



BROADCASTING

THE BUSINESS

Morningside College
Library
Sioux City Iowa

ND27A
Y 10D
9210
DEC62 Mc

AND RADIO

NEWSPAPER

DECEMBER 17, 1962

Tv's biggest customers will spend even more
in 1963 27

Code board bucks cigarette ad controversy
to tv board 30

Radio-tv homes: county-by-county breakdown
released by Nielsen 85

Cox appointment to FCC may bring an even
tougher era of regulation 58

COMPLETE INDEX PAGE 7

PEACE ON EARTH

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IOWA



SEASON'S

GREETINGS



from
BIG AGGIE LAND
AMERICA'S
40TH RADIO MARKET

Season's greetings from the management and staff of WNAX-570 and from the 2¼ million residents of Big Aggie Land who have been listening to the reliable voice of WNAX-570 regularly for over 40 years.



WNAX-570 CBS RADIO

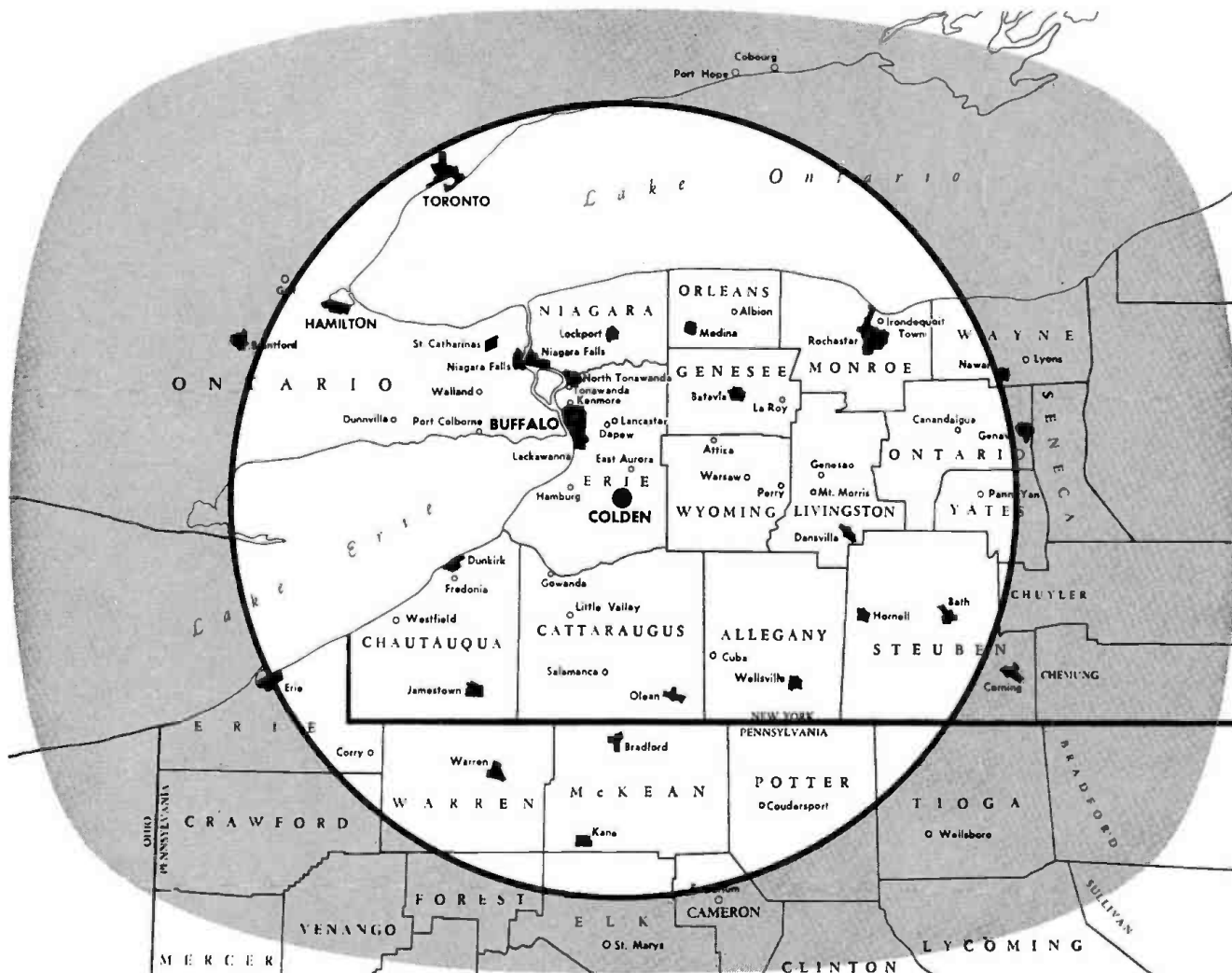
PROGRAMMING FOR ADULTS OF ALL AGES

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



PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-
Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.



in WBEN-TV LAND you'll reach more TV homes than you'll find in all of Missouri

If you're from Missouri—you'll want to be shown. *Here are the facts:*
 The WBEN-TV coverage area includes 14 counties in Western New York, four counties in Northeastern Pennsylvania and the extensive and growing Canadian Niagara Peninsula.

This is WBEN-TV land—a vast market that puts your product in sight and sound of more than 800,000 U. S. and 700,000 Canadian households. (*March, 1962 ARB figures*).

This is a market with millions of people who tune to WBEN-TV regularly. This station is a major selling medium in the *Nation's 10th Largest Market*.

For still more reasons why your TV dollars count for more on WBEN-TV call us or our representatives.

National Representatives: Harrington, Righter and Parsons, Inc.

WBEN-TV



an affiliate of WBEN-AM-FM
 The Buffalo Evening News Stations

CH. **4**
 CBS in Buffalo



more
toiletry
sales per
dollar

Whatever your product, Channel 8 moves goods.
On WGAL-TV your sales message reaches *more* families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

WGAL-TV
Channel 8

Lancaster, Pa. • NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

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

Payola revived

Small spark of revived interest in payola now is evident at FCC, which has queried half-dozen stations whose personalities were mentioned in recent series on alleged under-the-table payments in New York newspaper. Stations have emphatically denied charges and some personalities involved have threatened to file libel suits against paper. FCC staff considering letter to all licensees with warnings against new forms of payola that have evolved since legislation banning practice. Letter would contain examples of practices which are not violation of law as well as those that are.

Gannett waves WAVY

Gannett Inc. will drop out of contract to purchase WAVY-AM-TV Portsmouth-Norfolk, Va., for \$4.5 million under terms which expire Dec. 31. Gannett will simply let contract terminate and will make no move to exercise option for extension. After 18-month investigation, FCC ordered hearing on transfer directed toward charges against present licensee, Tidewater Teleradio Inc. (BROADCASTING, Dec. 3). While Gannett demise will make transfer hearing moot, FCC staff had pushed for renewal hearing. WAVY-AM-TV's current licenses expire Oct. 1, 1963, and hearing on whether WAVY-TV fulfilled commitments made at time of original grant in 1957 is likely, FCC official said last week.

AT&T may double dollars

American Telephone & Telegraph Co. is reportedly ready to plunk down for network tv advertising next season more than twice what it's spending this season. But there's no guarantee it will find availabilities. Firm wants some 24 shows as compared to nine it now has as specials on NBC-TV. Of total, four programs would be documentary types, remainder musical entertainment. NBC-TV reportedly has not yet decided on this hour series for next fall. AT&T's agency: N. W. Ayer, Philadelphia and New York.

Staff letter inquiry

Question of letters of inquiry on programming to tv stations by FCC staff is on agenda at FCC meeting today (Dec. 17). However, no final determination will be made as to whether staff has gone beyond delegated authority (BROADCASTING, Dec. 3). Public disclosure of staff efforts to require tv stations to program live, sustaining discussion shows in prime time has caused uproar. Commission-

CLOSED CIRCUIT

ers profess they did not know letters were being written until examples were published by BROADCASTING and belief has grown stronger since then within agency, that letters go beyond power given staff in June 1961 to renew licenses. At that time, FCC specified certain programming "minimums." However, it now is claimed commissioners did not "delegate" authority to staff to threaten hearing before license renewal if changes were not made.

Norstad for space post?

Gen. Lauris Norstad, chief of NATO forces, is said to be one of those under consideration for job as executive head of new communications satellite corporation. Confirmation was lacking, but, according to one report, Philip L. Graham, president of Washington Post Co. and chairman of board of incorporators of space corporation, was to discuss matter with Gen. Norstad at latter's headquarters in Paris. Mr. Graham flew to Paris Friday. Gen. Norstad, who is due to retire from military life, began figuring in speculation after Sen. Wayne Morse (D-Ore.) warned incorporators not to name military man to top executive post. Senator said he had information that "high U. S. retired or about to be retired, military official" was being considered (AT DEADLINE, Nov. 26).

Dr. Frank Stanton, CBS Inc. president, was sounded out on job of heading satellite corporation several weeks ago, but his response was unequivocal "not interested."

Engineer to succeed Cox?

New chief of FCC's Broadcast Bureau, now that incumbent Kenneth Cox is moving to FCC, should be engineer, in opinion of some FCC members. Lawyer Cox will replace T. A. M. Craven, only engineer on FCC, marking first time since FCC was created in 1934 that no engineer will sit at top level. If attorney is named to head Broadcast Bureau, according to reasoning, FCC will have no one familiar with important technical and allocations considerations directly consulting with it on broadcasting.

James E. Barr, assistant chief of Broadcast Bureau, is veteran FCC engineer who came up through ranks. It's presumed he will muster support for promotion but matter hasn't yet arisen in commission meetings and

probably won't until after New Year's, since Commissioner-designate Cox isn't expected to assume his new job until about Feb. 1. Mr. Barr is Texan and Democrat.

Code concern

Television code officials are concerned over increasing use of comparative claims in drug advertising where sponsors are actually naming competition. This has occurred in several instances and network and NAB executives are seeking way to place damper on practice before it gets out of hand. Federal Trade Commission is watching to make sure nothing gets on air that would be unfair reflection on competitive products.

Craven precedents

T. A. M. Craven, only man ever to have served two separate tenures as member of FCC, also will become first ex-commissioner ever to serve as consultant to that agency. Precedent was set when White House disclosed last week he will become consultant on space communications immediately upon his retirement—slated for his 70th birthday Jan. 31—as commissioner. Commissioner Craven (see page 58) has been devoting about 75% of his time to space matters during past two years, and under consultancy will give problem 100% of his time.

Mr. Craven will serve under contract with FCC until June 30, when his full term would have expired. Thereafter he is expected to go on per diem as expert, which will include membership on U. S. delegation at Geneva conference beginning Oct. 6 called to evolve international allocations for space communications. He had headed U. S. delegation at first conference, which covered all international allocations, in 1959.

Fm allocations

There is possibility fm table of allocations will be released by FCC for comments this week with subject on agenda for meeting today (Monday). Under new fm rules adopted in September, FCC announced it would adopt nationwide table of allocations and has met stiff opposition from consulting engineers (CLOSED CIRCUIT, Dec. 10). However, FCC has gone ahead with plans for assignments by cities as in tv and proposed table will be up tomorrow.



Jim Ameche is a radio salesman

No, Jim Ameche doesn't peddle radios (unless one of your clients want to advertise them on KGBS, Los Angeles). He's one of radio's greatest salesmen. Sells anything—painlessly and effectively—with that versatile, distinctive Ameche voice. Great sales *record*, too, dating from radio's "golden age" ("Grand Hotel," "First Nighter," "Lux Radio Theatre," "Big Sister," dozens more), right through the switch from drama to today's modern sound.

Talent of Jim's calibre is the rule, not the exception, on the Storer stations — Bob and Ray in New York, Joe Niagara in Philadelphia, Jim Uebelhart in Toledo, Bob Murphy in Detroit, Barbara Becker in Milwaukee . . . people and programming keyed to what the market likes best, rather than a frozen formula.

Individuality is just one more reason why *all* the Storer stations are

IMPORTANT STATIONS IN IMPORTANT MARKETS

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

WEEK IN BRIEF

The big spenders among advertisers are going to increase their radio and tv budgets next year, judging by a BROADCASTING roundup. Radio is expected to continue the resurgence begun this year. See lead story . . .

RADIO-TV BUDGET BOOSTS . . . 27

That cigarette controversy stirred up by NAB President Collins is now in the hands of a three-man committee representing the NAB Tv Code Review Board. New tobacco language proposed at code meeting. See . . .

CIGARETTE STUDY BEGUN . . . 30

Latest Nielsen figures pinpoint the 50 million tv and 51 million radio homes. The county-by-county statistics show most radio-tv homes in the North Central region, greatest penetration in the Northeast. See . . .

RADIO-TV IN U.S. HOMES . . . 85

You think the FCC is tough now! Chances are it will be even tougher when Kenneth A. Cox, broadcast bureau chief, succeeds Commissioner Craven Jan. 31. This is the third Kennedy appointment to the commission. See . . .

COX NAMED TO FCC POST . . . 58

New York was newspaperless last week but thanks to the stepped up program and commercial activities of radio and tv stations the public was kept informed. Six major retailers used radio, one used tv. See . . .

N.Y. DEPENDS ON AIR NEWS . . . 42

Uhf broadcasters have a new voice in Washington, the Assn. for Competitive Television. William L. Putnam, leading figure in the old uhf group, is chairman of ACT with Thad Brown elected to be executive director. See . . .

UHF GETS ITS OWN VOICE . . . 48

Pierre Salinger, White House news secretary, has agreed to a news media conference on government information policies. While the project was instigated by an NAB committee, other media will be eligible to attend. See . . .

SALINGER AGREES TO TALKS . . . 50

Another skyway communications facility was orbited last week as RCA-built Relay became the second satellite capable of transmitting tv overseas. Special programming is planned if all goes well. See . . .

RELAY GOES INTO ORBIT . . . 52

The program marketplace must be kept open to competition, according to FCC Commissioner Bartley, citing staff recommendations that would impose tight program restrictions on the major national networks. See . . .

OPEN MARKET FOR PROGRAMS . . . 68

The mimicked voice of President Kennedy provided a cute radio station promotion gimmick—until Newton Minow and the White House heard about it. Vaughn Meader album provides stations with fun, and a rebound.

MEADER PROMOS QUEERED . . . 74

DEPARTMENTS

AT DEADLINE	9	THE MEDIA	42
BROADCAST ADVERTISING	27	MONDAY MEMO	22
BUSINESS BRIEFLY	36	OPEN MIKE	20
CHANGING HANDS	46	OUR RESPECTS	113
CLOSED CIRCUIT	5	PROGRAMMING	72
DATEBOOK	12		
EDITORIAL PAGE	114		
EQUIPMENT & ENGINEERING	52		
FATES & FORTUNES	78		
FINANCIAL REPORT	56		
FOR THE RECORD	101		
GOVERNMENT	58		
INTERNATIONAL	83		
LEAD STORY	27		



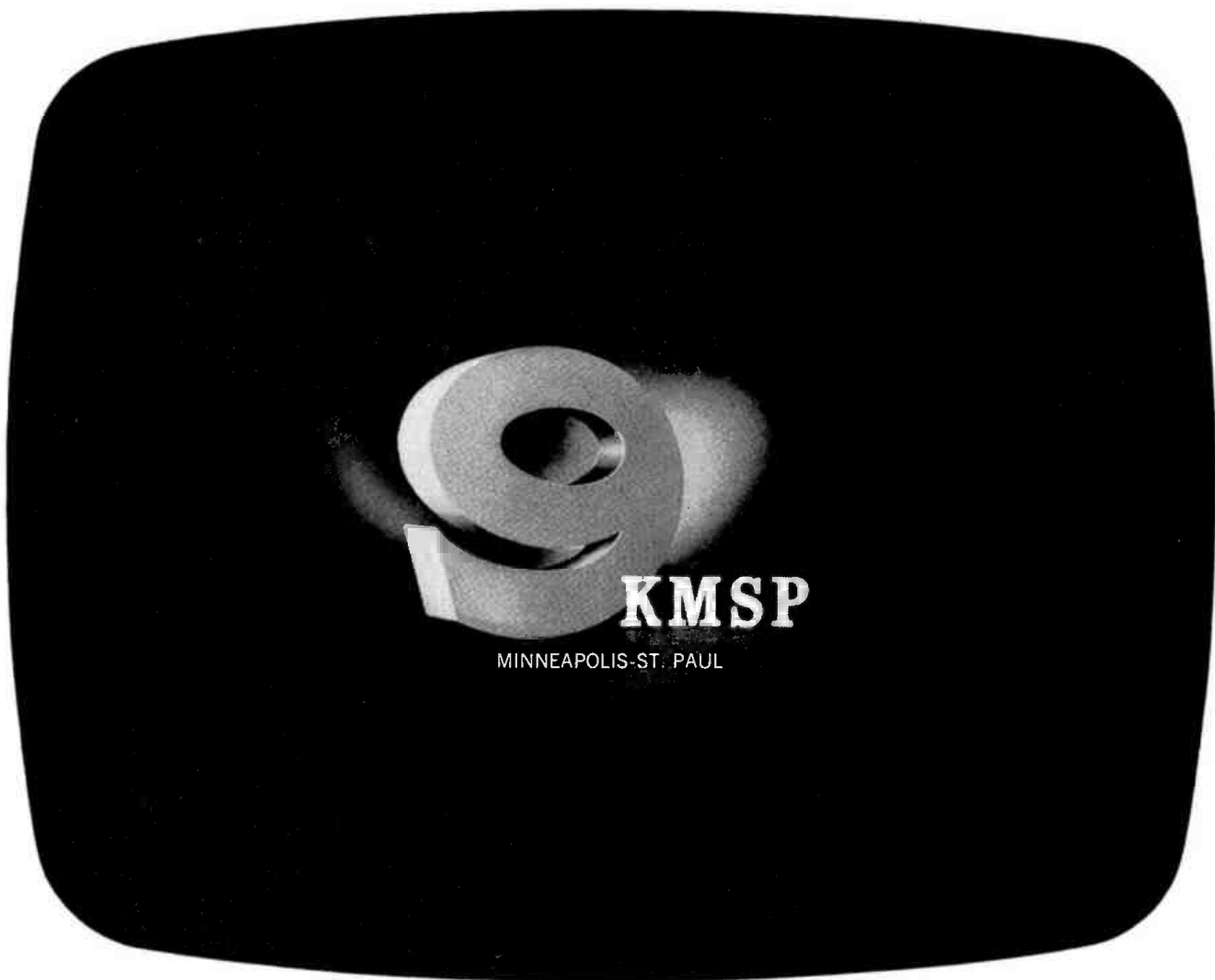
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday. 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS, INC. Second-class postage paid at Washington, D. C., and additional offices.

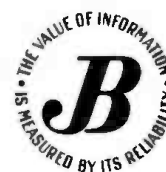
Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

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



appoints
BLAIR TELEVISION

Blair-TV Division, as national sales representative . . . effective, January 1, 1963 . . . and adds the power of the Twin Cities' fastest growing station to Blair's list of dynamic television stations. KMSP-TV—A Division of 20th Century Fox TV Inc. **BLAIR TELEVISION**, 717 Fifth Avenue, N. Y. 22, N. Y.



EIA group ask FCC for new stereo data

Possible solution to fm stereo broadcasting problem (how can stations be sure they are transmitting properly?) was suggested by am-fm broadcast equipment section of Electronic Industries Assn. Friday. It would require that monitors be maintained by all fm stations operating with stereo.

To that end, EIA group called on FCC to institute inquiry to draw up measurement requirements and to adopt rules requiring use at stations.

Broadcast equipment representatives agreed deviations from official FCC stereo standards are occurring and felt monitor would help broadcaster keep his signal within limits set by standards. They also stressed that proper operation and installation of receivers is concomitant responsibility of listeners, and called on set makers to instruct dealers and customers.

Major problem at present is that there is no single piece of equipment to test stereo transmissions. EIA group agreed that work should begin to develop test gear to measure total modulation, modulations on main carrier, stereo subcarrier, SCA channel, injection level, pilot for stereo and SCA subcarriers.

Problem of adherence to standards for stereo broadcasters occupied attention of EIA Consumer Products Division at San Francisco meeting (see page 56).

Chairman of equipment group is A. Prose Walker, Collins Radio.

New St. Louis company to offer pr, ad services

Communications Assoc. Inc., St. Louis, has been formed by advertising agency and public relations firm in that city to provide integrated services.

New firm will be subsidiary of Ridgeway, Hirsch & French Adv. Co. and Lemoine Skinner Jr. Public Relations Inc. which will continue to function as independent organizations.

Firm was established to provide services which "neither advertising nor public relations agency individually can be continuously set up to handle with maximum effectiveness and economy," new outfit said in announcing its establishment.

Officers: board chairman, Morris L. Hirsch; president, Lemoine Skinner Jr.; executive vice president, Casper S. Yost; vice presidents, Kenneth J. Bayer

Loose connection?

Power supply that is too low to operate communications equipment in Relay has forced space scientists to forego radio and tv tests which they had hoped to inaugurate early Friday, day after newest communications satellite was successfully injected into medium altitude orbit (see page 52).

Telemetry signals are working properly, National Aeronautics & Space Administration officials reported, but indicated that battery voltage is too low to operate transponder for communication tests. Space-communications men are working to try and determine cause of trouble.

and Sol W. Gross. Firm's address is 320 N. Fourth St., St. Louis 2. Phone: Main 1-0786.

NAB group goes over 1963 convention plans

Detailed planning for NAB convention (March 31-April 3, Conrad Hilton Hotel, Chicago) were discussed Dec. 14 at meeting of board's program planning and development subcommittee, held in Washington. James D. Russell, KKTU (TV) Colorado Springs, Colo., presided.

Mr. Russell, representing tv board, and Ben Strouse, WWDC Washington, representing radio board, are co-chairmen of NAB convention committee. Others taking part in meeting were Eugene S. Thomas, KETV (TV) Omaha, Neb.; Robert F. Wright, WTOK-TV Meridian, Miss., and Lester G. Spencer, WKBV Richmond, Ind.

USIA's 'Books' project: broadcast parentage

"Books USA" project announced Friday by U. S. Information Agency is all-book in nature, but its origin was strictly broadcasting.

Group of publishers are cooperating with USIA so that Americans can send paperback classics to needy nations at cost, like CARE packages. Idea originated with Halsey Barrett, director of tv sales development for Katz Agency, after he read Massachusetts Institute of Technology commencement speech by CBS

Denny to testify in NBC-Philco case

Charles R. Denny, former chairman of FCC, is scheduled to testify today (Monday) in FCC hearing on NBC-Philco dispute over ch. 3 Philadelphia. Mr. Denny was vice president of NBC (he now is vice president of parent RCA) in 1954-55 and participated in negotiations with Westinghouse Broadcasting Co. in exchange of NBC's Cleveland stations (now KYW-AM-TV) for WBC's properties in Philadelphia (now WRCV-AM-TV).

Mr. Denny, chairman of FCC from 1945-47, will testify on issues intended to determine whether NBC used power of network affiliation to force WBC to make exchange. Earlier in hearing, Westinghouse executives testified exchange was made because of fear of loss of NBC affiliations (BROADCASTING, Oct. 29).

Under terms of consent decree, NBC has agreed to dispose of WRCV-AM-TV and is seeking approval of an exchange for RKO General's WNAC-AM-TV Boston. Philco, in turn, has filed application for new station on ch. 3 Philadelphia in competition with WRCV-TV's bid for license renewal.

In testimony last Thursday and Friday (Dec. 13-14), NBC continued prior attempt to show Ford Motor Co. (parent of Philco) has engaged in anti-competitive practices (BROADCASTING, Nov. 26). Witnesses included Florida insurance executive and past and present Ford dealers.

Dairy Assn. buys 'Dick Clark'

American Dairy Assn. will sponsor *Dick Clark Reports*, Monday-Friday nighttime young people's show, on ABC Radio beginning Dec. 31 (10-10:05 p.m. EST). Agency is Compton Advertising, Chicago.

President Frank Stanton in June 1961. Stanton speech made point that books could be great cold-war weapon since English is spoken but libraries are rare in many of emerging nations.

Mr. Barrett tried to get people-to-people movement going, finally got USIA and paperback representatives together and they took it from there. Project was announced Friday by another radio-tv expert, USIA director Ed Murrow.

ATAS panel features top broadcast names

Several top names in tv business and government will be featured in panel that will hold critique on television in Hollywood tomorrow night (Dec. 18).

Panel will include FCC Chairman Newton Minow; William Dozier, production chief of Screen Gems; writer-producer Rod Serling; Hubbell Robinson, senior vice president for programs at CBS-TV; Sylvester L. Weaver, board chairman of McCann-Erickson International; Frank Fogarty, executive vice president of Meredith Broadcasting Co.; Mark Goodson, president of Goodson-Todman Productions; Lee Rich, senior vice president in charge of media and programming at Benton & Bowles, and Richard Salant, CBS News' president.

Meeting, under auspices of Tv Academy of Arts & Sciences, will be held at Hollywood Palladium. Mr. Dozier, academy's chairman of special projects committee, will be moderator. Topic of meeting: "What's Right and What's Wrong With Tv."

Breakstone to name Papert, Koenig, Lois

Announcement is expected this week of appointment of Papert, Koenig, Lois Inc., New York, as agency for Breakstone Foods Div. of National Dairy Products Corp. East coast regional account, regular user, reportedly bills almost \$1 million. Account was at Mogul, Williams & Saylor Inc. Another new PKL account is MacGregor-Doniger Corp., New York, sportswear manufacturers, not currently using radio-television advertising.

RCA expects 'record' for home sets in '63

RCA, in introducing new line of tv sets and tape recorders, sees "record" first quarter (January-March) marking "definite increase" in home instrument business.

RCA listed seven new color tv sets and nine new black-and-white receivers. All black-and-white and four color sets can have uhf tuners installed by option at factory.

Collins for quarter: \$55.6 million sales

Collins Radio Co. sales for quarter ending Oct. 31 topped \$55.6 million and net income was \$700,000 (32 cents per share), President Arthur Collins is to announce today (Monday). Although under previous quarter, results are above same period last year when sales were \$44.9 million and net income \$200,000 (9 cents per share).

NBC 'circulation' rise

One-page "newspaper" sheet compiled, printed and distributed by WNBC-TV New York during newspaper strike (see story, page 42) climbed at end of week to new high in "circulation." Total distribution hit 400,000 by Friday (Dec. 14). Paper, called *WNBC News*, had initial printing of 35,000, climbed to 100,000 per day by midweek and increased to 250,000 toward week's end.

NFL refuses to okay Giants-Packers on c-c tv

National Football League will not permit closed-circuit telecast to theatres in New York of Dec. 30 championship football game between New York Giants and Green Bay Packers. NBC-TV's telecast of game "blacks out" New York area.

Several pay tv organizations had suggested to NFL that game be carried to theatres in city via closed circuit (AT DEADLINE, Nov. 26). NFL Commissioner Pete Rozelle said that "many complexities" connected with contractual commitment with NBC-TV precluded consideration of closed circuit project this year.

AT&T's Telpak rates 'excessive,' says UPI

Telpak tariff rates of AT&T have relegated news media users of AT&T lines to role of "second class customers," United Press International told FCC Friday (Dec. 14).

UPI comments were filed in FCC

That other John

So help Tom Field, newscaster for WEWS (TV) Cleveland, it's absolutely true.

He'd just finished his evening news broadcast on ch. 5 station when young caller got him on phone:

"I just heard the news and you said I won a prize—where can I get it?"

Mr. Field suggested that perhaps young man had misunderstood. Only prize he mentioned on program was award of Nobel Prize to John Steinbeck.

"That's me—my name's John Steinbeck," was anxious response. "Can I pick it up or will you mail it to me."

docket to determine whether Telpak tariffs should become permanent. System is method of bulk selling of private lines to single customer and for shared use under certain classifications with news media prohibited from such sharing.

Telpak is "unreasonably discriminatory, and hence unlawful," UPI charged in maintaining that availability of rate reductions should be broadened to permit shared use of AT&T lines by all news media.

Eleven advertisers make buys on NBC show

Total of 11 advertisers have bought sponsorship on NBC-TV's new *Monday Night at the Movies*, scheduled to begin Feb. 4 (7:30-9:30 p.m. EST). They are Brown & Williamson (Ted Bates); Carnation Co. (Edwin Wasey, Ruthrauff & Ryan); Chesebrough-Pond's (Norman, Craig & Kummel); Clairol (Foote, Cone & Belding); Corning Glass (Ayer); Max Factor (Carson/Roberts); Procter & Gamble (Compton); Scott Paper Co. (J. Walter Thompson); Sterling Drug (Dancer-Fitzgerald-Sample); Thomas Leeming (Esty), and Thomas J. Lipton (Young & Rubicam).

First of MCA fee suits names Dick Chamberlain

MCA Inc. announced Friday (Dec. 14) it has named Richard Chamberlain, star of NBC-TV's *Dr. Kildare* series, as defendant in first series of actions to be brought by MCA against former clients who "have failed to pay commissions for past services."

MCA, which discontinued its talent agency business last July, filed complaint before Arbitration Tribunal of Screen Actors Guild for commissions earned by MCA through late July. Complaint against Mr. Chamberlain, MCA said, is "first of many to be filed" by its attorney within next few weeks against former MCA clients.

Marketers ignore Negro market, consultant says

Negro market consultant told Philadelphia chapter of American Marketing Assn. that the "subterranean" thinking of marketing executives has kept their companies from earning additional money through development of Negro market.

D. Parke Gibson, senior consultant of D. Parke Gibson Assoc., New York, urged marketing men to shift from "tunnel-vision" to "wider vistas of progressive marketing." He said "tunnel-vision proceeds along narrow gauge track that does not include the Negro market."

Another important plus...

VARIETY

TELEVISION REVIEWS/WEDNESDAY NOVEMBER 7, 1962

GREAT MUSIC

With Carl Greyson, host; Roberta Peters, Chicago Symphony, Robert Trendler conducting
Exec Producer: Philip Mayer
Producer-Director: Richard Doerschuk

Writers: Doerschuk, Francis Coughlin

60 Mins., Sun., 7:30 p.m.
MAXWELL HOUSE, TALMAN SAVINGS
WGN-TV, Chicago (tape)
(Ogilvy, Benson & Mather; EMO & Assoc.)

"Great Music" opened its fourth season as a syndication entry last Sunday (21) with a honey of a show that featured coloratura Roberta Peters in a one-woman concert. What impact Judy Garland, Harry Belafonte and Yves Montand have made on the medium in the respective idioms with their solo shots, Miss Peters approximated in hers. She was excellent both musically and as a video personality; and the tasteful, well-lighted WGN-TV production did her every justice.

It is notable that while the program was longhair it was never highbrow. If the distinction is a subtle one, it is nevertheless important. Any chance dialers hoping to upgrade their musical sophistication would not have been frightened away by a chill of culture nor made to feel inferior by an attitude of condescension. The outing had an air of refinement, but it was a warm air. A looker with flashing eyes, Miss Peters was animated and personable before the cameras, and she spoke to the audience with an unrehearsed intimacy that would profit many a pop performer to study.

Her selection included the

"Laughing Song" from "Die Fledermaus," a group of art songs, an aria from "Rigoletto," and such selections as "Falling In Love With Love" and "One Kiss." Showpiece was a dramatic performance of the mad scene from "Lucia," a lengthy solo effort that was elaborately staged with a number of non-speaking actors contributing to the effect.

WGN is shooting the current series in a handsome and capacious ballroom of the Edgewater Beach Hotel. For Miss Peters' segment there were some al fresco sequences in the Edgewater Beach garden, with the hotel guests looking on. The settings, both interior and out of doors, communicated class but not grandeur, which seemed appropriate.

Fran Coughlin's program notes and Carl Greyson's hostmanship struck just the right key. There was nothing gratuitous in the notes to offend the viewer who might be thoroughly versed in operatic literature, and at the same time they helped the uninitiated cross the bridge to Richard Strauss, Debussy, Donizetti and Hageman. Greyson was well-chosen for the series.

The Windy City independent this year dropped "From Chicago" from the title of its music series in order to increase its range. It was irrelevant chauvinism anyway. A couple of installments are being shot overseas with European orchestras in their native settings, and the title alteration should allow for more one-person shows, like Miss Peters', which have no Chicago significance other than that they were produced here.

Les.

Critical Acclaim...

"Great Music"—award-winning series produced especially for television by WGN—wins kudos for the fourth year in a row! This from "VARIETY"—Bible of Show Biz . . .

"... a honey of a show . . ."

"while the program was longhair it was never highbrow."

"... the outing had an air of refinement but it was warm air."

"The setting communicated class but not grandeur which was good."

"... the notes helped the uninitiated cross the bridge to Strauss, Debussy, Donizetti and Hageman."

"Great Music" Series III, now ready for your station, exclusively in your market. World renowned conductors, brilliant soloists and the brightest stars of the musical stage make this widely acclaimed television production another important plus for advertisers, agencies and other stations.

Sold exclusively by WGN Syndication Sales, 2501 Bradley Place, Chicago 18. Call Brad Eidmann. LA 8-2311.



WGN is Chicago

The most respected call letters in broadcasting

DATEBOOK

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

*Indicates first or revised listing

DECEMBER

Dec. 18—International Radio & Television Society's annual Christmas party. Proceeds to Veterans Hospital Radio & Tv Guild and the International Radio & Tv Foundation. Hotel Roosevelt, New York.

Dec. 18—Los Angeles Town Hall luncheon at Biltmore Hotel. Newton N. Minow, FCC chairman, is guest speaker.

Dec. 19—Academy of Television Arts & Sciences, Hollywood Palladium, 8 p.m. FCC Chairman Newton N. Minow will participate in panel discussion of "What Is Right and What Is Wrong with Television," with William Dozier, Screen Gems vp, as chairman. Other panel members are Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International) and president of M-E Productions; Frank P. Fogarty, executive vp, Meredith Broadcasting Co., operators of KCMO-TV Kansas City, KPHO-TV Phoenix, WHEN-TV Syracuse and WOW-TV Omaha; Hubbell Robinson, senior vp in charge of network programs, CBS-TV; Rod Serling, writer-narrator of CBS-TV *Twilight Zone*; Richard Salant, president, CBS News; Mark Goodson, president, Goodson-Todman Productions; Lee Rich, senior vp for radio-tv, Benton & Bowles.

