burlington and Mount Holly, N. J., commission denied petitions by Burlingtor. Bestg. Co. and Mt. Holly-Burlington to review and reverse examiner's Sept. 29, 1961, order which granted petition by Burlington County for leave to amend its application to eliminate Alexander Denbo as one of its principals and make related changes. Action Feb. 14. • By memorandum opinion & order, com-mission granted motion by Transcontinent Tv Corp. to substitute it for Marietta Bestg.

mission granted motion by Transcontinent Tv Corp. to substitute it for Marietta Bestg.

Tv Corp. to substitute it for Marietta Bostg. Inc. as respondent in proceeding on mod. of license of KERO-TV Bakersfield, Calif., to specify operation on ch. 23 in lieu of ch. 10. Action Feb. 14. • By order, commission made editorial corrections to transcript of oral argument in tv Option Time proceeding, as requested by American Bostg. Co., National Bostg. Co., Select Committee, ABC-TV Affiliates, CBS-TV Affiliates. Station Representatives Assn. and Times-Mirror Bostg. Co. Action Feb. 14.

#### Routine roundup

By order, commission modified its interim procedure for processing fm broadcast applications to (1) permit consideration of certain applications involving mutually prohibitive interference, and (2) provide means of predicting contours (for determining interference) at distances less than five miles from specified trans. site. Interim procedure as adopted Dec. 6, 1961 (under strict interpretation), precluded consideration of any application which causes or receives 1 mv/m interference pending outcome of commission's proceeding to revise im broadcast rules. By separate memoranium opinion & order, commission denied petitions by FM Unlimited Inc. and several applicants in hearing which requested reconsideration of Dec. 6 order. Comr. Cross dissented. Action Feb. 14.

 Commission granted request by WFAB Inc. to operate WFAB, Miami-South Miami, Fla., under program test authority for period ending March 28, pending further action on its license application, and waived Sec. 3.189(b) (8) of rules to permit opera-tion with reduced ant. efficiency. Since WFAB did not satisfactorily meet engineer-ing conditions which were attached to its cp because of proximity of its DA system and that of WMIE Miami, program au-thority grantec WFAB is conditioned upon submission by WMIE of appropriate ap-plication for mod. of its license by March 28 specifying, if necessary, new operating parameters and accompanied by complete proof of performance covering its night-imed specify and the second state. 28 specifying, if necessary, new operating parameters and accompanied by complete proof of performance covering its night-time pattern under Sec. 3.186 to establish that its operation substantially conforms to terms of its 1947 cp. Such application must be prepared by qualified consultant and acceptable to both stations. WMLE was di-rected to cooperate in expediting comple-tion of proof, including prompt request for whatever temporary authority is needed to facilitate measurements. Cost of replacing or repairing defective components and in-stallation charges connected therewith are to be borne by WMLE, and WFAB will be principally responsible for satisfactory readjustment cf WMIE nighttime DA sys-tem and preparation of appropriate ap-plication. To this extent, commission granted relief requested in WMIE petition, and that station was so notified by letter, Comr. Bartley abstained from voting. Ac-tion Feb. 14.

Commission instituted proceedings look-ing toward revoking license of Palms Bestg. Corp. for WGRC at Green Cove Springs, Fla., and cease and desist order to restrain Frank Van Hobbs from further unau-thorized operation of that station. They are contained in separate orders to show

cause, subject to consolidated hearing in Washington at time to be specified later. Action Feb. 14. © Commission granted motion by Wabash Valley Bcstg. Corp. and extended time from Feb. 5 to Feb. 19 for filing responses to motion by Fort Harrison Telecasting Corp. to strike portion of Wabash Valley reply comments in proposed rulemaking to deintermix Springfield, Ill. Action Feb. 9. © Commission granted motion by South-ern Nevada Radio & Tv Co. (KLRJ-TV) ch. 2, Henderson, Nev., and extended time to Feb. 16 for filing reply to opposition by Las Vegas Tv Inc. (KLAS-TV) ch. 8, Las Vegas, Nev., to KLRJ's petition for tv rulemaking involving Henderson-Las Vegas, Nev. Action Feb. 7. © Commission granted requests of Don D. Hammond, mayor of Modesto, Calif., and Chester Smith and Corbett Pierce, Modesto, and extended time from Feb. 5 to Feb. 19 for filing comments and from Feb. 19 to March 5 for filing replies in tv rulemaking proceeding involving Modesto and San Mateo. Action Feb. 6.

#### **ACTIONS ON MOTIONS**

By commissioner Robert E. Lee Granted petition by Broadcast Bureau and extended time to Feb. 26 to file ex-ceptions to initial decision in proceeding on applications of Palmetto Bcstg. Co. for renewal of license for WDKD Kingstree, S. C., and for license to cover cp, Action Feb. 12.

#### By Acting Chief Hearing Examiner Jay A. Kyle

Jay A. Kyle Dismissed as moot Oct. 9, 1961, motion by Hershey Bcstg. Inc. for enlargement of issues in proceeding on its application and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa., to include issue respecting funds available to Reading to effect proposal in its original application; at Feb. 12 oral argument acting chief hear-ing examiner concluded that dismissal of Hershey's motion would not preclude its filing pleading seeking addition of financial issue directed to Reading's application, as amended by order of Feb. 2. Action Feb. 12. Dismissed as moot request by Star Tv

Inc. for oral argument on its petition for enlargement of issues to include financial issue with respect to proposal of Rochester Area Educational Tv Assoc. Inc. in tv ch. 13, Rochester, N. Y. proceeding. Action Feb 9. Feb. 9

Dismissed as moot request by Star Tv Dismissed as moot request by Star Tv Inc. for oral argument in tv ch. 13, Rochester. N. Y., proceeding. (On Feb. 7, acting chief hearing examiner scheduled oral argment on all pending petitions, in-cluding Star, concerning enlargement of financial issues.) Action Feb. 9.
 Upon request of applicants, continued Feb. 9 oral argument to Feb. 12 on motion for enlargement of issues in proceeding on applications of Hershey Bcstg. Inc. and Reading Radio Inc. for new fm stations in Hershey and Rcading, Pa. Action Feb. 7.

#### By Hearing Examiner Basil P. Cooper

• Granted petition by Richmond Bostg. Co., Richmond, Va., for leave to amend its application to change name to BCD Bostg. Co. in proceeding on its am application, et al. Action Feb. 8.

#### By Hearing Examiner James D. Cunningham

■ Granted motion by Florida-Georgia Tv Inc. and extended time from Feb. 5 to Feb. 26 for parties in Jacksonville, Fla., tv ch. 12 proceeding to request corrections in transcript of hearing. Action Feb. 6.

#### By Hearing Examiner Charles J. Frederick

As result of agreements made on record of Feb. 6 prehearing ■ As result of agreements made on record of Feb. 6 prehearing conference in pro-ceeding on applications of Hershey Bcstg. Inc. and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa., scheduled certain procedural dates, engi-neering hearing for March 26 and prehear-ing conference on 307(b) issue will com-mence May 7, at which time further hear-ing date will be established; granted peti-tion by Reading Radio Inc., for leave to amend to show new engineering data and to add certain financial data. Action Feb. 6. ■ Upon request by applicant Grand Valley Bcstg. Co., changed date for exchange of exhibits to March 13, for notification of witnesses for cross-examination to April 6 and continued March 20 hearing to April

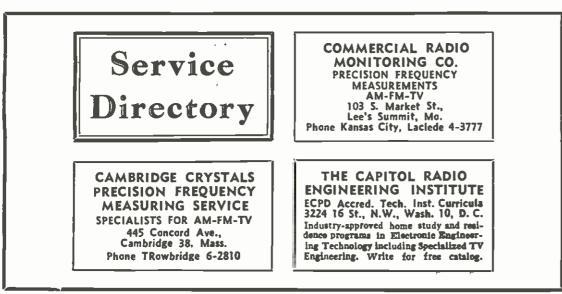
	SUMMARY OF Compiled		IAL BROADCA ASTING, Feb 15	STING	
AM FM TV	<b>ON AIR</b> Lic. 3,626 892 485 <sup>1</sup>	<b>Cps.</b> 63 77 77	CP Not on air 96 180 80		5
	OPERATIN	G TELEVIS	ION STATION	S	
	Compile	d by BROADCA	ASTING, Feb 15		
Commercial Non-Commercial	4	7 <b>HF</b> 63 41	<b>UHF</b> 90 14		<b>TOTAL</b> <b>TV</b> 553 55
	COMMERC	CIAL STATI	ON BOXSCOR	Ε	
	Co	mpiled by FC	C Jan. 31		
Licensed (all on Cps on air (new Cps not on air (n Total authorized	stations) new stations)	to order al	AM 3,622 77 140 3,839	FM 900 67 176 1,143	<b>TV</b> 485 <sup>1</sup> 74 85 645 <sup>2</sup>

	2011	1. 141	
Licensed (all on air)	3,622	900	485 <sup>1</sup>
Cps on air (new stations)	77	67	74
Cps not on air (new stations)	140	176	85
Total authorized stations	3,839	1,143	645°
Applications for new stations (not in hearing)	455	122	40
Applications for new stations (in hearing)	185	21	63
Total applications for new stations	640	143	103
Applications for major changes (not in hearing)	489	89	33
Applications for major changes (in hearing)	76	4	11
Total applications for major changes	565	93	44
Licenses deleted	0	1	0
Cps deleted	2	11	3=

<sup>1</sup> There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup> Includes one STA. <sup>3</sup> Three commercial cps have been changed to noncommercial educational.

#### **RADIO-TV SET COUNTS**

MASSACHUSETTS			1960	U.S. CI	ENSUS O	F HO	USING	
				Radio			Televisio	n I
		Occupied	Total	Percent	2 or	Total	Percent	
	Popula-	Dwelling	Radio	Satura-	more	Τv	Satura-	more
Агеа	tion	Units	Homes	tion	sets	Homes	tion	sets
State totals	5,148,578	1,534,985	1,457,275	94.9	659,009	1,419,232	92.5	200,219
COUNTY TOTALS					·			
Barnstable	70,286	21,944	20,473	93.3	9,121	19,886	90.6	1.701
Berkshire	142,135	43,104	41,115	95.4	17,445	39,151	90.8	2,543
Bristol	398,488	124,182	115,999	93.4	43,011	117,046	94.3	12,523
Dukes	5,829	2,032	1,898	93.4	661	1,592	78.3	38
Essex	568,831	174,385	164,647	94.4	72,668	164,443	94.3	25,937
Franklin	54,864	17,022	16,038	94.2	6,690	14,239	83.7	596
Hampden	429,353	129,492	121,523	93.8	51,046	119,301	92.1 88.3	11,519
Hampshire Middlesex	103,229 1,238,742	27,378 352,035	26,017 338,617	95.0 96.2	10,296 171,797	24,176 331,413	94.1	1,889 60,447
Nantucket	3,559	1,201	1,177	98.0	525	1,007	83.8	120
Norfolk	510,256	143,897	139,415	96.9	81,284	137,134	95.3	29,419
Plymouth	248,449	73,030	68,961	94.4	30,868	68,354	93.6	8,452
Suffolk	791,329	252,579	236,540	93.6	93.863	221,135	87.6	28,015
Worcester	583,228	172,704	164,845	95.5	69,734	160,355	92.8	17,020
Metropolitan Are	as							
Boston	2,589,301	770,468	735,819	95.5	361,584	710,732	92.2	125,230
Brockton	149,458	43,629	41,094	94.2	17,988	40,640	93.1	4,595
Fall River	138,156	43,715	40,868	93.5	13,869	41,607	95.2	4,271
Fitchburg-	00.400	04 700	00.555	05.1	0.407	02 110	00.0	0.001
Leominster	82,486	24,780	23,555	95.1	9,427	23,116	93.3	2,661
Lawrence- Haverhill	187,601	58,655	55,061	93.9	21,373	55,549	94.7	7,376
Lowell	157,982	45,258	42,703	94.4	17,237	42,757	94.5	5,464
New Bedford	143,176	46,742	43,152	92.3	15,838	43,360	92.8	3,917
Pittsfield	73,839	22,246	21,372	96.1	9,447	20,517	92.2	I,481
Providence-								
Pawtucket	816,148	247,822	235,400	95.0	94,210	233,295	94.1	30,175
Springfield-								
Chicopee-	478,592	142,861	134,316	94.0	55,791	131,077	91.8	12,500
Holyoke Worcester	323,306	94,680	91,042	94.0	41,002	88,368	91.0	10,268
WOIGESTEI	323,300	54,000	51,042	50.2	41,002	00,000	33.3	10,200
								Í
NEBRASKA	4							
State totals	1,411,330	433,448	405,884	93.6	117,399	379,108	87.5	20,947
COUNTY TOTALS	1,111,000	100,110		00.0	,	0,0,100	0710	
Adams	28,944	8,932	8,337	93.3	2,296	8,013	89.7	465
Antelope	10,176	3,173	3,030	95.5	448	2,397	75.5	20
Arthur	680	204	204	100.0	44	161	78.9	-
Banner	1,269	353	335	94.9	93	315	89.2	19
Blaine	1,016 9,134	316	293	92.7		159	50.3	- 1
Boone Box Butto	9,134	2,719	2,508	92.2 98.9	512 1,124	2,308 3,025	84.9 84.3	82
Box Butte Boyd	11.688 4.513	3,587 1,358	3,546 1,358	98.9 100.0	1,124	1,037	64.3 76.4	26
Brown	4,436	1,358	1,333	91.1	277	998	68.2	15
Buffalo	26,236	8,031	7,469	93.0	1,917	7,155	89.1	267
Burt	10,192	3.328	3,134	94.2	730	3,056	91.8	76
Butler	10,312	3,251	3,112	95.7	698	2,639	81.2	47
Cass	17.821	5,450	5,042	92.5	1,416	4,989	91.5	216
Cedar	13,368	3,574	3,496	97.8	1,179	3,184	89.1	45
Chase	4,317	1,413	1,378	97.5	474	1,244	. 88.0	52



23 in proceeding on Grand Valley's applica-tion, Wolverine Bestg. Co. and Muskegon Heights Bestg. Co. for new am stations in Saranac, Wyoming and Muskegon Heights, Mich. Action Feb. 6.