Dec. 19—National Assn. for Better Radio & Television (NAFBRAT) luncheon honoring Newton N. Minow, FCC chairman, 12 noon, Wilshire Country Club, Los Angeles.

Dec. 27-29—American Marketing Assn., annual fall conference, Hilton Hotel, Pittsburgh. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

Dec. 28—Comments on FCC proposed rule-making to require applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

JANUARY 1963

Jan. 1—Deadline for domestic entries for third International Broadcasting Awards competition of Hollywood Ad Club. Foreign entries are due Jan. 15. Entries should be sent to IBA, P. O. Box 38909, Hollywood 38, Calif.

Jan. 7-8—NAB-FCC joint conference on am growth problems. Conference is open to all interested parties.

Jan. 9—Reply comments due at FCC on proposed allocation of frequencies for space communications.

*Jan. 10—Deadline for 1962 entries for George Foster Peabody Radio and Television Awards. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

Jan. 10-19—International Television Festival of Monte Carlo, Monaco.

Jan. 11—Reply comments due on FCC proposed rulemaking to require all applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

Jan. 12—Florida Assn. of Broadcasters board of directors meeting, Cherry-Plaza, Orlando, Fla. Orlando broadcasters will host a "hospitality hour" at 6 p.m. Board meets at dinner, 7 p.m. FAB members are invited to send President Joe Field or Executive Sec. Ken Small suggestions for items to go on agenda.

Jan. 14—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place to be announced; BBC documentary film, "Television and the World," Collier Young, coordinator.

Jan. 14-18—NAB board meeting. Camelback Inn, Phoenix, Ariz.

Jan. 17-19—Sixteenth annual winter convention of South Carolina Broadcasters Assn., Wade Hampton Hotel, Columbia, S. C. H. Moody McElveen Jr., vp and general manager of WNOK-AM-FM-TV Columbia, is general chairman.

Jan. 18—South Carolina AP Broadcasters Assn., Wade Hampton Hotel, Columbia, in conjunction with the meeting of the South Carolina Broadcasters Assn. Panelists will discuss how to make full use of the AP news report—and how to make that report better by sharing in news gathering. Lamar Caldwell, WHSC Hartsville, will discuss the survey made by the Wire Study Committee.

Jan. 18-20—Advertising Assn. of the West mid-winter conference, Mapes Hotel, Reno, Nev.

Jan. 20—Iowa AP Radio & Television Assn. annual winter workshop meeting in Des Moines.

*Jan. 22—Georgia Assn. of Broadcasters, board meeting. U. of Georgia, Athens.

*Jan. 22-24—Eighteenth annual Georgia Radio-TV Institute, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens. FCC Commissioner E. William Henry; Georgia Governor-elect Carl Sanders; Stephen Labunski, WMCA New York; Maury Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations, and John Mooney, WKGK Knoxville, are among participants.

*Jan. 23—Colorado AP Broadcasters Assn., meeting. Hilton Hotel, Denver.

Jan. 23-25—Association Public Affairs Conference, for business leaders and members of trade and professional associations. Sheraton-Park Hotel, Washington, D. C. Program topics include "The Impact on Business by the 86th Congress," "Business and the Dept. of Justice" and "The Businessman and Politics."

Jan. 25—AWRT Educational Foundation board of trustees meeting, Savoy-Hilton Hotel, New York City.

Jan. 25-27—American Women in Radio & Television board of directors meeting, Savoy-Hilton Hotel, New York City.

Jan. 28—FCC hearing on availability of local television programming on Omaha, Neb. Commissioner E. William Henry presiding.

Jan. 29-Mar. 3—Award winning examples of western editorial and advertising art, selected by Art Directors Club of Los Angeles in 18th annual competition, on exhibit at Museum of Science & Industry, Exposition Park, Los Angeles.

Jan. 30-Feb. 2—National Winter Convention on Military Electronics, Ambassador Hotel, Los Angeles. The convention is co-sponsored by the Los Angeles section of Institute of Radio Engineers and the National Professional Group on Military Electronics.

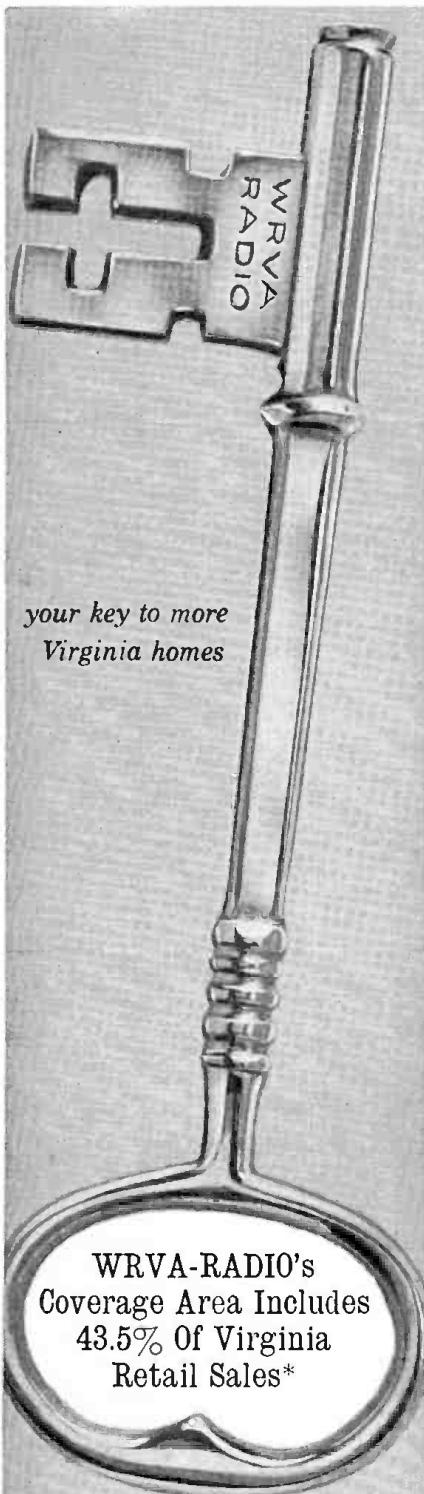
FEBRUARY

Feb. 1—Deadline for entries in National Safety Council's annual Public Interest Award contest to public information media. Entries should be sent to National Safety Council, 425 N. Michigan Ave., Chicago 11, on official entry blanks available from same address.

Feb. 1—UPI Broadcasters of Massachusetts annual Tom Phillips Awards Dinner, Nick's Restaurant, Boston. James Allen of WBZ-TV Boston, presiding. Annual election of officers also scheduled.

Feb. 9-10—Texas Assn. of Broadcasters spring convention in Austin at Commodore Perry Hotel.

Feb. 11-13 — Electronic Sales-Marketing Assn. first annual convention, Americana



your key to more
Virginia homes

WRVA-RADIO's
Coverage Area Includes
43.5% Of Virginia
Retail Sales*

*Sales Management

Survey of Buying Power—1961

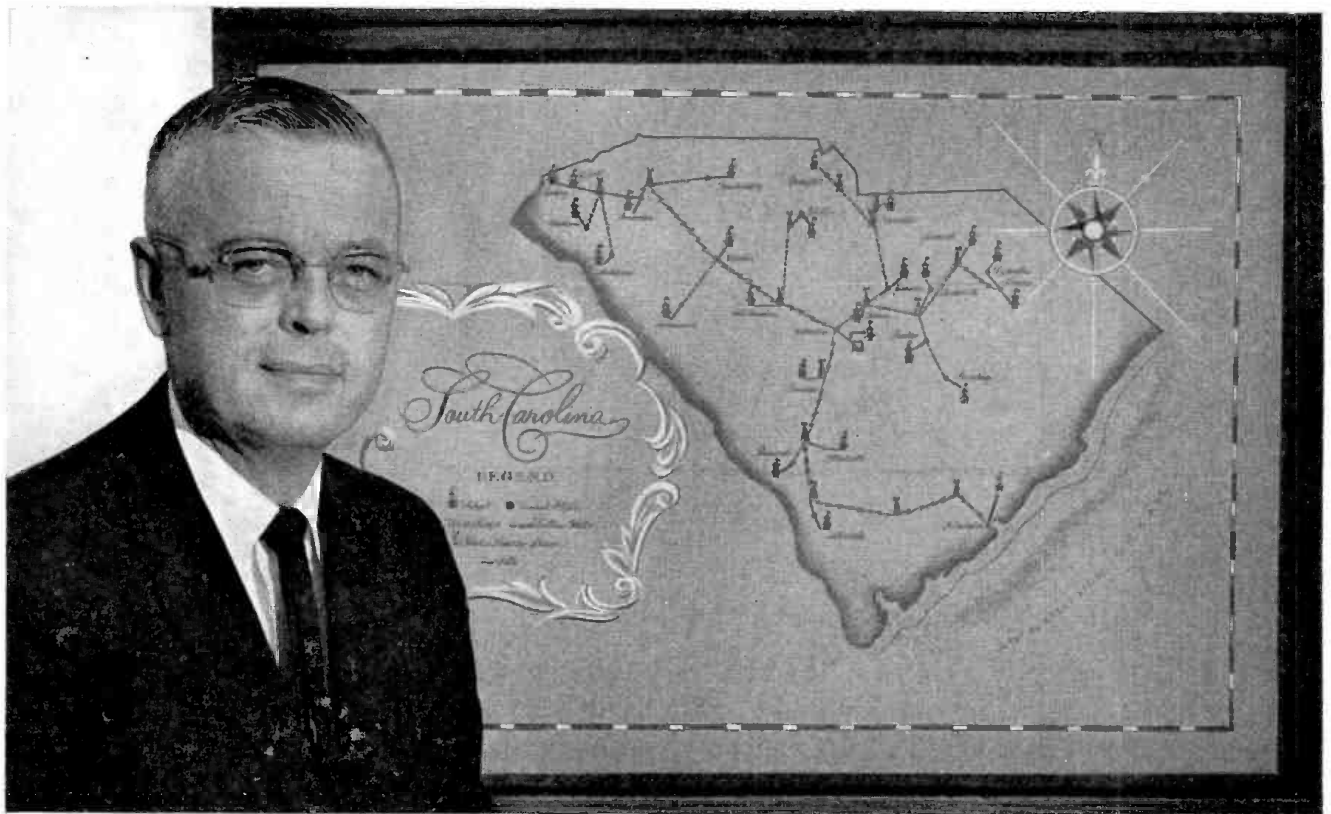
WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

How do you "wire" a state for education?



"By using closed circuit television installed by Bell Telephone, we can put three channels of instruction into every high school in South Carolina . . . at a cost of only \$12.67 per pupil per year." —R. Lynn Kalmbach, General Manager
South Carolina Educational Television Center

In 1959, South Carolina educators were planning a state-wide classroom television system to raise the level of instruction in every school in the state.

But which kind of transmission would provide a more reliable signal and reach more students with more courses at less cost—broadcast or closed circuit?

Four broadcast channels had been set aside for educational purposes in South Carolina by the Federal Communications Commission. Together these stations would cover only one third of the state. And each one would provide only one channel of instruction to schools within reach of its signal.

A closed circuit system, on the other hand, can be designed to connect every school in the state by cable or microwave facilities. And, most important, each school can receive more than one channel of televised instruction at the same time.

South Carolina authorities turned to Southern Bell Telephone and Telegraph Company and Independent Telephone Companies for estimates on cost. Drawing on Bell System

experience in commercial network transmission and the ETV experiment in Hagerstown, Maryland, telephone company engineers were able to propose a network that would transmit three channels of instruction in 36 subjects daily to all high schools in the state.

And at a cost of only \$12.67 per pupil including production and transmission!

Leasing transmission facilities and service from the telephone company rather than having the state purchase, install and maintain its own equipment would also reduce the capital funds needed.

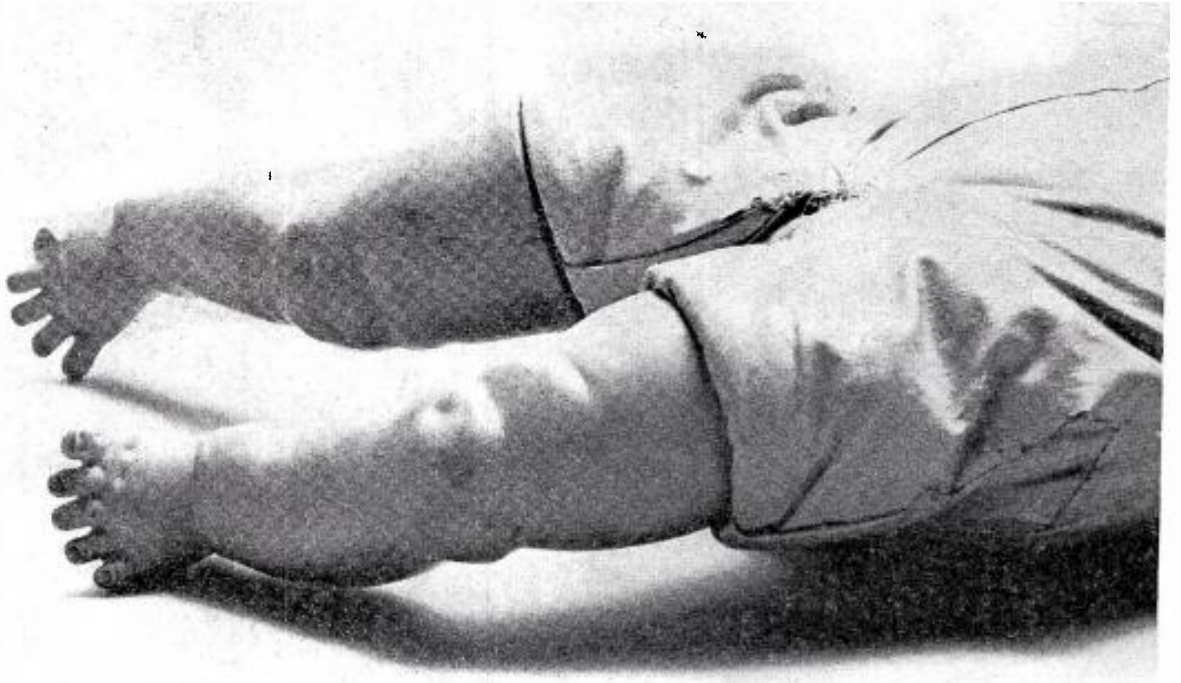
This closed circuit television network is now serving 140 schools in all 46 counties in the state. Eventually, it will cover all 413 high schools and 1200 elementary schools in South Carolina.

The same engineering and technical know-how which helped pioneer this first state-wide, closed circuit ETV network is available through each of the Bell System Associated Companies to help communities of every size install low-cost, reliable classroom television.

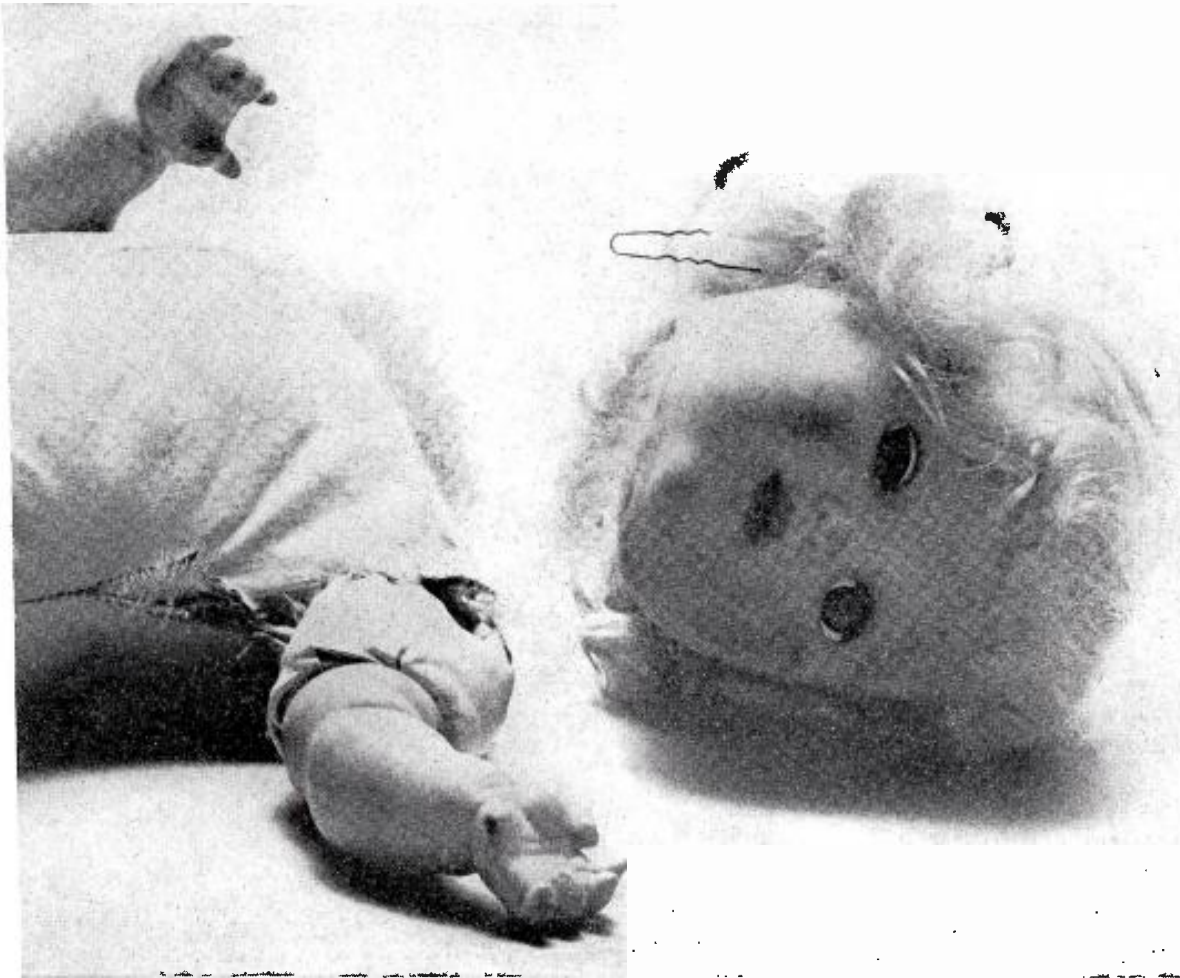


BELL TELEPHONE SYSTEM

Owned by more than two million Americans



The U.S. Marines to the rescue



Many a child who gets a new toy has the leathernecks to thank for it. With a big assist from the ABC Owned Television Stations.

Los Angeles' KABC-TV, for instance, puts on a stupendous "Toys for Tots Show"—now in its fourth year—in co-operation with the U. S. Marine Corps. This two-hour spectacular spearheads the annual drive to provide new toys at Christmas for underprivileged children.

The price of admission to this KABC-TV show—which is staged in the famous Los Angeles Sports Arena—is one new, unwrapped toy per person.

In return, the audience gets brilliant entertainment. The performers are top stars. There are circus clowns and elephants.

This community effort, led by KABC-TV, is always an extraordinary success. So is

WXYZ-TV's "Toys for Tots Jamboree" in Detroit, which is held every year during September at the Edgewater Amusement Park. Every ride is free to any WXYZ-TV viewer who deposits a new toy at the Park's front entrance.

This year, WXYZ-TV points with pride to the total of 23,999 toys which it was able to hand over for distribution by the U. S. Marine Corps.

Such charitable projects provide the kind of opportunity for service which all five ABC Owned Television Stations are determined not to miss.

To all five stations, optimum use of their air time is the tremendous challenge. In partnership with the communities they serve, they meet it with enthusiasm and imagination.

All five, in fact, are very much alive.

KCEN-TV
CHANNEL

6

OFFERS

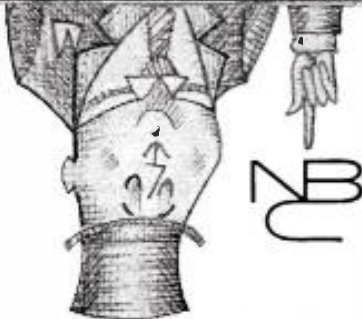


**LOWEST
COST
per 1000***

IN THE
**WACO-TEMPLE
MARKET**

center of Texas'
population density

*Waco-Temple Market ARB, Mar. '62



Midway between Dallas,
Fort Worth, Houston and
San Antonio, KCEN-TV's
maximum 100 KW Power
on Channel 6 offers great-
est coverage in the market
and assures:

BIGGER audiences*
FAR LESS duplication*

CHANNEL
KCEN-TV
TEMPLE - WACO



BLAIR TELEVISION ASSOCIATES
National Representatives

Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, industry members are asked to contact Alex White, ESMA executive director, P. O. Box 1, Bellerose, L. I., N. Y.

*Feb. 16—Deadline for entries for 1963 Ohio State Awards of Ohio State U. They should be sent to Ray Stanley, acting director, Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio. Awards are for best productions in field of educational broadcasting.

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

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

MARCH

March 15—Spring meeting of Louisiana Assn. of Broadcasters. Place to be announced.

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

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

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

APRIL

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

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

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

MAY

May 2-5—American Women in Radio & Television annual convention, Sheraton Hotel, Philadelphia, Pa.

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

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

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

JUNE

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

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

June 18-20—Annual convention of Electronic Industries Assn., Pick-Congress Hotel, Chicago.

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

JULY

July 10-14—Annual convention of American Federation of Television & Radio Artists, AFL-CIO, Ambassador Hotel, Los Angeles.

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISSHOFF
VICE PRESIDENT MAURY LONG
VICE PRESIDENT EDWIN H. JAMES
SECRETARY H. H. TASH
TREASURER B. T. TAISSHOFF
COMPTROLLER IRVING C. MILLER
ASST. SEC.-TREAS. LAWRENCE B. TAISSHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago); ASSOCIATE EDITORS: Harold Hopkins, Dawson Nail; STAFF WRITERS: Sid Booth, Gary Campbell, George W. Darlington, Jim deBettencourt, John Gardiner, Larry Michie, Leonard Zeidenberg; EDITORIAL ASSISTANTS: Elizabeth Meyer, Chuck Shaffer, Rosemarie Studer, Nancy K. Yane; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

VICE PRESIDENT AND SALES MANAGER
Winfield R. Levi (New York)

ASSISTANT PUBLISHER
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Dave Lambert; ADVERTISING ASSISTANTS: Carol Ann Jenkins, Robert Sandor, Terry Steel, Joyce Zimmerman; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS: John P. Cosgrove; CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageons, Edith Liu, Burgess Hess, James E. O'Leary, German Rojas, Eugene Sheskin.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: Richard Erickson, Diane Halbert, Larry Littman; ASSISTANT: Frances Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVES: Don Kuyk, Syd Abel; ADVERTISING ASSISTANT: Ellen Reilly.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 8253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

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

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

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

*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

Bob Gilbertson

Dick Gardner

Bob Lambie

By Pip

Lon Nelles

Jack Clark

Cis Rasbaum

John Dickinson

Jack Harrington

Arthur V. Childs

Bert Adams

Frank Brindley

Bill Yonau

Ed Heubald

Carl Knight

Turk Richter

Grand Daugherty

Janie O'Sullivan

Art Elliott

Len Feldman

Jay Walters

Ed Ryan

Jim Pavao

Donald Douglas

Frank Rice

Lionel L. Schaen



WTEV 6

NEW BEDFORD, MASS.



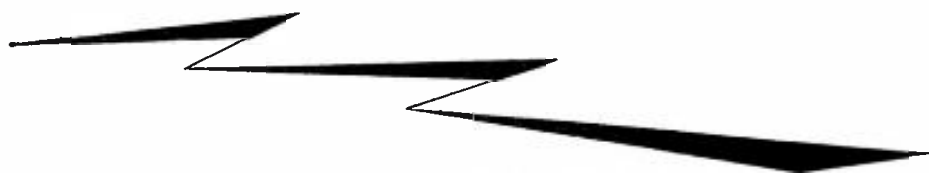
*Serving the Greater
Providence area...*

*Announces its audience-
capturing line-up of "first-run"
syndicated programming to
be seen throughout the
Greater Providence Area
beginning January 1.*

MR. STEADFAST



Available Now! First Telecast January 1, 1963



ADVENTURES IN PARADISE

BILLY BANG-BANG

CAIN'S 100

CHECKMATE

DECEMBER BRIDE

DETECTIVES (HALF HOUR)

DETECTIVES (HOUR)

DIVORCE COURT

ED ALLEN TIME

HONG KONG

MICKEY MOUSE CLUB

OUTLAWS

PHIL SILVERS SHOW

SHIRLEY TEMPLE

SURFSIDE SIX

ROARING 20'S

TARGET: THE CORRUPTORS

THRILLER

FIRST RUN OFF THE NETWORK

FIRST RUN IN THE MARKET

FIRST RUN OFF THE NETWORK

FIRST RUN OFF THE NETWORK

FIRST RUN OFF THE NETWORK

FIRST RUN IN THE MARKET

FIRST RUN OFF THE NETWORK

FIRST RUN IN THE MARKET

FIRST RUN IN THE MARKET

FIRST RUN OFF THE NETWORK

FIRST RUN OFF THE NETWORK

FIRST RUN OFF THE NETWORK

FIRST RUN IN THE MARKET

FIRST RUN IN THE MARKET

FIRST RUN IN THE MARKET

FIRST RUN IN THE MARKET

FIRST RUN OFF THE NETWORK

FIRST RUN OFF THE NETWORK

Plus other proven syndicated favorites including: AMOS 'N' ANDY, LIFE OF RILEY, ANNIE OAKLEY, RANGE RIDER, BROKEN ARROW, ABBOTT & COSTELLO, TERRYTOONS, WHIRLYBIRDS and HOPALONG CASSIDY. And first-run feature films, including SHOW CORPORATION and SEVEN ARTS packages.

For maximum sales results in Providence-New Bedford-Fall River, your best buy is **WTEV, Channel 6.**

WIBC The Friendly Voice of Indiana

Big events coming!



LEADS IN SERVICE

WIBC State House Reporter Leo Laurence looks over one of the chambers where he'll soon be reporting the daily happenings of the 1963 Indiana General Assembly. Laurence is Indiana's only full-time State House radio correspondent and WIBC audiences are familiar with his reports on the day-to-day developments in state government. During the 61-day legislative session, Laurence will be joined by other WIBC News staffers to provide an intensive on-the-scene coverage as well as a nightly 15-minute wrap up on WIBC's popular public affairs program . . . Legislative Review.

LEADS IN AUDIENCE

Outstanding coverage of state and local news is but one of the reasons WIBC commands the greatest audience morning, afternoon and evening in Indianapolis and Indiana.* This huge and loyal audience is available to you . . . the national advertiser.

*Pulse Indianapolis and 46-County Area Survey, October, 1962.
C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

G. I. programming

EDITOR: Congratulations on your editorial titled "G. I. programming" [EDITORIALS, Dec. 3].

It's high time that broadcasters started rolling with the punches and slugging back toe-to-toe with government agencies.

Broadcasters can be thankful that you have had the guts to fight their battles for them over the years.—*William H. Weldon, president, Jefferson Television Co. (KRCG-TV Jefferson City, KMOS-TV Sedalia), Jefferson City, Mo.*

Radio's 1961 profits

EDITOR: Could there be a relationship between your report of slipping radio profits [SPECIAL REPORT, Dec. 10] and the BMI ad on pages 48-49?

This ad purports to list the "101 perennial hits, recommended by *Billboard*."

A quick perusal of the list indicates a couple of Irving Berlin tunes, but no Gershwin, no Rodgers & Hart, no Rodgers & Hammerstein, Cole Porter nor Lerner & Loewe. . . .

But then to make up for these defects we have songs such as "Yakety Yak" and "Tutti-Frutti," to say nothing of "Ram-Bunk-Shush." . . .—*Kenneth R. Kurtz, WSAZ-TV Huntington, W. Va.*

Correction on KNIN

EDITOR: I have just read with much dismay and concern your story concerning the sale of KSYD-TV Wichita Falls, Tex. [AT DEADLINE, Dec. 3]. The last line of this story states, "Grayson group retains KSYD radio. . . ."

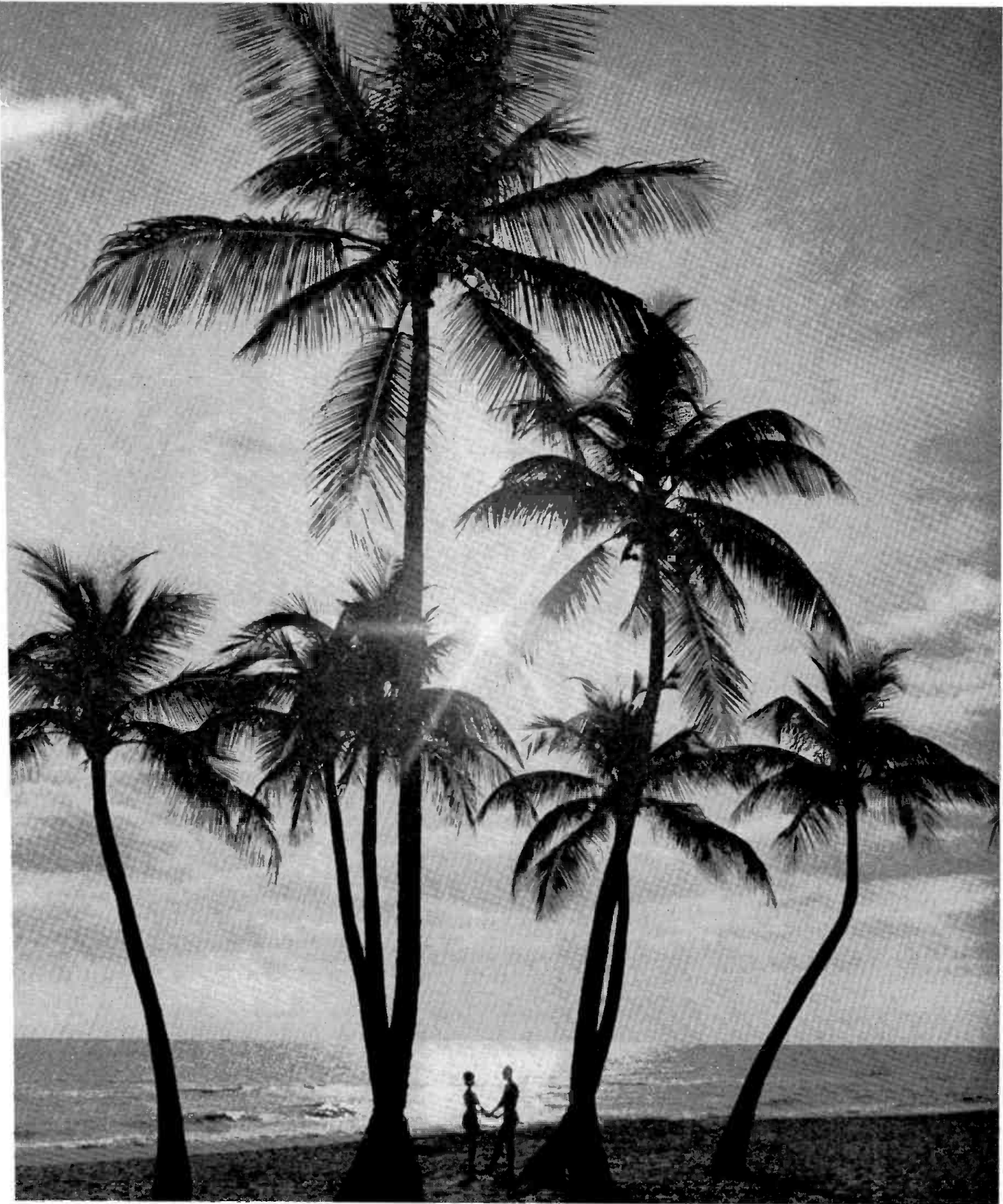
There is no such station as KSYD radio in Wichita Falls. My partner, R. E. Lee Glasgow, and I purchased what was previously known as KSYD radio on Aug. 1, 1961. It operates with the call letters KNIN; we are the sole owners and there is no relationship whatsoever with Grayson Enterprises. . . .—*Bob H. Walker, vice president-general manager, KNIN Wichita Falls, Tex.*

[The editor handled the story late on deadline day when sources ordinarily available for checking were unreachable and he was forced to resort to ownership records which proved out of date.]

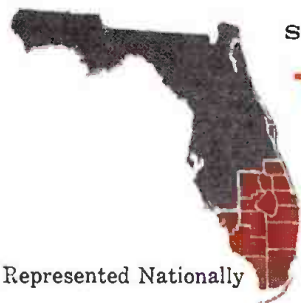
Nashville omission

EDITOR: I BELIEVE NASHVILLE WAS OMITTED FROM YOUR LIST OF TOP 50 NATIONAL SPOT RADIO MARKETS [SPECIAL REPORT, DEC. 10] IN THE OTHERWISE EXCELLENT ACCOUNT. — **ROBERT E. COOPER, GENERAL MANAGER, WSM RADIO, NASHVILLE.**

[Nashville was unintentionally omitted as Mr. Cooper suspects and should have ranked between Rochester (37th) and Omaha (38th). Reprints of the report will carry the correction.]



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS

KVOS
WFGA
(Affilia

All form and no content is the fool's gold of advertising

Yesterday's sin, in advertising, was to think that the bald, unadorned statement of fact or benefit was enough.

Today's is just the opposite of confusing the techniques available to us in all media with the message we are trying to deliver.

You may remember that a campaign some years back warning listeners to look out for "pink toothbrush" sold the stores out of pink toothbrushes, and the Kinsey Report increased the sale of Kinsey whiskey.

The new techniques available to us today make how we will say it a lot more interesting than what we will say.

We get ads and commercials that are gems by the same process we get gold and other precious things—by mining and refining. Deciding what to "tell" is mining. Working out the exact wording and techniques of delivering the message is refining. And both are vital to good advertising today. A message without brilliance will not be picked up along the way, for it will not sparkle in the sun. And brilliance without a message is but a useless piece of glass.

When people admire your cute puppets, or your sophisticated cartoons, or your horse in the parlor—and do not buy your product—you are in trouble.