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By Hearing Examiner Walther W. Guenther Granted petition by Mia Enterprises Inc. (KWBE), Beatrice, Neb., for leave to amend its application to increase daytime power from 250 w to 1 kw, continued opera-tion on 1450 kc, 250 w-N, instead of 1590 kc, 1 kw-N, 5 kw-LS, DA-2, and to make certain other changes; removed amended application from hearing docket and re-turned it to processing line. Action Feb. 12. Pursuant to request by Broadcast Bureau and with consent of applicant, scheduled hearing conference for Feb. 12 on applications of The Walmac Co. for renewal of licenses of KMAC and KISS(FM) San Antonio, Tex. Action Feb. 12. Pursuant to agreement reached by all parties at Jan. 26 further prehearing to Feb. 26 in proceeding on application of W. E. Baysden for new am station in Jackson-ville, N. C. Action Feb. 7. By Hearing Examiner Walther W. Guenther

By Hearing Examiner Isadore A. Honig

ville, N. C. Action Feb. 7.
By Hearing Examiner Isadore A. Honig

Granted petition by Blue Island Community Bestg. Inc. and suspended indefinitely time for filing proposed findings, now due Feb. 16, in proceeding on its application for new fm station in Blue Island, Ill., et al.: on own motion. suspended indefinitely date for filing any reply pleadings, now due March 5. Action Feb. 12.
On own motion, following Feb. 9 conference in proceeding on fm applications of Blue Island Community Bestg. Inc., Blue Island, Ill., et al ordered that any proposed amendment tendered and any associated pleadings submitted therewith by applicant Blue Island, pursuant to commission's memorandum opinion & order of Feb. 2, shall be tendered and filed, respectively, by March 5. Action Feb. 9.
Granted, nunc pro tunc, Feb. 7 petition by Broadcast Bureau and further extended time from Feb. 7 to Feb. 23 for responding to petition by The News-Sun Bestg. Co. for leave to amend, to reopen record, and for further proceeding on its applications of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations in Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg. Inc. and Elmwood Park Bestg. Corp. for new fm stations of Blue Island Community Bestg.
March Feb. 6 prehearing conference in proceeding on application of Asheboro Bestg. Co. (WGWR) Asheboro, N. C., scheduled certain procedural dates and continued March 6 hearing to March 14. Action Feb. 6.

By Hearing Examiner Annie Neal Huntting By Hearing Examiner Annie Neal Huntting Granted motion and petitions by Ellen-ville Bestg. Co. and Ulster County Bestg. Co., applicants for new am stations in Ellenville, N. Y., et al., and received in evidence Ellenville's Exhibit 11 and Ulster's Exhibit 1 (as amended and supplied with its petition), incorporated by reference in-to record Appendix C referred to on page 509 of transcript; closed record and ordered that proposed findings be filed in accord-ance with directions and agreements stated in record: and, on own motion, corrected wording from "wouldn't" to "would" on page 686, line 1 of transcript. Action Feb. 8. Granted following petitions in Roches-

Continued on page 144

Bage ood, line 1 of transcript. Action Feb. 8. ■ Granted following petitions in Roches-ter, N. Y., tv ch. 13 proceeding by Federal Bestg. System. Inc. for leave to amend its application to modify and correct certain technical qualifications; Star Tv, Inc. for leave to amend to supply copy of stock-holder's agreement and "up-to-date and corrected set" of its by-laws; Rochester Bestg. Corp. for leave to amend to correct clerical error in staff plan; Community Bestg. Inc. (1) for leave to amend to re-flect withdrawal of Stephen L. Alaimo as stockholder, stock subscriber and director; and (2) to strike untimely oppositions to its petition to amend by Flower City Tv Corp. and Rochester Bestg. Corp. Action Feb. 6.

By Hearing Examiner H. Gifford Irion ■ Granted motion by Lakeshore Bcstg. Corp. and corrected to extent proposed transcript of hearing in proceeding on its

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#### **RADIO-TV SET COUNTS continued**

			`	Radio			Television	
	Popula-	Occupied Dwelling	Total Radio	Percent Satura-	2 or more	Total Tv	Percent Satura-	2 or more
Агеа	tion	Units	Homes	tion	sets	Homes	tion	sets
Cherry	8,218	2,461	2,213	89.9	501	1,972	80.1	37
Cheyenne Clay	14,828 8,717	4,304 2,857	4,066 2,752	94.5 96.3	1,641 1,019	3,513 2,756	81.6 96.5	217 50
Colfax	9,595	3,186	3,077	96.6	471	2,570	80.7	21
Cuming	12,435	3,667	3,517	95.9	756	3,125	85.2	17
Custer	16,517 12,168	5,270 3,477	5,093 3,159	96.6 90.9	1,003 551	4,067 3,294	77.2 94.7	80 155
Dakota Dawes	9,536	2,974	2,755	92.6	919	2,187	73.5	21
Dawson	19,405	6,049	5,536	91.5	1,696	5,305	87.7	127
Deuel	3,125 8,106	1,016 2,431	982 2,320	96.7 95.4	214 534	877 2,225	86.3 91.5	19 67
Dixon Dodge	32,471	10,239	9,675	94.5	2,570	9,537	93.1	614
Douglas	343,490	103,969	94,498	90.9	32,834	94,518	90.9	10,593
Dundy Fillmore	3,570 9,425	1,146 3,111	1,059 2,909	92.4 93.5	293 597	920 2,759	80.3 88.7	80
Franklin	5,449	1,889	1,738	92.0	127	1,657	87.7	-
Frontier	4,311	1,412	1,380	97.7	368	1,225 2,033	86.8	16
Furnas Gage	7,711 26,818	2,613 8,160	2,555 7,821	97.8 95.8	788 1,504	7,109	77.8 87.1	19 219
Garden	3,472	1,115	1,076	96.5	395	717	64.3	
Garfield	2,699	838 764	805 744	96.1 97.4	176 221	645 704	77.0 92.1	20
Gosper Grant	2,489 1,009	337	273	97.4 81.0	63	190	56.4	20
Greeley	4,595	1,344	1.237	92.0	251	969	72.1	36
Hall	35,757 8,714	11,277 2,733	10,496 2,631	93.1 96.3	3,685 684	10,140 2,465	89.9 90.2	449 21
Hamilton Harlan	5,081	1,678	1,661	99.0	386	1,473	87.8	
Hayes	1,919	576	553	96.0	138	484	84.0	23
Hitchcock	4,829 13,722	1,572 4,096	1,527 3,849	97.1 94.0	299 827	1,406 2,597	89.4 63.4	18
Holt Hooker	1,130	352	305	86.6	93	352	100.0	_
Howard	6,541	2,117	1,949	92.1	355	1,781	84.1	37
Jefferson Johnson	11,620 6,281	3,925 2,086	3,565 2,039	90.8 97.7	610 403	3,324 1,772	84.7 84.9	20 22
Kearney	6,580	2,061	1,996	96.8	398	1,970	95.6	92
Keith	7,958	2,458 515	2,376	96.7 100.0	616 130	2,227 413	90.6 80.2	69
Keya Paha Kimball	1,672 7,975	2,245	515 2,153	100.0 95.9	640	2,120	80.2 94.4	46
Knox	13,300	4.044	3,832	94.8	755	2,841	70.3	22
Lancaster	155,272 28,491	47,582 8,880	44,560 8,369	93.6 94.2	16,144 2,676	43,070 7,774	90.5 87.5	3,038 183
Lincoln Logan	1,108	336	320	95.2	192	224	66.7	
Loup	1,097	328	328	100.0	92	274	83.5	
McPherson Madison	735 25,145	216 7,793	216 7,500	100.0 96.2	78 1,994	139 6,264	64.4 80.4	15 80
Madison Merrick	8,363	2,654	2,464	92.8	509	2,248	84.7	_
Morrill	7,057	2,128	2,009	94.4	568 225	1,610	75.7	40
Nance Nemaha	5,635 9,099	1,743 2,947	1,628 2,758	93.4 93.6	460	1,420 2,473	81.5 83.9	19 61
Nuckolls	8,217	2,689	2,644	98.3	598	2,164	80.5	21
Otoe	16,503	5,303 1,775	4,972	93.8 98.8	1,169 361	4,730 1,315	89.2 74.1	173   21
Pawnee Perkins	5,356 4,189	1,775	1,753 1,261	98.1	479	1,237	96.2	65
Phelps	9,800	3,114	2,936	94.3	875	2,917	93.7	216
Pierce Platte	8,722 23,992	2,648 6.837	2,565 6,110	96.9 89.4	552 1,474	2,294 6,125	86.6 89.6	43 253
Polk	7,210	2,276	2,241	98.5	570	2,139	94.0	—
Red Willow	12,940	4.218	3,924	93.0	1,129	3,697	87.6	95
Richardson Rock	13,903 2.554	4,638 816	4.511 798	97.3 97.8	1,338 108	3,915 635	84.4 77.8	116
Saline	12.542	4,349	4,185	96.2	635	3,792	87.2	38
Sarpy	31,281	7,780 5,445	7.285 5,181	93.6 95.2	2,589 1,391	7,497 4,914	96.4 90.2	832 200
Saunders Scotts Bluff	17,270 33,809	10,264	9,881	95.2 96.3	3,316	8,565	83.4	200
Seward	13,581	4,064	3,832	94.3	795	3,284	80.8	21
Sheridan Sherman	9.049 5,382	2,698 1,662	2,547 1,551	94.4 93.3	684 278	2,207 1,341	81.8 80.7	62   17
Sherman Sioux	2 575	771	750	97.3	248	605	78.5	-
Stanton	5,783	1,746	1,691	96.8	481	1,388	79.5	20
Thayer Thomas	9,118 1.078	3,000 349	2.862 328	95.4 94.0	255 40	2,560 183	85.3 52.4	22 20
Thurston	7,237	2,046	1,870	91.4	361	1.717	83.9	40
Valley	6,590	2.136	1,961	91.8	462	1,571 3,452	73.5 95.0	44 146
Washington Wayne	12,103 9,959	3,635 2,869	3,351 2,810	92.2 97.9	883 835	3,452	95.0 94.1	38
Webster	6,224	2,055	1,946	94.7	270	1,842	89.6	48

Continued on opposite page l

application for new fm station in Racine, Wis., et al. Action Feb. 12.

By Hearing Examiner David I. Kraushaar

By Hearing Examiner David I. Kraushaar Granted joint petition by Windber Community Bestg. System and Ridge Radio Corp., applicants for new am stations in Windber, Pa., and cancelled Feb. 16 further hearing with new date to be fixed by further order. Action Feb. 12. Granted request by Kenton County Bestrs., Covington, Ky., and extended to Feb. 28 time for filing reply briefs in proceeding on its am application. et al. Further ordered that parties be on notice that additional extensions to file reply briefs will not be granted, parties being afforded no right to file such pleadings under commission's rules (which leave this matter entirely to discretion of hearing ex-aminers). Action Feb. 8. Granted petition by Broadcast Bureau and extended to Feb. 7 time to file pro-posed findings of fact and conclusions in proceeding on am applications of Massillon Bestg. Inc., Norwood, Ohio. et al., and accepted bureau's proposed findings filed Feb. 8 even though filed day late. Action Feb. 8.

#### By Hearing Examiner Jay A. Kyle

■ Reopened record in proceeding on ap-plications of Burlington Bestg. Co., Bur-lington County Bestg. Co. and Mt. Holly-Burlington Bestg. Co. for new am stations in Burlington and Mount Holly, N. J., re-ceived in evidence modified Exhibit 5 of Mt. Holly and closed record. Action Feb. 7.

By Hearing Examiner Forest L. McClenning ■ Pursuant to agreement of all parties, rescheduled Feb. 15 hearing from 10 a.m. to 9 a.m. that date in proceeding on am application of Raritan Valley Bestg. Inc. (WCTC), New Brunswick, N. J. Action Feb. 8.

(WCTC), New Brunswick, N. J. Action Feb. 8. Scheduled oral argument on Feb. 20 in Grand Rapids, Mich., tv ch. 13 proceed-ing in Docs. 14407 et al., with participants limited to counsel for applicants MKO Bestg. Corp. and Major Tv Co., and Broad-cast Bureau, and afforded each party 15 minutes to present argument. Granted in part petition by applicant West Michigan Telecasters Inc. to make certain changes to its financial proposal but denied that portion of petition which would show availability of additional \$50,000. Action Feb. 8.

availability of additional \$50,000. Action Feb. 8. • Granted joint request of all parties in proceeding on am application of WFYC Inc. (WFYC), Alma, Mich., and continued from Jan. 30 to Feb. 16 date for exchange of rebuttal exhibits. if any; continued from Feb. 6 to Feb. 23 date for giving notification of witnesses to be called for cross-examination; and continued Feb. 12 hearing to March 14. Action Feb. 8. • Granted petitions by Peninsular Bestg. Co. and Atlas Bestg. Co. for leave to amend their applications as to financial showing made in Grand Rapids. Mich., tv ch. 13 proceeding. Action Feb. 7. • Granted request by Port Chester Bestg. Co to withdraw Nov. 29, 1961, amendment to its application for new am station in Port Chester, N. Y.; granted joint request by Putnam Bestg. Corp., Brewster. N. Y., and Port Chester Bestg. Co. that time for pleading to petition for leave to amend filed Jan. 10 by Port Chester and to op-position to petition to relaye to amend amendment associated therewith in am proceeding. Action Feb. 5. By Hearing Examiner

#### By Hearing Examiner

#### Chester F. Naumowicz Jr.

Enester F. Naumowicz Jr. By order, formalized certain rulings made at Feb. 8 prehearing conference in proceeding on application of DeKalb Bcstg. Co. for new am station in Decatur, Ga., scheduled certain procedural dates, and continued March 8 hearing to May 1. Ac-tion Feb. 8.

By Hearing Examiner Herbert Sharfman By Hearing Examiner Herbert Sharfman Upon request by Broadcast Bureau and without objection by applicant. extended time from Feb. 7 to Feb. 16 to file proposed findings and from Feb. 23 to March 5 for replies in proceeding on am application of Town and Country Bestg. Inc. (WREM), Remsen, N. Y. Action Feb. 7. Granted petition by Broadcast Bureau and extended time from Feb. 12 to March 1 for filing initial proposed findings of fact and conclusions and from March 6 to March

27 for filing replies in proceeding on application of WMOZ Inc. for renewal of license of WMCZ Mobile. Ala., and for revocation of license of Edwin H. Estes for WPFA Pensacola. Fla. Action Feb. 6. **a** After Feb. 6 prehearing conference in proceeding on applications of Lord Berkeley Bestg. Inc., and Grand Strand Bestg. Co. for new am stations in Moncks Corner and Myrtle Beach, S. C., scheduled certain procedural dates and continued March 7 hearing to March 21. Action Feb. 6.

By Hearing Examiner Elizabeth C. Smith

By Hearing Examiner Elizabeth C. Smith Upon request by Broadcast Bureau, ex-tended time from Feb. 9 to Feb. 23 for filing proposed findings and to March 9 for filing replies in matter of revocation of license of KPSR Inc. for station KPSR (FM) Palm Springs, Calif. Action Feb. 9. Granted motion by Radio Americana Inc. and extended from Feb. 9 to Feb. 23 time to file proposed findings of fact and conclusions and from Feb. 23 to March 9 for replies in preceeding on its application for new am station in Baltimore, Md. Ac-tion Feb. 8.

## BROADCAST ACTIONS by Broadcast Bureau

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#### Actions of Feb. 13

Actions of Feb. 13 Granted licenses for following am sta-tions: WISA Isabela. P. R., and WCCF Punta Gorda. Fla. WABJ Adrian, Mich. — Granted cp to change ant-trans. location: make changes in ant. system (increase height) and changes in ground system; condition. WHAI-FM Greenfield, Mass.—Granted cp to install new trans. KPRI (FM) San Diego, Calif.—Granted cp to show trans. power outputs as 4.9 kw; remote control permitted. WHAL Shelbyville, Tenn.—Granted cp to move ant.-trans. location and make changes in ground system; condition. WARK-FM Hagerstown, Md.—Granted cp to increase ERP to 2.3 kw; change studio location (same as trans.); delete remote control authority. — Granted mod of one to change type

■ Granted mod. of cps to change type trans. for following stations: WQSN Char-leston. S. C., condition; KGHT Hollister, Calif.

WHAL-FM Shelbyville, Tenn. — Granted mod. of cp to change type trans. and type ant.

ant. Following stations were granted ex-tensions of completion dates as shown: WXUR-FM Media, Pa., to April 20; KBCO (FM) San Francisco, Calif., to May 1; KGUD-FM Santa Barbara. Calif., to April 12; WDRN(FM) Darien, Conn., to July 2; KLVL-FM Pasadena, Tex., to May 18; WMLW(FM) Milvraukee, Wis., to June 8; WSBC-FM Chicago, Ill., to April 30; WAVI-FM Dayton, Ohio, to Aug. 15.

#### Actions of Feb. 9

WBUY-FM Lexington, N. C .-- Granted

SCA on multiplex basis. WDNC Durham, N. C.—Granted cp to in-stall new trans.  $\varepsilon$ s auxiliary day and al-ternate main night trans. at main trans. location.

stall new trans. 25 auxiliary day and ar-ternate main night trans. at main trans. location. WHHH Warren Ohio-Granted cp to make changes in nightime DA pattern. WXKW Troy, N. Y.-Waived Sec. 3.30(a) of rules and granted mod. of cp to extent of permitting establishment of main studio outside corporate limits of Troy, N. Y.; remote control permitted. KVRE Santa Rosa, Calif.-Granted mod. of cp to change type trans. KOBY Tucson, Ariz.-Granted mod. of cp to change from DA-1 to DA-2. KALV Alva, Okta.-Granted extension of authority to June 1 to sign-off at 7 p.m. pending grant of application for mod. of license for specified hours operation. WFAW Fort Atkinson, Wis.-Granted ex-tension of authority to April 2 to remain silent for further financial reorganization. • Following stations were granted exten-sions of completion dates as shown: KVET Austin, Tex.. to April 30; WCUE Cuyahoga Falls, Ohio. to July 24; WAMS Wilmington, Del.. to March 1; WITH Baltimore. Md., to Aug. 15; WOHI East Liverpool. Ohio, to April 30; WXKW Troy, N. Y., to April 2; WRIG Wausau, Wis., to Aug. 21; KBVU Bellevue, Wash.. to Aug. 21; KJPW Waynes-ville. Mo. to April 15; WFIX Huntsville, Ala.. to April 2; KVRE Santa Rosa, Calif., to April 30, and WNBC New York, N. Y., to Aug. 23, without prejudice to whatever ac-tion commission r ay deem appropriate in light of any information developed in *Continued On page* 151

Continued on page 151

1	Continued from opposite page									
	Area		Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets
	Wheeler York Metropolitan /	Arose	1,297 13,724	373 4,483	354 4,370	94.9 97.5	74 1,327	262 3,646	70.2 81.3	114
	Lincoln Omaha	nicas	155,272 457,873	47,582 111,749	44,290 101,783	93.1 91.1	16,144 35,423	43,070 102,015	90.5 91.3	3,038 11,425
	NORTH	DAI	кота			1960	U.S. CE	ENSUS (	OF HOU	SING
	State totals		632,446	173,362	164,497	94.9	55,224	148,480	85.9	6,17 <del>9</del>
	COUNTY TOTA	LS								
	Adams Barnes Benson Billings Bottineau Bowman Burke Burleigh Cass Cavalier Dickey Divide Dunn Eddy Emmons Foster Golden Vall- Grand Fork Grant Grand Fork Grant Griggs Hettinger Kidder La Moure Logan McHenry McIntosh McKenzie McLean Mercer Morton Mountrail Nelson Oliver Pembina Pierce Ramsey Ransom Renville Richland Rolette Sargent Sheridan Sioux Slope Stark Steele Stutsman Towner		$\begin{array}{c} 4,449\\ 16,719\\ 9,435\\ 1,513\\ 11,315\\ 4,154\\ 5,886\\ 34,016\\ 66,947\\ 10,064\\ 8,147\\ 5,566\\ 6,350\\ 4,936\\ 8,462\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,361\\ 3,100\\ 48,677\\ 6,248\\ 5,360\\ 1,936\\ 8,462\\ 1,936\\ 8,462\\ 1,936\\ 8,462\\ 1,936\\ 8,462\\ 1,936\\ 8,56\\ 4,350\\ 3,662\\ 1,893\\ 18,451\\ 4,719\\ 25,137\\ 5,624\\ \end{array}$	1,269 4,673 2,513 3,69 3,146 1,204 1,729 9,653 19,483 2,719 2,358 1,548 1,554 1,574 1,574 1,574 1,591 1,591 1,409 1,617 1,417 2,418 1,389 3,029 1,918 2,001 3,866 1,905 5,596 2,751 2,085 647 3,502 1,949 3,723 2,406 1,306 5,294 2,417 1,886 1,306 5,294 2,417 1,886 1,306 5,294 2,417 1,886 1,306 5,294 2,417 1,886 1,306 5,294 2,417 1,886 1,306 5,294 2,417 1,886 1,308 5,595	1,269 4,534 2,267 369 2,971 1,204 1,691 9,170 18,374 2,682 2,260 1,486 1,487 1,285 1,977 1,436 798 12,226 1,453 1,295 1,596 1,304 2,345 1,596 1,304 2,345 1,308 2,862 1,820 1,849 3,615 1,769 5,148 2,608 2,010 6,11 3,439 1,891 3,604 2,347 1,231 5,177 2,009 1,768 1,32 5,177 2,009 1,768 1,32 5,177 2,009 1,768 1,321 5,177 2,009 1,768 1,321 5,177	100.0 97.0 90.2 100.0 94.4 100.0 95.0 94.3 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.9 95.0 95.0	$\begin{array}{c} 453\\ 1,319\\ 742\\ 86\\ 1,060\\ 456\\ 624\\ 3,530\\ 8,030\\ 1,068\\ 591\\ 543\\ 309\\ 266\\ 476\\ 343\\ 312\\ 4,590\\ 363\\ 504\\ 330\\ 302\\ 570\\ 285\\ 968\\ 341\\ 585\\ 1,325\\ 378\\ 1,223\\ 948\\ 755\\ 180\\ 1,444\\ 533\\ 1,355\\ 180\\ 1,444\\ 533\\ 1,355\\ 180\\ 1,444\\ 533\\ 1,355\\ 180\\ 1,444\\ 533\\ 1,355\\ 180\\ 1,444\\ 533\\ 1,355\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,444\\ 533\\ 1,555\\ 180\\ 1,525\\ 150\\ 1,525\\ 180\\ 1,525\\ 150\\ 150\\ 150\\ 150\\ 100\\ 100\\ 100\\ 10$	$\begin{array}{c} 1,012\\ 4,269\\ 1,921\\ 326\\ 2,622\\ 955\\ 1,398\\ 8,589\\ 17,809\\ 1,630\\ 1,861\\ 1,160\\ 1,200\\ 1,861\\ 1,160\\ 1,200\\ 1,217\\ 1,786\\ 1,304\\ 2,074\\ 1,259\\ 1,242\\ 1,362\\ 1,376$	79.7 91.4 76.4 88.3 87.3 89.0 91.4 59.9 74.9 77.2 885.4 86.2 90.5 78.6 87.2 87.4 92.6 87.4 87.9 77.2 885.4 87.2 90.5 78.9 78.6 87.2 87.4 87.2 87.4 87.3 87.5 88.3 87.5 88.3 87.5 88.3 87.5 88.3 88.4 87.2 88.3 88.4 87.5 88.3 88.4 87.5 88.3 88.4 87.5 88.5 88.4 87.5 88.5 88.4 87.5 88.5 88.4 88.5 88.4 87.2 92.6 88.4 88.5 88.4 87.2 92.6 88.4 88.5 88.4 87.2 92.6 88.4 88.5 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 88.4 87.2 92.6 87.2 88.4 87.2 92.6 87.2	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$
	Traill Walsh Ward Wells Williams		5,624 10,583 17,997 47,072 9,237 22,051	1.553 3,027 4.785 13,080 2.647 6,230	2,948 4.731 12,226 2,554 5,819	96.7 97.4 98.9 93.5 96.5 93.4	827 919 1,831 4,461 798 1,880	1,234 2,810 4,174 11,565 2,240 5,253	79.5 92.8 87.2 88.4 84.6 84.3	18 134 133 758  199
	Metropolitan Fargo-Moorl		, , , , , , , , , , , , , , , , , , ,	30,029	28,576	95.2	12,109	27,710	92.3	2,655

#### **Corrections in South Carolina and South Dakota**

Due to an error in transcription, some of the population totals in the South Carolina and South Dakota radio-tv census figures in BROAD-CASTING Feb. 5 were incorrect. The

correct population figures are: Augusta 216,639, Charleston 216,382, Columbia 260,828, Greenville 209,-776 (all South Carolina); Sioux Falls (South Dakota) 86,575.