The people who mined and mined and never refined—the masters of the hard sell, the architects of the split-level head—have apparently been listening more closely to Mark Twain. He said, "Noise proves nothing. Often the hen who has merely laid an egg cackles as if she had laid an asteroid."

Leo Burnett (Leo Burnett Co.) suggested I be a committee of one and reply to Rosser Reeves' (Ted Bates & Co.) book, *Reality in Advertising*.

A Little Lamb ■ But I found nothing to disagree with in Mr. Reeves' book, just as I found nothing to disagree with in "Mary Had a Little Lamb."

For people with a lamb and school problem, that story is probably the definitive work. And for those who sell small pills for small ills *Reality in Advertising* has much to recommend it. It just does not approach the major classification of advertising problems.

Most of us cannot solve our problems merely by latching onto a small clutch of magic words and then hiring a whole group of people to see that the client never drops them.

Yet, when Mr. Reeves says 80% of advertising is pure puffery without any sell, I join him in spirit if not in percentage.

I think our mistakes come from not understanding one simple fact: The

mining process—the matching of a strong consumer need to an outstanding product benefit—is not so much a creative process as it is a research process. True creativity comes in the refining process—after someone has been out there digging in them thar hills.

I believe advertising research has failed the creative man. Advertising research has improved its ability to count heads, but not its ability to see inside of them. It has spent too much time justifying what has been done and too little exploring what might be done. It has been too adroit at inventing new names for the same old games.

We say the strength of advertising is its cumulative effect, yet thus far attempts to judge advertising by its total effect over a period rather than by its individual units have been abandoned.

Commercial Effects ■ Nor has anyone, as far as I know, with the exception of one or two of my own restless people, even attempted a beginning at discovering when a commercial has had it: when its effect, because of accumulated boredom of witnessing the same trite scene night after night—becomes harmful rather than helpful.

President Kennedy has a group of female professors and others to advise him in the field of consumer protection in an obvious belief the average woman will not bother to read a package label. Then how is this lazy and uninterested woman able to guide us in making costly advertising decisions just because we give a resounding name like "Consumer Jury" to her wandering "efforts"?

Why after all these centuries should any man expect a woman to know what she will want tomorrow or what she wants right now? Her boast has ever been she is guided by intuition—and if it's true that half the items she buys in a supermarket are impulse items, is this

not proof that she does not know her own mind half of the time?

I may be accused of liking neither research nor women. I like both quite well. My only fear for advertising research is that our pretense of having it may keep us from getting it.

Some night when you are far from home, pick up the Gideon Bible. Read just the first five words: "In the beginning, God created. . . ."

Get the Facts ■ Remember two things. You do not have as much creative ability as God. So in the beginning don't rush off in all directions. Get the facts first. Do the mining. Find out who your customer, or prospective customer, is, and the facts about age, sex, location, economic group and education; what product she uses that you may be able to replace; the advantages your product has.

With the fadeout of personal salesmanship, advertising has to do the selling, not just the reminding.

We are growing a whole new race of creative people that will make the so-called giants of yore the pygmies of the future. I have always thought creative advertising people were the savviest, the most talented, liveliest, most exciting people in any business. But we would do well to take better care of our creative people—not by pampering, getting them free luncheons, encouraging the temperamental nitwits or giving the phonies, hacks, timid souls and the superficial ones a place to hide—but by giving them more facts, outlining jobs clearly, separating mining from refining and giving them a hand out of the awful confusion to which we have sentenced them.

There are no easy jobs in this business. I've been a writer, and I've been president—and I'd rather be president than write!



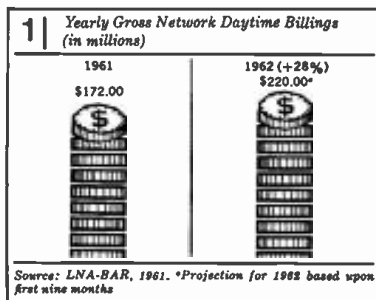
Charles H. Brower joined George Batten Co. in 1928, four months before it merged with Barton, Durstine & Osborn. He has been a copywriter, copy supervisor and creative man. He was elected a vp and board member in 1940; executive vp for creative services in 1946; executive committee member in 1951; general manager in April 1957; and president and executive committee chairman in December 1957. This MONDAY MEMO is a condensed version of a speech he made last month.

The Facts Behind "Daytime"

And introducing NBC's Vastly Simplified New Daytime Rate Structure (A Boon

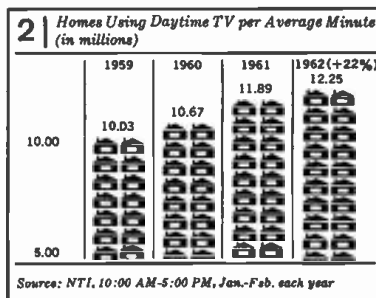
Daytime television is a world men rarely see. But women do—36 million of them every week.

To reach these women, advertisers are investing \$220 million dollars on the daytime schedules of the three networks this year—more than double what they spend on the five leading women's magazines combined. As a measure of daytime television's dramatic growth, this is 28% more than they spent on daytime television last year (Chart 1).



And the number of advertisers has jumped 60%—to 150 in 1962, compared with 90 three years ago.

Variety recently headlined this upsurge, "Daytime TV's Big Biz



Boom," and labels it "the vogue medium"—so much of a vogue in fact that "the pre-dark hours have burst through with near SRO." Translated, it reads the three networks are more than 90% sold out in the daytime.

What's behind this trend? Two facts.

1. GROWING AUDIENCES OF WOMEN
During one week, daytime television reaches 79% of all U.S. television homes (Nielsen).

And the viewing trend is up. Homes using daytime television per average minute rose 22% over the past three years (Chart 2). The average woman viewer, according to ARB, is now spending two hours a day with her favorite programs. Daytime viewing is up because the nation's housewives respond to the fact that daytime television is designed primarily to interest, entertain and inform them. It is *their* medium.

2. SALES IMPACT

No one disputes the fact that women make most of the decisions in day-to-day family buying (except perhaps for newly-wed husbands, but they learn fast).

3 Woman's Influence on Brand Choice

	DRUGS AND TOILETRIES		FOOD AND GROCERIES	
	WHO DETERMINED BRAND	WHO BOUGHT BRAND	WHO DETERMINED BRAND	WHO BOUGHT BRAND
WIFE	59%	66%	78%	79%
HUSBAND	17	20	13	15
CHILD	5	5	3	3
OTHERS	18	9	6	5

Source: McCull's Drugs & Toiletries and Food & Grocery Products Purchase Diary Study, 1966

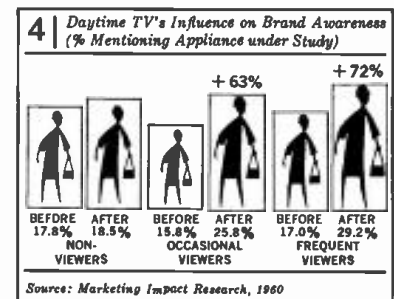
Studies of the drug and toiletry business show that the wife does the actual buying 66% of the time. In food and groceries the proportion is even higher—79% of the time (Chart 3). The question is, does daytime television really influence buying decisions?

A 1960 study by Nowland & Company reported that daytime viewers "are more receptive to advertising and more interested in convenience products than non-viewers."

A Marketing Impact Research study the same year measured the

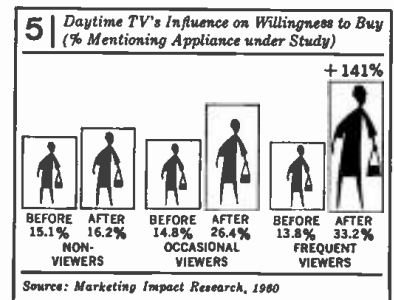
actual effect of an appliance company's advertising campaign. It showed:

...Dramatic increases in Brand Awareness for the product: 72% among frequent viewers, 63% among occasional viewers (Chart 4).



... Even bigger increases in Willingness To Buy: 141% among frequent viewers, 78% among occasional viewers (Chart 5).

In a statement to stockholders, the company's president attributed a 21% sales jump in one year to a million dollar increase in the advertising budget (the bulk of which went into NBC Television daytime).



Finally, if you're in the business of making women beautiful, see this example of the power of daytime network television—a case history reported by a cosmetic advertiser (Chart 6).

Isolated Cases?

Not according to the giant food and drug advertisers, which each

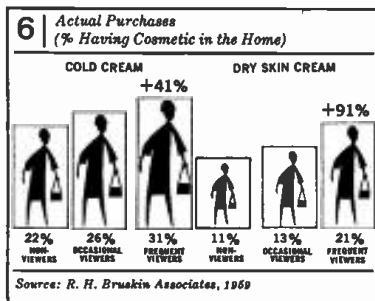
TV's Big Biz Boom"

To Advertisers Who Are Not Advanced Mathematicians)

year continue to invest heavily in daytime television.

Not according to the experience of a leading toiletries manufacturer, which increased its investment in network daytime television from \$126,000 in 1956 to \$5,440,000 in 1962—and has had the sales success to justify it.

Not according to the nation's supermarket managers. They voted daytime television the single most effective medium in pre-selling goods to their women customers—better than women's magazines, newspapers, billboards and radio.



NBC's SPECIAL DAYTIME VALUES

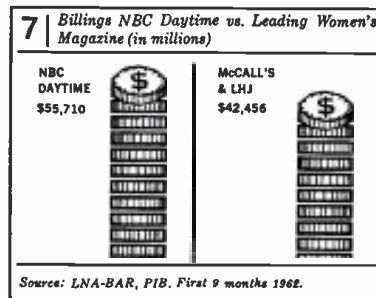
Above and beyond the eye-opening success of daytime television in general is the story of NBC daytime in particular.

NBC's daytime billings alone are larger than the billings of the two leading women's magazines combined: *McCall's* and *Ladies' Home Journal* (Chart 7).

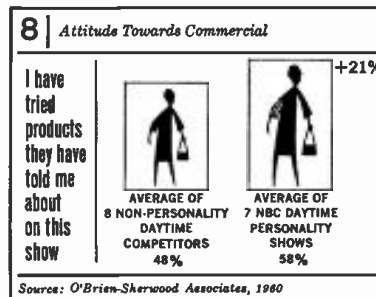
One reason advertisers are so partial to our schedule: the personal salesmanship of NBC daytime stars Merv Griffin, Bill Cullen, Hugh Downs, Bill Leyden, Bob Barker, Art James, Robert Q. Lewis.

Does personal salesmanship by a star make a difference? It makes a 21% difference in the number of housewives influenced to try a product, according to a study conducted in 1960 by O'Brien-Sher-

wood Associates (Chart 8). It makes a 32% difference in impact, according to a study of more than 8,500 commercials over a nine-year span, conducted by Gallup-Robinson.



This is the bonus from the personal touch of a Cullen, a Downs, a Leyden. NBC Daytime provides another bonus, too: our advertisers sell in a climate of excitement and program excellence. Most of NBC's daytime programs have also made their mark as prime



nighttime entries. Even those that haven't are pampered with nighttime production care. (Ask your wife about the big, new Merv Griffin hour...praised by *The New York Times* for its "substance, glamour and fun").

Still another value: four of NBC's daytime series are broadcast in color.

These are some of the reasons why NBC daytime has been virtually sold out this Fall. But it hasn't been all champagne and bravos. The rush of advertisers—particu-

larly those new to television and others with special needs—has put a strain on the complex old rate structure, serviceable as it was in the past.

NBC'S SIMPLIFIED NEW RATE STRUCTURE

On January 2, 1963, NBC will inaugurate a simplified rate structure to serve the growing number of advertisers in its daytime schedule.

Here is how it will work. Each daytime quarter-hour will be sold at a flat package price that includes time, talent and production costs. Period.

Bonus rates? Station charges? Continuity discounts? Class C? Class D? Obsolete—all of them. (No longer will it take a knowledge of advanced mathematics to buy daytime television.)

Starting in January on NBC daytime, each advertiser will buy precisely what he wants at a flat rate. It couldn't be simpler. It couldn't be better for the advertiser who wants to tie in daytime television with his marketing plans and cycles. It couldn't be better for the advertiser—big or small—who wants to buy performance, quarter-hour by quarter-hour.

The point is clear. Daytime television, with its vast and growing housewife audience and proven influence on purchases, is the most potent way to sell to women. Some 150 advertisers who will invest \$220,000,000 this year on daytime television know it.

Starting on January 2, they (and you, if you are not already among them) can reach the nation's best women customers by means of the simplest, most rational rate structure yet devised for network daytime television.



W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV delivers 100% more TV homes,
9:00 AM to Midnight, than either Station A or Station B
in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

1963 RADIO-TV BUDGETS BOOSTED

- Most advertisers plan spending increase—especially in spot tv
- Short-term contracts keep plans for new year flexible
- Commitments reflect general optimism over future of economy

The biggest advertisers in television and radio in 1962 expect to spend even more in 1963.

A majority of the leading broadcast advertisers questioned last week said they were planning to increase their budgets in the new year. The consensus among important media users was that the broadcasting media—and especially spot television, which was singled out several times—would get their share of the gains.

This was the outlook determined by a BROADCASTING study of large, medium and small advertisers through their advertising agencies.

Here are some of the findings:

- Indications were that most companies will increase their advertising

budgets in 1963, many by 4 or 5%, others by more. Some of the increases, however, will reflect increased media costs rather than increased exposure.

- Advertisers generally are seeking as much as ever, possibly more, to maintain flexibility by placing relatively short-term contracts so that they can move in and out as they wish or as their requirements dictate.

- For the most part the forecasts were made without reference to the possibility of significant changes in the national economy, up or down—a fact which in itself indicated the forecasters did not expect severe changes. Some advertisers react sensitively to jiggles in the economic trend-line; others maintain their budgets boom or bust.

- The effectiveness of advertising messages, whether in broadcast commercials or in other media, will continue to get close scrutiny. A number of advertisers and agencies said they plan more market testing of all forms of advertising, as well as research on consumer attitudes toward their products.

Among the forecasters there was a clear distinction between the attitudes of the food and other package goods representatives and those of industrial and hard goods advertisers, especially car makers.

The former almost uniformly expected to increase their advertising outlays next year, or at least maintain current levels. The latter were more cau-

Tv code board, ANA broadcast committee meet first time

Although Gov. Collins' proposal that cigarette advertising aimed at young people be banned by broadcasters was the most critical issue, one of the most significant events at the Tv Code Review Board meeting last week in Washington was a luncheon Wednesday when the broadcasters' group was host to members of the broadcast committee of the Assn. of National Advertisers.

Not only did the broadcasters and top executives of blue ribbon national corporations get together informally, but on several items the broadcasters were able to clarify misconceptions about drug advertising, monitoring, and public service announcements.

This was the first meeting between the code review board and an outside group. It is felt that there will be others.

The two chairmen are Harry F. Schroeter, National Biscuit Co. (l), newly elected head of the Assn. of National Advertisers and currently chairman of ANA's broadcast com-



mittee, and William D. Pabst, KTVU (TV) San Francisco (r), chairman of the Television Code Review Board.

On the tobacco controversy, the board agreed to put the question into

the hands of a three-man subcommittee which was ordered to report back in time for a recommendation to be made to the full Tv Board of Directors which meets January 14-18 in Phoenix, Ariz. (see story page 30).



Daniel Ladd
"strongest ever"

John W. Burgard
"5% more next year"

Ed Grey
"about the same"

Bern Kanner
"Spot beat network?"

Arthur Duram
"as big or bigger"

tious, often hedging their predictions or conditioning them on other factors, notably winter and spring sales.

Big Spenders ■ In the food and soft-goods categories are Procter & Gamble, Colgate-Palmolive, General Foods, General Mills and others. Pinpointing is difficult, but agencies handling these and similar advertisers tended to see broadcast media benefiting with network television certainly continuing to show high grosses and spot television reaching new heights.

There also was apparent a clear feeling of support for earlier forecasts that radio will continue the resurgence that has been underway this year.

Leonard H. Lavin, president of Alberto-Culver, Melrose Park, Ill., is probably the "most bullish" of advertisers. He asserted that the company's advertising expenditures in 1963 will exceed \$30 million, as compared with about \$23 million in 1962. Alberto-Culver spends virtually all of its ad money—at least 98%—in spot and network tv, and the remainder in trade publications.

"We believe in putting a maximum number of dollars behind an outstanding message . . . on television." Mr. Lavin asserted last week. "As long as a brand continues to show growth—and all of our established brands fit that description—we continue to up the budget. Our experience has shown time after time that immediate sales reaction results from extra dollars spent on television."

Strong Effort ■ Another booster of television for 1963 is P. Lorillard & Co.'s Daniel Ladd, advertising director. He said: "we expect to have our strongest broadcast effort ever next year."

Mr. Ladd did not pinpoint the amount of increase but Lorillard spends about 70% of its budget in spot and network tv. In 1962, it placed almost \$23 million in television, outspent only by R. J. Reynolds in the tobacco field.

John W. Burgard, vice president of Brown & Williamson Tobacco Corp.,

was quoted as saying the company plans to spend about 5% more in advertising in 1963. But he stressed that increase in media rates means that the company probably will have about the same volume and frequency of advertising as in 1962.

The Pepsi-Cola Co. reported that its

1963 advertising effort will be its most extensive in history, surpassing the \$35.5 million spent by the parent company and its bottlers in 1962. Radio is expected to play a more significant role next year for the company and its bottlers with preliminary plans calling for the use of approximately 3,000 stations in 1963. The company plans to maintain its investment in various network television prime time shows.

J. Edward Dean, director of advertising for E. I. du Pont De Nemours, said 1963 expenditures will rise to \$50 million, approximately \$10 million above the 1962 level. The added funds, he said, will be used to advertise a new house paint and a plastic film for exterior coatings and for a Du Pont exhibit at the New York world's fair (which will be chalked up to the ad department).

Budget Higher ■ Mr. Dean said he anticipated that the broadcast media will share in the expanded budget but that precise media plans have not been completed. Du Pont spent an estimated \$7 million in radio-tv in 1962, largely in spot and network tv. Mr. Dean indicated that du Pont will spend more than \$500,000 next year in research designed to make its advertising more effective.

Among agencies, J. Walter Thompson Co. spokesmen foresaw 1963 as a "good" year, BBDO anticipated greater spending by its major broadcast clients, and Benton & Bowles looked for gains especially in spot television. Bern Kanner, Benton & Bowles media vice president, ventured that spot tv's gross billing may well surpass network tv's in 1963.

Another agency media executive gave his views this way: "It will be a wonderful year in spot television, a healthy increase. A good year to be a tv station owner."

Ted Bates & Co. expects 1963 ad budgets to be on a par with 1962's, according to Edward A. Grey, senior vice

Chrysler goes 'pop'

Musician Raymond Scott (l) and J. L. Wichert (r), advertising manager for Chrysler and Imperial, look over the score for the Bossa Nova background music the auto maker is using behind a heavy schedule on 140 radio stations in about 50 markets.

Lyrics for the Brazilian-style rhythms—the nation's latest musical fad—extol Chrysler's \$2,964 price. Jazz saxophonist Sammy Taylor's eight-man group plays the music.

The Bossa Nova radio commercials are being provided by the Chrysler-Imperial Dealer Advertising Assn. through Young & Rubicam, its advertising agency.



president in charge of media operations. "At the moment," he said, "total dollars and media breaks look about the same as for this year." He thought that slight increases by some of the agency's package goods clients, which represent nearly 100% of its customers, will be balanced by small increases in other budgets. More than 80% of Bates' billings is allocated to broadcast advertising.

No Changes ■ The executive vice president of another large agency with many package accounts said he envisions "no drastic changes—up or down." He thought budgets would be up slightly, largely reflecting rate increases in the various media rather than expansion in number of markets used or an increase in advertising frequency.

"I will say that our advertisers are less pessimistic now than a few months ago," he remarked. "But at that time they didn't cut their budgets, and now they are not raising them."

Foote, Cone & Belding estimated that its total agency billings will increase by 5% in 1963. Billings in 1962 are in excess of \$100 million, with more than 50% in broadcast. The agency said tv and radio will share in the upturn next year, but hesitated to say to what extent.

Charles Winchester, vice president in charge of radio-tv for Doherty, Clifford, Steers & Shenfield, New York, thought advertising budgets in 1963 would be up "slightly" and that the broadcast share would rise in similar proportion to the other media.

Doyle Dane Bernbach, New York, expects to see a general across-the-board increase in client spending next year. A member of the financial department saw definite indications of budget increases, due both to new-product introductions and more general expenditures as a result of increased sales. A media man at DDB expected some clients not previously using broadcasting to try it next year for the first time. Much of this experimentation will be in television, he said.

Up a Tenth ■ Arthur E. Duram, senior vice president and director of Fuller & Smith & Ross' radio-tv department, thought clients' overall advertising expenditures would be up in 1963, perhaps about 10%. In broadcasting generally, spending would be "as big or bigger" than 1962, he said, with the exception of Lestoil, whose 1963 billings are expected to level off at about \$4.5 million (all in tv).

Warwick & Legler, New York, indicated it expected a "slight" increase in overall advertising budgets, although it could not estimate the tv-radio share.

The media executive of another agency noted that his client list is "so diverse" that it is difficult to generalize. He indicated "some go up and some go down," but it was his feeling that increases on an overall basis at his agency in particular probably could be considered "minimal."

On the other hand, the president of a large agency stressed that rate increases in the past year have approximated 5% and, on top of that, most of the accounts are planning "modest"

rise in budgets, at least. Some of the accounts, he noted, plan to remain at 1962 levels, but others anticipate larger volumes or potential and are earmarking more money for advertising, including television.

Modest Gains ■ The senior vice president of an agency that is heavily involved in spot and network television predicted "modest" increases. But he pointed out that advertisers frequently are insisting upon short commitments—13 weeks.

These advertisers want to remain flexible, he said, adding: "I would call the atmosphere prevailing today one of cautious optimism. They want to be able to get out of advertising if conditions warrant it. But at least they are starting out being optimistic."

The assistant to the president of a broadcast-minded agency estimated that budgets on many of its accounts will be up from four to eight percent. The extra funds, he said, will be allocated largely to research, both in test marketing and in consumer research. He indicated there was a feeling that most clients would approve "modest" rises in expenditures, including those going into television.

The media director of a medium-sized agency reported that projections indicated budgets on virtually all accounts will be increased slightly. Some of these accounts, he noted, will expand their activity in the broadcast area. He attributed the increases primarily to expanded sales by the advertisers and to rising media costs.

Alberto-Culver president credits firm's success to tv

Alberto-Culver Co., which is increasing its advertising budget in 1963 to more than \$30 million from an estimated \$23 million this year (story, page 28), attributes the company's growth to four factors—quality products, mass premium pricing, a small but capable executive staff and maximum advertising, overwhelmingly in tv.

This credo was outlined last week by Alberto-Culver president Leonard H. Lavin in a talk before the Assn. for Corporate Growth in New York. Mr. Lavin noted that the company's "dogged adherence" to this philosophy has advanced Alberto-Culver from sales of \$400,000 in 1955 to \$25 million in 1961 and "well over \$55 million in 1962."

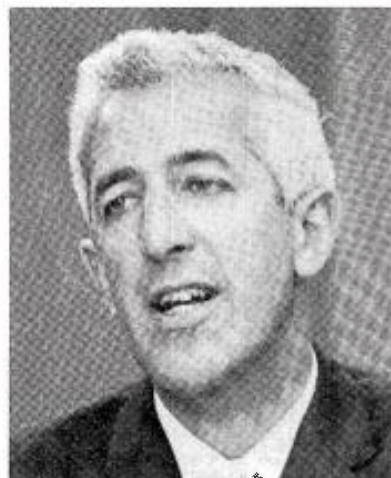
Alberto-Culver, which spends about 98% of its budget in network

and spot tv, has used this medium since 1955, Mr. Lavin said. He explained:

"We have used every type of television exposure and all have proved to be effective carriers of our messages. Daytime was our first experience and it paved the way for our growth. A number of brands still continue to use strong daytime network schedules. Nighttime network and spot television also are used heavily.

"Our feeling is that while maximum reach may be achieved in time for one or more of our brands, maximum frequency may never be reached . . ."

He cautioned that exposure is "only part of the story," adding that "the message itself is equally important." Testing of commercials in



Mr. Lavin

their rough forms is a regular procedure at Alberto-Culver, Mr. Lavin declared.

Collins makes his pitch on cigarettes

CODE BOARD DECIDES TO BUCK IT TO NAB TV BOARD NEXT MONTH

LeRoy Collins, NAB president, handed the Television Code Review Board the hottest issue of its history last week, and the code board started preparing to pass it on next month to the NAB's television board of directors. Gov. Collins formally proposed the adoption of code restrictions on cigarette advertising that is designed to appeal to the young.

The code board appointed a committee of three of its members to study the NAB president's proposal. Once the committee's report is in, the full code board will decide how to present the issue to the NAB television board which meets in Phoenix Jan. 14-18.

Another issue that the television directors must consider (in conjunction with the NAB radio board which will meet at the same time) is the future of Roy Collins himself. The NAB president's contract is subject to renegotiation at the January meeting.

The three-member committee that was given the cigarette problem by the code board last week comprises William D. Pabst, KTVU (TV) Oakland-San Francisco, chairman of the code review board; Joseph H. Ream, CBS-TV, and Lawrence H. Rogers II, executive vice president of the Taft stations.

The code board has the authority only to make recommendations to the

tv board. Only the tv board can revise the tv code.

The suggested code amendment, drafted and submitted last Wednesday morning to the code board by Gov. Collins, is understood to be general in nature and concise in form and content.

It is an appeal to broadcasters to look with care at cigarette advertising designed to appeal to the young.

The match that ignited the cigarette furor was scratched by Gov. Collins himself. In a speech at the NAB regional meeting in Portland, Ore. last month, the former Florida state chief spoke out against cigarette advertising designed to appeal to youngsters (BROADCASTING, Nov. 26 *et seq.*).

Most broadcasters expressed alarm at the NAB president's remarks. Many strongly attacked Gov. Collins for publicly airing his views without authority of the NAB boards.

Tobacco advertising overall on radio and tv amounts to \$134 million annually. On tv, cigarette and tobacco billings run to \$104 million per year.

The target of Gov. Collins' ire, it is understood, is the expanding use of endorsements by sports figures to sell cigarettes. This, the governor is understood to feel, is a betrayal of the hero-worship of American youth.

Trio on Edge ■ Messrs. Pabst and

Ream have made no public comment on Gov. Collins' recommendations when they were first voiced last month or during the four weeks of intra-industry discussion since then. Mr. Rogers, however, did have a comment earlier this month:

"This statement doesn't affect our policies one way or another. I am unhappy our industry panics so easily. Instead of worrying so much about toy and other commercials, we should attack the basic problem of enforcement by making code subscription mandatory for becoming an NAB member."

Among the networks, ABC and NBC have taken issue with Gov. Collins' statement. CBS has said only that this is a subject for code review board determination. However, one high CBS-TV official, William B. Lodge, vice president for affiliate relations, has been quoted as protesting the NAB president's speech.

It is suggested in some circles that the three-man committee was handed the problem in order to coordinate reactions with members of the tv board so that a consensus can be reached with a minimum airing of differing opinions at the board meeting next month.

Still another committee, comprising the chairman of NAB's joint television



This group of advertisers, all members of the broadcast committee of the Assn. of National Advertisers, journeyed down to Washington to break bread with the Tv Code Review Board and discuss matters of mutual in-

terest. The ANA group comprised (l to r): John Morris, Campbell Soup; Howard Gray, R. J. Reynolds; James D. Stocher, Scott Paper; William D. Kistler, ANA staff; Harry F. Schroeter, National Biscuit, chairman of commit-

tee and recently elected chairman of ANA; E. W. Ebel, General Foods; John Burgard, Brown & Williamson; Gregg T. Lincoln, Colgate-Palmolive; Alfred Plant, Block Drug; Peter Allport, ANA president; Samuel Thurm, Lever Bros.

WE PUT 'EM ON A PEDESTAL!



If you have anything you want to say to a lot of women, at very low cost, let PGW give you the cost-per-thousand on several of WHO-TV's outstanding local shows designed especially for the gals.

As you know, WHO-TV has always been tops in its station-time programming. The reason is very simple — over the years we've done much more research, and spent many more dollars for progress, than any other outfit in the area.

But you don't have to take our word for it. Get the figures, then decide for yourself!

WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV

CHANNEL 13 • DES MOINES **WHO-TV**



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives





The Tv Code Review Board spent two days working on code matters at its Washington, D. C., meeting, the second of the year. Shown here are seven of the nine members of the board (from l to r): Seated, Ernest Lee Jahncke Jr., NBC; Mrs. Dorothy Scott Bullitt, King Stations; William D. Pabst, KTVU (TV) San Francisco board

chairman. Standing, Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Roger Clipp, Triangle Stations; Alfred R. Schneider, ABC; Joseph H. Ream, CBS.

Absent when picture was taken last week were Lawrence H. Roger II, Taft Broadcasting, and George B. Storer, Storer Stations.

and radio boards and the chairmen and vice chairmen of the individual boards, is expected to talk contract terms with Gov. Collins just before the board meetings. The president's three-year contract has another year to run, but it provides for renegotiation of a possible extension to five years and of possible changes in pay and allowances. Gov. Collins draws \$75,000 a year in salary and \$15,000 in allowances. In addition he has an expense account.

Personal and Otherwise ■ In his talk to the review board Gov. Collins said that his remarks in Portland were made deliberately and purposefully. He repeated that his Portland remarks voiced his personal views, but emphasized that he at no time attempted to disassociate himself from his position as president of NAB.

Some broadcasters understood earlier statements by Gov. Collins that his comments represented his personal views to mean that he was endeavoring to separate his views from his position as NAB chief.

The latest support given to Gov. Collins came last week from a Philadelphia organization called the Conference on the Public Interest.

In a statement issued over the name of Gilbert Seldes, dean of the Annenberg School of Communications, U. of Pennsylvania, the conference noted:

"If we are to preserve the free enterprise system of broadcasting, the broadcasters must accept their responsibilities to the public in return for the

use of the public airwaves. Fully aware that the revenue from cigarette commercials is over \$130 million annually, Gov. Collins is to be commended for his courage in asking the members of the association to risk some of these millions so that the American people will know that the broadcasting system is aware of its public duty in all its advertising as well as in its programs."

Cone tut-tuts NAB's Collins for remarks

So long as the government can't make up its mind about the dangers in cigarette smoking and so long as there is no prohibition and no limitation of cigarette manufacture and sale, there should be no prohibition and no limitation of cigarette advertising by any means other than industry agreement to exercise reasonable restraint.

This was the rationale and crux of comments made last week by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, on the controversial remarks of NAB President LeRoy Collins on the subject of cigarette ads.

Mr. Cone, who said he has no axe to grind for the cigarette industry, noted the disinterested position from which he views the problem (his agency's only connection with cigarette makers today is with the Reynolds Tobacco Co. in Germany).

The conference is composed of deans, directors and researchers in the leading communications schools at universities throughout the country, the statement said.

Varied Time Limits ■ The code board took no action on a complex internal problem involving a proposal to revise commercial time limits so that stations of varying size and markets would have more flexibility. The board asked the staff to assemble further information for submission at a subsequent meeting for further study and consideration.

One of the most important events at last week's meeting took place at a Wednesday luncheon when the review board was host to members of the broadcast committee of the Assn. of National Advertisers.

The joint meeting put opposite numbers on a first name basis, provided for a general exchange of views, and clarified, according to code board sources, some misconceptions.

The ANA guests represented blue ribbon corporations all of whom have top rank investments in tv billings.

One of the misunderstandings, it was explained, was the belief by some of the ANA committeemen that NAB had cut back in its code monitoring activities. This stemmed, it seemed, from the action last March when the NAB contract with Broadcast Advertisers Reports, Philadelphia, was discontinued.

The NAB contingent told their ANA guests that this was in error; that in the last nine months NAB's own monitoring team has screened 255 stations. The results, according to code officials, showed that the great majority

Mr. Cone said he "deplores" Mr. Collins's suggestion that the NAB adopt special tobacco industry advertising standards in their radio and television codes and felt that the NAB president had spoken sentimentally instead of in the light of good judgment.

Mr. Cone said Mr. Collins confused the responsibilities of advertiser and manufacturer and that the real issue had escaped him—determining when smoking becomes harmful and making that known.

Mr. Cone suggested that any definitive statement of a smoking danger age would be subjective at best and that if Gov. Collins were successful in this endeavor an unhealthy precedent would be established: "There is no reason why someone else should not undertake to restrict some other advertising for almost any quixotic reason."



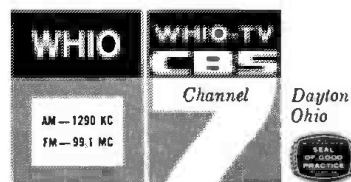
RETIRED DAYTON POLICE CHIEF NAMED

COMMUNITY SERVICE DIRECTOR

During his 27 years as a police officer and civic leader Paul Price has come to know the area covered by our stations as few other men do. He knows what WHIO viewers and listeners need and want in Community Service.

Daily he will be using his knowledge and experience to further heighten the effectiveness of the WHIO contribution to this area's welfare and growth. Thus, the "WHIO voice of public service" will be stronger than ever before, and WHIO advertisers will share in the benefits that are won by the continuing policy of superior programming in entertainment, information, education, public service.

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



DAYTON, OHIO
WHIO • AM • FM • TV

of code subscribers exercised "complete compliance" with code provisions. Where violations were discovered, they explained, they were due almost always to inadvertence, and were corrected when the attention of the stations was called to these lapses.

Advertising officials at the meeting pressed broadcasters on the question of "clutter"—too many credits and promotions at the end of programs. Several asked why public service announcements, particularly those of The Advertising Council, must be counted as commercial announcements in the time limitations allowed stations.

Although no specific decisions were made at the joint session, broadcasters feel that the exchange was a healthy and fog-clearing effort. Other meetings with groups are planned, it was said.

Other highlights of the code board meeting:

- Suggested was the tightening of code provisions dealing with proprietary drug advertising (medicinal remedies sold over the counter) to prohibit the use of real doctors or dentists in any commercial dealing with drugs or medicines. The present provision forbids the use of "men in white" dramatizations or impersonations.