## CLASSIFIED ADVERTISEMENTS

(Payable in advance, Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word-\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C. APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

#### RADIO

#### Help Wanted-Management

Sales manager wanted for new daytimer in single Eastern Pennsylvania market. Good future in fine area for an aggressive and capable salesman. Send resume to Box 677J, BROADCASTING.

Manager wanted for full time New England 5kw radio station. Must know the business. Give details, salary requirements in first letter. Box 795J, BROADCASTING.

Experienced, aggressive manager for top local Western N. Y. S. station. Box 827J. BROADCASTING.

General manager for 5 kw network station in mid-atlantic state. Must have im-pressive sales record. Sales managers con-sidered. Send resume, recent photo, past and expected earnings. Replies in strictest confidence. Box 889J, BROADCASTING.

Top-flight manager with proven sales and promotion record. Needed for daytimer in one of Mississippi's best markets. News-paper affiliated station—WDDT, Write John T. Gibson, P. O. Box 1018, Greenville. Mississippi.

Wanted: Manager for radio station KVOU, Uvalde, Texas—10,500 population, retail sales county—16,000,000. Salary and com-mission. Contact E. J. Harpole.

Sales manager, with small market station experience. Must sell and be able to direct other salesman for a new daytimer. Good salary, plus commission. Contact M. H. Philip, Pres. WYNS, 252 Delaware Avenue, Palmerton, Pa.—Phone 826-2100.

#### Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROAD-CASTING.

Sales manager established northeast day-timer, metropolitan market. \$7,200 salary plus overrides. Good producer will earn nine to twelve thousand, Send full resume. Box 521J, BROADCASTING.

Active accounts plus good prospect list. Commission. Will guarantee \$100 per week at start. 200 miles south of Chicago. Must be experienced self-starter. Box 796J, BROADCASTING.

Canton, Ohio—top commission incentive, excellent guarantee, fringes for imagina-tive salesman looking for future, resume to Box 820J, BROADCASTING.

If you are a top-producing salesman handl If you are a top-producing salesman handl-ing local retail radio accounts in a small to medium market, here's your chance to make the big move to sunny California. Salary \$750.00 per month plus commissions. Excellent opportunity for increased earn-ings and advancement with an expanding organization. Please apply in detail, giving your billing record. Box 857J, BROAD-CASTING.

Salesman, some announcing. Good Carolina market. Will accept limited experience, if potential good. Resume, tape to Box 862J, BROADCASTING.

Salesman or salesman-engineer. Eastern North Carolina daytime—Excellent opport-unity for future management position. Box 868J, BROADCASTING.

Growing ..., growing ... Multiple chain. Detroit major indie... needs experienced. successful salesman! (Management ability) or sales manager (heavy on sell). Complete resume. Box 890J, BROADCASTING.

#### Help Wanted—(Cont'd)

#### Help Wanted—(Cont'd)

#### Sales

Long established, northwestern Penn-sylvania prestige station will have an open-ing soon for young promising salesman willing to work his way into enviable posi-tion with substantial radio chain. Station is a powerhouse with Number 1 audience and sales in market. Send letter telling full story about yourself. Photo requested. Box 875J, BROADCASTING.

Salesman needed by leading station. Salary plus commission. Announcing experience plus commission. Announcing experi-necessary. KTOE, Mankato, Minnesota.

KVMA Magnolia, Arkansas, needs young blood. Two tired old heads will guide younger man seeking sales experience with one of the finest (we wrote this) small city stations in the South. Prefer man with some sales and announcing experience. Contact Bill Bigley, General Manager. KVMA Mag

"Expanding. Southern group of top rated metropolitan stations expanding to new markets—seeking 2 executive type sales-men with management potential. Must be 30-40, married, experienced. Excellent guar-antee—moving expenses—rapid advance-ment for producer. Area applicants given preference. Send photograph—references— complete resume today. Join a growing or-ganization. McLendon Broadcasting Com-pany—Suite 980 Milner Building—Jackson, Mississippi."

#### Announcers

Wanted: 1st phone announcers for dominate 5 kw in rich west Texas. . . Write and send tape to Box 102J, BROADCASTING.

Country/western jocks, attention: Better than average dj position-first ticket pre-ferred. Must have personality-character. No drifter, will be groomed against big-time man. Salary open-side benefits. Metropoli-tan area. Box 664J, BROADCASTING.

Announcer-chief engineer. Daytimer. Mis-sissippi. No problems. \$100 week. Box 666J, BROADCASTING.

Chief announcer and two staff men. All first phone. New station—northern Mary-land. Balanced format. Expect air April 15. Box 671J, BROADCASTING.

Growing major eastern radio group has immediate and urgent need for experienced announcers and newsman. Opportunity for growth and advancement is great with our stations. If you're thinking of your future, send tape and resume to Box 693J, BROADCASTING.

Adult good music station, upper midwest, has opening for experienced announcer. Smooth, professional delivery essential; deep, resonant voice desired. Exceptional benefits. University community. Box 772J, BROADCASTING. BROADCASTING.

Two combo men needed for new opera-tion in the garden spot of South Carclina, not too distant from the seashore. Remun-eration will be excellent and in accordance with character and talent. Must be avail-able by April 1, 1962. Write Box 784J, BROADCASTING.

Aggressive newsman—announcer for suc-cessful 1000 watt station in California coast valley city. Need man who can gather news accurately, write and deliver forcefully. Write Box 787J, BROADCASTING.

Texas station needs announcer-news edi-tor experienced gathering, writing local news. Box 808J, BROADCASTING.

Announcers

Immediate opening announcer-production or announcer-sales. One of the fastest grow-ing Carolina areas. Lively daytimer. Better than average salary—opportunity if crea-tive, aggressive and responsible. Box 806J, BRÓADCASTING.

KBUD Athens, Texas has immediate opening—experienced, mature announcer. Box 809J, BROADCASTING.

Play-by-play man for football. basketball in midwest radio. Sports show both radio and tv. Send tape, photo, resume. Box 836J, BROADCASTING.

Interested in gathering and writing local news plus some board work? Send resume, picture, salary requirements to Box 846J, BROADCASTING.

Expanding staff-Dallas station. not top 40, has opening for top notch announcer with bright mature delivery. Send tape, pic-ture, complete resume, and personal refer-ences. Box 851J, BROADCASTING.

Illinois announcer with first class ticket— four hundred dollars. Box 874J, BROAD-CASTING

Announcer-deejay—5000 watter-metropolitan area—New England. Popular music tight production . . . good opportunity for ex-perienced, capable, reliable man. Send tape and resume to Box 876J, BROADCASTING.

Announcer for Eastern major market fm station. Diversified, middle of the road music policy. \$100 per week. Send audition tape and resume to Box 894J. BROAD-CASTING.

Experienced first phone announcer, Mich-igan daytimer. Good opportunity for de-pendable man. Send tape, resume and financial requirements. Box 903J, BROAD-CASTING.

Need experienced dj with personality, pro-duction know how—desire to move up in new organization. He must be good. First ticket helpful. Rush tape, resume, photo to Vince Paul, KAGE, Winona, Minnesota.

Wanted morning announcer combo-sign on 5:30 a.m. Excellent salary and opportunity, Radio KCOL, Fort Collins, Colorado.

First phone needed now. Pleasant people. Pleasant place. KFDR, Grand Coulee, Washington.

Wanted first phone for 5 kw Rocky Moun-tain regional. Must be good airman—no maintenance, near hunting, fishing and 80 miles south of Sun Valley. Salary open, reference required—possibility tv . . . call collect KLIX AM-TV, Twin Falls, Idaho.

Immediately need first class ticket holder with announcing ability. Good pay. KYNG Radio, Coos Bay, Oregon.

Wanted—evening personality for CBS radio affiliate in Fort Wayne, Indiana. Send tape, photo and resume to Radio Station WANE. Tapes will be returned.

Experienced farm director for pioneer top-flight adult-appeal station. Good opportunity for radio-tv farm shows. Send resume, tape, picture, salary requirements to Jack Dunn, WDAY, Fargo, North Dakota.

If you have a first phone, like and know adult music and can produce a good all nite radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

#### Help Wanted—(Cont'd)

#### Announcers

Ist phone—Anncuncer with the emphasis on the latter. WJWL, Georgetown, Delaware. Ability more important than experience.

May need morning man. Open at five. Two hours country, two hours good music. Rest variety. Possible sales, possible sports, WNBS, Murray, Kentucky.

Announcer-dj for good music station. Excellent working conditions. Rush tape, resume, salary requirements. WSOY-Radio, Decatur, Illinois.

Radio announcer for English broadcasting in Mexico City. Airmail qualifications, salary desired, and 5-minute tape of news and commercials. Churchill Murray, Reforma 20, Office 110, Mexico City.

#### Technical

Excellent pay for first phone who can read news and run easy-listening show for small daytimer in New England. Box 554J, BROADCASTING.

Want licensed engineer-announcer for kilowatt a.m. directional in Eastern Pennsylvania. Position open within weeks. Send resume to Box 678J, BROADCASTING.

Wanted-Chief ergineer. Pennsylvania station. Non directional am and fm remote controlled. Complete charge maintenance. Heavy tape recording and production. Excellent area for family life and good schools for children. State experience, references, and salary requirements to Box 821J, BROADCASTING

First ticket, mature, professional sound. Light maintenance, some board work, local news gathering. Salary open. Send resume, picture to Box 847J. BROADCASTING.

Combo man. Light announcing—maintenance. Want mature man ready to taper off with less pressur $\epsilon$ , no double jobs. be content with \$5,200.90 yearly. Write KRLN, Canon City, Colorado.

Engineer-Announcer, short air shift, maintain equipment. Good job for right man. Resume, tape to Mgr. WEAB, Greer, S. C.

Wanted engineers. First phone license, strong on maintenance; good opportunities for the right men. Contact. WGSM, Huntington, N. Y.

**Transmitter** engin≥er, for #1-5 kw regional in Illinois second market. Opportunity for mobile maintenance. R. D. Schneider, Chief Engineer, WIRL, Peoria, Illinois.

Wanted: Chief Engineer with directional experience and maintenance. WIRK, West Palm Beach, Flor.da.

Chief engineer-arnouncer for station in small but lively North Carolina town. Some air work. WJNC, Jacksonville. N. C.

Oklahoma State University will employ really good first phone as Chief Engineer for radio/tv department. Must assume full responsibility for AM, FM and CCTV. Chance to attend school. Full details to: Head, Radio/TV Dept., Oklahoma State University, Stillwater, Oklahoma.

Immediate opening straight engineering position at fast stepping radio operation. First phone and control experience preferred. . . tv later—union scale. Chief Engineer. WLEC AM-FM-TV, Muncie, Indiana.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

"Chief Engineer for 50kw/10kw currently constructing. Part of Southern group building two 50kws. Excellent opportunity to gain experience constructing with Group Engineer—remaining as Chief upon completion. Once in a lifetime opportunity. Must send photograph—complete resume detailed references—salary requirements, first letter to Engineering Director—Mc-Lendon Broadcasting Company—P.O. Box 197—Jackson, Mississippi."

#### Help Wanted—(Cont'd)

#### **Production—Programming, Others**

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Immediate opening for experienced, aggressive news-man on middlewestern, news conscious station. Send resume and tape to Box 790J, BROADCASTING.

A writer's writer for radio . . An idea so old we are going to discover it again. Major market west coast. Documentaries, comedy, scripts, you tell me. (no copy). Box 848J, BROADCASTING.

News director, to gather, write and deliver local and area news. Contact Vernon Nunn, KVLG, LaGrange, Texas.

Program Director—capable of producing dramatic and comedy series. Must have minimum of 20 years in radio production. Top salary for right man. Send resume. CRN, Box 13441, New Orleans 25, La.

Graduate student assistantships in radiotv, programming - production available. Write school of speech, Ohio University, Athens, Ohio.

News man with good reporting sense and authoritative voice for active news department. Some announcing duties, but news and coverage of prime consideration. Needed for immediate opening. Send tape and resume to Bill Frink, Program Director, WIMA Radio, Lima, Ohio, immediately.

Ambitious young man for p.d. Can you handle men and give us middle of road programming. Call WNCO, Ashland, Ohio.

Spot copywriter. Give full information about yourself, past experience. references and writing samples. Manager, WNXT, Portsmouth, Ohio.

News and Public Affairs: We are in need of a person with the necessary qualifications and background essential to broadcast journalism. One who is searching for intellectual freedom for creative writing and broadcasting of news, editorials, documentaries and, possibly. commentaries. The right man will recognize this as a rare opportunity in radio. He will be working for a station nationally acclaimed, both for editorials and public affairs programming. His job will entail hard work, long hours and moderate wage in exchange for opportunity to prove and improve his ability. Ultimate directorship possible. Send complete resume, photo, tape and example of writing ability. Also salary requirement. Address B. E. Cowan, Radio Station WSAC, Box 68, Fort Knox, Kentucky.

#### RADIO

#### Situations Wanted—Management

General manager—group operations midwest—California. Doubled gross last two operations. Available interviews NAB convention. Box 600J, BROADCASTING.

Manager-aggressive professional broadcaster familiar all phases from FCC and construction to black balance sheets. Former owner, 36, married, stable. Excellent references. Competent to direct group operation. Salary secondary to opportunity, challenge, working conditions. Reply in confidence. Box 620J, BROADCASTING.

Man-wife team . . . excellent background all phases radio. Creative, resourceful. (Middle 30's). Both holding number one position in top market. Interested in combining talents to run small mid-western station that offers promise of future part or complete ownership. Box 825J, BROADCASTING.

Currently employed station manager small competitive market. Young, family, experienced all phases. \$10,000 plus. Will relocate anywhere. Box 849J, BROADCASTING.

Top quality manager—Former owner and operator top 60 market. Good music format — heavyweight promoter — character and ability stands full investigation. Could invest—married, 38. Box 850J, BROADCAST-ING.

#### Situations Wanted-(Cont'd)

#### Management

Husband-wife \* team to assume complete operation small-medium market station. 25 years combined experience. 5 years current location. Impressive success in sales, promotion, production. Good agency contacts. Civic leaders. Prestige personalities. Exceptional organizational ability in and out of station. Well-phased in local coverage of civic, educational, community progress endeavors. Versatile on and off air talent including play-by-play, news, editorializing, special events, continuity, programming, traffic. Special emphasis on sales, promotion, agreeable air format. Excellent references. Box 852J, BROADCAST-ING.

Manager—solid fourteen years management and personal sales. Thoroughly qualified. Excellent community acceptance. Media, personal and ownership references. Box 861J, BROADCASTING.

General manager: Currently successful market 75,000—100,000 class. Aggressive gogetter. Top sales-programming-leader. Develop go-go-go staff. Ready management larger market. Looking for manager to accept complete responsibility, one who knows way to the top is to put stations on top? I have proof positive I'm the man. Contact me, what can you lose. Don't put it off. Motivation is the answer. Box 871J, BROADCASTING.

Available March 1st. Manager-commercial manager. Just completed one year pulling station from serious deficit into profit and saleable condition. Sale is consumated. Personal sales highest . . . local, regional and national contacts. Programming and administration plus strong community service. Will locate anywhere Eastern U. S. Write Box 886J, BROADCASTING.

Presently in charge of sales and programming. Looking for opportunity to manage and willing to invest in small or medium market station. Family man in early thirties with eleven years experience. Prefer southeast. Expect complete mutual investigation and personal interview. Box 902J, BROADCASTING.

Man, 32—8 years all-around experience in radio desires to take over management of good-station in medium-small market in midwest. Best references, good sales and news record, also announcer, graduate of numerous sales, public relations courses, civic-minded. employed. Box 904J. BROAD-CASTING.

#### Sales

Sales development—Promotion. Ten years experience radio and television including programming, production, promotion, talent, merchandising, sales development and promotion, and research. Employed now but near top in this market. Desire larger market where emphasis is on creativity and sales development. Best industry references, community conscious. Salary \$10,000.00 plus. Please write Box 805J, BROADCASTING.

5 years experience. Family man—small or medium market in Ohio and area. Proven sales record. Available immediately. Call FA 5-3242, Newark, Ohio. Box 855J, BROADCASTING.

Available March 1st. Manager-commercial manager. Just completed one year pulling station from serious deficit into profit and saleable condition. Sale is consumated. Personal sales highest . . local, regional and national contacts. Programming and administration plus strong community service. Will locate anywhere Eastern U. S. Write Box 887J, BROADCASTING.

Sales manager or assistant . . . proved sales results local and national spot 7 years, top 15 markets only. Box 893J, BROADCAST-ING.

#### Situations Wanted—(Cont'd)

#### Announcers

Sports announcer, play-by-play. Basketball, baseball, football. Finest references. Box 506J, BROADCASTING.

Top announcer can give you first-rate late or all night show. Good with commercials news: first ticket, thorough programming knowledge all good music including classic. Box 580J, BROADCASTING.

Good music—good man. 5 years experience. veteran, married. 27. Midwest or somewhere warm. Best references. Medium or large market. Solld, no drifter. Want permanence. Tape, resume available. Box 650J, BROADCASTING.

Swinging dj announcer. Fast board. Bright scund. Not prima donna. Not floater. Box 690J, BROADCASTING.

Announcer/Salesman. Young. Cheerful. Swinging. Capable. Ambitious. Confident. Tape. References. Box 763J, BROADCAST-ING.

Negro announcer with quality news, production, shows, experience. Family man, Desires opportunity. Box 775J, BROAD-CASTING.

**Personality d-j wants to move to larger** market. Presently in top 30. Box 781J, BROADCASTING.

Attention midwest markets. Morning man . . . no screamer. Top production, five years experience. Top 40 or otherwise. Available immediately. Box 823J, BROADCASTING.

Announcer, extensive experience in radio and tv. News. dj. booth and on camera work. 1st. phone, family. Box 830J, BROAD-CASTING.

Professional: Nine years with solid references. Veteran with college. Know standard and formula radio. Finest background. Allround air quality. Stable. Box 831J, BROAD-CASTING.

Announcer, tight production, experienced, resonate voice, veteran, dependable, not a floater. Box 833J, BROADCASTING.

I want to join your staff. Six months experience, "top 40" but not a screamer. References and tape. Box 834J, BROAD-CASTING.

Personality—4 years experience, draft exempt, first phone. \$125.00 minimum. Box 773J, BROADCASTING.

Looking for sportscaster? 7 years play-byplay basketball, football, baseball. 3 years news and dee-jay work. Box 785J, BROAD-CASTING.

Attention top 40's: I'm a nut. No golden voice, just golden ratings. Currently employed. Box 844J, BROADCASTING.

Newsman, college graduate, 4½ years experience, desires relocation midwest or California. Tapes available. Box 853J, BROADCASTING.

Experienced announcer—immediately available—seeks permanent position—married veteran—college. Box 858J, BROADCAST-ING.

Country disc jockey, desires full time air work. Experienced, employed. Box 859J, BROADCASTING.

Newscaster-announcer. College graduate, single. 27, 3 years experience. Presently employed 10.000 watt midwest station. No top 40. Box 866J, BROADCASTING.

First phone announcer—If you're interested in a sound that you can really sell, let me program your station. Southwest please. Box 867J. BROADCASTING.

Recent radio school graduate. Needs first job. Single, young, willing to travel. Working for 12 years as tap dancer and pro drummer. More than willing to work and learn in the radio field. Box 884J, BROAD-CASTING.

#### Situations Wanted—(Cont'd)

#### Announcers

D.J. with first phone. Staff announcer-11/2 years. Two years college. Excellent references. Phone Gettysburg, Pa., EDgewood 4-2850. Box 892J, BROADCASTING.

Good music and voice looking for progressive market preferably in the South or West. 26 years old, relaxed delivery, five years in 150,000 market. Run tight board, good knowledge of programming. Available immediately. For tape, resume, and photo write Box 898J, BROADCASTING.

Experienced announcer d.j., sportscaster desires position in Pennsylvania—Jersey area. Write Robert J. Brinker, General Delivery, Atlantic City, New Jersey.

School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

Shades of the Civil War! Nineteen, draft exempt, broadcasting graduate. Limited experience, first phone. Robert E. Lee, 461 Florida Avenue, Winter Garden, Florida. OL 6-4255.

News broadcaster desires work: William LeBeau, 86 Alpine Street, Somerville, Massachusetts.

Mature, pleasant voice. Excellent diction. free of sectional accent. Veteran; four years announcing experience. Prefer fm or good music station. City preferred. Dehl Wright, 639 North Main, Grapeland, Texas.

#### Technical

Now employed chief engineer, seeking employment in Nevada. Idaho or Wyoming. Box 588J, BROADCASTING.

Engineer—9 years experience in transmitter and studios; remote control. directional systems and some tv in switching and transmitter duty. Box 788J, BROADCASTING.

First phone—announcer, five years experience. Engineering preferred. Married. Desire Southwest or West Coast. To settle permanently. Box 824J, BROADCASTING.

Chief engineer, experienced in directional, maintenance, will consider combo or ty maint. Will accept responsibility, dependable. Want stable operation will relocate if right position. Box 829J, BROADCASTING.

Experienced maintenance and installation, lst phone, sober, hard worker. Age 36. Interested in becoming part owner am/fm station. Prefer southeast location, will consider any location if possibilities are good. Now employed overseas as field engineer. Box 840J, BROADCASTING.

1st phone . . . transmitter shift and to assist overworked chief engineer. Box 843J, BROADCASTING.

First class licensed. Chief, combo experience. Immediately. Box 891J, BROADCAST-ING.

#### Production-Programming, Others

Experienced writer—announcer seeks writing position with progressive station northeast. Salary open. Box 519J, BROADCAST-ING.

News editor, journalism graduate, no air work. Box 774J, BROADCASTING.

Attention large, medium markets: Somewhere, someone needs versatile veteran with following qualifications . . . 14 years radio-TV, mature, sober college grad., good credit; play-by-play sports, news, editorial writing, PD experience. References, tapes, interview if desired. Ultimate aim managerial: present aim, do job for your station. Currently freelancing NY, desire permanent, stable position with future. Available 2 weeks. Box 766J, BROADCASTING.

**Program director—12** years experience wish to re-locate. Married—family—available now. Box 879J, BROADCASTING.

#### Situations Wanted—(Cont'd)

#### **Production—Programming, Others**

Program director with outstanding record as administrator and 13 years experience metropolitan markets as air personalitynewsman, desires immediate return to Jersey-Pennsylvania-Maryland area. College. Family. Employed. Want PD-airman combination. Can write, dig news also. Plenty savvy. We both can gain greatly. Interested? Box 529J. BROADCASTING.

Eleven year news director-staff, Eastern majors. Family man—B.A. Box 768J, BROADCASTING.

In a hurry! 23. Married. Presently employed as p.d.-Assist. Mgr. 4 year veteran. 3 with present station. 1st phone. Must have \$10,-000 to make move profitable. Tape. resume on request. Box 798J, BROADCASTING.

**Program Director, Production, Announcer:** Holds top position as air personality in market's number one station for 6 years in quarter million market. Mature, adult show. Original, creative. Thirty-five, married. (Prefer mid-western market). Seeking advancement with progressive station. Box 826J, BROADCASTING.

**Program Director.** Competent, mature, family man, 39, 15 years experience, seeks challenging opportunity. Salary. station and market size. less important. Box 832J, BROADCASTING.

Two radio men with ideas. Production commercials. promos. Experienced. Interested? Box 856J, BROADCASTING.

Will give serious consideration to job offers from top market stations. Responses will be judged on neatness, spelling and monetary opportunity. 3 years McLendon p.d. cooperative: Can sub-lease family, but prefer to bring along. Top references. Box 864J, BROADCASTING.

**Producer-director**, 8 years experience, network and local, desires opportunity as production manager or director in major market. Box 865J, BROADCASTING.

Seeks airman-production manager combination. Positive commercial delivery. Alert strong on news. Knows music. Family man. Conservative. Now in major southern market. Jack W. Hatcher. 808 Winthorne Court, Nashville, Tenn.