- A further move is aimed at some drug advertising which implies research or tests on the product. The board

recommended that the drug provisions be made more stringent to require full justification when such claims are made directly or indirectly.

- Proposed to the tv board was an entirely new section dealing with editorializing. The tv code at the present

time includes no item dealing with this subject. The review board's recommendation follows generally the edict in the radio code which calls on broadcasters who do take a position on controversial issues to be fair and offer rebuttal time to other points of view.

SENATORS BACK COLLINS PROPOSAL

Neuberger, Dodd take issue with critics of cigarette talk

NAB President LeRoy Collins's appeal to broadcasters to curb cigarette advertising that may influence school-age children was supported last week by two U. S. Senators.

Sen. Maurine B. Neuberger (D-Ore.) warned that if Gov. Collins's advice is not heeded, "the need for regulation will eventually find its expression in a congressional mandate."

Sen. Thomas J. Dodd (D-Conn.), commenting on speculation that Mr. Collins's statement may cost him his job, said it "would be sad comment if the television industry were to take reprisals . . . because he has repeatedly voiced a protective attitude toward children and their development into healthy adults."

Sen. Neuberger has long felt that cigarette smoking involves health hazards, and has urged the government to investigate and make recommendations.

She warned of the possibility of government regulation in a letter to Robert Kintner, NBC president, in which she criticized the reaction of the television industry in general and NBC in particular to the recommendation Gov. Collins made in a speech before the NAB fall conference in Portland, Ore. (BROADCASTING, Nov. 26).

Collins Praised ▪ "Few industries have had the good fortune to attract a leader with the foresight and courage of LeRoy Collins," she wrote. "But surely no industry has responded so lamely to such leadership as the broadcasting industry."

Noting that NBC said it "does not share the views [Gov. Collins] stated on the subject," Sen. Neuberger said: "I am curious as to which of his views NBC disowns. Do you deny that the broadcaster may have the responsibility to subordinate profit to 'the higher purpose of the general good health of our young people'?"

She said such a denial would "come as a distinct surprise to the FCC."

Sen. Neuberger said the NAB president didn't urge "total abolition of cigarette advertising, but only that you eliminate the calculated seduction of children to the smoking habit."

Sen. Dodd, who is chairman of the Senate Juvenile Delinquency Subcommittee, said he believes Gov. Collins favors self-discipline on the part of broadcasters "to obviate the need for government intervention . . . he objects to an NAB code that is simply hung on the wall for the sake of appearance."

"I am confident," Sen. Dodd said, "that while [Gov. Collins's] views are generally supported by the average broadcaster, yet some powerful groups within the industry have been highly critical of him."

Pharmaco renews 'Gospel'

Pharmaco Inc., Kenilworth, N. J., has extended its sponsorship of *Tv Gospel Time*, a syndicated all-Negro program, for another 39 weeks. The half-hour Sunday morning gospel show will complete a 13-week series in six markets Dec. 23, and will be offered in an additional 18 markets, beginning Dec. 30. Agency: N. W. Ayer & Son, Philadelphia.

1963 'Yearbook' has most facts so far

The 1963 BROADCASTING YEARBOOK number, the largest compilation of electronic facts in the 28-year history of this basic reference encyclopedia, will go in the mails the week of Dec. 26. The issue will contain 632 pages, a 12% increase over the last YEARBOOK.

Many new features are found in the 1963 YEARBOOK. They include: a Product Guide to broadcast equipment manufacturers and suppliers; listings of news directors and farm directors; major awards and citations; expanded community antenna and tv translator departments; list of tv station applications pending; worldwide radio set count by countries; foreign operations of American broadcasters; log of fm stations by call letters and frequencies plus the usual directories—amounting to 50 directories in all.

Marginal notes have been added on YEARBOOK pages to tie in with the six thumb-index tabs that proved popular in the last YEARBOOK issue. A quick index is printed on the front cover for the six major areas of broadcasting. An easy guide by these

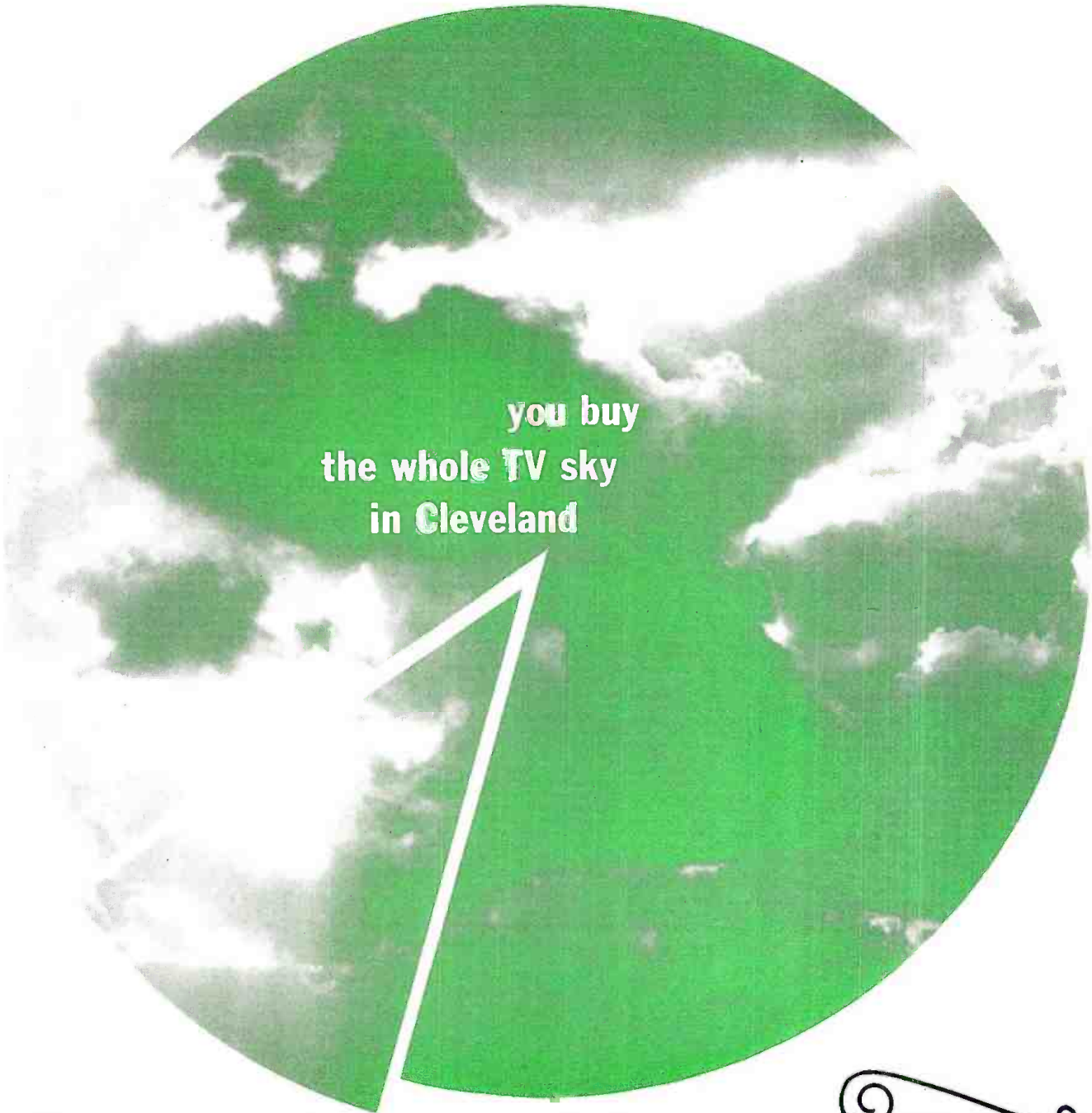
six areas precedes the main index.

With a total of nearly two-thirds of a million words, the YEARBOOK includes basic economic, technical and business facts indispensable to all working in or contacting the worlds of radio and television.

Station directories include all pertinent information on the 5,501 am, fm and tv stations (5,158 stations in the last YEARBOOK). Of the 5,501 stations 577 are commercial tv, with 111 tv station applications pending. In addition there are 3,794 am radio and 1,062 fm radio stations. Detailed facts are presented on radio and tv time sales, audiences and viewing.

Special sections include federal and voluntary regulations applying to station and network operation and pay tv and closed circuit tv interests.

Single copies of the YEARBOOK are available at \$5 each as long as they last. The YEARBOOK issue plus the 52 weekly issues of BROADCASTING are \$12. Orders should be sent to BROADCASTING Circulation Dept., 1735 DeSales St. N. W., Washington 6, D. C. Add \$1 for foreign postage.



you buy
the whole TV sky
in Cleveland

No perimeter stations steal a cut of Cleveland's TV coverage. That's why WJW-TV, compared with the top 15 markets, delivers up to twice the spot audiences on a CPMH basis. On prime shows, WJW-TV's CPMH per CM is 1/2 to 1/3 less than the national average. For down-to-earth facts about Cleveland's "big green sky," call your Storer Television Salesman.

WJW-TV CBS  in Cleveland.



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



WDSU-TV cooks up local documentaries for Ward Baking

Ward Baking Co., normally content to prepare breads and cakes for the nation's dinner tables, has been serving local documentaries to WDSU-TV New Orleans' viewers this season.

A \$50,000 project created by Blair-Tv's special projects division and Grey Adv., New York, calls for 19 local public affairs shows as well as spots.

Reaction to the first offerings—if ratings and reviews are an indication—shows the effort has been well received. Ingredients of the package:

- A top-notch public affairs department capable of producing quality programs in quantity.

- A national advertiser willing to invest a significant amount of cash in local programming.

The 'How-To' ■ Here are some of the factors which enabled WDSU-TV and its national representative to

close the deal with Ward.

Earlier this year, WDSU-TV "had developed plans for a number of local specials which were completely varied in content . . . [which] we felt were worth pitching to a national advertiser," said Stan Cohen, WDSU-TV director of program planning and promotion.

"Ralph Allrud and Earl Thomas, the Blair-Tv men who handled this, did just that," Mr. Cohen said. They negotiated the deal with Ward's agency, Grey Adv. It is the latest in a series of annual packages created by Blair-Tv.

Ward, which places about 90% of a \$2 million national advertising budget in spot tv, sells under the Tip Top and Lucky Cakes brand names in New Orleans. The firm operates 21 bakeries in the U. S., mostly in major markets east of the Mississippi River.

The package Ward bought in-

cludes 19 programs, some of which are not yet written. The thinking was that WDSU-TV, considered an outstanding news and public affairs station, should have the freedom to come up with programs as the need—and the news—developed. Included in the buy—figured at about half the \$50,000 total price—are spots which Ward can schedule any way it chooses over a year's time, or which it may divert to other WDSU-TV programming, depending on Ward's needs.

Efficient Buy ■ John N. Carpender, Grey's account executive on the Ward account, said the package was especially attractive because "it represented a good and efficient buy from a strict media standpoint." It also offered Ward an opportunity to be associated as a sponsor with "a type of local programming that is good not only for a sponsor but for the television industry as a whole."

The major effort so far has been *The Huey Long Story*, a three-part documentary in prime time which scored ARB ratings averaging in the 30s in October and November. WDSU-TV received unprecedented cooperation from the former governor's family, which provided old films and a unique interview with his son, Sen. Russell B. Long (D-La.) (see cut).

Mel Leavitt, WDSU-TV director of special events programming, produced, wrote and narrated *The Huey Long Story*, a project WDSU-TV spent almost two years to develop.

Bob Sublette, *New Orleans States-Item* tv critic, described the series as "an engrossing hour . . . the most ambitious documentary ever undertaken by a local station."

WDSU-TV plans programs on Mardi Gras, the Port of New Orleans, and news specials as needed. To handle the assignments, WDSU-TV has a team of 12 newsmen headed by News Director John Corporon.



Business briefly . . .

Buick Motor Div., R. J. Reynolds, and United Motors Service will sponsor the Orange Bowl football game, to be telecast on ABC-TV Jan. 1 at 12:45 p.m. EST. Buick's agency is McCann-Erickson; Reynolds', William Esty Co.; UMS's, Campbell-Ewald Inc.

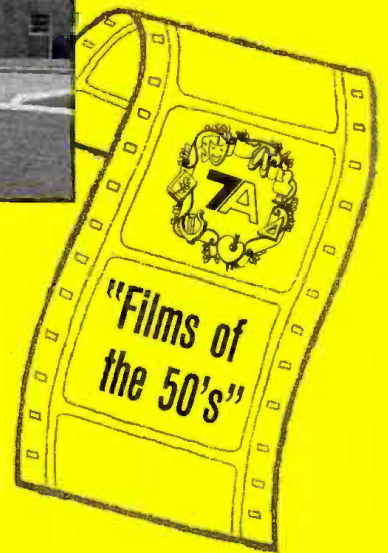
Three advertisers have signed to sponsor ABC-TV's coverage of the "King Orange Jamboree Parade," which will

be telecast Dec. 31 (9-10 p.m. EST). They are Armour & Co., through Foote, Cone & Belding; Bristol-Myers, through Young & Rubicam and FC&B; and North American Philips Co., through C. J. La Roche & Co.

Aetna Casualty & Surety Co. and The Pennzoil Co. have signed for NBC radio's *Perspective on the News* show with Chet Huntley, Mon.-Fri. between 5-7 p.m. local time in most markets, and effective Dec. 31. Agencies are

Remington Adv., Hartford, Conn., for Aetna, and Fuller & Smith & Ross, New York, and Eissman, Johns & Laws, Los Angeles, for Pennzoil.

"I Spit on Your Grave," exhibited by Emerson Film Enterprises, will be promoted with a saturation broadcast schedule in San Francisco beginning Jan. 1. KSV & R Inc., Hollywood advertising and public relations firm, is handling the account and reports broadcast media will be emphasized and more



Why WBEN-TV Buffalo,
bought Volumes 1,3,4 & 5
of Seven Arts'
"Films of the 50's"

**IN BUFFALO
WBEN-TV KEEPS
ITS AUDIENCE
ENLIGHTENED,
INFORMED
and
ENTERTAINED**

WBEN-TV pioneered Buffalo television in 1948 and ever since has been dedicated to quality programs and public service—through outstanding local and CBS programs.

In the community-service field, WBEN-TV, the only Buffalo-area station with its own mobile unit always available, has brought its viewers Sunday services live and from a different church weekly for more than a decade.

Such live shows as state political conventions, a dozen direct telecasts annually from the county fair, farm-service programs, live school telecasts, opera workshops, State University of Buffalo Round Tables—plus regattas, Seaway specials, Niagara Falls Power inaugural, State Thruway dedication—these and many other direct telecasts attest to the community spirit of Ch. 4 in Buffalo.

To serve this great Western New York audience—that has come to expect the finest in television from WBEN-TV—it

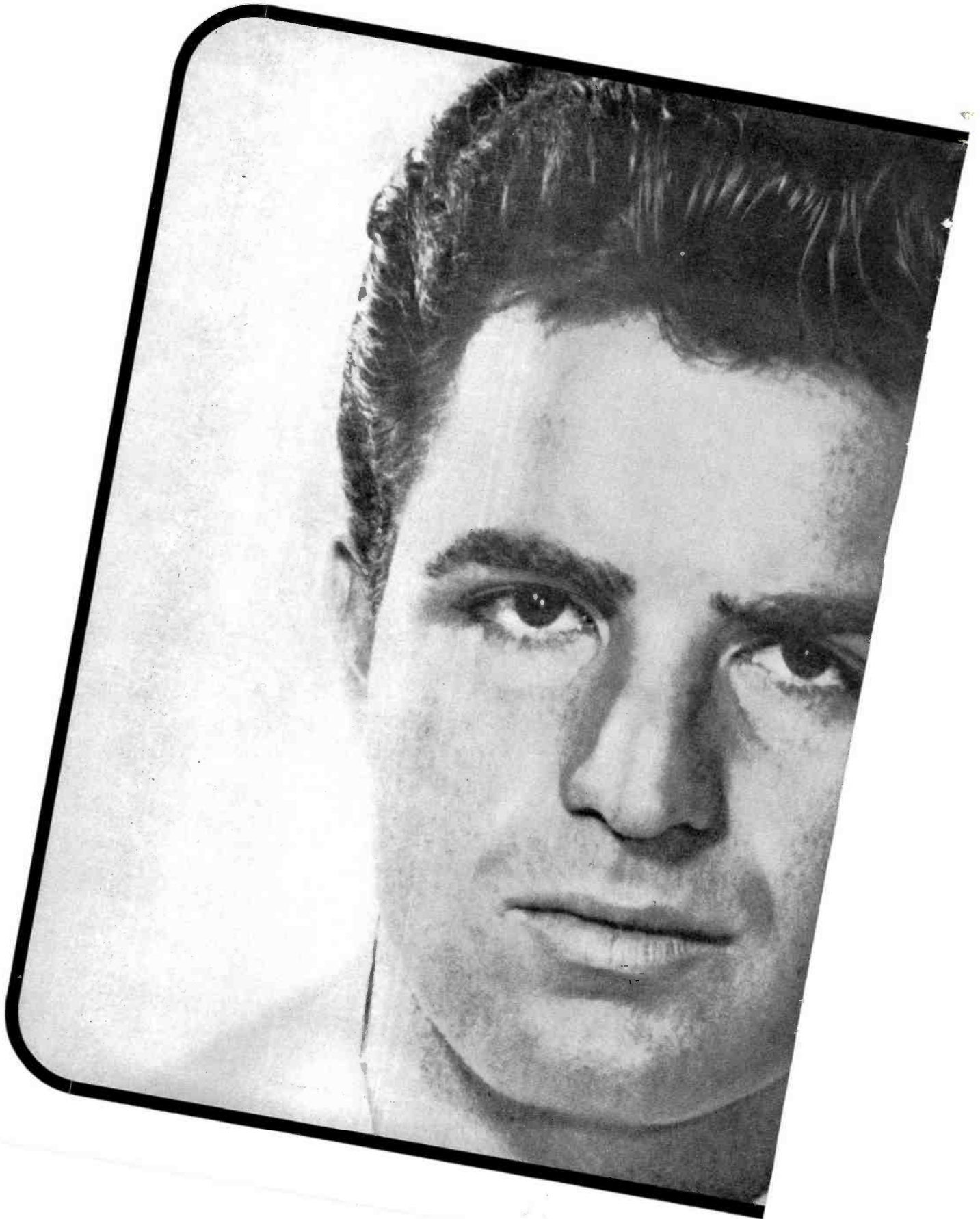
is also necessary to choose the finest film entertainment available. That is why WBEN-TV purchased Seven Arts' "Films of the 50's." WBEN-TV feels that these superb films will continue to provide its viewing audience with well-rounded entertainment. This audience loyalty will be reflected in client satisfaction, WBEN-TV confidently believes.



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SROS (Spot TV Rates and Data) individual feature prices upon request.





Who was Vince Edwards before he changed his name?

ABC didn't think him up. Didn't discover him. Vince Edwards was a good actor then, as now.

But unsung.

What we did was to develop a great television show with a juicy male lead. And then, find the actor for it.

You, the viewer, did the rest.

Granted when it happens once, as in the case of Casey, it could be luck. But then, what about James Garner as Bret Maverick? Clint Walker as Cheyenne? Efrem Zimbalist, Jr., as Stu Bailey?

Or, from this year's crop, Vic Morrow of "Combat!", Tim Conway of "McHale's Navy," and Marty Ingels and John Astin of "I'm Dickens... He's Fenster"?

On the evidence, it's a talent for building new talent. For creating the kinds of shows with parts that take young actors and rocket them to fame. Fast.

It's show business—with the emphasis on show.

And it's something else. Something very important. It's ABC's young, enthusiastic approach to television entertainment. A need to get away from the over-tried, the over-true. A need to strike out anew and afresh.

It's, in sum, a part of the alert, young creative ferment that characterizes ABC's entire approach to programming.

It attracts, as it must, alert audiences, responsive to change. And, by the same token, alert sponsors—responsive to the value of reaching such audiences.

ABC Television Network 



BBDO pulls a switch in the 'party line'

Advertising agency executives are usually wined and dined by representatives of the various media. But on Dec. 4, BBDO in Boston was host to more than 150 media representatives of all types. Among those present from BBDO and Boston radio stations were (l to r) Proctor

Jones, WNAC; Richard Walker, media director of the agency; Ed Pilla, WHDH; Len Corwin, WCRB; Seymour Yanoff, WCOP; William McCormack, WNAC; Richard O. Howe, vice president and office manager of the agency, and Harry Wheeler, WHDH.

than 500 radio spots and 200 television announcements will be scheduled on a \$15,000 weekly basis.

General Mills Inc., through Knox-Reeves Adv., Minneapolis, will sponsor *Scouting Report*, which will precede NBC-TV's telecasts of three post-season football classics—the East-West Shrine game, Dec. 29; NFL pro championship game, Dec. 30; and the Rose Bowl game, Jan. 1.

Also in advertising...

Pr firms merge ■ Smith & Garrick Inc. started in business Dec. 1 as a new public relations firm, with offices in the Gibraltar Bldg. at 9107 Wilshire Blvd., Beverly Hills, Calif. Lou Smith will be president and Robert Garrick vp of the new firm, resulting from a merger of the Lou Smith Organization and Robert M. Garrick Assoc., both veteran PR outfits.

New location ■ The Goodman Organization, Los Angeles advertising agency, has moved to new offices at 915 N. La Cienega Blvd., Los Angeles 69. Telephone: Oldfield 5-4922.

Ownership change ■ The owners of Maxwell Sackheim-Franklin Bruck Inc., New York, have sold the advertising agency to two executives in the firm. Franklin Bruck, chairman, and Sher-

man Lurie, executive vice president, have acquired the stock interests of Robert Sackheim, president, and Sherman Sackheim, vice president. Mr. Bruck will remain as chairman and will add the title of president.

New location ■ The Advertising & Marketing Research Library has moved to new headquarters at 1151 W. Sixth St., Los Angeles 17, Calif. Telephone remains Huntley 2-5850.

WSAA to relocate ■ Western States Advertising Agencies Assn. is moving its headquarters at year's end to 435 S. La Cienega Blvd., Los Angeles 48.

Advertising fellowship ■ The James Thomas Chirurg Advertising Fellowship, for one year of graduate study at Harvard Business School, will be awarded for the eleventh time to a man of "outstanding ability" seeking a career in advertising. The fellowship, established by Jim Chirurg, vice chairman of the board of Chirurg & Cairns Inc., New York and Boston advertising agency, carries a stipend of \$1,500.

Agency appointments...

■ Virginia Dare Food Products Inc., New York, has appointed The Bruns Adv. Agency, New York. Tentative advertising plans call for national spot tv and print media.

■ Maradel Products Inc., New York, appointed Donahue & Coe, that city, for its Life Home Permanent.

■ Gaffers & Sattler (home appliance manufacturer) announces the appointment of Charles Bowes Adv. as its agency, effective Jan. 1.

■ Prepared Products Co., Pasadena, Calif. (Dixie Fry Golden Crust Mix and Inglehoffer Mustard), has appointed Donahue & Coe, Los Angeles, to handle its advertising. Both products are distributed in 11 Western states.

Ad impact is most important—Banzhaf

Impact has become more important than reach and frequency in successful advertising, Max Banzhaf, director of advertising, promotion and public relations for Armstrong Cork Co., said last week.

He defined "impact" as "finding the people who represent the prime target for a product and writing advertising that has a real appeal for them—not just a recitation of claims, but real appeal."

Mr. Banzhaf said that "in the lush days of the early post-war period, reach and frequency were all-important." But, he continued, "the public no longer responds . . . to the sheer weight of advertising alone.

"The much publicized rise in consumer sophistication should adequately explain why reach and frequency must give ground to impact in a re-evaluation of advertising yardsticks.

"I do not mean that reach and frequency are unimportant. I do not mean that they must receive less consideration as impact rises in importance."

He said that individuality is replacing conformity among consumers, who also have come to "live differently, have different needs and also have the money to be very specific and selective in satisfying those needs."

All this, he said, "leads one inescapably to the conclusion that it is far better to appeal strongly to those who are really interested in a product than to offer a watered-down appeal that tries to reach everyone."

Mr. Banzhaf spoke at an Assn. of National Advertisers workshop on management's roles in stimulating and directing creativity in advertising and on progress made in measuring creative aptitudes.

Other speakers at the workshop, held Tuesday in New York, included Wilson A. Shelton of Compton Adv.; John B. Hunter Jr. of B. F. Goodrich Co.; Ben Wells of Seven-Up Co.; John D. Dale of Dale, Elliott & Co., and Robert Bragarnick of Robert Bragarnick Inc.

MIL & FRITZ JOIN JACK

Milwaukee's CBS Radio News station **WMIL** featuring Wisconsin's famous "Fritz the Plumber"* is pleased to join the list of major radio stations appointing Jack Masla & Company, exclusive national representative, effective immediately.

**Fritz is not only the highest paid plumber in Milwaukee, he's its best salesman. Each morning Fritz reaches a loyal following of housewives, industrial workers and farmers. They make up 76% of the population. They love Fritz—his "Cherman Accent," old-time waltzes, polkas, wholesome fun.*



Jack Masla & Company, Inc.

Strikebound N.Y. depends on air news

NEWSPAPER SHUTDOWN PUTS RADIO-TV ON TOES TO FILL CITY'S NEEDS

Radio and television last week were the most sought-after news purveyors by New Yorkers seeking news and businessmen seeking mass advertising exposure during the pre-Christmas shopping days.

The shutdown of New York's nine daily newspapers started the morning of Dec. 8 when members of the New York Typographical Union No. 6 struck against four dailies for higher wages and additional fringe benefits, and five others also suspended all of their operations.

The effect on broadcast stations, in stepping up news operations, was immediate as the nation's biggest market was added to another newspaperless city, Cleveland, whose two dailies were struck by the Cleveland Newspaper Guild more than a week earlier (see separate story, page 46).

Strike highlights in New York:

- Stations lengthened existing news periods and added additional programs and features in an attempt to provide increased news in depth.

- Department stores, airlines, theatres, motion picture companies and other businesses sought to prop up sales and schedule information and promotional activity with radio and tv.

- Several stations temporarily hired additional newspaper reporters, editors and columnists.

- Stations, particularly radio, received substantial boosts in advertising revenue.

The printers struck the *Times*, *Daily News*, *World Telegram & Sun* and the *Journal-American*. Not long after the strike's call, the *Herald Tribune*, *Mirror*, *Post*, *Long Island Star-Journal* and the New York City edition of the *Long Island Press* suspended publication.

The latter five papers shut down under an agreement by member newspapers of the Publishers Assn. to close if one was struck. Printers were asking for a \$10 weekly pay hike the first year and \$8.45 the second year, a 35-hour work week, improved pay for night work and vacation and sick leave. The publishers' initial offer was a package

increase of \$8 weekly over two years.

A compilation last week by BROADCASTING in New York follows:

Department Stores ■ A spot check of nine major New York department stores, which for the most part were heavily hit by the lack of their fundamental advertising at the height of the Christmas buying rush, revealed that six were using radio and one tv.

Alexander's, ordinarily not a broadcast user, was the lone tv advertiser among the large stores checked. It placed 17 spots on WCBS-TV and WPIX-TV over the weekend and this week: a news program on WCBS-TV and various prime-time and late-night shows on WPIX.

Spokesmen at Macy's, Gimbel's, Stern's, Bloomingdale's Korvette's, and Alexander's, reported the stores had ordered schedules of varying intensities, most of them for the duration of the newspaper strike.

Some details: Bloomingdale's, which has used radio advertising in the past, began a schedule last week on eight New York stations, with IDs placed throughout the broadcast day. Macy's, a regular 52-week radio and tv user, stepped up its schedules on radio to approximately 18 spots per week. The tv schedule is continuing at its pre-strike pace. Gimbel's ordered 20s and 30s on seven radio stations. A Gimbel's spokesman noted that if the newspaper strike continues, a heavier schedule will be placed on radio after Christmas.

Stern's bought a schedule of 120 30-second spots per week on a total of four radio stations. B. Altman's also used four stations last week. Alexander's last week scheduled a special two-day promotion on at least five radio stations, with a total of 30 to 40 spots.

TvB Analysis ■ Howard Abrahams, retail sales vice president of the Television Bureau of Advertising, noted that pre-Christmas newspaper advertising had peaked just before the strike started. He thought that most stores could ride more or less successfully on their pre-strike momentum.

The main exceptions to this, in Mr. Abrahams' opinion, were stores and merchandise that require heavy, steady promotion—those that "live on the big hypodermic needle." Among these he listed automotive advertisers, especially used-car dealers; theatres; want-ad advertisers and others who use newspapers primarily as a catalog.

Mr. Abrahams thought more stores



NBC PRODUCES THE BOWL GAMES

in color with Super Universal Zoomar lens
— 2 1/2 to 72 inches —

Hundreds of Television Zoomars used by Networks and independents for improved studio production and remotes.

Let us demonstrate on your cameras.

CALL BRyant 9-5835 ■ JACK PEGLER BILL PEGLER

TELEVISION ZOOMAR 500 FIFTH AVE., NEW YORK, N.Y.



We still got a few availabilities!

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

Even in our extremely popular "Party Line"

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

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

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

would be apt to turn to radio than to tv, because they know more about how to use radio. He expressed concern lest major stores unfamiliar with tv try this medium and become soured on it because they don't know how to use it to good advantage. He thought it much more desirable that such stores become broadcast-minded through the use of radio first, later expanding into television.

He thought that experienced tv retailers in all probability would increase their tv budgets as the strike progressed.

In the last New York newspaper strike four years ago, he recalled, New York retail sales slumped worse after the strike was over than while it was in progress (BROADCASTING, Dec. 22, 1958).

Entertainment Business ■ Radio and tv aided New York's legitimate theatre and movie houses during the strike by expanding entertainment news coverage and employing a bevy of strike-idled newspaper critics and columnists.

The theatres and movie exhibitors, already suffering from traditionally slow pre-Christmas business, in turn added extra dollars to their broadcast budgets.

The League of New York Theatres, representing producers and theatre owners, purchased a five-minute segment of an expanded news show on WNBC-TV New York, with Ben Grauer presenting a rundown of the Broadway shows.

The league also went on seven radio stations with about 183 spots during the week to announce a telephone service providing latest information on show times and tickets.

Only one legitimate show, "In A Counting House," opened on Broadway last week. CBS and ABC taped interviews with the cast and newspaper critics read their reviews on radio and tv.

Transistor Radio Sales ■ Radio and tv retailers in New York said that since transistor radio purchases were always higher in the weeks before Christmas, it was difficult to determine whether the

strike had any effect on sales. Retailers noted, however, that sales were up and that they anticipated continued increases during the holiday season.

Station Coverage ■ WABC-TV reported its regular schedule of news programming—seven hours and twenty minutes a week—grew to a rate of 20 hours and 20 minutes a week within five days after the strike started.

WABC-TV's sales department reported budget increases from several regular advertisers including White Owl Cigars, New York Telephone Co., Fanny Farmer Candies, Canada Dry Corp., American Motors and Shulton Inc.

WNEW-TV added "a minimum" of 35 special news programs to its daily schedule for the duration of the strike. The station was televising a special news show every half-hour.

The outlet reported an increase in spending by regular station advertisers, and the addition of movie and stage play advertising.

WABC extended its regular, one-hour *Newscope* an additional 20 minutes each day, devoting the extra time to local news and features usually carried by newspapers.

Additional local news headlines were to be broadcast yesterday (Dec. 16) during station breaks previously used for public service items.

WABC's sales staff reported about 50% of orders received during the week were from advertisers new to radio.

WABC-FM, which normally duplicates WABC until 6 p.m. (when it turns to a music format of its own), began an all-news schedule for the entire broadcast day last Friday (Dec. 14)—*FM Newscope*, heard from 7 a.m.-midnight.

WNBC-AM-FM-TV reported greatly expanded news schedules. Radio added about three hours during the week and another three hours over the weekend.

Hand of Providence

While radio and television stations added extra news coverage on the air during New York's newspaper strike, a radio outlet in Providence, R.I., provided New York agency media men with out-of-town newspapers.

WEAN, owned by the morning *Providence Journal-Bulletin*, sent copies of each day's paper to 30 agencies. Six copies were given to each media man to read and distribute around his office. Since the papers were delivered by messenger from Providence (they were loaded in station wagons at 4:30 a.m. for the four-hour drive), the agency men had their papers by 9 a.m., about the same time they would pick up New York papers if they were available.

The WEAN service was expected to continue for the duration of the New York newspaper strike.

WNBC-TV added two and one-half hours to the weekday schedule and three hours on weekends.

WCBS-AM-FM-TV launched additional newscasts and news specials, but the cost of mounting them was not covered by advertising support as of last Thursday, according to the stations.

WCBS pointed out it was already carrying 245 news programs a week before the strike; most of its regular newscasts were lengthened instead of new programs being added. Station's peak morning and evening time was sold out before the strike, and the volume of new orders has not been "tremendous," spokesmen said.

WCBS-TV also expanded several news programs, added specials and included new areas of coverage including amusements and finance.

WNEW added five-minute newscasts on the hour around the clock and one-hour newscasts at noon, 6 p.m. and 11 p.m. Two-minute inserts were added in a morning music show and headline summaries were presented on the 15- and 45-minute marks.

Other stations adding news coverage and bulletins were WNCN (FM) and WEVD New York and WJRZ Newark. The two New York stations received additional business from movie and theatrical interests.

WOR-TV added news inserts in its daily coverage. The station also started an *Editorial Conference of the Air* on Dec. 15 featuring commentary by New York newspapermen.

WOR Radio, which normally pro-

RAB prepares to contest newspaper claims

Radio Advertising Bureau is taking two steps to make certain that the current newspaper strikes in New York and Cleveland do not become "grist for the newspaper industry's post-strike selling efforts."

RAB President-elect Edmund C. Bunker noted that in the past the newspapers try to "make a case for their medium on what the newspapers claim happens to business during a strike."

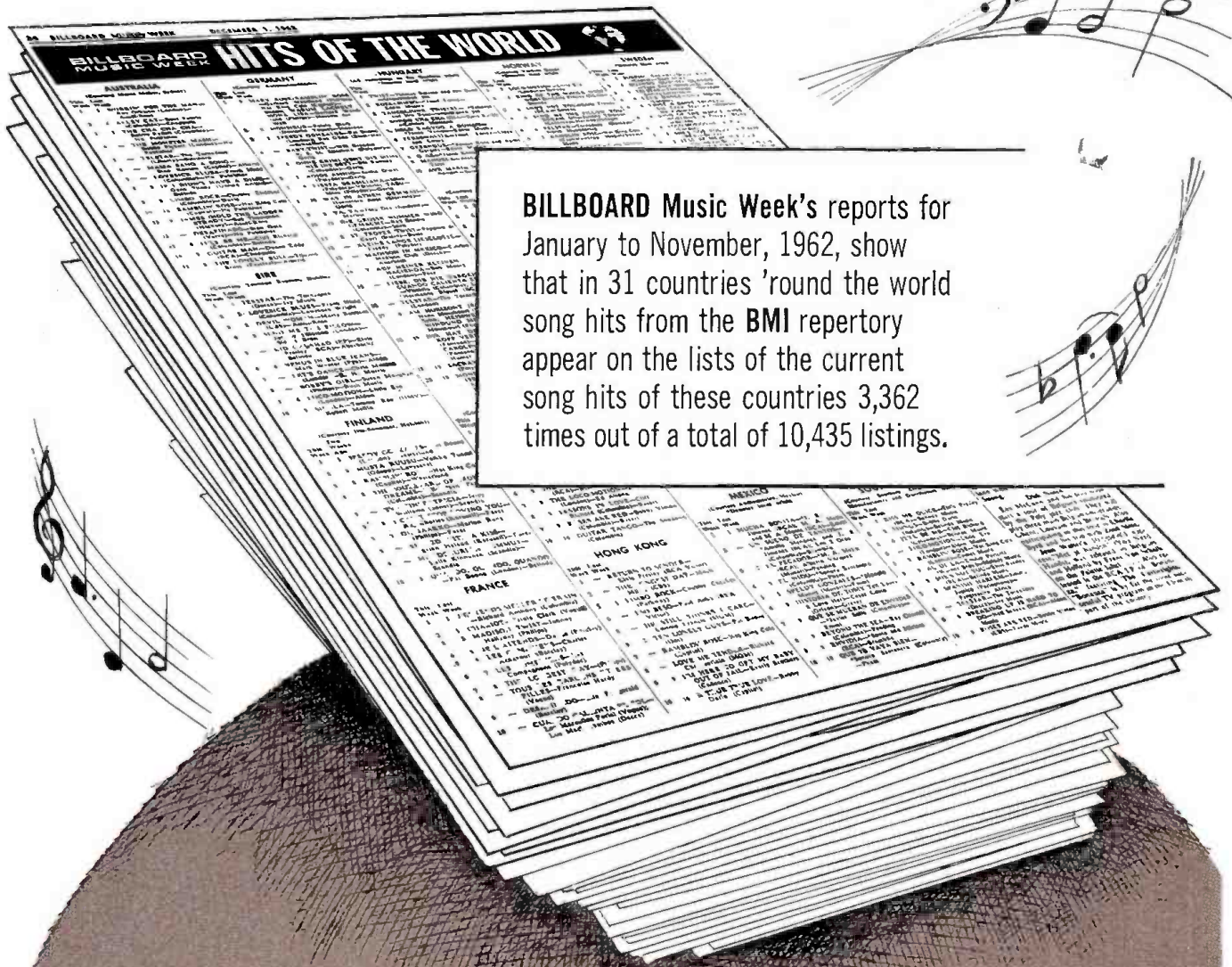
RAB's two steps: (1) radio stations will be asked to report their billing from major retailers to J. K.

Lasser & Co., accountants and auditors, to make certain there is documentation that retailers will be investing in radio only a fraction of the budgets they ordinarily invest in newspapers and (2) RAB will make a careful analysis of sales trends in areas affected by newspapers. The bureau's contention is that newspapers, after a strike, claim radio wasn't as effective as newspapers in producing sales and claim that business declined, when, in actuality no change took place in the trend of sales.

32.2%

of the top song hits of the world are licensed by **BMI**

BMI



BILLBOARD Music Week's reports for January to November, 1962, show that in 31 countries 'round the world song hits from the BMI repertory appear on the lists of the current song hits of these countries 3,362 times out of a total of 10,435 listings.

BMI

BROADCAST MUSIC, INC. 589 Fifth Avenue, New York 17, N. Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

grams 15 minutes of news every hour, added afternoon and evening stock market reports, expanded its theatrical reviews and repeated a five-minute early evening business news program after 11 p.m. The station reported its advertising increased.

WPIX (TV), owned by the *Daily News*, added a 15-minute news program at 11 p.m., scheduling *Steve Allen Show* a quarter-hour later than usual. The station reported no increase in sales.

WINS expanded its regular five-minute newscasts on the half-hour to 10 minutes and scheduled additional 10-minute newscasts on the hour in traffic times. Half-hour news roundups were presented twice daily. Specialized news reports, including obituaries, high school sports, amusements and advertising news, were broadcast on the hour, 10 a.m. to 4 p.m., and 8 p.m. to midnight, as well as within regular program segments.

CLEVELAND SNOW CUTS SPENDING

Retailers retrench in radio-tv buys during newspaper strike

Bitter winter snows added complications of their own to Cleveland's newspaper strike last week by cutting into the extra advertising radio and television stations normally pick up in the absence of daily newspapers.

The worst winter weather in more than 12 years had so fouled transportation that in the opinion of some broadcasters surveyed at week's end many retail advertisers were keeping their money in the cash register rather than spend it on the air when few shoppers seemed able to get to the stores. However, one radio executive pointed out that "none of the major department

stores which expanded for the strike cut back with the snow storm."

Almost all Cleveland area broadcasters said they had greatly expanded informational programming to bridge a gap left by the strike against the city's two daily newspapers, the morning *Plain Dealer* and the evening *Press and News*. Both were struck by truck drivers Nov. 29, who were followed the next day by members of the Cleveland Newspaper Guild. The Guild stayed out after the drivers agreed to return to work.

Among the highlights of broadcasting activity generated by the strike:

Viewing the news

Arbitron's instantaneous metropolitan reports for New York early last week indicated that viewers turned to tv news in greater numbers on Monday, Dec. 10, the first weekday night of the newspaper strike, than on the next two nights. Sets in use on Monday at 11 p.m., when major tv news programs are presented, rose to 49.7 compared to 42.1 at 11 p.m. the previous Monday. But apparently the furor over the strike lessened on Tuesday and Wednesday, when the sets-in-use figures for that hour fell below those of the previous week.

- KYW-AM-TV operated a 24-hour city desk utilizing many newspaper reporters, two of whom were assigned solely to the preparation of copy for United Press International and Associated Press (AT DEADLINE, Dec. 10).

- WEWS (TV) ran *Shoppers Guide*, an often-run five-minute daytime feature which allowed retail advertisers to display their wares.

- A local television sales manager reported some retail merchants not accustomed to broadcast advertising were becoming entangled in their requests to obtain cooperative advertising money because, they were told, broadcasting can't provide "tear sheets."

- The strike was sending broadcasters new customers formerly identified with only print advertising, one salesman said.

- Hundreds of informational briefs which newspapers handle daily—statistics, meeting dates and times, births and deaths—were picked up and aired by broadcasters. One television station rushing to get vital information on the air as quickly as possible ran into a macabre juxtaposition: hurrying to air a "crawl" of school closings, the station was embarrassed to find the information eerily superimposed over a feature film in which a criminal was planning to bomb a school.

depth perception: the facts as seen through our eyes

Hundreds of satisfied clients in the past have depended on Blackburn's clear analysis of the facts on changing markets before entering into a media transaction. Protect your investment, too, consult Blackburn.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASH., D. C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
Federal 3-9270

CHICAGO

H. W. Casill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

Changing hands . . .

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 101).

- WHFC Cicero and WEHS (FM) Chicago, Ill.: Sold by Richard W. Hoffman and associates to Leonard and

Phil Chess for \$1 million. The Chess' are Chicago record company executives. ■ WIRL Peoria, Ill.: Sold by Robert Frudegar to Len and Burrell Small for \$750,000. The Smalls own the *Kankakee Journal* (WKAN Kankakee, WRRR Rockford and WQUA Moline, all Illinois).

WTEV set to begin Jan. 1 on ch. 6

A new tv station on ch. 6 is scheduled to start operations Jan. 1, 1963, in the Greater Providence, R. I., market. The station, WTEV (TV) New Bedford, Mass., will be a primary ABC-TV affiliate, with studios located in New Bedford and transmitter in Tiverton, R. I.

WTEV, owned jointly by E. Anthony & Sons Inc., New England Television Inc., and Eastern States Broadcasting Corp., plans to carry a full schedule of network programs as well as local and syndicated shows. The station is represented by H-R Television Inc., which opened a Boston office to serve it. A WTEV sales and news bureau has opened in Providence.

Vance L. Eckersley, WTEV general manager, who was formerly management representative for the owners of WDAU-TV Scranton, Pa., has named five department heads.

They are: Maurice P. Wynne, chief engineer, formerly with Puerto Rican Radio-TV Stations; Mann Reed, operations manager, from KBTB (TV) Denver; Francis H. Conway, sales manager, from WDAU-TV and WGBI Scranton; George L. Sisson Jr., public affairs directors, co-founder and former owner of WALE Fall River, Mass., and Walter A. Scanlon, promotion, advertising, public relations manager, who has been with ABC-TV public relations and CBS Films.

WMCA's Straus assails 'numbers game' players

The "numbers game" is a dangerous one for either a broadcaster or a politician to play, R. Peter Straus, president of WMCA New York and the Straus broadcasting group, declared last week.

He told the Greater Buffalo (N.Y.) Advertising Club in a luncheon speech on Tuesday that broadcasters who substitute polls for their programming judgment are like politicians who kowtow to the "faceless, gutless boss" that polls can become in politics.

Mr. Straus, who with his family has been prominent in Democratic politics, built his speech around comparisons of the treachery of polls in broadcasting and politics.

The broadcaster and the politician both need "the numbers" in one respect but that is "just one part of the job," he asserted.

"For both the broadcaster and the politician, the duty to serve the public and the necessity of winning public support are sometimes in conflict.

"But the man who resolves this conflict by fixing the poll to tell him what he wants to hear deceives himself and disserves his public.

"One of the many good ways to destroy the objectivity of a poll, if you'd like to confirm your wishful thinking about the public taste, is to conduct the poll, not about what people are hearing or watching or doing, but about what they think they would like to hear or watch or do."

As an example he cited a Milwaukee poll in which, he recalled, 40% of the respondents said they'd like to see more "serious discussion" programs on the air—but only 4% nominated "serious discussion" programs as the kind they found most useful among those already on the air.

KALB joins CBS Radio

Affiliation of KALB Alexandria, La., with the CBS Radio Network was an-

nounced last week by the station's general manager, Walter Melson. The previously independent outlet is scheduled to join the network effective Dec. 30.

KALB, owned by T. B. Lanford, began operation in 1935. Other Lanford stations are KALB-FM-TV Alexandria, KPLC-AM-TV Lake Charles, KRMD-AM-FM Shreveport, all Louisiana; WSLI and WJTV (TV) Jackson, Miss.

Media reports...

Radio too ■ A speech of FCC Chairman Newton N. Minow this Wednesday at the town hall luncheon in Los Angeles will be broadcast live on KLAC-AM-FM Los Angeles from its start at 12:45 p.m. to its conclusion. Talk will also be given live tv coverage by KTTV (TV) with highlights repeated on a KTTV news program at 10:30 p.m. (BROADCASTING, Dec. 10).

Address change ■ Radio Pulsebeat News has moved its New York bureau and executive offices from Jamaica, N. Y., to 222 E. 46th St., New York 17. Telephone: TN 7-8770. Jay Levy is president and director of news operations of the world-wide audio news service.

EXCLUSIVE WESTERN PROPERTIES!

Daytime-only radio station with excellent coverage of one of the top 65 markets of America. This beautifully-equipped facility needs aggressive owner-operator to realize potential. Priced at \$155,000.00 with 29% down and balance out over ten years.

Only station licensed to market of over 50,000 in sunny western state. Assets, including land, cost over \$100,000.00. Grossing \$7,000.00 to \$9,000.00 monthly and capable of doubling that. Priced at \$175,000.00.

Hamilton-Landis

& ASSOCIATES, INC.

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.

Ray V. Hamilton
1737 DeSales St., N.W.
Executive 3-3456

CHICAGO

Richard A. Shaheen
John D. Stabbins
Tribune Tower
DElaware 7-2754

DALLAS

Dewitt Landis
Joe A. Oswald
John H. Hicks
1511 Bryan St.
Riverside 8-1175

SAN FRANCISCO

John F. Hardesty, Pres.
Don Scarle
111 Sutter St.
EXbrook 2-5671

America's Most Experienced Media Brokers

New uhf group opens D.C. office; Brown is executive director

A new industry organization—Assn. for Competitive Television (ACT)—opened a temporary office in Washington last week with Thad H. Brown Jr. as vice president and executive director.

The association was formed a fortnight ago by the group that formerly served as principals in the Committee for Competitive Television, devoted to the interests of uhf stations. William L. Putnam, WWLP-TV Springfield, Mass., moving figure in the old CCT, is board chairman of the new organization.

A permanent headquarters will be opened in Washington within a few days, Mr. Brown said. In the meantime ACT is using a post office address: Box 4098, Washington 15.

ACT will serve as Washington watchdog for uhf member stations. Mr. Putnam has filed a statement opposing a proposal to take chs. 14-

15 away from uhf broadcasting for communications services. The organization will keep abreast of de-



Mr. Brown

Mr. Putnam

intermixture proposals, legislation and FCC developments. No date has been set for a meeting of the ACT board.

Mr. Brown is a former tv vice president of NAB; he spent nine

years at the association before resigning in 1960 to enter private law practice. He is a native of Ohio and a graduate of Harvard Law School.

Mr. Putnam said the uhf industry will have an experienced broadcast expert and lawyer as fulltime head of its office. Staff appointments will be announced later. "Member stations will now have a strong, reliable and respected voice in industry discussions," he added.

Other ACT board members include Frederick Mueller, WEEK-TV Peoria, Ill., vice chairman; Robert W. Mack, WIMA-TV Lima, Ohio; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; John English, WSEE-TV Erie, Pa.; Lawrence Turet, WXIX-TV Milwaukee, and Warren P. Williamson Jr., WKBN-TV Youngstown, Ohio. Public relations activity is handled through Phil Dean Assoc., New York.

COMMERCIALISM IN ETV Guidelines being drafted on commercial backing of etv

Commercial and educational television broadcasters are hammering out a guide on commercialism in etv. The list of standards is expected to be issued soon after Jan. 1.

The study, underway for the last several months, was triggered primarily by the *Age of Kings* series, carried on etv stations as a non-commercial feature, but given commercial sponsorship overtones via newspaper advertising paid for by and mentioning Humble Oil-Esso. Humble Oil and Esso sponsored the Shakespeare series when it ran on commercial stations.

The plans for the guidelines call for standards to set out "legitimate financial underwriting" for etv which would be consistent with FCC identification requirements, provide proper recognition for such underwriters and avoid any commercial connotation.

Other "problems" in this field, according to informed sources, deal with the practice by many etv stations of selling advertising in their monthly program schedule booklets and the use of commercial company names or logos on etv programs or credits.

All are under study by the Educational-Commercial Broadcaster Committee. This committee is jointly sponsored by NAB and the Joint Council on Educational Broadcasting. At its meeting Dec. 7, the Educational-Commer-

cial Broadcasters Committee voted to:

- Approve a pilot study to determine whether a single commercial station and a single etv outlet in the same community can work together to tackle "pressing community problems." This will get underway soon in an as yet unnamed community.

- Continue discussions looking toward arranging some method of exchanging programs between commercial and etv operators.

- Work out some arrangements regarding the exchange of talent—both performing and technical. The National Assn. of Educational Broadcasters is conducting a special survey on the training of etv personnel, having sent out questionnaires to 800 colleges, 1,200 secondary schools, 73 etv stations, 109 educational radio stations and 6,000 individuals in complementary fields.

Co-Chairmen of the Educational-Commercial Broadcaster Committee are James Robertson, National Educational Radio-Tv Center, and W. C. Swartley, Westinghouse Broadcasting Co. Other members:

Lee Ruwitch, WTVJ (TV) Miami; Harold P. See, KRON-TV San Francisco; William G. Harley, NAEB; Robert Hyland, KMOX St. Louis; D. L. Provost, WBAL Baltimore; Dr. Lawrence Derthick, National Education Assn.; Dr. J. W. Edgar, Texas State Commissioner of Education, and Dr. Clifford M. Hardin, U. of Nebraska.

Messrs. Robertson and Ruwitch are members of the special committee working on etv and commercialism.

HAVE MEDIA FAILED?

Justice Douglas lays blame on profit motive for faults

Supreme Court Justice William O. Douglas, writing last week in an essay devoted to personal freedoms, feels that the media of mass communication have failed to live up to their traditional roles of informing and educating, particularly that portion dealing with controversial issues. The profit motive is to blame, he says.

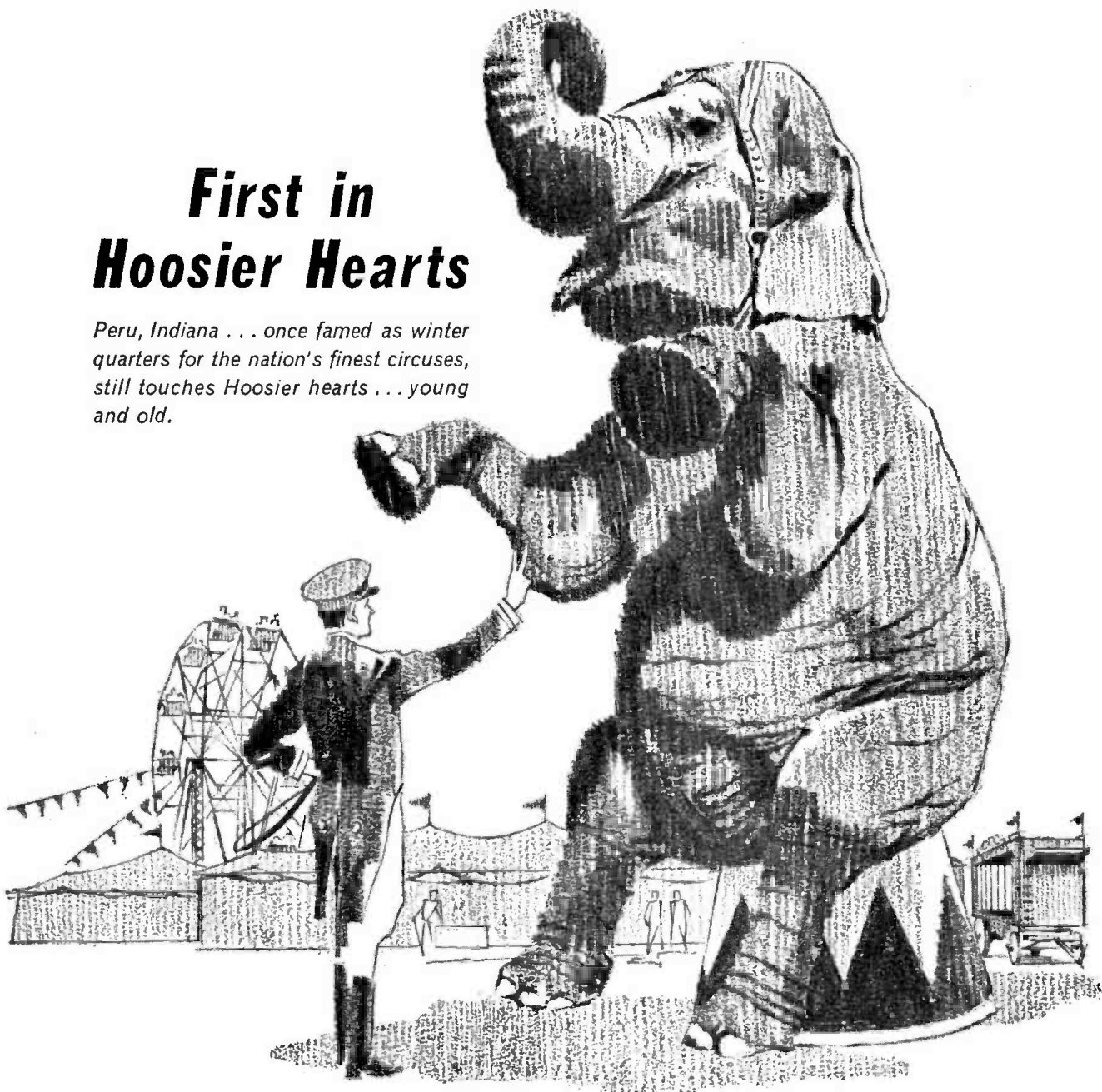
The essay, "Freedom of the Mind," was published by the American Library Assn, Chicago, in cooperation with the public Affairs Committee Inc., New York. It also deals with other issues including freedom of speech, loyalty oaths, censorship, libel laws and investigations.

Justice Douglas states that the press, radio and tv "for the sake of money aim to reach an ever-widening audience. This means finding the lowest common denominator. The tendency is to skip the controversial or touch it only lightly."

When it comes to commercial matters in broadcasting he finds that "many subtle forces also operate to keep us in step with some conformist tune. Products advertised on radio and tv are the lifeblood of broadcasting. They are dressed in attractive Madison Avenue garb and sold en masse. Some are dangerous to health. Yet the facts concerning them, notably insecticides, are never disclosed to the public."

First in Hoosier Hearts

Peru, Indiana . . . once famed as winter quarters for the nation's finest circuses, still touches Hoosier hearts . . . young and old.



First in Hoosier Homes

Keeping alive this 50 year old tradition, Peru holds their annual "Circus City Festival", re-living the grand old days of sawdust, ridgpoles and greasepaint.

"Let's go to Circus City", the WFBM promotion spots said . . . inviting Hoosier listeners to a day with Channel six stars at Peru for the big "Circus City" celebration.

Seven hundred train seats . . . at \$8 for adults, \$5 for children . . . were snapped up by the WFBM audience in no time—another example of the pulling power and community acceptance you can expect from WFBM-TV in Indianapolis and the rich satellite markets surrounding the metro area. Let us show you the specifics now. Just ask your Katz man.



TIME-LIFE
BROADCAST
INC.

America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set
owning families. ARB Nov., 1961. Nationwide Sweep.

Salinger agrees to talk on government news

NAB FREEDOM UNIT'S PLEA ACCEPTED: ALL MEDIA INVITED

A top-level government-news media conference on information policies of the Kennedy administration has been agreed to by Pierre Salinger, presidential news secretary, at the request of the NAB Freedom of Information Committee. Frank Fogarty, vice president of Meredith Broadcasting Co., is committee chairman.

The White House agreed with NAB that all news media should be eligible to participate if they desire. No date for the meeting has been set. Mr. Salinger suggested the session be held "somewhere away from Washington."

Participating on the NAB committee are Radio-Television News Directors Assn. and Radio-Television Correspondents Assn. All agreed the conference should include specific complaints involving the management, manipulation and suppression of news.

At its Dec. 13 meeting in Washington the NAB committee voiced concern over recent Washington developments restricting the free flow of information. It delivered the following statement to Mr. Salinger:

"All Americans have an inherent right to know everything about the operation of their government short of matters truly affecting national security. National security is a joint responsibility of government and the governed. We, as dedicated broadcasters, continually demonstrate our recognition of the great responsibilities of government, especially under current world conditions. But

any attempted manipulation, management or control of information is abhorrent in a free society.

The Cuban crisis has demonstrated the obvious need for a full discussion of government information policies with the nation's news media. Therefore, the committee invites top government officials to a conference on these problems. The NAB will ask non-broadcast news media to co-sponsor such a conference."

The NAB committee lauded NAB President LeRoy Collins for his speeches on freedom of information and commended Howard H. Bell, NAB vice president, for his activities as staff executive assigned to the committee.

Attending the Dec. 13 meeting, besides Mr. Fogarty, were Grover C. Cobb, KVGB Great Bend, Kan.; Ann M. Corrick, Westinghouse Broadcasting Co. (Radio-Television Correspondents Assn.); Robert H. Fleming, ABC (for ABC and RTNDA); John W. Guider, WMTW-TV Poland Spring, Me.; Jack Harris, KPRC-AM-TV Houston; William B. Monroe Jr., NBC; Stephen J. McCormick, MBS; Weston C. Pullen Jr., Time Inc., and Bill Small, CBS.

San Diego court halts prisoner interviews

A blackout on interviews with prisoners under the jurisdiction of the court has been imposed at the San Diego county jail after a judge's condemnation of such an interview by a news-

man for KFMB-TV San Diego. Prisoners whose trials have ended in convictions are under the court's jurisdiction until they have been sentenced.

After the 10-week trial of Adolphus Hohensee, health lecturer, and the jury's decision that he was guilty of defrauding the public through false curative claims for his "Ambrosia of Gods," Harold Keen, commentator at KFMB-TV, interviewed Mr. Hohensee in the jail. The interview did not discuss the trial and whether the prisoner felt he had received fair treatment, Mr. Keen said. "I asked him only about happenings at the jail, such as his reportedly 'passing out' when he was sprayed with disinfectant, standard treatment for all new prisoners, despite his protestations that he was allergic to the disinfectant and that it was against his religious beliefs.

"Without having seen the sound film interview, Judge Hewicker [John Hewicker of the San Diego Superior Court] blasted me and said I should be indicted by the grand jury for obstructing justice. We rushed a transcript to him and after he read it he said that this particular interview was all right but that he is opposed to all such interviews because of what might be said. This seems to me to be prior censorship for fear of what might happen that threatens the freedom of the press and is in violation of the law."

An attempt to interview another convicted prisoner after the Hohensee case was prevented by jail attendants, Mr. Keen said.

VA's Bedside Network opens funds campaign

The Bedside Network of the Veterans Hospital Radio & Television Guild, has opened its annual fund-raising campaign.

The non-profit organization is supported by public and industry contributions. It makes radio-tv technical and professional assistance available to Veterans Administration hospital patients who wish to participate in productions for the radio and tv closed circuit entertainment network.

The Bedside Network, begun 15 years ago in a VA hospital, now serves 115 VA hospitals around the country.

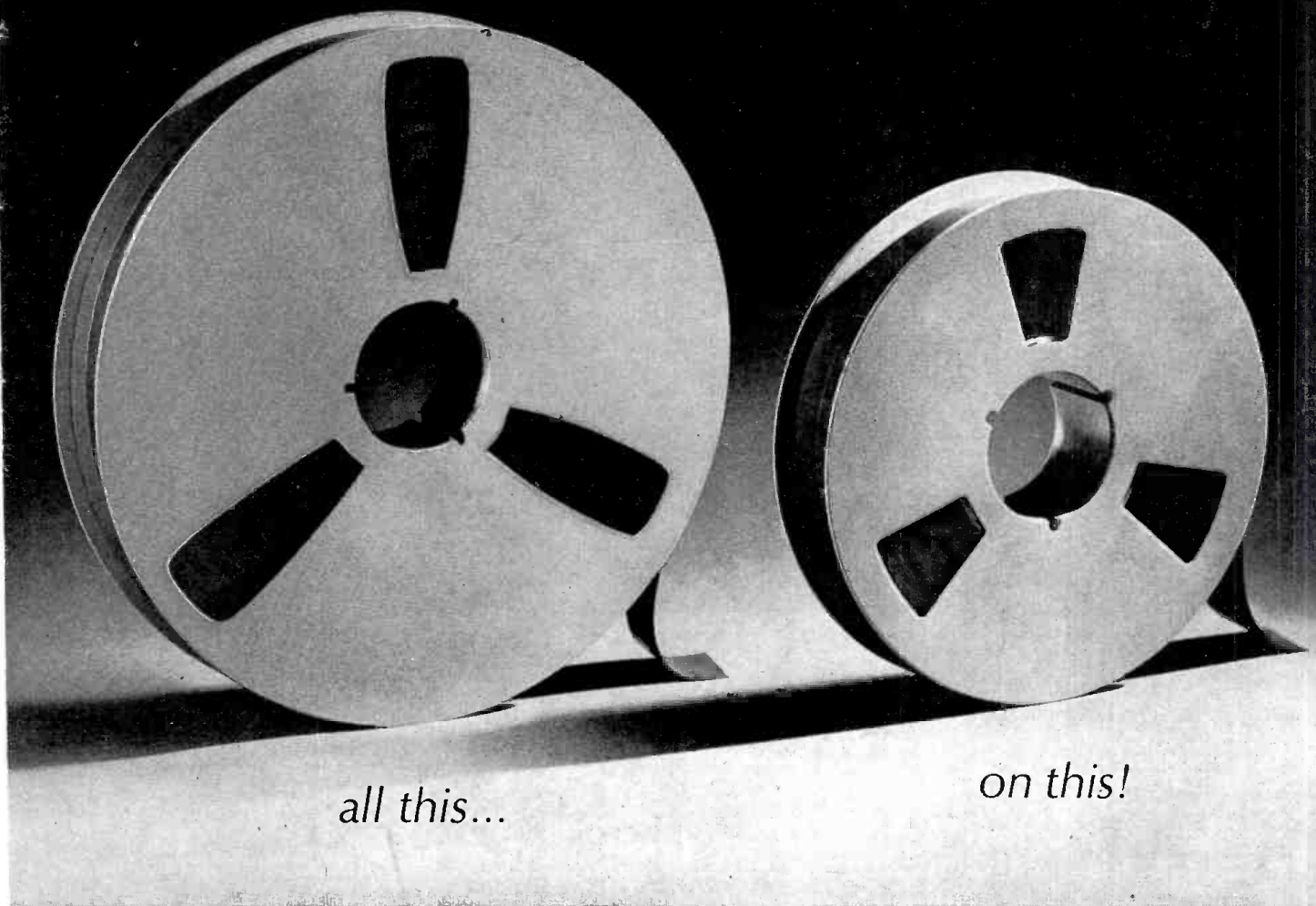
Some broadcasting figures active in the Bedside Network include Arthur Hull Hayes, president of CBS Radio; Stanley Adams, president, American Society of Composers, Authors & Publishers; Donald F. Conaway, national executive secretary of American Federation of Television & Radio Artists; Claude Barrere, executive director, International Radio & Television Society; Howard Bell, vice president for industry affairs, National Assn. of Broadcasters; and Stephen C. Riddleberger, president,



Messrs. Salinger (l) and Fogarty

...CUT YOUR TV TAPE COSTS IN HALF!

pack twice as much programming on a reel!

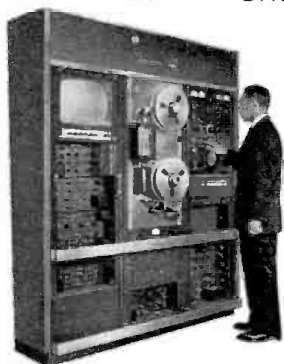


all this...

on this!

Photography Courtesy Reeves Sound Studios, Inc

Now for color—as well as monochrome—this RCA Development enables you to operate any RCA recorder at full or half speed



- Permits 50% Cost Reduction in Tape Inventory
- Reduces Tape Storage Space
- Cuts Tape Distribution Expense

This new engineering advance, available only for RCA TV Tape Recorders, combines all the benefits of standard quadruplex recording with the savings of half-track recording. It provides for tape speed to be switchable from conventional 15 inches per second to half speed at 7½ ips.

Since this new approach uses quadruplex recording, tapes are interchangeable with other standard machines. Regular 2-inch tape is used. Standard editing techniques are employed. There are no picture discontinuities. And there is no discernible difference in resolution. *You get the same high quality, the same color fidelity, that you are now getting from RCA recorders.*

HOW IT WORKS: A new RCA headwheel assembly and capstan motor make it possible to use half-track recording and to cut tape operating speed in half. The new recorded track is only 5 mils wide as compared with 10 mils for conventional recording. As a result, twice as many tracks can be recorded on the same length of tape—permitting twice as much programming to be packed on a standard reel.

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. PC-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

ABC Radio owned stations, among others.

Contributions may be sent to the Veterans Hospital Radio & Television Guild, 353 W. 57th St., New York 19.

Bernard sues Weed on contract dispute

Charles Bernard, president of Charles Bernard Co. and Country Music Network, has filed suit in New York Supreme Court against various Weed station representation companies, seeking \$750,000 in damages in breach of contract action. Spokesman for Weed said Mr. Bernard's business association with the representation firm was terminated because, he claimed, Mr. Bernard "did not work at his job, did not make sales."

Webster cites 'plague' of improper research

Creativity in radio research is producing valuable facts, but the industry is "plagued" by two kinds of bad research, Maurie Webster, CBS vice president and general manager of CBS Radio Spot Sales, told the Pittsburgh Radio-Television Club Dec. 12.

He noted first "the unscientific study, carelessly done with poor research tech-

WLOS-TV editorials spur grand jury probe

A series of five television editorials on possible irregularities in the prosecution of drunk-driving charges in Asheville, N. C., has led to a grand jury investigation of court procedures there and a jury appeal for assistance from the governor.

Arthur Whiteside, public affairs director of WLOS-TV Asheville, combed records of the Asheville City Police Court and the Superior Court of Buncombe County for a year to

develop background material for the editorial series broadcast Oct. 22-26. The editorials urged a grand jury investigation.

Mr. Whiteside, his records and court documents were subpoenaed for a grand jury which was convened after the editorial series ended. When the jury finished its work, it requested a full investigation by the North Carolina State Bureau of Investigation.

niques." He deplored, secondly, the "heavy reliance on raw rating figures," which he called research involving a rating service that will show a station is "number one," and then "trumpeting the fact." He thought, however, that both kinds are on the decline.

Mr. Webster cited as examples of new creative approaches to research CBS Radio Spot Sales' study of "the best times to reach men," showing often overlooked attractiveness of weekend radio to advertisers and research on the "bargain" of using seven-day radio schedules to reach a big segment of the market.

WBOC-TV boosts power in \$250,000 project

At a cost of nearly \$250,000, WBOC-TV (ch. 16) Salisbury, Md., has completed an expansion program including an increase of power to 225 kw (14 times its previous power).