#### TELEVISION

#### Help Wanted-Announcers

Free lance man needed—New indie tv in rich, Fresno area market needs personalities who can package and sell sports. special events and/or variety shows . . . highly rewarding commissions. Send photos, resume, and references to Harold Gann, KDAS-TV, Kingsburg, California.

Excellent opportunity in good climate for versatile announcer—sports, news and some directing. Permanent job. Must be cooperative and willing to work. Send tape, snapshot and complete application by airmail to: Manager, KSWS-TV, Roswell, New Mexico.

#### Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirement to Box 226J, BROAD-CASTING.

**Experienced traffic manager** for major Ohio market station. Include all information, recent photograph and salary requirements in first letter. Box 593J. BROAD-CASTING.

Staff director. Leading station in medium Great Lakes market, doing more than average live production. Ultra modern studios and equipment. Excellent opportunity for man with two or more years in smaller station. State qualifications. experience and salary requirements in first letter. Box 758J, BROADCASTING.

#### Help Wanted—(Cont'd)

#### Technical

1st class ticket man for tv station in North-east United States. Transmitter shift. Send east United States. Transmitter shift. Ser resume to Box 792J, BROADCASTING.

Leading northeastern VHF desires experi-enced producer-Cirector. Heavy schedule of live programs requires knowledgeable enced producer-cirector. Heavy schedule of live programs requires knowledgeable production man. This is not a job for a button pusher c- a prima donna. Only well-versed, creative talents who don't mind hard work need apply. Send resume, salary requirements, other pertinent information immediately to Bcx 812J, BROADCASTING.

Assistant Chief Engineer, major Northeast-ern am-tv operation. Send detailed broad-casting experience, education and salary requirements for immediate consideration. Box 863J, BROADCASTING.

#### Production-Programming, Others

Wanted: Commercial television continuity writer. Excellent working conditions and fringe benefits. Progressive Wisconsin sta-tion. Box 880J, BROADCASTING.

#### TELEVISION

#### Situations Wanted-Management

Successful tv commercial—Assistant gen-eral manager des.res to relocate due to lack of future opportunity. 12 years solid background all phases management opera-tion. Ambitious and willing. Strong on sales, programming, production and personnel. Family man, University graduate, middle 30's excellent references. Prefer South or Southwest. Box 776J, BROADCASTING.

#### Sales

Experienced broadcaster, Sales manager. Sales manager. Experienced broadcaster, mid-30's, seeking jcb with organization that wants aggressive, skilled, sales manager with local, regional, national sales know-how; ability to train salesman and build sales. 10 years in television. Presently top producer with station in top fifty markets. Outstanding sales record. Best references. Box 841J, BROADCASTING.

University graduate, radio. tv; want sales position in television desire financially sound station. Soft sell with ideas, over 2 years experience; family man, 27, sober, ambitious, proven sales record. Box 878J, BROADCASTING.

Sales, combined experience twenty years, television production manager, agency executive and sales. Sober, hard worker, married, creative. Box 885J, BROADCAST-ING.

#### AGENCY-ADVERTISER

Media-Marketing Analyst. Experienced in handling problems of media research and coverage in relation to marketing and sel-ling. Familiar with timebuying and media planning through considerable service with major national agency where now em-ployed. Able to dc work with EDP and computer systems. If you are a network, station group or research firm with a re-sponsible place to fill find what I can con-tribute. Write Box 804J, BROADCASTING.

#### Announcers

News, weather, sports, (play-by-play) plus excellent commercial delivery. All in one, young, family, want to relocate where exciting, vital tv is to be found. This sta-tion is sitting on its transmitter. I want to move. Some radio. Box 822J, BROAD-CASTING.

Experienced tv announcer. Big-time ability. Wants staff position with good on-camera commercial potential. Box 839J, BROAD-CASTING.

#### Situations Wanted-(Cont'd)

#### Technical

First phone engineer, one year training, plus one year experience in tv, station operations, seven years experience as li-censed movie projectionist. Will relocate. Details, resume furnished. Box 854J, BROADCASTING.

manent position in television. Box 877J, BROADCASTING.

#### Production-Programming, Others

Children's personality. Seven years experi-ence with excellent results. Best of refer-ences. Will relocate. Box 691J, BROAD-CASTING.

TV Art Director-Producer. Identity & visual impact for your station. Program concepts, scenic & graphic design, directing. I'm seeking long range staff—or consultant as-sociation with progressive commercial or educational station. Highest references, fully qualified. Box 815J, BROADCASTING.

Five years experience in all phases of pro-duction including film and photography. 23 year old veteran seeks better oppor-tunity. Box 835J, BROADCASTING.

TV newscaster rated number one in one of the first six markets wishes to relocate in the south or west. VTR available. Box 842J, BROADCASTING.

Floor director-director 3 years experience production-available immediately. College grad. Resume furnished upon request. Box 860J, BROADCASTING.

Top radio personality, comic, model, work-ing in Detroit seeks childrens or teen-dance show. 28, married. Box 872J, BROAD-CASTING.

News director, experienced in organization and administration of successful news operations. Currently top-rated newscaster in major market. Successful record and background substantiated by best of refer-ences. Available April. Box 882J, BROAD-CASTING.

Overseas—college graduate, single, 29, 8 years experience television and film pro-duction—wants responsible position over-seas—radio/television station—film company. Box 883J, BROADCASTING.

Film producer-director to head complete in-station film unit. Why depend on high priced outside sources—do it yourself and save. Family man 41, with 20 yrs. film & live tv experience. Available immediately, with or without personal 16mm laboratory, sound and camera equipment. Write for resume and equipment list. Johnson Tele-Visuals, Box 809, Denver 1, Colorado.

#### FOR SALE

#### Equipment

For sale or trade: Giant view tv projector, 1961 power supply having beam current indicator. Used less than 100 hours, includes  $8' \times 10'$  rear screen. Box 581J, BROAD-CASTING.

(8) Philco model TR-2-B portable micro-wave television relay units suitable for transmission temporary pick-up service and transmission temporary pick-up service and short haul fixed television service. The sys-tem operates on frequency range of 5925 to 6425 m.c. within a 25 m.c. channel. The normal modulation side band r.f. power output from transmitting klystron is one (1) watt. The system has continuous unat-tended operation originally purchased by the American Tel. & Tel. This equipment is practically brand new. Box 622J, BROAD-CASTING. CASTING.

1 PT6 Magnecord recording machine \$250; 5-20 ft. sections 1 5%" coax \$25 per section; Oscilloscope \$45; Lab. Freq. meter \$250; ITA Multiplexer new \$850. Write for list. Box 900J, BROADCASTING.

#### For Sale—(Cont'd)

#### Equipment

Gates "Yard" like new \$650. Ampex 351 7½ 15 perfect \$700. Magnecord 748 7½ 3¾ low impedance transformers perfect for stereo almost new \$700. Presto 900 recorder with 3 mike input amplifier, excellent for remotes \$275. Imperial Rek-o-Kut disc remotes \$275. Imperial Rek-o-Kut disc cutter all speeds almost new \$375. G.E. 6 bay FM antenna \$600. Claude Hill, KOCW, Tulsa, Oklahoma.

3 Magnecorder PT6 transports and ampli-fiers, used till going cartridge. Electovoice 665 mike. Adjustavolt variable transformer. KOZE, Lewiston, Idaho.

Two Gates CB-77 turntables drilled for Audio Empire 12 inch arms. Approx. 150 hours use. Overhauled by Gates in Janu-ary. Replaced by tape equipment. Best offer. KPGM, Box 818, Los Altos, California.

2 broadcast RCA 100-selection automatic record players (45 RPM) complete with control units and remote control cueing. Entire lot priced \$1,600. This equipment used only four months. For inspection and contact . . . write or call WEAM, 1515 N. Court House Road, Arlington, Virginia, JA 7-7100.

Several good 1850-A iconoscopes. Advise quantity, price, condition. W.E. Garrison, WFBC-TV, Greenville, South Carolina.

For Sale: Collins DWW-1 desk wing con-sole walnut-for three PB-150 units and storage for 120 cartridges. Original cost \$250.00. Brand name . . . still crated. Writ-ten offers only. WONW, Defiance, Ohio.

Am, fm, tv equipment including trans-mitters, tubes, audio. monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

For Sale—Complete control room console— 2 RCA turntables—tape recorders—tunners —microphones. Will sell in package or items separately. Larry's Record Service, Crest-line, Ohio. OU 3-3453.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflen Line, \$40.00 for 20' length: 7's" ditto, .90¢ foot: 6 feet. Dishes with hardware, \$150.00 each. Also Elbows. Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

#### WANTED TO BUY

#### Equipment

Wanted 3  $\frac{1}{6}$ " co-axial Line 20' sections, also 45° and 90° angles. Martin Williams, WFMS, Indianapolis.

Head for presto disc recorder type K-8. New or used. Good condition. WOKK. Meridan, Mississippi.

Short-range wireless microphone, lavalier supported or similar. Receiver. Noll, Box 23, Chalfont, Pa.

AM transmitter, 250 watt, good condition with recent service. Send details and price to WYNS, Manager, 252 Delaware Ave., Palmerton, Pennsylvania.

#### WANTED TO BUY

#### Stations

Team of fully experienced radio men looking for fed up absentee owner who wants out. Prefer Michigan or upper midwest. Box 667J, BROADCASTING.

\$100,000 down payment available to pur-chase one or two profitable radio stations in good markets. Send full details in con-fidence. Box 828J, BROADCASTING.

#### Wanted to Buy---(Cont'd)

#### Stations

Prospective owner desires small station. Prefer daytime single market. P.O. Box 411, Hollywood, California.

#### INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be a Disc Jockey. Learn announcing & en-gineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Tele-vision & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas. Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. En-rolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and labora-tory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago-Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console opera-tion. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

#### MISCELLANEOUS

Promoters-professional-amateur. Need quick sales. West coast major. You sell for 50%. Send details, references. No P.I.'s. Box 755J, BROADCASTING.

All types of printing and broadcast forms. The price is right so write for samples to Box 901J, BROADCASTING.

28,000 Professional Comedy Lines: Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Surviving fallout—12 shortie taped features —for \$28.00. Boost ratings and billing. Other feature available. MD Productions, 11911 High Meadow Drive, Dallas 34, Texas.

"Decjay Manual," a complete gagfile con-taining adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

Radio-Television Bingo on grocery check-out bags. Sweetheart Mountain Produc-tions, Box 4041, Denver 9, Colorado. Phone 744-2101.

#### **Business Opportunity**

Completely equipped recording studio disc and interlock film recording—excellent two man operation. Located center Hollywood, California. \$42,500.00 terms. Box 731J, BROADCASTINC BROADCASTING.

#### RADIO

#### Help Wanted-Management

COMPETENT MANAGER with strong sales background wanted for new am-fm station in dynamic west coast market of 100,000. Profitable and secure opportunity for a proven sales producer. 1st phon€ required. Send complete resume to Box 752], BROADCASTING.

#### Sales

#### ~~~~~~~~~~~~~~~~~~~~

AT LAST—An opening for one creative, high powered salesman. Top rated station in top rated market. \$15,000.00 a year plus, to the right married.man. Prefer background to include small station experience, agency experience, and at least two years of col-lege. Send everything in first letter. Box 899], BROADCASTING.

If you are a salesman, if you are free to travel, if you are accustomed to earning upwards of-\$20,000 yearlythen contact us-Immediate openings available for three high caliber salesmen. Must have knowledge of radio time sales and be able to commence immediately. Apply only if you are a salesman. Commercial Producers, Inc., 405 Park Square Bldg., Boston, Mass. Contact us collect by calling this number---HAncock 6-9266.

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#### 2 Hahad H RADIO

Situations Wanted—Announcers  $\sim$ 

#### TOP-NOTCH SPORTSCASTER

TOP-NOTCH SPORTSCASTER for sports-minded operation. 9 years radio play-by-play, football, basket-ball and baseball. 5 years tv sport shows. 33 and married. Looking for college football and baskætball, with baseball, if possible, or combination of radio and tv. If you need a sports authority who can deliver outstanding radio play-by-play, or tv sports show, or both. Write: Box 838], BROADCASTING

ONE OF THE EXCLUSIVE MINORITY OF REAL RADIO PROFESSIONALS . . . success-ful PM drivetime personality in major mar-ket . . . seeks larger opportunity in largest markets as air performer, or medium-to-large market programming. Energetic, thor-oughly experienced. Able to carry show-manly air stint in any market in the nation, or prepared to deliver solid, rich sound as PD. Five figures. Box 870J, BROADCASTING.