WBOC-TV also has doubled the capacity of its transmitter building, built an addition to its studio office building and remodeled all other offices.

A. S. Abell Co., Baltimore, publisher of the *Sunpapers*, owns WBOC-AM-TV and WMAR-TV Baltimore.

EQUIPMENT & ENGINEERING

RCA-built Relay orbited by NASA

INTERNATIONAL CHRISTMAS SHOW, YEAR'S SPACE LINK PLANNED, IF ...

America's second communications satellite went into orbit last Thursday night and the first contact was scheduled to be made Friday morning.

If all goes well, space relay communication between the old world and the new again will be established after a lapse of almost a month when Telstar, the first sky switchboard, faltered and ceased operating after four months of almost faultless operation.

The Relay satellite, made for the National Aeronautics & Space Administration by RCA, is circling the earth from 800 to 4,500 miles high. It is capable of transmitting 10 w which is said to make it simpler for ground stations to pick up and receive its signals. The new communications satellite is designed to operate for one year.

Already planned is a gala Christmas tv exchange scheduled for Dec. 19 when 11 countries in North America and Europe will be joined. The program, starting at approximately 8:45 p.m., EST, will be carried live by all three U. S. tv networks and it will be telecast in Europe to the member coun-

tries of the European Broadcasting Union.

The American program will show the White House Christmas tree in Washington, with Mahalia Jackson and the Augustana Lutheran Church Choir;



RCA's Wilmotte

ice skating in Rockefeller Center and choirs singing at St. Patrick's Cathedral and Riverside Church, all in New York, and skiers on Mount Royal, near Montreal, Canada.

Americans will see Christmas tree felling in Austria, yule logs being transported into Amsterdam, Holland, glass blowers making Christmas tree ornaments in West Germany, and the seasonal shoppers' rush in London.

The U. S. segment will be produced by a three-network committee (AT DEADLINE, Dec. 3).

Add One ■ Besides America and Europe, Relay's telephone and telegraph signals are expected to be picked up in South America, where Radio Internacional do Brasil has constructed a station near Rio de Janeiro. In Europe the Telepazio facility near Fucino, Italy, will join the Goonhilly Downs station in England and that at Plemeur-Bodeu in France.

The 172 pound Relay was blasted into space aboard a three-stage Delta rocket at 6:30 p.m., EST, from Cape Canaveral. It rose smoothly and at the

JUST OFF THE PRESS*

1963
BROADCASTING
YEARBOOK

50 directories indexing the business world of tv and radio

SIX reference works in ONE

"Onebook library of television and radio information"

FACILITIES OF TELEVISION: Station profiles, call letters, channels, allocations, applications pending, catv, translators.

FACILITIES OF AM/FM RADIO: Station directory includes executive personnel, speciality programs, reps, call letters, frequencies.

BROADCAST EQUIPMENT/FCC RULES: Manufacturers & services, new Product Guide; awards & citations, tv network map.

CODES/PROGRAM SERVICES: Tv and radio codes; program producers, distributors, production services, news services, talent agents, foreign language and negro programming by stations.

REPRESENTATIVES, NETWORKS, TRADE GROUPS including regional reps and networks; attorneys, consultants, engineers, associations.

AGENCIES, ADVERTISERS, BILLINGS: Leading advertisers, agencies and their billings; books schools, trends.

Designed for your specialized "must know" references, the 1963 BROADCASTING Yearbook issue is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services.

USE THIS COUPON TO ORDER YOUR COPY NOW.



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.,
Washington 6, D. C.

Compiled, written and edited by the same staff that produces BROADCASTING—The Businessweekly of Television and Radio—serving the business of broadcasting since 1931.

LIMITED EDITION—\$5.00 copy

- New Yearbook and the next 52 issues of BROADCASTING Businessweekly—\$12.00
- 52 issues of BROADCASTING Businessweekly—\$7.00
- 1963 BROADCASTING Yearbook only—\$5.00

_____ name _____ title/position*

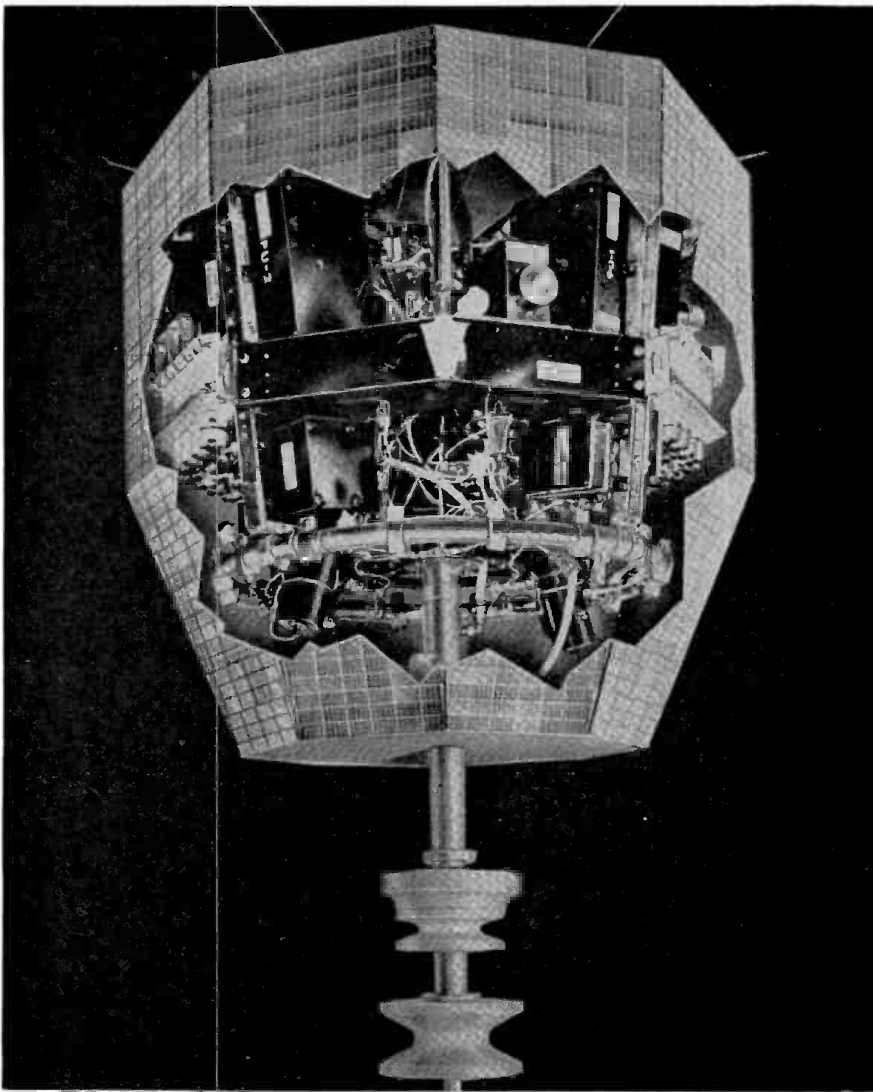
_____ company name _____

_____ address _____

_____ city _____ zone _____ state _____

Please send to home address—

*Subscription copies to be mailed week of December 26.



Relay, the RCA-built, 172 lb. communications satellite, is covered with over 8,000 solar cells which convert sunlight into electrical energy. This cut-away picture shows the internal cruciform construction and the mounting

of the communications components and other space experiment assemblies. Relay's tail is the unique wide-band antenna, weighing only 2½ lbs. At the top of the satellite are the telemetry antennas.

proper time the hexagonal-shaped electronic relay went into the proper orbit.

A second Relay is scheduled to be launched next year and a third is being held in reserve.

This is the second in a series of active repeater satellites for communications. The first, Telstar, built by AT&T, became operative July 10 and provided the first transoceanic tv spectacular as well as voice and teletype communications via space between the U. S. and England and France. Telstar was launched by NASA, but AT&T paid the government \$2.7 million for its services in putting Telstar into orbit.

A pioneer Syncom (Synchronous Communications) satellite is expected to be orbited sometime next year. Under manufacture by Hughes Aircraft for NASA, this will indicate the feasibility of placing satellites 22,300 miles

above the earth so that they remain above the same spot. This will permit only three satellites to cover 90% of the earth's surface; the lower orbits will require large numbers to accomplish this.

Relay will circumnavigate the earth three times daily, with mutual visibility between the eastern and western hemispheres limited to from 20 to 55 minutes each pass.

It has a transmission capacity of one tv channel or 300 voice channels, on a one-way wide band communications circuit; less than that for two-way use.

For wideband operation the government is using 1725 mc for ground-to-satellite signals, and 4170 mc for satellite-to-ground transmissions.

Built by RCA under a NASA contract at a cost of roughly \$1.5 million, the eight-sided Relay satellite is cov-

ered by over 8,000 solar cells to convert sunlight into electrical energy for its 60 nickel-cadmium batteries. It is 33-inches high, and about 29-inches wide at its broadest section. The wide-band communications antenna, extending from the narrow end, is 18-inches long and weighs only 2½ pounds. All the equipment in the cruciform-shaped satellite is duplicated, which will permit it to continue functioning even after one piece of equipment goes out.

Dr. Raymond M. Wilmotte, a former radio consulting engineer in Washington, was manager of the Relay project at RCA's Astro-Electronics Div. He was a member of the Ad Hoc Committee on Tv Allocations and of the FCC's Radio Propagation Advisory Committee in the early days of television and fm.

In addition to the duplication of transmitters and receivers in the satellite, Relay has a specially designed traveling wave tube capable of amplifying the weakest signals 1 trillion times. Inside the spacecraft are more than 6,000 components.

Electronics merger dropped

Merger discussions by two California electronics firms have been called off. In a joint statement by their presidents Robert S. Bell of Packard Bell Electronics Corp., Los Angeles, and Ray E. Marquardt of the Marquardt Corp., Pomona, said, "A mutual exchange of information indicates that our respective operations could not be joined in the manner we had hoped."

A Red 'Telstar'

The first launching of a synchronous tv satellite by the Soviet Union is expected soon, according to Russian scientists reported in *Gazeta Pomorska*, a daily newspaper. While no date has been announced for the launching, Prof. K. Sergeev is quoted as saying that the launching of the first satellite "should happen in the very near future."

Aleksander Kakunin, vice minister of communications in the USSR, is reported as stating that the Soviet tv satellite will be put into a 24-hour orbit at an altitude of 38,000 km (23,612 miles). Another quotation by N. Varvarov, identified as an "astronautical commentator," relates that the ground "cosmovision center" will beam programs to the satellite twice a day (11 a.m.-3 p.m. and 11 p.m.-3 a.m.) and receive programs from the satellite also twice a day (from 3 a.m.-11 a.m. and 3 p.m.-11 p.m.).



Chi-ca-go

Chi-ca-go... that toddling town

Composers hear the tempo of Chicago and set it to music. And out of that tempo, out of the vitality of a city's life — from the rough and tumble of ward politics to the culture and serenity of its famed Art Institute — WNBQ creates community service programming giving depth and significance to the multi-colored tapestry that is Chicago.

For example. All Chicago examined its conscience in "The House on Congress Parkway," a dramatic documentary on racial problems. The prime-time "Dateline: Chicago" series mirrored a city's pride

with "One Palace, F.O.B. Chicago," a colorful, vivid preview of the Versailles art exhibit; entertained with a vicarious, rollicking visit to the city's "Key Clubs," Chicago's latest contribution to the lighter side of American life and, with "Flowers Before Bread," illuminated the little known good work of The Little Brothers of the Poor in the spiritual and physical needs of Chicago's aged.

WNBQ programming continues to reflect issues and events that affect and mold the life of Chicago, its four million citizens and to provide a unique spark of community interest. **WNBQ-5**

NBC OWNED. REPRESENTED BY NBC SPOT SALES.



\$433

MILLION

**FOOD-EAT-DRINK
MARKET***

*Only WSPD-Radio lets you reach this complete, rich 14-county market. Over \$328 million in food sales—nearly \$105 million in eating-drinking sales—\$1.3 BILLION total retail sales!

Round-the-clock audience domination (No. 1 Pulse, Hooper, Nielsen) . . . Integrity Toledoans look up to . . . Vital leadership in community service . . . Imaginative 24-hour programming . . . that's WSPD-Radio.

Ask your Katz representative



A STORER STATION

National Sales Office

118 E. 57th St., N.Y. 22

EIA group to decide stereo monitoring issue

The am-fm broadcast equipment section of Electronic Industries Assn. will consider whether or not the stereo transmissions of fm stations should be monitored. The group, meeting Friday in Washington, was scheduled to take up a recommendation that stereo broadcasts be monitored, referred to it by the Consumer Products Div. of the association last month in San Francisco (BROADCASTING, Dec. 3).

Meeting under the chairmanship of A. Prose Walker, Collins Radio and former NAB director of engineering, the equipment unit will have before it a suggestion by FCC officials that manufacturers check stereo broadcasts to determine deviations from the official FCC engineering standards. This was broached to manufacturers by FCC staff men during a meeting held

several months ago.

An earlier report that the Consumer Products Div. had voted to undertake the monitoring project was reported in error by EIA.

ABC-TV has small tv tape machine

ABC-TV last week revealed its new 65-pound transistorized tape recorder for tv remotes. It was first used during ABC-TV's coverage of the America's Cup races (AT DEADLINE, Sept. 24).

The new machine was developed by Machtronics Inc. assisted by ABC engineers. It measures 2½ feet wide, less than a foot high and slightly over 13 inches deep. Called the MVR-10, the machine, according to ABC, uses only one-fourth the tape required by other video recorders for equivalent programming, and uses one-inch tape running at 7½ inches per second.

FINANCIAL REPORTS

Settlement approved for MacFadden-Bartell

A settlement in the MacFadden-Bartell Corp. minority suit was approved judicially last Tuesday (Dec. 11) by New York Supreme Court Justice William C. Hecht Jr.

The approved settlement, which ends litigation pending since January 1962, provides for principal stockholders of the company to contribute for retirement 350,000 shares of issued and outstanding stock. This will leave as issued and outstanding 1,593,584 shares.

Judge Hecht commented that "from a factual business and legal standpoint such [a] settlement is fair, adequate and proper and should be consummated in the best interest of all concerned."

The suit was begun by a group of dissident stockholders in the merged corporation, consisting of individuals who had held shares in MacFadden. They charged that the merger plan, under which two shares of Bartell were deemed equivalent to one share of MacFadden, was "unfair." The approved settlement, by taking 350,000 shares of the merged corporation off the market, will enhance the value of the remaining shares, a company spokesman said.

WPEN owners expect profit

Operating earnings exceeding \$1 million for the fiscal year ending Jan. 31, 1963, compared with a \$2 million loss sustained in 1961, was forecast by William H. Sytk, president of Consolidated Sun Ray Inc. (WPEN Philadelphia), in a report to stockholders.

Net operating income for nine months ended Oct. 31 was \$502,000 (7 cents per share), compared to a loss of \$1.2

million for the same period in 1961. Total sales and other income for the nine-month period reached \$27,958,000, compared to \$32,311,000 for the same 1961 period. Consolidated Sun Ray's WPEN "continues to produce high earnings," the report said.

RCA declares 2% dividend

The RCA board of directors has declared a 2% stock dividend in addition to the regular quarterly cash dividend of 25 cents per share on common stock.

Similar stock dividends were declared by RCA in the past three years.

Financial notes . . .

Decca-Universal dividend ■ Directors of Decca Records Inc. last week declared a regular quarterly dividend of 30 cents a share on the company's capital stock, payable on Dec. 28 to holders of record on Dec. 17. At the same time, directors of Universal Pictures, a subsidiary of Decca, declared a quarterly dividend of 25 cents a share, payable on Dec. 27 to stockholders of record on Dec. 14. MCA owns more than 80% of the stock in Decca.

UAC dividend ■ The board of directors of United Artists Corp., New York, last week declared a regular quarterly dividend of 40¢ per common share, payable Dec. 28 to stockholders of record Dec. 14.

Kollsman declaration ■ Standard Kollsman Industries Inc., Melrose Park, Ill., declared a 3% stock dividend to stockholders of record Dec. 14, payable Dec. 28. Standard Kollsman manufactures electronic and electrical products, including uhf tuners for tv receivers.

In Detroit...

**"This is WWJ NEWSMAN
BRITTON TEMBY"**



Business-labor reporter for WWJ News, Britton Temby keeps an experienced finger on the pulse of union-management developments, informs his audience of industrial swings and counter-swings affecting their jobs and incomes. Temby also specializes in crisp, incisive interviews with local and national leaders for the great WWJ News operation—the only Detroit service enhanced by:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ ◀ **THE NEWS STATIONS** ▶ **WWJ-TV**

Owned and Operated by The Detroit News

• National Representatives: Peters, Griffin, Woodward, Inc.

Cox appointment gives FCC a club flush

HE'LL OUT-MINOW MINOW, SAYS STAFFER; CRAVEN TO BE CONSULTANT

A tough era of federal regulation of broadcasting stations promised to become even tougher with President Kennedy's announcement last week that he intends to name Kenneth A. Cox as a member of the FCC.

Mr. Cox, chief of the FCC's Broadcast Bureau since March 1961, will replace Commissioner T. A. M. Craven, who reaches the mandatory retirement age of 70 on Jan. 31. Commissioner Craven, an engineer, will remain on part-time duty with the FCC as a consultant on space satellite and international telecommunications matters and will attend the 1963 Geneva conference on this subject.

A Seattle attorney, Mr. Cox is President Kennedy's third appointment—Democrats all—to the FCC. His first appointment will be only for the five months remaining in Commissioner Craven's term (to June 30) but an administration spokesman said he also is scheduled for a full seven-year term beginning next July.

A liberal who advocates broad federal regulation of radio and tv stations, more noticeably in programming areas, Mr. Cox has practiced this policy both as chief of the Broadcast Bureau and before that as special communications counsel for the Senate Commerce Committee. Unlike the President's earlier FCC appointments—Chairman Newton Minow and E. William Henry—Mr. Cox is well steeped in the government picture of broadcasting. But he has no practical experience from the station viewpoint.

To the Senate ■ Mr. Cox's name will go to the Senate soon after the 88th Congress convenes Jan. 9 and confirmation is expected to be made without any hitch. The same Senate Commerce Committee which the Seattle attorney has served several times in the past will act first on the appointment and the chairman, Sen. Warren Magnuson (D-Wash.), is the man who has called on the appointee for his duties with the committee.

In fact, it is known that Sen. Magnuson holds Mr. Cox in the highest regard and had recommended the Seattle attorney for both prior vacancies on the FCC during the present Administration.

During his off-and-on service with the Senate committee from 1956-60, Mr. Cox conducted lengthy industry investigations and authored three reports, all critical of both the industry

and the FCC. In his 20 months as bureau chief, Mr. Cox has advocated rules changes, policy statements and FCC actions which a major portion of the broadcasting industry feels are outside the purview of the federal government.

Although Chairman Minow has acquired a reputation for the "big stick" he wields over the industry, a top FCC staff official predicted that "Ken will out-Minow Minow in regulatory matters when he gets a vote" as an FCC member. And very likely Mr. Cox will provide the fourth vote on major matters which heretofore have been defeated within the FCC and the fifth on those which have passed by only one vote.

For example, as bureau chief Mr. Cox has been pushing for a program renewal form which has met stiff opposition on the commission and from broadcasters. He will soon have a vote to help push his ideas across. Recently, a proposal to institute rulemaking which would look toward adopting the NAB codes dealing with commercial maximums was defeated by one vote (CLOSED CIRCUIT, Nov. 26). Mr. Cox is known to favor such a plan and the man he will replace voted against it.

Good Listener, Debater ■ While Mr. Cox has definite ideas, for which he will fight hard, he also has been liberally praised for his willingness to listen intently to the other man's viewpoint. Veteran commission members and staffers point out that there has never been an FCC Broadcast Bureau chief whose arguments in the agency's deliberations can compare in quality and detail with those of Mr. Cox.

Many of Mr. Cox's proposals, both

Out of action

Kenneth A. Cox, President Kennedy's choice as a member of the FCC, received word of the impending appointment just before entering the hospital for a minor operation. Mr. Cox, present chief of the FCC's Broadcast Bureau, was admitted to Suburban Hospital, Bethesda, Md., last Thursday (Dec. 13) and is expected to be out of the office for two to three weeks. He will return to work around the first of the year.

in Senate committee reports and as chief of the Broadcast Bureau, have been adopted by the commission. In a 1957 report to the Senate, Mr. Cox recommended a cutback in option time and elimination of must-buys. The latter practice was abolished voluntarily by the networks. The agency also lopped off a half-hour of prime option time and in a reopened rulemaking threatens to do away with it altogether. At the same time, Mr. Cox suggested that network affiliation contracts be made public—the objective of current FCC rulemaking. He also questioned whether the networks' ownership of five vhf stations apiece exceeds "their legitimate needs."

A 1959 Cox report for the Senate was highly critical of the FCC in two areas: failure to solve the tv allocations dilemma (a problem still unsolved which Mr. Cox will face as a commissioner) and failure to exert control over community antenna tv systems (the FCC's top priority on recommended legislation for 1963). At the same time, Mr. Cox urged the FCC to take steps to foster and protect small-market tv stations.

As chief of the FCC's Broadcast Bureau, Mr. Cox is the primary architect of the current staff inquiries of tv stations on programming (BROADCASTING, Dec. 3). He maintains stations must be held to their promises and must serve all segments of the audience in prime time but admits there is a "difficult area" in judging what constitutes censorship.

Too many broadcasters are too interested in making money to operate in "the public interest," Mr. Cox feels, and a year ago he said that broadcasting "can't make tv the servant of mass advertising, to as great extent as it has" (OUR RESPECTS, Aug. 21, 1961).

A Distinguished Record ■ Commissioner Craven steps down after a distinguished record encompassing 36 years of government service. He has served two widely-separated terms as a commissioner (1937-44; 1956-62) and began on the staff of the old Federal Radio Commission in 1928. He left the Radio Commission two years later but returned to the FCC in 1935 as chief engineer, a post he held when promoted to commissioner in 1937.

Commissioner Craven was a naval officer in communications for 18 years and holds the rank of commander in



Mr. Cox
A liberal vote added

retirement. He also has spent many years in private practice as a consulting engineer.

In announcing Commissioner Craven's retirement, the President said that he is pleased the veteran engineer "will continue to serve the FCC and your government as one of its key representatives" at the Geneva conference on space communications allocations in October 1963. In a letter to the FCC's space commissioner, President Kennedy said:

"... All of us in this administration place the highest priority on the program, already well-advanced, to bring into being at the earliest practicable date an operational global satellite communications system. . . . The fact that you are willing to undertake this added assignment after concluding over 36 years of distinguished federal service is indeed a tribute to your devotion to duty."

FCC Chairman Newton Minow had asked that Commissioner Craven be retained as a consultant to the commission and a special ruling by the comptroller general was necessary for him to be allowed to do so after reaching age 70. "We are gratified that Commissioner Craven's counsel and guidance will still be available to us," the chairman said in praising Mr. Craven's record. "His talents will be of enormous help to the FCC and to the United States in the international conference which is of vital importance."

Commissioner Craven will remain on the FCC beyond Jan. 31 if Mr. Cox has not been confirmed by then, the President announced. After he becomes a

consultant, he will maintain an office in the FCC headquarters. As a consultant on space matters. Mr. Craven will continue to work closely with his two personal professional assistants at the FCC who have been transferred to the same work. Legal assistant Robert Koteen will work on space matters from the general counsel's office and engineering assistant Fred Heister has been assigned to the FCC's new office on satellite communications.

Birthday Present ■ Mr. Cox's impending appointment was announced last Monday (Dec. 10), just three days after his 46th birthday on Dec. 7. He was born in Topeka, Kan., but spent most of his life as a resident of Seattle. He was valedictorian of his high school class and graduated *cum laude* from the U. of Washington law school in 1940. He also was a member of Phi Beta Kappa, a national scholastic society, and received a masters degree in law from Michigan U. in 1941.

Mr. Cox was in the army in both World War II and the Korean War with the rank of captain. In 1946 he returned to Michigan law school as an assistant professor and in 1948 became a member of the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons. He remained a member of that firm, except for time off to serve with Sen. Magnuson's committee, until he was named chief of the Broadcast Bureau in March 1961—at the same time Mr. Minow became chairman of the FCC.

With the appointment of Mr. Cox, the President interrupted a "common law" practice of always having at least one engineering commissioner. Since the FCC was established in 1934, it has never lacked an engineer member, but the new lineup will be five attorneys, one accountant (Robert E. Lee) and one former broadcaster-congressional staffer (Robert T. Bartley). Earlier this year, the President named another attorney (E. William Henry) to succeed engineer John S. Cross. The other lawyer members are Chairman Minow and Commissioners Frederick W. Ford and Rosel Hyde, the last two Republicans along with Commissioner Lee.

Mr. Cox has been active in Washington state Democratic politics and was a precinct committeeman from 1954-60. He has never run for political office and did not take an active role in the 1960 presidential campaign.

The former Nona Fumerton, now Mrs. Kenneth Cox, followed in her husband's footsteps as valedictorian of her class (one year behind her future husband), was a member of the same championship debating team with Mr. Cox and received a law degree from the U. of Washington with top class honors. They were married Jan. 1,



Mr. Craven
Remains as consultant

1943, and now live in suburban Bethesda, Md.

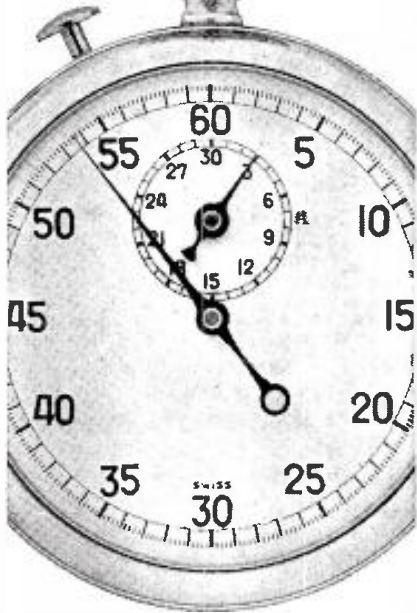
The three Cox children—Gregory 12, Jeffrey 9 and Douglas 6—are avid tv viewers.

Unique Duty ■ In April 1959, Mr. Cox performed a difficult task for the Commerce Committee when he was recalled as "trial counsel" during consideration of Admiral Lewis Strauss' appointment as secretary of commerce. Mr. Cox's investigation was instrumental in causing the Senate to refuse to confirm Mr. Strauss. This time, Mr. Cox will be on the other side of the table, but a similar result is not in the cards.

Chairman Minow had high praise for the President's intention to appoint Mr. Cox. "Ken has extremely wide experience in FCC and broadcasting problems, both with the Senate and as chief of the Broadcast Bureau," the chairman said. "We will welcome him to the commission and we look forward to working with him the next several years and utilizing his broad experience."

Speculation immediately began on Mr. Cox's successor as bureau chief but Chairman Minow refused to give any indication if he has anyone specific in mind. The names most prominently mentioned are James Juntilla, present assistant chief, and Joe Nelson, former chief of renewals and transfers and now a member of the FCC Review Board. One admirer of Mr. Nelson expressed doubt that he would be interested in the job since the Review Board members have just been made Grade 17's, the same pay grade as the bureau chief, and his present job is non-political.

**NOW-
Buy PRIME
MINUTES
in the
Pacific
Northwest**



KTNT
TELEVISION

**SEATTLE-TACOMA'S
POWERFUL
INDEPENDENT**

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities in its "A" contour, (Seattle, Tacoma, Everett, Bremerton, Olympia). KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

ask Paul H. Raymer Co.
about all the details.

KTNT
TELEVISION

**PACIFIC NORTHWEST'S
GREAT INDEPENDENT
Studios in Seattle and Tacoma**

Voice disbands remaining 'crisis' hookup

SOME CUBAN EXILES CHARGE CENSORSHIP OF NEWS

The network of commercial stations that was assembled to broadcast Voice of America programs into the Caribbean was completely disbanded last week, as the Voice ended its special Cuban-crisis broadcasting schedule.

Five stations remaining of an original hookup of 10 commercial stations resumed normal programming at midnight Thursday. The stations had carried Voice programs during parts of their broadcast day since President Kennedy's Cuban quarantine speech Oct. 22 (BROADCASTING, Oct. 29).

The termination of the unprecedented arrangement between the Voice and the stations coincided with reports from Miami of charges that the Voice had imposed "censorship" on Cuban exiled newscasters broadcasting to Cuba. A Voice spokesman denied the charge, but said the agency had asked one Miami station to tone down the comments of some of the exiles broadcasting over its facilities.

The stations that left the Voice network last week are WWL New Orleans; WKWF Key West; WMIE and WGBS, both Miami; and WRUL New York, an international station.

Along with its release of the stations, the Voice cut its broadcasts aimed at Cuba from 24 hours daily to the normal pre-crisis schedule of 8 hours and 45 minutes of Spanish-language programming. The Voice, however, is continuing to operate two mobile 50 kw transmitters installed on Florida's Tortugas and Marathon keys last month (BROADCASTING, Nov. 12). The Voice said its information indicates programs relayed by the transmitters are being received clearly in Cuba.

Exiles Complain ■ The reports of censorship, carried by a wire service, said exiled Cuban newscasters have complained that station managers, acting at the Voice's request, are preventing them from speculating about Cuba's future or about possible U. S. action regarding that country.

A Voice spokesman said that "early in the crisis" the agency cautioned one Miami station on the importance of keeping broadcasts to Cuba "factual and accurate" and of preventing "further agitation by dissident Cuban exile groups, some of whom were feuding." He said the important consideration was to "prevent confusion."

He said the station "was in complete agreement and cooperated wholeheartedly." He said there were no other contacts.

The spokesman declined to identify

the station, but a check indicated that WMIE was the outlet involved. Jack Nobles, general manager, said the press reports were "nine-tenths" inaccurate. But he said that the station, at the Voice's request, has imposed restrictions on Cuban exiles broadcasting over its facilities. He said the station had "various conversations" with the Voice over a period of several weeks about the problem and that the cooperation has been "good."

He said the station is trying to stop backbiting among the various Cuban groups in Miami. He also said the station attempted to prevent the exiled newscasters from "stirring up the atmosphere at a time when negotiations were so delicate."

He said one of the charges—that the exiles were prohibited from disparaging Fidel Castro—was completely false. Nothing has been said as to how "that gentleman" should be described, he said.

But with the release of the station by the Voice, Mr. Nobles said, "we feel the self-censorship is off entirely." He said the station would, however, continue to screen all material broadcast over its facilities as it normally does.

Officials at WGBS, which also carries Spanish-language broadcasts by Cuban exiles, said they have never been asked by the Voice to censor such broadcasts. But they said they look over all material before broadcast as a normal precaution.

**Kentucky etv group seeks
uhf channel allocation**

The Kentucky Authority of Educational Tv has asked the FCC to institute a rulemaking proceeding to assign ch. 33 to Hazard, Ky., and delete ch. 19 (educational) now assigned to that city.

In making the request the state authority told the FCC that it is planning to construct an educational station in Hazard as part of a statewide educational network. Because of the operation of WLEX-TV Lexington on ch. 18, which is carried by catv to the Hazard area, operation of a station on ch. 19 could result in adjacent channel interference, the authority said. Ch. 68, which is unreserved, would not provide as good service as could be had from a ch. 33 operation, it was felt.

KAET plans an 11 station educational network which is to be in operation by the end of 1963. At present there is only one educational tv station in the state: WFPK-TV Louisville (ch. 15) is licensed to the public library of that city.



How to get the school to Johnny on time

America will have to build about eleven school buildings and additions a day over the next three years to keep up with our growing educational demands. That means they'll have to go up fast, but they'll also have to be solidly built and economical. Here's how the city of Elmira, New York, did it.

The contractor broke ground for the 55-room Elmira School on Dec. 2, 1960, and raised the first steel columns on March 27, 1961. 500 elementary students moved in on Sept. 9, 1961; followed by 1000 junior high students the next semester. That's less than a year from start to finish, about half the time usually required to build a school this size. And it cost 13% to 17% less than the New York State average. The secret: pre-engineered steel components were factory-fabri-

cated and shipped to the job site ready to erect. A new, lighter, stronger, tubular steel column was used to support bright, porcelain-enameled steel wall panels. These slender panels increased usable floor space by almost 5% and provided excellent insulation.

Like the Elmira School, many of the new school buildings we'll need by 1966 will be built with functional, pre-engineered steel components.

America grows with steel.



United States Steel

THROUGH A LOOKING GLASS

Lawyers look at Commissioner Henry's philosophies and recognize an old, familiar image: Newton Minow

The newest and youngest FCC commissioner, E. William Henry, stood up before a Federal Communications Bar Assn. luncheon last Thursday and told how he thinks the FCC ought to deal with some of broadcasting's knot-tiest problems.

His views, in a nutshell, caused no surprise; they were very similar to those of the man considered his mentor—FCC Chairman Newton N. Minow.

A rundown of Mr. Henry's views:

- He is in favor of local hearings and believes city-wide hearings on programming are beneficial.

- He feels that community antenna systems should be directly regulated by the FCC.

- Networks must continue to exist, but he isn't sure whether option time is a necessity.

- He has neither accepted nor rejected the Ashbrook Bryant proposals to regulate networks' programming policies and practices (BROADCASTING, Dec. 3), but he feels something must be done to install more creativity in network programming.

- He is a staunch advocate of keeping licensees strictly to account to promises made in applications for new stations or in renewals.

- He feels that the am radio population problem is acute, but he thinks it is due to engineering laxity and would revise the standards.

- In the economic injury area, he feels the FCC has no choice but to designate for hearing those applications for new stations protested by existing stations—and, he added, he would like to see consideration given to a policy which would require comparative hearings where such protests are made.

- He believes that the future growth of fm should be on an allocation table basis, rather than on a protected contour basis.

Second Vast Wasteland? ▪ Perhaps Commissioner Henry's sharpest words were in the element of programming:

"I think we could all agree that television programs today exhibit a discouraging degree of sameness, particularly in prime time. Similarity of programming of necessity breeds dullness, and I do not think boredom can be justified by calling it 'relaxation.' This similarity is in part due to necessary competition for the advertiser's dollar. However, the idol of majority approval must not be worshipped by the networks to the complete exclusion of the public's need for variety and the creative artist's need for an

outlet for his talents. Networks must satisfy the majority, but only part of the time; and they must accurately determine what the majority really wants, not what it accepts merely because nothing else is offered."

In speaking of the Omaha city-wide tv hearing, in which he will sit as hearing officer, Mr. Henry expressed his view that this kind of an activity is beneficial:

"... I think it is potentially a very effective tool for determining the manner in which television broadcasters are meeting their responsibility to conduct locally originated programming and to impress on them the importance of this responsibility. I think it is also extremely important for the commission to publicize its work in an appropriate manner. Inquiries of the Chicago and Omaha type are, in my opinion, appropriate to this end in that they stimulate a considerable amount of local interest in the FCC's role. Speaking from a few years of lay experience, I can assure you that the majority of the public is not as aware as it should be of either its own responsibilities, the broadcasters' responsibilities or the commission's responsibilities. I am confident that if it is made aware of them it will respond more effectively and intelligently for the good of all concerned."

Space unit organizers hold working session

The 13 men named to do the job by President Kennedy reported progress last week in setting up the corporation which will own and operate the U. S. portion of the proposed international communications satellite system.

The incorporators, meeting in New York on Monday, worked on drafts of the corporation's articles of incorporation and bylaws, and considered the qualifications of individuals mentioned for top management posts in the company.

The meeting was the first real working session of the incorporators since their appointment by the President in October. Two previous sessions were devoted mainly to briefings by government and industry representatives.

A spokesman said the draft of the articles of incorporation would be discussed with Justice Dept. attorneys and then reconsidered by the board before they are finally submitted to President Kennedy. The President's approval is required by the statute authorizing creation of the private corporation. The

board hopes to file the articles "sometime in February."

The spokesman said no final decision had been made on the "more than 50" individuals who have been suggested by incorporators "and others" for appointment to top management posts. He said the board wants to name "a small nucleus of high caliber people" to help in launching the corporation.

The spokesman also said no thought has yet been given to the initial stock issue to be sold by the corporation. This issue, which by law must be sold to communications common carriers and the general public on a 50-50 basis, probably won't be offered until next spring.

The board has scheduled two more meetings, for Dec. 21 and Jan. 4.

Bureau asks denial for Enright, Barry

The FCC's Broadcast Bureau told the commission last week that in view of involvement of Daniel Enright and Jack Barry, equal owners of WGMA Hollywood, Fla., in the tv quiz program scandal the bureau felt that the station's license should not be renewed.

WGMA maintained that the station's record "establishes that WGMA does an outstanding job of meeting the varied and voluminous needs and interests of the community" in supporting its arguments for renewal.

The WGMA renewal hearings, which began well over a year ago (BROADCASTING, Nov. 20, 1961), resulted in a new airing of the scandal of the dishonest and now defunct quiz shows *Twenty-One* and *Tic Tac Dough* (BROADCASTING, July 23), in which Messrs. Barry and Enright were equal partners.

The bureau said that Mr. Enright personally fixed (provided questions and answers) some of the contestants himself, and that Mr. Barry, who played master of ceremonies, knew that some were fixed. The applicants "perpetrated a gross deceit on the viewing public, on the sponsors and the network (NBC) over which they (the programs) were carried... a patent fraud," charged the Broadcast Bureau.

The bureau said that Messrs. Barry and Enright reflected "an abysmal level of moral corruption" and that they had undermined the integrity of television broadcasts. "For this fraud on the viewing public, Messrs. Barry and Enright must completely and unreservedly be found disqualified as licensees," the Bureau concluded.

What price programming ▪ WGMA that it was the policies of Messrs. Barry and Enright, who "have used their unique and extensive background and experience," to form the station's programming. The Broadcast Bureau did

not agree and said "there is no basis to find mitigating circumstances in the programming of WGMA."

In offering evidence of its programming achievements WGMA received evidence from such important civic leaders as the Hollywood mayor (BROADCASTING, June 11) that the job being done was indeed fine.

As for the personal histories of Messrs. Barry and Enright, neither of the two men were ever indicted, much less convicted of any crime flowing from the tv shows, or their actions afterwards. The two men were so "shocked and thusly committed errors of judgment which they have since regretted," when the dishonesty of the two quiz shows was suddenly made public, WGMA said.

In defense of its renewal efforts WGMA said that there have been no misrepresentations made to the commission that would warrant non-renewal.

As to allegation that at the time of the *Twenty-One* and *Tic Tac Dough* scandal fixing was in wide-spread practice, "the commission could not condone such a fraudulent and destructive use of broadcast facilities," the Broadcast Bureau added.

Tennessee bank opposes new station in area

The FCC should deny Freeman L. Crowder's application for a new am station in Harriman, Tenn., for the security of existing stations in the area and a local bank, the commission was told last week.

The First National Bank and Trust Co. of Rockwood (Tenn.) warned the commission that if Mr. Crowder's application is granted the area economy cannot meet the added demand for advertising revenues.

The First National told the commission that it had purchased from Mr. and Mrs. Crowder a note (dated in June 1956) given by Folkways Broadcasting Co. as security for the balance of the purchase price of WHBT Harriman, which Mr. and Mrs. Crowder formerly owned. A grant to Mr. Crowder will cause the value of the note "to be adversely affected and the bank's security will similarly be deleteriously affected," the bank said. If the bank had known that Mr. Crowder planned to apply for a new station in Harriman it never would have purchased the note at the time and for the amount it did, the statement said.

Serious strains would be placed on local advertisers to maintain their present level of advertising if a third local station were operating, the bank said, and WRHK Rockwood, which has experienced trouble in staying on the air, the bank said, would surely be put off the air.

KWK praises examiner, damns proceeding

BUREAU BLAMES FRAUDULENT CONTEST ON LICENSEE

KWK St. Louis last week praised an initial decision by an FCC hearing examiner as "a most remarkably fine example of the effective and proper operation of the hearing examiner system."

However, KWK maintained in exceptions to the decision, the entire commission proceeding looking toward revocation of the station's license "was unlawful from the very beginning" for several reasons.

In his decision early this fall, Hearing Examiner Forrest L. McClenning found the KWK licensee not guilty of all charges brought by the commission and recommended that the license revocation proceeding be dismissed. Mr. McClenning found that two KWK treasure hunt contests had been fraudulent but that the fault lay with former Vice President-General Manager William Jones and not the station's owners. He ruled that Andrew Spheeris, KWK president and chief stockholder, acted in good faith as soon as he learned the contests were not as represented to the public.

The Broadcast Bureau, on the other hand, took exception to the examiner's findings and maintained that the "established record demonstrates in a most convincing fashion that KWK is unfit to operate a station in the public interest."

Most Satisfied - KWK said that it is "most satisfied" with the decision, which resolved all conflicts in testimony in the station's favor. "Unfortunately, however, the respondent believes that a number of most serious procedural errors were made by the commission before and during the hearing, exceptions to which cannot be abandoned," KWK said.

The station argued that the revocation order was unlawful from the be-

ginning in that it violated the Administrative Procedures Act. The FCC ignored the requirement that KWK be given advance warning and failed to afford it an opportunity to achieve compliance, the station said.

The commission's actions were unlawful because it failed to furnish KWK with a bill of particulars and deliberately withheld reports of investigations to which it was entitled, the station said.

The Broadcast Bureau said the basic question is whether an absentee licensee is to be held responsible for the misconduct of its station manager and vice president. (Mr. Spheeris and associates also own WEMP Milwaukee.) The decision goes against FCC policy established in the refusal to renew KRLA Pasadena, Calif., the bureau charged. It "must be emphatically rejected" and "would have the effect of providing an acceptable excuse for licensee irresponsibility," the bureau said.

WDUL Tv 'unfitness' withdrawn by FCC

A petition by WDUL Tv Corp. was granted in part by the FCC last week as it reconsidered a July 30 decision that had refused WDUL Tv's station WHYZ-TV (ch. 10) Duluth, Minn., a modification of its construction permit and had found applicant "unfit to be a licensee" (BROADCASTING, July 30).

The commission still refused to grant the modified construction permit, but granted the portion of the petition that asked for a deletion of the conclusion that WDUL Tv is unfit to hold a license. The FCC decided that WDUL Tv's fitness was not an issue in the proceeding.

FCC's register rings 'no sale' for WXIV

Louis E. Latham last week found that the FCC had little sympathy for the difficulties of mixing station management with world-wide evangelism.

Mr. Latham, who owns WXIV Windermere, Fla., had asked the commission to allow him to sell the station to Thomas H. Moffit for \$60,000, but the FCC did not agree that there should be an exception to the three-year holding rule in his case. WXIV was granted Jan. 25, 1961.

Mr. Latham is the founder of the Greater Commission Gospel Assn., owner of WAVO Decatur and WAVQ-FM Atlanta, both Ga., and

he planned to put the profit from the sale of WXIV into WAVO.

A fervent evangelist, Mr. Latham asked a waiver of the holding rule because he devotes a considerable portion of his time to evangelism overseas, and feels that he has not sufficient time to devote to all three stations. The evangelistic ministry, Mr. Latham claimed, has made more and more profound demands upon his life and time.

With a zeal all its own, the FCC told Mr. Latham that he has 20 days to prosecute his application through a hearing process.

WERE Radio 13

Program juggling charged in tv hearing

APPLICANTS FOR CH. 10 SWAP CHARGES ON MOTIVES

Witnesses for the City of St. Petersburg, Fla., told an FCC hearing last week that public affairs and live discussion radio programs in which they were involved on WLCY Tampa-St. Petersburg were taken off the air by the station in 1960 to make way for a new "disc jockey and news" program format.

Testimony came from a minister, the president of a council of neighborhood associations, a Veterans Administration public affairs contact officer and a woman radio and tv personality.

The City attempted to prove that WLCY (which is mainly owned by the principals of WTSP-TV Inc.) carried the public affairs programs only to win a credit for WTSP-TV Inc.'s proposed programming. WTSP-TV Inc. was awarded ch. 10 at St. Petersburg over five other applicants, including the City of St. Petersburg, in January (BROADCASTING, Jan. 22).

WLCY General Manager Sam G. Rahall testified earlier this month that the station eliminated "block programming" and terminated its MBS network affiliation early in 1960 in favor of a more flexible format with music and informational programming (BROADCASTING, Dec. 10).

The grant was stayed last summer (BROADCASTING, July 2) and the hearing record was reopened on the FCC's own motion to determine the character qualifications of WLCY's owners (chiefly Sam G., Farris E. and N. Joe Rahall), and whether the radio station's programming had been augmented for the reasons alleged by the losing applicants.

Credibility Questioned ■ During redirect examination, WTSP-TV Inc. attacked the credibility of witnesses who

were in some degree responsible for local discussion and religious programs on WLCY before and during the original ch. 10 hearing, but dropped in the spring of 1960. WTSP-TV tried to show the witnesses were biased and favored a grant of ch. 10 to City.

Losing applicants in addition to City (WSUN-AM-TV): Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc., and Bay Area Telecasting Corp.

The hearing continues today (Dec. 17) with more City witnesses and is expected to be continued Jan. 7 after a Christmas recess beginning Friday (Dec. 21).

Senate unit's staff poses patent questions

A Senate subcommittee issued a preliminary report last week on the patent practices of the FCC. The report, prepared by a staff member of the Judiciary Committee's Subcommittee on Patents, Trademarks and Copyrights, raises a number of questions without trying to answer them.

As noted by Subcommittee Chairman John L. McClellan, these questions include: Should the FCC, in establishing technical operating standards for transmission equipment, require the regular filing of technical data and patent rights by the companies whose material will be used?

Should the commission employ the technical staff to process and appraise the impact of such information and patent rights?

In setting operating standards, how much responsibility should the commission assume for preventing restraints on competition in the communications field, and how much should it rely on the Justice Dept. to correct any restraints that might result?

The preliminary report is the 14th issued by the subcommittee in a series on patent practices of various government agencies.

C-c tv used by Army to train its recruits

For the long haul, closed circuit television helps train army recruits better than conventional methods. This has been reported by Maj. Gen. Earle F. Cook, army chief signal officer, following an eight week test of two basic training companies at Fort Dix, N. J.

Day-to-day results were about equal for the two groups, Gen. Cook told a Dec. 6 meeting of the Washington chapter of the Armed Forces Communications & Electronics Assn. in Wash-



Sam G. Rahall

AVERAGES THE LOWEST TRAFFIC TIME
Cost per Thousand in CLEVELAND*

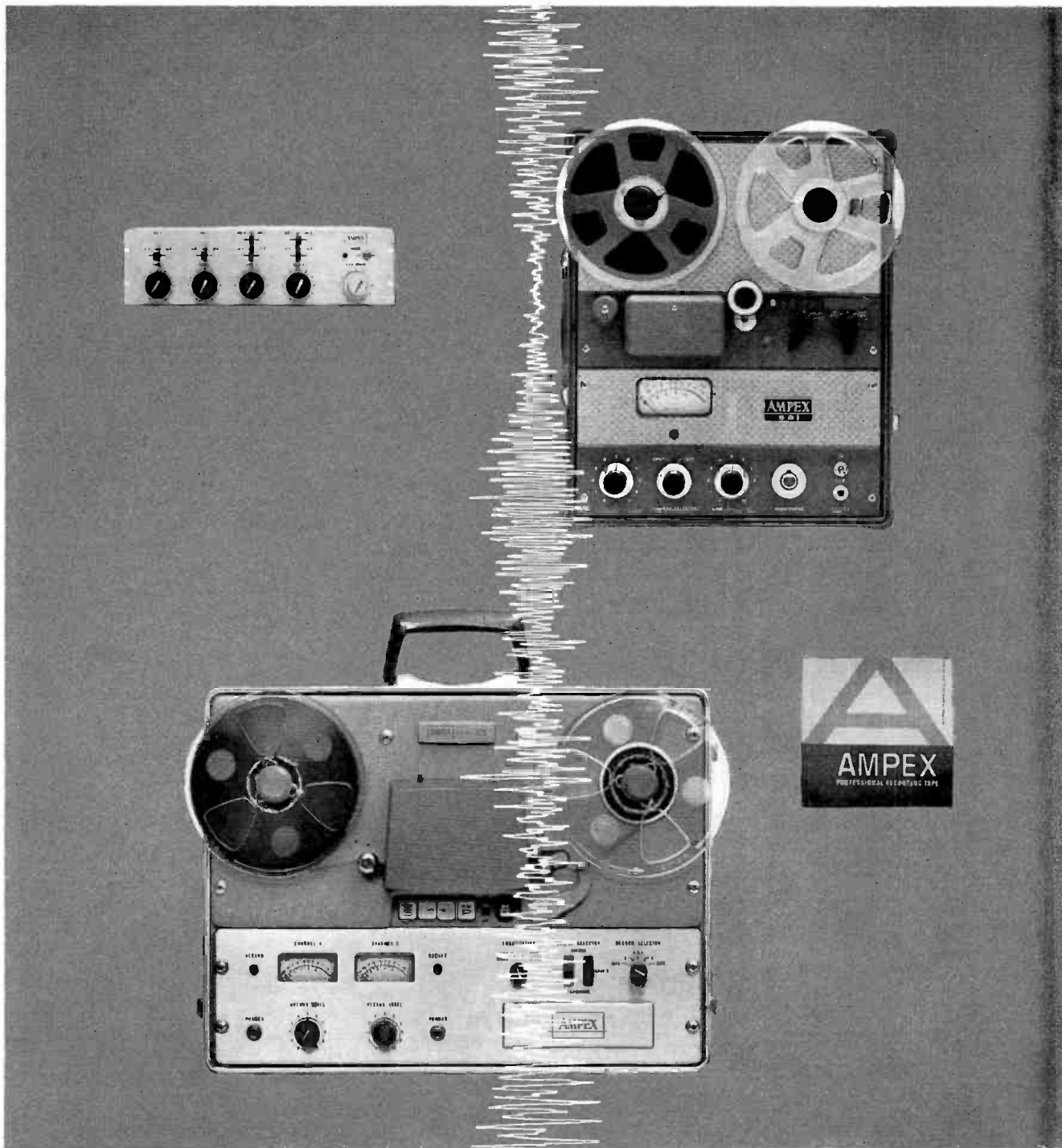
*Hours: 7 AM-10 AM 3 PM-6 PM Rates:
SRDS Ratings: Nielsen, August and September, 1962—Hooper, September, 1962

Call



HR

Representatives, Inc.



Who has a recorder to fill every broadcast need?

AMPEX

Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There's the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high qual-



ity tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex "Four Star" one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.

AMPEX



Affluent listeners...

At 44/M... KPOL delivers to advertisers the same type of adult audience that pays \$5 per seat to enjoy beautiful music at the Hollywood Bowl.

This is the lowest adult cost-per-thousand offered by a Los Angeles radio station. KPOL music is a delightful combination of semi-classical, musical comedy and everlasting favorites among popular tunes.

It's the type of music that appeals to affluent adults. Proof—a recent survey shows that the average KPOL family income is 20.1% higher than the Los Angeles County average.

Result—a long list of advertising success stories. For details, call Fred Custer at WE 8-2345.

KPOL

1540 AM (93.9 FM)

represented by Paul Raymer Company

ington. But a master, final examination showed that the tv-trained company made scores 10 to 26 points higher than did the company trained by individual instructors.

Color made no difference in teaching effectiveness, Gen. Cook said.

Closed circuit tv permits the Army to maintain the quality of its training with fewer instructors, Gen. Cook said. This is particularly important in emergencies when instructors are usually reassigned to become cadres of new units, he pointed out.

The next step in the use of television, he stated, is to use the system in training tactical units. This led one field general to say, the Signal Corps chief related: "I knew you characters in the Pentagon would figure out some way to run a war from your desks."

Rulemaking announced for educational tv

Two rulemaking proposals intended to relax the technical standards for educational tv stations were announced by the FCC last week.

One proposal would permit joint use of auxiliary tv stations and microwave facilities of closed-circuit etv systems to transmit educational programs on a parttime and secondary basis to on-the-air etv stations and reverse (station to closed-circuit).

The second proposal would make 1850-1990 mc available to etv for extended range, closed-circuit purposes. The band is adjacent to 1990-2110 mc, which would be made available to etv for specialized use under currently outstanding rulemaking.

Comments on the two proposed rules changes are due Jan. 21, 1963, with replies by Jan. 31.

Non-commercial forms announced by FCC

All applicants for non-commercial educational am, fm or tv services will use special new application forms, the FCC has announced.

New forms will replace commercial station application forms used by educational applicants, including those operating on or applying for commercial channels. However, FCC is making a study of such operations on commercial channels to determine if they are "truly both non-commercial and educational" and may use the new forms.

The Educational station ownership form was revised to show only single cost price; renewal applications will allow program showing for any week during the school year.

Use of new forms was effective Dec. 3, 1962, but applicants working on renewals due by April 1, 1963, may use the old forms.

FCC denies renewals of Arizona stations

In separate actions last week the FCC (1) announced that the licenses for five am stations and one fm in Arizona would not be renewed and (2) accepted for filing applications for new stations using the facilities of three of the defunct stations.

An initial decision last Feb. 23 looked toward denying renewal of KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, and KZOW and KWJB-FM Globe, all Arizona. All were owned by Gila Broadcasting Co.

Gila had entered into an agreement with Carleton W. Morris, applicant for new am stations in all of the same cities, whereby Gila would not contest the nonrenewal decision if the commission would accept Mr. Morris' applications for the facilities in Clifton, Coolidge and Globe. (Mr. Morris died Dec. 3, see FATES & FORTUNES page 83.) According to the agreement Gila would receive \$35,000 for the assets of its former three stations.

The commission, in waiving its am freeze order of last May 10, said that since the Gila stations in the three cities had ceased operation, Mr. Morris' applications would look toward restoration of local am service; that if engineering data is supplied for the late Mr. Morris' applications for new stations in Safford and Winslow, they will be accepted and processed.

Unlike the first three cities, there is an operating station in Safford and one has been granted to Winslow, the commission noted in making its decision.

The FCC last week...

- Was requested by Dixon Industries Inc. (a manufacturer of electrical equipment) to allocate uhf ch. 18 to Gaithersburg, Md. In requesting the rulemaking proceedings Dixon told the commission that if the allocation is made it plans to apply for a new station on the channel. There is no ch. 18 allocation in any of the surrounding states of Virginia, Pennsylvania or West Virginia.

- Denied a request by South Jersey Radio Inc. which asked for a waiver of the commission's policy of not assigning common call letters to a licensee's stations in separate service areas. South Jersey, licensee of WOND Pleasantville, N. J., had asked the FCC to assign the call letters WOND-FM to another of its stations, WOSJ-FM Atlantic City, N. J.

- Waived the section of its rules requiring tv stations to coordinate the visual

and aural portions of their programs and allowed *KQED-TV San Francisco, Calif., to broadcast only one picture, a record album cover, while its aural channel carries the program *Portrait in Music*. Commissioners T. A. M. Craven and Frederick W. Ford dissented.

NAB seeks to become party in Omaha hearing

NAB formally filed a request with the FCC last week seeking to intervene in the planned federal inquiry into the local programming of the three Omaha, tv stations (BROADCASTING, Dec. 10).

"The proposed inquiry has industry-wide implications which transcend the boundaries of Omaha," NAB said. "The entire broadcasting industry has a stake in this proceeding and any action taken as a result thereof would affect not only the stations located in Omaha but all licensees."

If permitted to become a party, NAB said that it will offer testimony and "present suggestions and information which will point up valid objections to this type of proceeding. . . ." NAB President LeRoy Collins had attacked such inquiries by the FCC last spring at the NAB convention in Chicago—while a similar hearing in that city was in recess. Three weeks ago, the association announced plans to intervene in Omaha (BROADCASTING, Dec. 3).

Purdue gets Chicago translators for etv

Purdue U. has received temporary authority from the FCC to expand the coverage of two airborne experimental educational tv stations into Chicago via two ground-based uhf translator stations on chs. 79 and 83. Chicago presently is outside the service area of KS2XGA and KS2XGD Montpelier, Ind., Purdue stations telecasting from DC-7 airplanes and serving several mid-western states.

In making the conditional grant, the commission warned Purdue that it must soon come in with concrete proposals for regular operation of the airborne etv stations. The airborne stations operate under an experimental license and the FCC pointed out that such operation will not be allowed to continue indefinitely. Their licenses expire April 1, 1963 "and whether favorable action will be taken on the renewal applications depends in large part upon whether steps are promptly taken by you toward making concrete proposals," the FCC told Purdue. Such proposals should be presented by Dec. 31, the commission said.

Commissioners Robert T. Bartley and T. A. M. Craven dissented to the Chicago translator grants.

BROADCASTING, December 17, 1962

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK

FIRST CHOICE IN A FIRST RATE MARKET

Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area.

WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

40TH
Anniversary
1922-1962

Bryant report gets a big boost from Bartley

A powerful FCC voice lined up last week behind recommendations now before the commission that tv networks be limited in their programming ownership and prohibited from participating in syndication.

And, Commissioner Robert T. Bartley told the Southern California Broadcasters Assn. a proposed national code authority under government jurisdiction would provide the vehicle for effective industry self-regulation, which he said now is lacking.

All "shackles must be removed" which hamper tv station licensees in fulfilling their obligation to control and select their own programming, he said. Quoting liberally from recent recommendations of FCC Network Office Chief Ashbrook Bryant (BROADCASTING, Dec. 3), Commissioner Bartley said the market place for programs must be kept open to competition. "It must not fall into the hands of a few and thus restrict the licensee's selection."

Commissioner Bartley called "significant" the recommendation three weeks ago by the Network Study Staff that networks be limited in the per-

centage of programs they may own (50% of entertainment shows in prime time) and a prohibition against network syndication ownership. He said tv stations have only two sources of national programming—network and syndication—and that they should be competitive in fact as well as name.

Another staff recommendation which would "strengthen the licensee in the gigantic struggle for programming" calls for a national code authority composed of all stations and created under federal law, the commissioner said. Under such an arrangement, stations could collectively exert pressures on those groups which provide them with programming, he pointed out.

"Here then would be the authority, now lacking, for effective self-regulation by the industry itself which we all embrace," Commissioner Bartley said. "For, when self-regulation fails, our experience tells us that statutory regulation fills the void."

He urged broadcasters to set their programming sights high—above the printed page of the ledger. "Too many

broadcasters have their eyes glued to the dollars and cents entries in the ledger," he charged. "Thus, we find 'ledgership' instead of leadership."

Magna Carta ■ Commissioner Bartley quoted at length from the Bryant report and from the FCC's 1960 program policy statement. He termed the latter a "Magna Carta" for licensees but expressed "serious doubt" whether the objectives of that statement are obtainable under the present economic structure of broadcasting. On that point, the Texas Democrat said:

"We must never lose sight of the fact that the licensee is the one possessed of the ultimate power over programming. . . . He must be jealous of . . . must exercise this right. . . . To the extent that he delegates it or contracts it away, he is breaking faith with the public whose frequencies he is authorized to use."

Commissioner Bartley quoted from a speech he had made to the same group of California broadcasters six years ago in exhorting licensees to become statesmen and leaders in their communities.

FCC MOVES TOWARD CATV CONTROL

Microwave rulemaking would assist local tv stations

Direct federal regulation of community antenna tv systems is coming, the FCC feels, and the agency moved toward indirect control last week pending its acquisition of authority to apply the frontal method it seeks.

The commission, which has made control of catv its major legislative goal for 1963, announced rulemaking last week intended to regulate catv systems which must be served by microwave relay stations. This would be accomplished by withholding the grant of such microwave facilities unless the catv systems to be served agree (1) not to duplicate the programs of a local tv station by bringing in an outside station, and (2) to carry the programs of a local station if requested to do so.

If the city to be served by a proposed microwave relay has no local tv station, microwave grants to serve the catv system would be conditioned on future acceptance of a local station's signal if one is ever established. Pending applications would not be acted upon while the new rulemaking is under consideration unless the microwave aspirants agree voluntarily to accept the foregoing conditions.

In announcing the rulemaking, the

FCC said competition from non-regulated catv systems to local tv stations "has been of concern to the commission for some time." Many stations have fought outside duplication of their programming by catv in the past and voluntary agreements have been reached in many cities. Last year, an FCC bill before Congress for catv regulation failed to pass the Senate by one vote.

Comments are due by Feb. 15, 1963, and replies by March 1.

FCC supports ABC for Nixon program

ABC received full support from the FCC last week after complaints about the network's Nov. 12 presentation of a tv documentary, "The Political Obituary of Richard Nixon," on commentator Howard K. Smith's program.

The regulatory agency said ABC was "well within its discretion" and that "no further action" will be taken about some 2,000 complaints (BROADCASTING, Nov. 19) to the FCC after the program. The FCC last week mailed each complainant a copy of the agency's letter supporting ABC and quoting ABC's statement in its own defense:

"We deny emphatically any charge that the program was biased and distorted. It was carefully balanced with interviews by two Nixon foes and by two Nixon friends. . . ."

It is illegal for the FCC to exercise any censorship over programming, the commission argued, and hence it cannot order a station either to carry or refrain from carrying a particular program. The selection of program material is the responsibility of licensees, the FCC said, though when a station applies for renewal of license the commission investigates to determine whether or not the station's duties to the public interest have been properly discharged.

The FCC said it was guided in its evaluation of controversial programs by its "fairness doctrine," which directs licensees to afford reasonable opportunities for the presentation of differing views. ABC's defense of the "Obituary" show, the FCC said, indicated that the fairness doctrine was satisfied.

Much of the controversy was about the appearance of Alger Hiss, a convicted perjurer, to speak against Mr. Nixon. The FCC's letter contended, however, that a balance was reached and that "the network's decision to broadcast the subject program was a matter well within its discretion . . . no further action by the commission in this matter is contemplated."

TELSTAR & THE WORLD'S LARGEST AIRLINE



World's largest airline makes world's first reservation via Telstar!

Place: A reservations desk in the Air France reservations center at Idlewild Airport. There is an important difference in the phone call that is being received at this moment, however. It was placed at Air France headquarters in Paris, transmitted to the Telstar communications satellite in space, then back again to earth!

This historic "first" is one of many Air France has established. Other examples: first international passenger flight, Paris/London, in 1919; first flight with a

passenger across the South Atlantic, in 1930; first jet passenger flight over the North Pole, Paris/Tokyo, in 1960; first airline to equip its entire Boeing 707 Intercontinental Jet fleet with Doppler radar, an automatic navigational system. And Air France was first to order a remarkable new communication system that now links its 41 offices in North America with over 500 offices around the world. Air France's network covers 201,043 miles of unduplicated route miles,

the largest of any airline in the world.

Maintenance and personnel training programs are other areas in which Air France strives for perfection. Pilots as well as crews constantly undergo refresher training. No other airline has higher standards for its personnel. Or for any phase of operations, in fact.

This kind of dedication to excellence has always been a hallmark of Air France, the world's largest airline, through 43 years of international flying experience.

AIR FRANCE

THE WORLD'S LARGEST AIRLINE

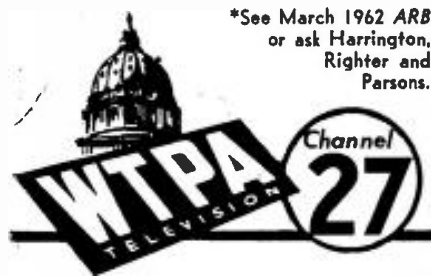
There's Only
ONE -



AND IT'S A
GOOD ONE*

NOW THERE IS ONLY ONE STATION IN ALL OF CENTRAL PENNSYLVANIA WHICH CARRIES THE COMPLETE LINEUP OF ABC NETWORK PROGRAMS. Only on Channel 27 can the people in Harrisburg, York and Lebanon see **BEN CASEY, MC-HALE'S NAVY, STONEY BURKE, COMBAT, LAWRENCE WELK**, and all the other top audience producers. And they can see them better from our new, taller tower (500' high) and more powerful antenna. Just watch us—everybody does!

*See March 1962 ARB or ask Harrington, Righter and Parsons.



HARRISBURG, YORK
& LEBANON

Am sessions opened to interested parties

The FCC bowed to mounting pressure last week and announced that its conference on ways to control the growing number of radio stations, scheduled Jan. 7-8, will be open to all interested parties.

The commission invited all interested parties to write the Broadcast Bureau, which is scheduling the oral presentations at the conference. After the opening presentation by NAB, other participants may "address themselves to what they conceive to be the problems generated by the commission's policies in [the am freeze] area insofar as they affect the public interest," the FCC said. Although oral statements will be limited, written presentations of any length may be submitted.

The participants of the public conference were originally thought by many to be restricted to the FCC and the NAB, but the commission Dec. 7 agreed to the request of Fleet Enterprises, applicant for an am in Greenville, S. C., and allowed Fleet to participate in the population talks (see AT DEADLINE, Dec. 10).

Fleet's application had been returned when the FCC refused to reconsider its freeze on new ams, and Fleet then asked the U. S. Court of Appeals in Washington to cancel the conference or open it to Fleet. But the FCC acted before the court could.

The "shirtsleeve working conference," as it was termed by Chairman Newton N. Minow, was originally scheduled for Dec. 5-6, but was postponed when NAB requested more time to prepare research materials.

Sen. Case endorses FCC 'loudness' probe

An FCC staff investigation of how "excessively loud" radio and television commercials can be toned down to the audio level of adjacent programs was endorsed last week by Sen. Clifford Case (R-N.J.). He said he hopes for a solution that "will relieve the public and improve the standards of the broadcasting industry."

Sen. Case released a letter from FCC Chairman Newton N. Minow expressing "total agreement" with the senator's complaint about loud commercials and informing him of the staff study.

Sen. Case, a former member of the Senate Communications Subcommittee, said he has been urging the commission for more than a year "to take action on the numerous complaints from viewers about excessively loud commercials on radio and television."

Mr. Minow, who credited the sen-

ator with enhancing his interest in the problem, first discussed the FCC study publicly last month, at a joint meeting of the Yale, Harvard and Princeton clubs (BROADCASTING, Nov. 26). In his letter to the senator, he said he "would very much like" to have an FCC rule limiting "the volume of commercials to the volume of adjacent program materials."

Mr. Minow wrote that FCC engineers say "there are a lot of technical problems involved in order to achieve what I consider such a simple rule." But he expressed the belief the "detailed study" will result in "a specific proposal by the commission."

Sen. Case indicated he wasn't impressed by a 1959 FCC study which held that there were "few indications of commercials being consistently stronger than the regular program material."

He said a recent study by H. H.



FCC honors Sally Lindo

Sally Lindo, who has been dispensing official information from the FCC for nearly 25 years, made news herself last week. She received official recognition for "sustained superior performance of duties in your position as public information specialist."

Along with the kind words, Mrs. Lindo received a cash award of \$250. The presentation was made by George Gillingham, chief of the FCC's Office of Reports & Information and the dean in point of service of all government news chiefs.

Mrs. Lindo has been assistant chief of the office since 1939, and predates her boss by a few months. FCC Chairman Newton Minow sent his personal congratulations to Mrs. Lindo "for having performed your duties with the commission in such an exemplary manner."

32 *value analyzed* benefits give G-E Image Orthicons 3 to 5 times longer life, highest sensitivity, and unsurpassed performance in your cameras

G.E.'s family of "station designed" Image Orthicons cover the complete spectrum of commercial and educational television. Individual types incorporate certain *value analyzed* benefits which optimize performance for any given program requirement, whether specialized or broad. These benefits can extend life to as long as 8000 hours . . . provide signal-to-noise ratios up to 50:1 . . . and allow high resolution pickup at 1 ft.-c for black and white, or 40 ft.-c for color.