## NEWS & PUBLIC AFFAIRS SPECIALIST

Currently heading 5 man r/t news depart-ment in mid Atlantic market of more than

ment in mid Atlantic market of more than a million. 34 years old with six years in broadcast news exclusively. Reporter, writer, editor, cinematographer, producer and news di-

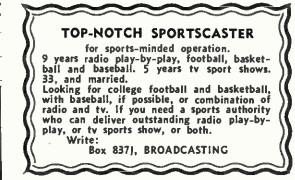
cinematographics rector. Excellent voice and camera presence. Frequent network contributor of hasd news and features. Local, national and inter-

Want responsible job in top ten market, or with news oriented group.

Box 895], BROADCASTING

#### TELEVISION

Situations Wanted—Announcers



#### INSTRUCTIONS

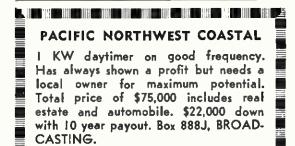
#### THE AMERICAN BROADCASTING SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs? News • Sports • C&W • Top 40 • Jazz Sales • Programming • Men • Women HELENA BLDG., NORFOLK, VA. State Needs



#### **NEBRASKA STATION**

\$37,500 total price. \$11,000 down. 6 years @ 6% on balance. Box 873J, BROADCASTING



#### For Sale—(Cont'd)

#### **Stations**

#### FOR SALE

Florida. 5 KW. Full details first letter. No broker. \$75,000 down will handle. Full time. No lease arrangements.

Box 896J, BROADCASTING

#### FOR SALE

500 Watt Da. Combined operation. Real estate included. No broker or lease arrangements. \$75,000 down will handle. Middle Atlantie.

Box 897J, BROADCASTING

Ку		fulltime	56M 80M	terms cash \$30dn	
Tenn Ind	medium metro metro	regional	250M 410M	terms \$90dn	
Ala and oth	metro	daytimer newspaper	110M	29%	
СНА	PMA	N C	OMP	ANY	

#### GUNZENDORFER

CALIFORNIA REGIONAL. \$33,500 down F.P. \$115,000 "A GUNZENDORFER Exchusin Clampe." ARIZONA SINCLE MARKET FULLTIMER. (nly \$18,000 down F.P. \$80,000, OTHERS IN OREGON, \$75,000; COLO. RADO, \$70,000; ROCKY MTS., \$80,000; ARIZONA, \$125,000

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers OL 2-8800 8630 W. Olympic, Los Angeles 35, Calif.

First time offered: Tex. single regional \$49,500-Ga. single regional \$75,000 only \$15,000 down-Ky. major regional \$475,000-Fla. medium regional \$375,-000-Colo. single regional \$35,000-Other excellent buys: Fla. fulltime single \$45,000 with \$10,000 dwn.-Fla. medium 5 kw. \$100,000 Incl. acets. receiv.-Ark, medium regional \$150,000-Clo. full-timer \$55,000-Ala. medium regional f. 5 kw. \$100,000 incl. accis. technology medium regional \$150,000—Colo. full-timer \$75,000—Ala. medium regional f.t. \$42,500—Ind. single regional \$70,000— Tex. metro. 1961 eash-flow \$60,000. Valuable real entate. \$250,000 with 29% dwn.—Tex. major regional \$200,000 with 12½% down, tal. 10 yrs., no interest— Tenn. major power fulltime. Billed ¼ million annually past few yrs. \$350,000 with 23% dwn.—Okla. medium. \$100,-000—Tex. single regional \$70,000—Miss. single f.t. \$45,000—Southwest 50,000 watts. \$385,000. Others.

PATT MeDONALD CO. Box 9266-GL. 3-8080 AUSTIN 17, TEXAS

#### STATIONS FOR SALE-

SOUTHWEST. Fifty per-cent partnership in major market dartimer. \$35,000 with 29% down. Operating or investing.

EAST SOUTH CENTRAL. Top market. Gross \$108.000. Asking \$200,000 with \$30,000 down.

ROCKY MOUNTAIN. Full time. Absentee owned. Gross \$42,000. Asking \$55,000 with \$16.000 down.

NEW ENGLAND. Regional daytimer. Ask-ing \$50,000 with 29% down.

JACK L. STOLL & ASSOCS. Suite 600-601 6381 Hollyw'd Blvd. Los Angeles 28, Calif. HO 4-7279

#### Continued from page 145

pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determina-tions with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending antitrust matters. antitrust matters.

#### Actions of Feb. 8

KTOO-FM Henderson, Nev. — Granted change of remote control authority. KTOO Henderson, Nev.—Remote control

**KTOO** Henderson, Nev.—Remote control permitted. KCAP Helena, Mont.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans. conditions. KPRK Livingston, Mont.—Granted in-creased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime opera-tion with 250 w, and install new trans.; conditions. tion with conditions.

WTCO Campbellsville, Ky.—Granted in-creased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime opera-tion with 250 w, and install new trans.; conditions.

**KWAC Bakersfield, Calif.**—Granted in-creased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime opera-tion with 250 w, and install new trans.: conditions.

**KDB Santa Barbara, Calif.**—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditioned ditions.

ditions. Granted licenses for following am sta-tions: WSNE Cumming. Ga.; WTHT Hazle-ton. Pa.; WKFD Wickford, R. I., without prejudice to such further action as com-mission may deem warranted as result of revocation proceedings involving radio station WLOV. WSBA York, Pa.—Granted license cover-ing use of presently licensed main trans. as auxiliary daytime. WESC Greenville, S. C.—Granted license covering increase in power; installation of DA; change ground system and changes in trans. equipment. WSBA York, Pa.—Granted license cover-

trans. equipment. WSBA York, Pa.—Granted license cover-ing increase in daytime power; installation of new trans.; changes in daytime DA pattern to specify new trans. as main day-time and alternate main nighttime, and present licensed main trans. as main night-time trans. (trans. and studio sites re-described). described).

described). WLEC Sandusky, Ohio—Granted license covering increase in daytime power and installation of new trans. WBTH Williamson, W. Va.—Granted li-cense covering increase in daytime power and installation of new trans. Granted mod. of cps and licenses to change name of following Scripps-Howard Radio Inc. stations to Scripps-Howard Bestg. Co.: WMCT (TV) Memphis, Tenn.; WPTV (TV) West Palm Beach. Fla.; WCPO-TV Cincinnati, WEWS Cleveland. both Ohio: WMC-AM-FM Memphis, Tenn.; WNOX Knoxville, Tenn.; WCPO-AM-FM Cincin-nati, Ohio.

#### Actions of Feb. 7

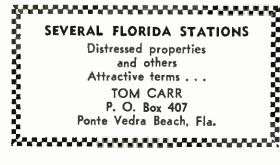
**\*WAMU-FM Washington**, D. C.—Granted license for noncommercial educational fm

\*WDUB (FM) Granville, Ohio—Granted license for noncommercial educational fm station.

Granted licenses for following fm sta-tions: WHTG-FM Eatontown, N. J.; WQDC

#### For Sale—(Cont'd)

#### **Stations**



(FM) Midland, Mich.; KSCO-FM Santa Cruz, Calif.; KPDQ-FM Portland, Ore., condition; KAJC (FM) Alvin, Tex. WFBE (FM) Flint, Mich.—Granted license covering change in ERP, ant. height, type

trans. and ant., and change ant.-trans. and

trans. and ant., and change ant.-trans. and studio location. \*KFJC (FM) Los Altos, Calif.—Granted license covering change in frequency, ant.-trans., studio and station location, ant. changes and remote control operation. WLOA-FM Braddock, Pa.—Granted cp to install new trans. KLRJ-TV Henderson, Nev.—Granted cp to change ERP to vis. 100 kw; aur. 50 kw; type trans. and ant.: and make changes in equipment: ant. height 270 ft. \*WTHS-TV Miami, Fla.—Granted cp to make changes in equipment (transmission line).

line)

KCOK-TV Tulare, Calif.—Granted mod. of cp to change ERP to vis. 16.1 kw; aur. to 8.7 kw; decrease ant. height to 170 ft.; change type ant. and make other equip-

change type ant. and make other equip-ment changes. KAIL Fresno, Calif.—Granted mod. of cp to change type trans. and make other equipment changes. WPTZ (TV) North Pole, N. Y.—Granted mod. of cp to change ERP to vis. 25.1 kw; aur. to 15 kw; studio location; type ant.: changes in ant. structure and other equip-ment changes; ant. height 2,000 ft. KCHU (TV) San Bernardino, Calif. — Granted mod. of cp to change type trans. KCOK-TV Tulare, Calif.—Granted exten-sion of completion date to Aug. 7.

#### Actions of Feb. 2

KARO (FM), KQRO (FM) Houston and Dallas, Tex.—Granted extension of authori-ty to Feb. 28 to remain silent. KGFJ Los Angeles, Calif.—Granted change of remote control authority.

Action of Feb. 1 KOCA Kilgore, Tex.-Remote control permitted.

#### License renewals

WMBD-TV (ch. 31) Peoria, Ill.—Granted renewal of license without prejudice to such action as commission may deem ap-propriate as result of final disposition of pending litigation relating to allocation or assignment of tv channels in Peoria. Comr. Craven not participating. Action Feb. 14.

#### Rulemakings

Rulemakings By report & order. commission amended Parts 2 and 4 of its broadcast rules to (1) group aural studio-transmitter-link (STL) stations (am, fm and tv) in single category to be called "aural broadcast STL stations," (2) intercity aural relay stations as "aural broadcast intercity relay stations." and (3) permit STL and intercity relay stations to multiplex aural programs to more than one class of broadcast station operated by same licensee. Action Feb. 14. By report and further notice of proposed rulemaking. commission invites comments on whether uhf channel should now be assigned to Syracuse, N. Y., and. if so, whether it should be ch. 33 instead of ch. 37 proposed in April 1960. Commission points out that situation in which original com-ments were made has changed because since then third vhf channel has been provided that city. Substitute proposal would give Syracuse chs. 3, 5. 9, 33 and \*43 by deleting chs. 33 and 48 from Batavia and Watertown, both New York, respectively. Action Feb. 14.

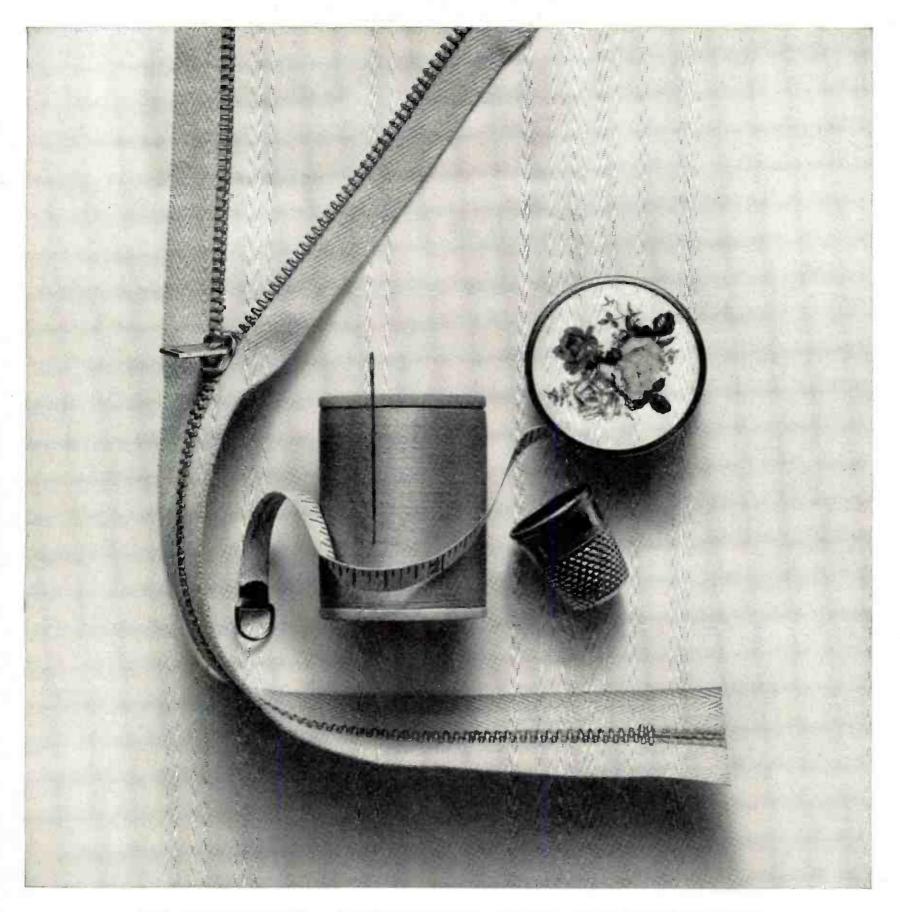
#### PETITION FILED

Sec. 3.606: Midland Telecasting Co. (KDCD-TV), Midland, Tex. (1-29-62)—Requests amendment of rules so as to allocate ch. 10 to Midland. Tex.. by making the following proposed changes:

Present 2+, 18 Proposed 2+. 10+, \*18 Midland, Tex. Further requests issuance of order to show cause why authorization for KDCD-TV cause why authorization for KDCD-TV should not be mod. to specify operation on ch. 10 rather than ch. 18. Action Feb. 9.

#### PETITION DENIED

Sec. 3.603(a): Great Lakes Tv Co. (WSEE-TV), Erie, Pa. (7-30-59)—Requests amend-ment of rules by approval of any one of allocation plans as outlined in original notice of Aug. 14, 1959, which would provide Erie, Pa., with second vhf station. Denied by memorandum opinion and order adopted Jan. 17, 1962, and released Jan. 19, 1962. Ann. Feb. 9.



## IN ZIPPERS, COPPER'S THE DIFFERENCE BETWEEN "BEST BUY" AND "GETTING STUCK"

If the slender interlocking chain is of copper metals-brass or nickel silver-the zipper's the best available by far. It's the strongest, smoothest working. It stands up in use-washing, cleaning, ironing. And the metal needed is insignificant—less than  $\frac{1}{2}$  an ounce in a zipper for a dress or a pair of

trousers-less than one cent's worth at refinery prices. Zippers can be made of other metalsthat are not as strong-that tend to stick or bind-or rust. To a clothing manufacturer, the final cost difference is slight-pennies between a zipper made of brass and one made of less satisfactory

materials. This is typical of copper metals-the way they can make the difference between something that's barely adequate and a product that's the best value. This is why copper metals are your best buy. 62204A



## OUR RESPECTS to Albert Eberhardt Kaye, vp, Benton & Bowles Broadcasting links Hollywood and Madison Avenue

"Hollywood's a long way from Madison Avenue," Al Kaye, vice president of Benton & Bowles and head of the agency's Hollywood office, commented last week.

"We're not in the advertising business here," he continued: "we're in show business. We have no copy department, no art department. We don't buy time or space. We have a separate department to take care of commercials, and at my end, we don't even worry about them, except to see that they get properly integrated into programs."

The distance between Madison Ave. and Hollywood may be great, but it's no greater than the career in electrical engineering that Al was once headed for (in 1924 when he emerged from Carnegie Tech with a B.S. degree) and the career he has had in "show business." While in college, Al had produced amateur shows for clubs, lodges and churches, and in the process had accumulated about \$20,000 worth of stage lighting equipment. Naturally, he produced his class graduation show, also handling the lighting and directing the orchestra to boot. Then off he went for a short vacation between the end of his studies an the start of a job at Westinghouse Electric.

Into Show Business • Al had scarcely stretched out on the beach when a telegram informed him that the Aldine Theatre, where he had put on a show and left his gear, had been bought by the Loew's theatre chain and asked whether he'd be interested in a job as theatre electrician. "They offered me \$85 a week; the Westinghouse job paid \$18, so I went to work at the Aldine, lighting the stage shows that in those days alternated with the feature picture."

Before long, Loew's moved Al from his native Pittsburgh, where he had been born July 7, 1902, to the Capitol Theatre in New York. In the move, Albert Eberhardt Kochendorfer became Al E. Kaye, on the advice of Mr. Loew, who stressed that Al was in a business where being known was important and "who can remember a name like Kochendorfer,"

At the Capitol, he continued to work on stage shows, but now he was concerned with production and casting as well as lighting. Then Loew's went on a theatre-building rampage and Al blew the dust from his engineering text to design lighting and stage machinery for new movie palaces in a dozen cities from Washington, D. C. to Kansas City. Scarcely had the paint dried on these edifices when sound hit the movies and Al was back on the road, blueprints under his arm, remodeling theatres made for silent pictures so they could handle voices and music as well as pictures.

On to Hollywood • In 1930, Al left Loew's to join Warner Brothers as supervisor of their seven new theatres in Philadelphia. One was the new Mastbaum, where he also produced stage shows. But the talkies were in and the stage shows were on their way out. "One day I was back in New York. It was winter, it was cold, it was snowing and suddenly it was all too much. I quit my job, hopped in my car and headed for California, where I was sure I could revolutionize motion picture production."

Arriving in Hollywood, Al found the bankers, spurred by the depression, had already done a pretty good job of revolutionizing the movies and his help was not needed. He was pulling cable at the Sam Goldwyn Studio when a man he'd known at Warners called him and asked if he'd like to help remodel the old Earl Hammond Studios. "We went out to look the place over on a rainy Sunday. The roof leaked; the stages were on the second floor with trap doors for comedy falls; it was a mess. I should have known better but I said I'd do my best, so we rebuilt it. Today it's the Ziv Studio. Then the company went bankrupt, owing me a lot of back salary.'

A Radio Showcase • About that time, Loew's decided that radio would make a good showcase for the stars of its production arm, Metro-Goldwyn-Mayer, on the plausible theory that people hearing them at home would want to



Albert Eberhardt Kaye From lighting to programming

see them at their neighborhood theatre. Al became a member of the production staff of the series, called *Good News* and sponsored by General Foods for Maxwell House Coffee, whose agency was Benton & Bowles. Several years later, after too many theatre managers had complained that *Good News* was bad news for them because it kept people home on Thursday nights, M-G-M pulled out of radio. General Foods' Hollywood radio activities moved entirely to B&B, and Al went along with them.

Following the demise of Good News, he produced and directed the Fanny Brice Show, the Frank Morgan Show, the Danny Thomas Show, Father Knows Best and other radio shows. When television came along, he was among the first to realize the important place that film would play in tv programming and he also helped to make Westerns a tv institution by arranging a seven-year association between General Foods and Roy Rogers. Other long-lasting series for B&B clients include December Bride and the Loretta Young Show.

"I can't take any credit for those shows, since we bought them as packages," Mr. Kaye said. "What I did was to staff my office with show business people, people who had worked in radio and pictures and knew their way around a sound stage, people whose suggestions about production would be listened to with respect rather than resentment."

A Watchful Eye • Today, Mr. Kaye and his staff keep a supervisory eye on the Danny Thomas, Joey Bishop, Dick Van Dyke and Andy Griffith shows as well as Rifleman, all wholly sponsored by B&B clients, who also sponsor half of Gunsmoke and have participations in a score of other tv shows, including Perry Mason. "Our job is more mechanical than creative," he commented, "but it's important that someone sees that our clients get what they are paying for and that's what we try to do."

The Kayes—she was Betty Turrell —live in Beverly Hills. A daughter, Patricia, lives in El Paso with her husband and the Kayes' granddaughter, fouryear-old Linda.

Al's hobbies are woodworking (he has a shop full of power tools and has made much of the furniture in his house) and music (full hi-fi rig, stereo and a tape recorder for listening, as well as a piano for originating). He is a Mason with cards in the Blue Lodge in Pittsburgh, the Consistry in New York and the Shrine in Los Angeles.

## EDITORIALS

## Chinese puzzle

WE don't know how Jeno Paulucci runs his business, but since he's apparently successful at it we're inclined to doubt that he runs it the way he feels the television buiness should be run.

Mr. Paulucci is president of Chun King Sales Inc., which parlayed an agreeable package of bean sprouts, radio-tv and Stan Freberg into such success that he is now planning a world-wide chain of Chinese drive-in restaurants. This, we suppose, puts him on the way to becoming the Howard Johnson of the chow-mein circuit and we wish him well, gung ho and all that.

Broadcasting, in combination with Mr. Freberg's singular talents, must be credited with the biggest share of Chun King's rise. Obviously Mr. Paulucci thinks so, or he would not have hiked radio-tv's share of the Chun King advertising budget from under 20% to 60% in less than two years.

Mr. Paulucci, having achieved this prosperity primarily through spot radio and tv, suddenly wanted to go network for a night, and we cannot fault him on that decision, either. But he could not find the prime-time opening he wanted for his one-shot. So he complained to the FCC, charging that the networks are "monopolistic" creatures that push their own productions and favor "giant" advertisers by granting outlandish volume discounts not available to smaller users (BROADCASTING, Feb. 5).

We saw Mr. Paulucci's one-shot, "The Chun King Chow Mein Hour Starring Stan Freberg," which was presented on Chinese New Year's Eve on ABC-TV (Feb. 4, 6:30-7:30 p.m. EST), and we found it, as Mr. Paulucci said, refreshing. We imagine that millions of other people did, too. Certainly we have no doubt that Mr. Paulucci got his money's worth—without the extra publicity he picked up from his petition to the FCC.

Although we sympathize with Mr. Paulucci's desire to get the best deal he can, we think the charges he made were wrong and that he showed poor grace in making them. We don't know his practices regarding volume discounts in the chow mein business, but we haven't heards of his refusing any that he earns as a substantial user of spot television. And we can imagine what he'd say if one of his small competitors screamed foul to the government because Chun King, which has proved itself as a steady performer in the stores, were to get better display space than the newcomer might want for a one-day, one-time special.

What is the Chinese word for malarkey?

### Three chairmen

N the closing hours of the network hearings an interchange developed among three members of the FCC that should excite every broadcaster, whatever his notions on program regulation.

ABC-TV President Ollie Treyz was testifying when Commissioner Rosel H. Hyde inquired whether the witness found any implications of program censorship in the FCC's policy statement issued in July 1960. In the ensuing colloquy, Commissioner Fred W. Ford charged Mr. Hyde with quoting out of context. He pointed out that the statement had been adopted by a 6-1 vote with only Mr. Hyde dissenting.

Chairman Newton N. Minow entered the affray. He said he wasn't a member of the FCC at the time the policy was adopted. Then, to no one's surprise, said he approved it and intended to enforce it.

Here three able men, each of whom has headed the FCC, differed as to what does or does not constitute program censorship. Mr. Hyde is the dean of the commission and has served continuously since 1946 after having come up through the ranks beginning in 1928. He is placid, conservative and respected for his judicial temperament.

Mr. Ford, immediate past chairman, became a commissioner in 1957 after having served both as FCC chief hearing lawyer and as a deputy assistant attorney general. He is the chief architect of the "promise versus performance" philosophy and of the statement of policy of July 1960.

Chairman Minow has served since March 2, 1961. Despite his disavowal of program control or censorship, he has gone beyond any commissioner of the 40-odd who have served since 1927 in expressing opinions on programming which, although they may not have been censorship *per se*, were nevertheless threats calculated to force programming to conform with his views.

It should be noted that Mr. Minow has insisted that the FCC does not deal in specific programs, for that would constitute censorship. The record shows that during the final week of the hearings over which he presided, an inordinate amount of time was devoted to two ABC-TV programs—Bus Stop and The Untouchables.

The FCC will meddle in programs until it is stopped. The opportunity for court intervention isn't likely because the FCC will be careful to avoid a clear-cut test case.

Congress is the only hope. We urge again an all-out campaign for a new communications law through joint action of broadcasters.

The longer broadcasters delay the more difficult the task. The NAB stood still at its board meeting earlier this month, except to order further staff study. NAB's annual convention comes in April. Another board meeting comes in June.

## **Radio's strength**

N the mass of economic information presented in the PERSPECTIVE section of this issue it is possible for one important fact to be overlooked. The fact is the continued strength of radio as a local advertising medium.

As our time sales estimates on page 73 clearly show, radio's local business volume increased appreciably—just as it has in all the years but two of radio's history.

Local time sales now account for 63% of all radio time sales. Aside from producing by far the biggest increment of radio revenue, local business also constitutes a continuing endorsement of radio's advertising effectiveness. Nobody can measure advertising results as precisely as the local advertiser. National buyers please copy.



Drawn for BROADCASTING by Sid Hix "You should have told him the locale for your story was a desert . . . not a vast wasteland!"

# People try it and they like it

Result:

KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . . "HEY PETRY, KPRC-TV."



KPRC - TV

KPRC-TV, CHANNEL 2, HOUSTON Represented Nationally by Edward Petry & Co. ALSO BREWERS OF



## **H**·**R** OUTSELLS ITS COMPETITORS BECAUSE

H-R has a 12-year record of aggressive, hard-hitting, fact-based, service-full, productive selling for the stations it represents... As a result H-R has grown faster than any other Major Station Representative in history... In only 12 years H-R's billing has grown 24 times faster than the industry's ... Starting with only 3 H-R offices in 1950, in 1962 H-R has ten solely-owned offices located in the areas where 98.5% of the spot dollars are spent ... Manpower where it counts — another reason why H-R outsells its competitors.

Can **you** use this type of progressive, successful national spot representative? We'll be glad to show you many **more r**easons why H-R outsells its competitors . . . Call us.