- A** Distortion-free optical quality glass is used in all G-E Image Orthicon faceplates • Fibre-optics faceplates prevent picture distortion
- B** Photocathodes—Spectral response close to that of the human eye permits portrayal of scenes in nearly their true tonal graduation • Individual processing for each tube guarantees uniformity of characteristics and maximum sensitivity
- C** Semiconductor (MgO) thin-film target gives high sensitivity with only 1 ft.-c for black-and-white pickup . . . only 40 ft.-c needed for color • 0.000002" thick, MgO target gives: greater resolution • extremely long life • no stickiness • improved depth of focus • no target raster burns—GL 8092—GL 7629
- D** Glass target only 0.0001" thick prevents loss of resolution due to lateral charge leakage • Specially selected optical quality glass is free of imperfections—GL 5820A—GL 7293—GL 8093
- E** Electroplated target mesh, with 560,000 openings per square inch, improves picture detail, prevents moire and mesh-pattern effects without defocusing
- F** 750-line field mesh screen—makes the scanning beam approach the target perpendicularly over the entire area • improves corner resolution • diminishes white-edge effect • Shading and dynamic match for color pickup are excellent • Set-up time is reduced
- G** As an added precaution against moisture contamination, dry inert gas is blown through the envelope prior to exhausting and sealing • Longest tube life is assured
- H** To prevent contamination from dirt, dust or moisture: All personnel wear lint-free clothing • operators wear nylon gloves or finger guards • assembly rooms are pressurized, the air super-cleaned, and humidity controlled
- I** Precision manufacture, plus accurate spacing and alignment of all components, assures uniform signal gain in the multiplier section • Dynode material and design, plus a 0.0012" aperture, allow sharper target focus • No compromise between sharpest focus and dynode blemishes appearing in background • Less set-up time required
- J** Performance testing—Every tube tested prior to release to customer • Tests are made in G.E. and other-make cameras to guarantee highest picture quality and complete operational flexibility



For your free facts folder, containing data and application notes on G-E Image Orthicons, write to General Electric Co., Room 1783A, Owensboro, Kentucky, or call your nearest G-E Industrial Tube Distributor, today!

Progress Is Our Most Important Product

GENERAL  ELECTRIC



ENTRÉE TO CANADA

Specialists

Canadian
Markets

Broadcast
Media

AC Canada's foremost radio and television time sales organization . . . for 27 years Canada's leading station representatives . . . Now in key cities throughout the country . . . In New York call CIRCLE 6-1425.



**All-Canada Radio
and Television Limited**

Scott Inc., of Maynard, Mass., concluded that "most television commercials are louder than the rest of the program." The Scott company makes noise-analysis measuring equipment as well as high-fidelity components.

Sen. Case said that the current commission study "should lead to a sound solution" and that "action by the commission is necessary because some broadcasters do not follow the high standards which most of the broadcasting industry does maintain."

WDOV outlets fined \$5,000 for violations

"Willful and repeated violations" brought WDOV-AM-FM Dover, Del., a \$5,000 fine from the FCC, that agency announced last week.

The Dover station had been charged by the commission with broadcasting commercial programs after its regular hours during Hurricane Esther on Sept. 19, 1961, and then not entering the broadcasts in its program log. The violations were at first denied but later admitted by William S. Cook, vice president and general manager of WDOV-AM-FM (BROADCASTING, June 11).

In addition to the commercial operations during an emergency the station was also charged with attempting to mislead the commission and engaging in "double billing" local advertising to "de-

A new deadline

The deadline for filing responses to the FCC's political questionnaires has been extended to Jan. 14, 1963, from Dec. 28, the commission has announced.

The extension was at the request of a number of licensees with considerable political broadcasting activities to record, the FCC said, but stations should still try to file their responses as early as possible so the material can be more promptly processed.

Late last week some stations had not as yet received their questionnaires.

ceive national advertisers," the FCC said.

The FCC's Broadcast Bureau had at first demanded that WDOV's license be revoked (BROADCASTING, July 30), but then decided that the station should be fined \$10,000 (BROADCASTING, Oct. 8), which is the maximum under commission rules.

WDOV-TV had asked that any fine be kept small because of the size of the market in which it is situated, low profits of late, and because of the recent adverse publicity resulting from the commission's actions against it (BROADCASTING, Oct. 15).

PROGRAMMING

White House review to set tv precedent

TV NETWORKS JOIN IN PRESIDENTIAL RECAP SPECIAL

The historic association of President Kennedy with television was to be accentuated tonight by an unprecedented appearance of a U. S. president in a special three-network tv interview reviewing his two years in office.

Plans were announced last week for the telecast scheduled Dec. 17 at 6:30-7:30 p.m. on ABC-TV and CBS-TV, and 8:30-9:30 p.m. on NBC-TV.

The program, to be entitled "After Two Years: a Conversation With the President," was to be taped at 10 o'clock on the morning of the telecast in the Oval Room of the White House. The "panel" of newsmen as announced last week: network White House correspondents, William H. Lawrence of ABC, George Herman of CBS, and Sander Vanocur of NBC.

According to advance reports from the networks, the program would be edited to an hour's length, though the interview, it was said, could run two hours. Editing was to be handled at the networks' discretion and by a "com-

mittee" of three: Reuven Frank (NBC), Ernest Leiser (CBS) and Robert Quinn (ABC). Production representatives: William B. Monroe Jr. (NBC), Robert Fleming (ABC), and Fred W. Friendly (CBS). Don Hewitt of CBS News was named director.

Network exposure helps feature film syndication

Initial network exposure makes feature films "even more valuable" when they are sold subsequently via syndication to stations, Erwin H. Ezzes, executive vice president of United Artists Assoc., maintained last week in reporting that the *United Artists Showcase for the Sixties* feature film package has been sold in 85 markets over the past four months.

Mr. Ezzes noted that 13 of the 33 post-1950 features in the package were presented originally on ABC-TV's *Sunday Night Movie* (8-10 p.m.). The rate of station sales, he said, is "higher"

Season's Greetings

to all my friends in the
Radio and Television
Industry.

Oral Roberts



*The Oral Roberts program is broadcast every Sunday
—52 weeks a year—over some 500 radio and television
stations throughout this country, Canada and abroad.*



**ORAL ROBERTS
EVANGELISTIC ASSOCIATION, INC.**
International Headquarters,
Tulsa 2, Oklahoma



Friends of the first family rally round MINOW, SALINGER QUEER USE OF MEADER PROMOS

The vigah of the New Frontier has been unmistakably asserted to discourage radio stations from using Vaughn Meader's imitations of John F. Kennedy in station promotions. Mr. Meader, whose album, "The First Family," is selling at a history-making rate, suddenly found everybody in Washington getting into his act.

It started on Saturday, Dec. 8, a dull news day, when a reporter for the *Washington Evening Star* heard

what sounded like the President's voice, but was clearly identified as Mr. Meader's, in the following announcement on WWDC Washington: "This is Vaughn Meader. In Washington—Jackie, Bobby, Caroline and Eunice—we all listen to WWDC with great vigah."

The *Star* reporter telephoned FCC Chairman Newton Minow who was prompt in denouncing the commercial use of an impersonation of the President—although Mr. Minow had

not heard the WWDC announcements. Mr. Minow then telephoned Pierre Salinger, the White House news secretary, who was with the President in Palm Springs. Mr. Salinger, who had not heard the announcements but took Mr. Minow at his word, placed a call to Ben Strouse, WWDC president.

Collins Comment ■ Meanwhile, the *Star* reporter telephoned LeRoy Collins, NAB president, to get his views. Gov. Collins also was able to speak without prejudice, having heard none of the announcements. He told the *Star* man: "If they are misleading, if people are led to believe the President or any of his family are endorsing anything or anybody, then they violate our NAB code, are wrong, and should be discontinued forthwith."

The Salinger call to Mr. Strouse reached Mr. Strouse at his home in Baltimore Saturday evening. That afternoon the WWDC president had attended a football game. En route home he had heard one of the Meader spots in his car radio and, he told BROADCASTING, "I had my doubts." He telephoned the station to cancel the spots before he talked with Mr. Salinger.

At his regular news briefing Dec. 11 in Washington Mr. Salinger said that Mr. Strouse had advised him the spots had been withdrawn before the Palm Spring-Baltimore call was completed. The White House news secretary also reported that Mr. Strouse had volunteered to advise Cadence Records of the problems stations might face in the use of Mr. Meader's imitation for promotional purposes.

At least a dozen stations, including WWDC, had acquired custom promos featuring Mr. Meader, Cadence later reported. Mr. Meader

than for any comparable number of features sold over a corresponding period, and is running 55% ahead of last year. The advantages to stations, Mr. Ezzes pointed out, are that first-run, off-the-network features can be priced more reasonably, and word-of-mouth promotion can help boost an audience for the station's late evening feature, film period.

The latest *Showcase* sales, he said, were made to WPRO-TV Providence; KENS-TV San Antonio; WOKR (TV) Rochester, N. Y.; WFBM-TV Indianapolis; WEAT-TV West Palm Beach, Fla.; WDEF-TV Chattanooga; WALA-TV Mobile, Ala.; KSWO-TV Lawton, Okla.; WCTV (TV) Tallahassee, Fla.;

KAVE-TV Carlsbad, N. M.; WCNY-TV Watertown, N. Y., and WMTW-TV Poland Spring, Me.

Program notes...

Public works feature ■ A new film documenting the development of a public works project, *100 Miles to Atoka* (near Oklahoma City), has been released by Sterling Movies U. S. A. Inc., New York. The 16mm feature is 27 minutes long. It was produced by Lewis Studios for the International Pipe & Ceramics Corp.

Wolper segments set ■ Two documentaries for Wolper Productions' *The Story* of series for UA-TV are scheduled for

production in West Germany: *The Story of a Foreign Correspondent*, with George Bailey of *Reporter* magazine as the title subject, and *The Story of a Heidelberg Student*. Alex Grasshoff will direct and produce both programs under the supervision of Mel Stuart, series producer.

Rights Day concert on tv ■ WRC-TV Washington and WNBC-TV New York carried a live feed of a United Nations Human Rights Day concert performed by the National Symphony Orchestra at Constitution Hall in the nation's capital last week (Dec. 10) at 10:30 p.m. Ambassador to the U. N. Adlai Stevenson was host; Bryson Rash,

and the record company were glad to cooperate with station requests for special treatments. As Archie Bleyer, president of Cadence, explained late last week, the sensational sales record of "The First Family" has been due to the album's extensive exposure on radio. (For four WWDC promos Mr. Meader was paid \$15 each plus a \$9 rehearsal fee, AFTRA scale.)

Cadence Telegram ■ After being advised by Mr. Strouse that Mr. Salinger had raised a question about the Meader promos, Mr. Bleyer took the hint. On Dec. 13 he sent telegrams to 3,000 radio stations. "There has been some justifiable criticism of excerpts from 'The First Family' recording being broadcast without identification of the voice as that of Vaughn Meader," the wire read. "Some listeners have believed the voice to be that of the President. I am sure you agree such use should be avoided. Your cooperation is gratefully anticipated."

All the stir was hardly calculated to depress sales of the Meader album. As of noon last Thursday, Cadence reported, 3,150,000 copies had been sold in a fantastic four-week period that is without precedent. By the first of this week, the company believes, sales of "The First Family" will exceed those of the "My Fair Lady" album, the largest seller in album history. Some 3,450,000 copies of "My Fair Lady" have been sold, but the album has been on the market for five years.

The biggest plug of all for "The First Family" came Dec. 12 during the President's news conference. He was asked if he had heard the Meader recording and if so whether he was annoyed or amused. The President said he had heard it, but "I thought it sounded more like Teddy than it did like me, so he's annoyed."

WRC-TV newsman, was the commentator. The special program honored the late Mrs. Eleanor Roosevelt.

Production service ■ Don Leshner, a veteran broadcaster formerly associated with stations in the midwest and west coast areas, has formed a production service for radio and television stations, their clients and agencies, a commercial announcing, writing and feature service. Mr. Leshner resides at 340 Chatham Rd., Columbus 14, Ohio. Phone 268-0879.

New TAC show ■ A documentary, "Return of the Thundering Herd," which was produced by WFBM-TV Indianapolis, has been accepted for inclusion in

the Television Affiliates Corp. (TAC) library. The program was produced on location at the 80,000 acre B-Bar-B ranch in Gillette, Wyo., on which a large private buffalo herd is located.

Free religious series ■ *Homestead U.S.A.*, a religious television series dealing with a real life Christian family, is available for nationwide distribution from Christian Television Mission of Springfield, Mo., through Frank Block Assoc., St. Louis. Created and produced by the Vernon Brothers, Christian ministers and talent recording artists, *Homestead U.S.A.* is offered free to tv stations on a sustaining basis.

'TinTin' series expanded ■ Forty-nine newly produced segments have been added to the all-color, fully animated *TinTin* series, which portrays the continuous experiences of a young boy, his dog and his friends. National Telefilm Assoc., distributors of the series, is advising stations that the series is so constructed that the individual stations can edit the *TinTin* color films into 10-minute, 15-minute or 30-minute programs or even a full-length feature film.

Competition opens ■ The 15th annual George Polk Memorial Awards competition in recognition of "exceptional journalism performance" is accepting entries until Feb. 1, 1963. The competition, sponsored by the journalism department of Long Island U., New York, is open to journalists of newspapers, magazines and radio and tv. Entries, in the form of news stories, magazine articles and, in the case of radio or tv, disc, tape or film, should be addressed to LIU, Zeckendorf Campus, Brooklyn 1, N. Y.

Comedy pilot ■ Hanna-Barbera Productions has signed Joanne Lee to write an original comedy pilot, *The Park Avenue Indians*, based on her own experiences as an actress-model in New York.

Name change ■ Revue Studios announced it had changed the title of its new series for ABC-TV's 1963-64 season. The show, formerly called *The Best Years*, has been retitled *The Young and the Bold*.

Cartoon series ■ Terrytoons Div. of CBS Films has completed the first episode of a new cartoon series, *Luno, the Soaring Stallion*, to be put into theatrical distribution early in 1963. Based on an idea by Larz Bourne, chief Terrytoons writer, the animated adventures of a 12-year-old American boy and a flying horse will be voiced by Robert McFadden and Norma Macmillan, with original music by Phil Scheib, chief of the Terrytoons music department.

Royal family specials ■ Author Cleve-

land Amory and tv writer Art Wein-garten are reported to have entered into negotiations with NBC-TV to produce a series of hour-long color specials dealing with six of the remaining monarch-ruling families of the world. Titled *R.S.V.P.*, the color presentations will guide the American public through a day with a reigning royal family.

New faces ■ NBC-TV's one-hour *Empire* series will have two new regular stars in the cast, starting in February 1963, in a move to inject more action into the format, the network announced. Two roles also will be discontinued after February. Joining the series as ranch hands will be Charles Bronson and Warren Vanders. Terry Moore and Anne Seymour, as Connie Garret and the mother, respectively, will be written out of the series.

U Thant message ■ ABC-TV has scheduled an appearance by United Nations Secretary-General U Thant on the Christmas day program of *Discovery '62* (Dec. 25, 4:30-4:55 p.m.). His planned yearend message to the children of America will be included in the series' "Christmas in New York" program.

Series for Patti? ■ Page-Rael Enterprises, owned by Patti Page and her partner-manager, Jack Rael, has formed ARGAP as a subsidiary for the production of motion pictures and tv programs. George Swanson and Mike Scannel have been signed to develop a filmed tv series to star Miss Page.

Library series ■ A series of quarter-hour daytime programs designed to acquaint young housewives with the services offered by the Los Angeles Public Library starts today (Dec. 17) on KRLA Pasadena-Los Angeles on a Monday-Saturday, 10-10:15 a.m. schedule. The series will feature practical suggestions on books for young parents, library services for children and teenagers and such special library services as the lending of home movie films.

Damage suit ■ Is ABC-TV's *Stoney Burke* an original or is it a disguised adaptation of *Travelling Rodeo*, is the question raised in a \$450,000 damage suit filed by Howard M. (Tony) London in Los Angeles Superior Court. Mr. London alleges that *Stoney Burke* is a copy of *Travelling Rodeo*, which he says he originated in 1956. Defendants are ABC, Rodeo Cowboys Assn., Rodeos Inc., Rodeo Productions, Daystar Productions, Leslie Stevens, Casey Tibbs and Lex Connelly.

New children's show planned ■ Fran Lee, stage, screen and tv actress, is planning to produce a 15-minute children's show, *Tidy Dee*. The show will be geared to children of pre-school age. Production plans are not finalized.

UA's 'Baker' series nearing completion

United Artists Television, which is making a special effort to place its programs on networks during 1963-64, was busy at work last week in various locations in New York on the first of four projected tv series planned for filming in the East.

The half-hour pilot of *Inside Danny Baker*, a half-hour series described as "the adventures of a juvenile Walter Mitty," was approaching the finishing stages under the guidance of independent producer Robert Alan Aurthur on assignment for United Artists TV. ABC-TV has taken an option on the new series.

The company, working through various independent producers, has three other series scheduled for filming in New York later this spring—*The George C. Scott Show* (with CBS-TV), *The Patty Duke Show* (with ABC-TV) and a drama anthology series still untitled and uncommitted.

Mr. Aurthur, who has worked almost exclusively in New York on such series as *Playhouse 90*, *Mr. Peepers* and the *Philco Playhouse*, estimates that production costs on *Inside Danny Baker* will be \$54,000 per episode. He believes that costs will be about the same, or perhaps slightly higher than in Hollywood, and adds:

"When filming in New York, you utilize locations for the most part. And this adds to the cost. But on the other hand, you do not rely as much on high-priced stars as on the West Coast. Also, we don't have a regular studio but rent facilities for interiors on a day-to-day basis. I really believe the cost differential is slight, if it exists at all."

The weather in New York, he said, is "no problem." If there should be rain or snow during a period when shooting is scheduled, Mr. Aurthur explained, the script can be revised to reflect the weather. He noted that he



GE wins Legion auxiliary's Golden Mike

The women's auxiliary of the American Legion has presented a Golden Mike Award to General Electric for "the most informative commercial" of 1962.

The awards, determined by a poll of the auxiliary's membership, were presented also to CBS-TV's *Twentieth Century* (best Americanism series), and to all three tv networks for their separate and pooled coverage of John Glenn's orbital flight (best special production).

Golden Mike Awards in four

other categories will be presented at a later date.

At the presentation ceremonies are (l to r) Burton Benjamin, executive producer of CBS-TV's *Twentieth Century*; Donald Coe, director of special events and operations, ABC News; Mrs. Ollie Koger, national auxiliary president; David Zellmer, administration and operations, CBS News; David Burke, manager, General Electric institutional programs; and Chet Hagan, producer, NBC News.

maintains a writer on location during production to cope with such contingencies.

Directors revamp board

Directors Guild of America is scrapping its eastern and western regional boards and establishing a single national governing body, George Sidney, president, announced Thursday (Dec. 13). At a meeting in Chicago the previous

weekend, the directors unanimously approved changes in the DGA constitution and by-laws to create a national board made up of members in all categories from all parts of the country.

The new DGA board has 19 members, 13 from the West and six from the East, Mr. Sidney said, with two-thirds of its members in the director category and the remainder from the ranks of assistant and associate directors and stage managers. The new board will make its headquarters in Hollywood, but will meet in other cities from time to time.

Three talent reps merge into Artists Agency Corp.

Three talent representative organizations, Rosenberg-Coryell Agency, Broadcast Management and Ziegler-Hellman & Ross Agency, have merged to form Artists Agency Corp.

Principals are: Bob Coryell, George Rosenberg, Marvin Josephson, Mike Levee Jr., Evarts Ziegler, Hal Ross and Meta Rosenberg. Jerome Hellman, who was head of the Z-H&R New York office, is leaving to enter production, but will serve as a consultant to AAC.



IN ROCHESTER, N.Y. —

With a new, higher antenna 511 feet above average terrain, CHANNEL 10 now gives you more reach—more homes —with Rochester area coverage *second to none!*

WHEC-TV
CHANNEL 10

BASIC CBS • National Rep. H-R TELEVISION, Inc.

Marian Searchinger and Martin Rosen are joining AAC in New York, and Marvin Birdt in Hollywood, all three coming from Z-H&R.

AAC's New York address is 1271 Avenue of the Americas, New York 20. Phone is Plaza 7-8618. In Hollywood, AAC is located at 9229 Sunset Blvd., Los Angeles 69. Phone is Crestview 4-7381.

CBS-TV plans daily 30-minute news show

CBS-TV will telecast a half-hour five-evenings-per-week news program beginning next fall.

The announcement was made last week by James T. Aubrey Jr., CBS-TV president, a week after the subject was brought up at the regular fall meeting of the CBS Television Network Affiliates Board in Palm Springs, Calif. (BROADCASTING, Dec. 10).

The new show will replace the current 15-minute evening news program on CBS-TV. Though no time period was mentioned, it's believed CBS-TV might be considering the 7-7:30 p.m. time period.

CBS News President Richard S. Salant noted the decision to expand the news service came after months of study and responds to both the obvious increase in news flow and complexity as well as to requests of the tv audience.

Ohio outlets set bowl game telecast

The Tangerine Bowl football game at Orlando, Fla. will be televised this year by a group of seven Ohio stations. Originator of the local network will be WHIO-TV Dayton. Participating in the hookup are WCPO-TV Cincinnati, WLWC (TV) Columbus, KYW-TV Cleveland, WHIO-TV Dayton,

\$3,000 drop for Petrillo

James C. Petrillo may have lost his \$26,000 a year job as president of local 10 of the American Federation of Musicians in Chicago after 40 years, but he'll have a new one starting in 1963 with the AFM to the tune of \$23,000 a year. Local 10 members voted him out by a hairline vote Dec. 4 (BROADCASTING, Dec. 10). AFM President Herman D. Kenin last week announced Mr. Petrillo will work on special assignments and will get a salary of \$10,000, pension of \$10,000 plus \$3,000 expenses. Mr. Petrillo was head of AFM before Mr. Kenin.

TvQ's top ten for November by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	59	82	74	51	53	49
2	Bonanza (NBC)	50	52	56	46	46	54
3	Dr. Kildare (NBC)	48	55	56	48	37	48
3	Red Skelton Hour (CBS)	48	71	58	41	45	42
5	World of Color (NBC)	47	73	48	38	41	43
6	Ben Casey (ABC)	46	53	47	47	42	46
7	Sat. Night Movies (NBC)	45	61	59	47	37	32
8	Andy Griffith (CBS)	43	58	42	40	42	40
9	Combat (ABC)	42	58	52	39	36	29
10	Chet Huntley (NBC)	40	16	17	33	42	55
10	Gallant Men (ABC)	40	67	58	33	28	21

* Percentage of viewers familiar with a show who consider it "one of my favorites." Copyright Home Testing Institute Inc., 1962

WSPD-TV Toledo and WFMJ-TV Youngstown.

Teams from Miami U. (Ohio) and U. of Houston will participate in the bowl game.

The Goodyear Tire & Rubber Co. will sponsor the NCAA game to Ohioans Dec. 22 at 2 p.m. EST. at a cost of approximately \$30,000.

Ken Murray, Filmaster to produce tv films

Comedian Ken Murray and Filmaster Inc., Hollywood film production firm, will team to produce television films, they announced last week.

Filmaster will handle world rights, exploitation and merchandising of *Hollywood Without Makeup*, Mr. Murray's tv special composed of film he has shot of Hollywood personalities during the past 35 years. Also planned are *Hollywood Pioneer: the Story of John Ford* (a 90-minute television special), two tv series and a feature motion picture.

Robert Stabler, Filmaster president, said the work with Mr. Murray would be in association with independent producers under his firm's special projects department, which he heads.

MGM-TV single prices

Metro - Goldwyn - Mayer Television will provide prices on individual feature films made available for sale to tv stations.

Richard A. Harper, MGM-TV director of feature and syndicated sales, last week said MGM-TV has had a policy of making features available to stations on an individual basis for some time, but explained that the submission of individual price lists to stations constitutes a new procedure.

Other subjects discussed at a sales meeting: the marketing of a new list of 30 post-48 MGM features to be released to stations in January 1963, and

plans to license pre-1948 features, whose original licenses are to expire during 1963.

Eight win WGA awards

The tv-radio branch of the Writers Guild of America has awarded plaques to the writers of one radio and five tv programs, judged the finest writing of the 1961-62 season. The awards, presented Dec. 13 at banquets in New York and Hollywood, went to: Richard Alan Simmons for "The Price of Tomatoes" on *The Dick Powell Show* (NBC-TV); Kenneth Rosen and Howard Rodman for "Today the Man Who

TYPE TRC-3
TRANSMITTER
REMOTE CONTROL

- * Simple, reliable, direct, all-relay, pushbutton control.
- * Single meter reads in "Percent of Normal."
- * Specified by major networks and the majority of unattended 50 KW stations in the United States.

Write for details today

Continental Electronics
MANUFACTURING COMPANY
Box 17040 • Dallas 17, Texas
Subsidiary of Ling-Temco-Vought, Inc.

Kills the Ants Is Coming" on *Naked City* (ABC-TV); Gary Belkin and Nat Hiken for "I Won't Go" on *Car 54, Where Are You?* (NBC-TV); Gordon Russell for "The Forgery" on *Show of the Week* (NBC-TV); Arthur Holch for "Walk in My Shoes" on *Close-Up* (ABC-TV); and Joseph Mindel for his radio play, "The Hand of Esau" on *Eternal Light* on NBC.

Four Star-Manulis series

Four Star Television, which has long expressed an interest in adding theatrical motion pictures to its tv film production schedule, has signed an agreement with Martin Manulis Productions Ltd. for production of several story properties. Already in script form are *The Out-of-Towners*, a romantic comedy screenplay

by Tad Mosel, and *Cassandra at the Wedding*, an adaptation of a novel by Dorothy Baker. Martin Manulis will produce Four Star's first theatrical venture (see FATES & FORTUNES).

Powell to drop work on series for season

Dick Powell, board chairman of Four Star Television, on the suggestion of his doctor, will not resume work on his tv anthology series, *The Dick Powell Show*, for the balance of this season.

He was to be host for all 30 of the one-hour programs, broadcast Tuesdays, 9:30-10:30 p.m., on NBC-TV, and was to star in every third program. He has completed four of his starring assignments and 14 host spots, and his friends have volunteered to fill in for him for

the six programs and 16 host appearances still called for.

Stars who have volunteered to stand in for Mr. Powell include Milton Berle, Charles Boyer, Jackie Cooper, Glenn Ford, Rock Hudson, Jack Lemmon, Dean Martin, Steve McQueen, Robert Mitchum, David Niven, Gregory Peck, Frank Sinatra, Robert Taylor, Danny Thomas, Robert Wagner and John Wayne.

The decision that Mr. Powell should forego work before the cameras for the immediate future came a week after his release from the hospital where he underwent treatment for muscular spasms that his doctor said had no relation to the cancerous condition for which he has been taking cobalt radiation treatments several months (BROADCASTING, Oct. 1).

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Spiegel



Mr. Hirsch

James C. Hirsch, national sales director of Television Bureau of Advertising, New York, and **Harvey Spiegel**, research director, elected vps. **Jack B. Weiner**, manager of national sales development, promoted to director of pr, succeeding **Robert M. Grebe**, who joins *Sponsor* magazine as editor.

Robert M. Harris, account executive at Dancer - Fitzgerald - Sample, New York, elected vp.

Jack Buker, executive vp and manager of San Francisco and Portland, Ore., offices of Botsford, Constantine &

Gardner, joins Fletcher Richards, Calkins & Holden, San Francisco, as account supervisor.

Morton J. Weinstein, formerly with Lewis Adv. Agency, Newark, N. J., joins Sosnow Adv. Agency, that city, as full partner of firm. Agency will be known as Sosnow & Weinstein.

Donald B. Douglas, former senior timebuyer with Dancer-Fitzgerald-Sample, joins Harrington, Righter & Parsons, New York, station representative, as account executive.

E. Holland Low, former sales service representative and administrator of tv cooperative sales for NBC, New York, joins E. J. Hughes Co., Springfield, Mass., advertising agency, as account executive. Recently, Mr. Low was account executive with Springfield Television Broadcasting Co., licensee of WWLP (TV) Springfield, Mass.

Rod Dyer, designer at Capitol Records, Los Angeles, joins Carson/Roberts, advertising agency, that city, as art director.



Mr. Salan

Morton L. Salan, vp and account supervisor of W. B. Doner & Co., Baltimore advertising agency, joins Kal, Ehrlich & Merrick, Washington, D. C., as vp. Mr. Salan began his career in Baltimore in 1946, later joining Joseph Katz Agency, that city, as copywriter. While with Katz, he advanced to radio-tv director, account executive, account supervisor, and finally vp and general manager. Mr. Salan left Katz to join W. B. Doner & Co. in his present capacity.

Charles E. Wilson, former supervisor of consumer research for The Nestle Co., White Plains, N. Y., promoted to manager of marketing research for food manufacturer and distributor. Mr. Wilson joined Nestle organization in 1961 following several years as research executive with Lennen & Newell, Grant Adv. and D'Arcy Adv. He succeeds **Jack G. Crockett**, who was named special assistant to company's vp-marketing.

Carl H. Winston Jr. named pr director of Hoefler, Dietrich & Brown, San Francisco-based advertising agency.

THE MEDIA

William B. Rohn, director of marketing, Edward Petry & Co., New York, elected vp. Mr. Rohn joined Petry nine years ago as tv sales executive. He also served as general sales manager of WINS New York for five years. **William J. Murray**, former New York tv sales manager, Crosley Broadcasting Corp., and **Cornelius Pugh Jr.**, tv ac-

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

count executive, Advertising Time Sales, New York, join Petry's tv sales staff.



Mr. Smith

E. Berry Smith appointed general manager of WLKY (TV) Louisville, Ky. Mr. Smith, a native of Indianapolis, has been associated with broadcasting since 1949. He was vp and general manager of WFRV (TV) Green Bay, Wis., until September of this year when he joined Marine Capital Corp., small business investment firm, Milwaukee, in broadcast executive function. Previously, he was vp and general manager of WFIE-TV Evansville, Ind.

Phil Brestoff, general sales manager of KABC-AM-FM Los Angeles since 1959, moves into account executive post with ABC Radio Network in Los Angeles, succeeding **Howard L. Wheeler**, who resigned recently to become executive vp and general manager of KGB-AM-FM San Diego (FATES & FORTUNES, Dec. 10).

Robert R. Pauley, president of ABC Radio, named chairman of 1963 national radio broadcasting committee of National Conference of Christians and Jews.

John B. Mulderrig, former district sales manager of Conover-Mast Co., joins Metro Broadcast Sales, New York, as radio account executive.

Pete Hunter, member of sales department of Dictaphone Corp., San Francisco, joins KNBR-AM-FM, that city, as account executive. Mr. Hunter previously served in promotion department of CFAC Calgary, Alberta, Canada.

George Schardt, former salesman and announcer with KREX-TV Grand Junction, Colo., and announcer at KCMO-AM-FM-TV Kansas City, joins

KGHL-TV Billings, Mont., as account executive.



Mr. Maynard

Robert L. Maynard, assistant general manager of WMTW-TV Poland Spring, Me., elected vp. Prior to joining WMTW in 1957, Mr. Maynard served with WPOR Portland, Me. He was New England sales manager for Vick Chemical Co. from 1950 to 1953.

Roger Clark, air personality at WGH-AM-FM Newport News, Va., assumes added duties of program director. **Gene Loving**, formerly with WLEE Richmond, Va., joins WGH as air personality. **Scott McKewn** joins WGH-FM's sales staff as account executive.

Tony James, for past five months sports director of WBAB-AM-FM Babylon, L. I., N. Y., assumes duties of program director.

Gilbert Faggen, former program manager of WJAS-AM-FM Pittsburgh, to WIRE Indianapolis as program director.

Dale Keily, former music director of WPOP Hartford, Conn., appointed program director of WOLF Syracuse, N. Y.

Buddy Webber appointed program director of KVI Seattle, Wash., succeeding **Bob Cooper**, who moves to KEX-AM-FM Portland, Ore., as assistant manager and program director. Both stations are owned by Golden West Broadcasters.



Mrs. Musser

Ruth Musser, director of programming for WMCA New York, elected to newly created position of vp - administration. Mrs. Musser joined WMCA in 1949 as operations supervisor. She has also served in personnel departments of RCA Communications and NBC.

Thomas Kennedy, since January 1960 record librarian of WWJ-AM-FM Detroit, named to newly created post of assistant program director.

Dr. Robert Trotter, music director of KPFK (FM) Los Angeles, has taken an indefinite leave of absence to handle increased responsibilities at UCLA, where he has been appointed chairman of music department. **Lois Baum**, who has worked with Dr. Trotter at KPFK, is acting as head of station's music department.

Bill Bodway, assistant production director, named public service coordinator of WJXT (TV) Jacksonville, Fla.



Mr. Griffin

Dan Griffin appointed programming coordinator of WBZ-AM-FM Boston, succeeding **Jack Williams**, who was recently named program manager of KDKA Pittsburgh. Both stations are owned by Westinghouse Broadcasting Co. **Squire D. Rushnell**, WBZ production supervisor, appointed producer of PM program, succeeding Mr. Griffin.



Mr. Hamburger

Dick Hamburger, former sales manager for New York division of United Artists Television, joins ABC-TV Spot Sales as account executive in New York office. Mr. Hamburger, who was with UA since 1954, also served with Joseph Katz Co. and WABC New York.

John Merrifield, for past three years in pr with Ford Motor Co.'s tractor and implement operations, joins Capitol

MAGNIPHASE



LINE PROTECTION SYSTEM

MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults.

MAGNIPHASE — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air.

Continental Electronics
MANUFACTURING COMPANY

4212 SOUTH BUCKNER BLVD. DALLAS 27, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

WHIP THE HAZARD OF
LIBEL, SLANDER,
INVASION OF PRIVACY, PIRACY,
VIOLATION OF COPYRIGHT

WITH 1) Good Practices
2) Good Care
3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!

For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York Chicago San Francisco
111 John 175 W. 100 Bush
St. Jackson St.



Four-term APRTA president Kops honored

Daniel W. Kops (l), president of WAVZ New Haven, Conn., and four-term president of the board of directors of Associated Press Radio & Television Assn. (1958-62), was given an inscribed silver pitcher in appreciation of his services by the APRTA board. The presentation in

the AP offices in New York was made by **Dwight Martin** (r), WDSU-TV New Orleans, who succeeded Mr. Kops as board president on Sept. 17. Looking on are **John A. Aspinwall** (second from left), AP broadcast news editor, and **Louis J. Kramp**, assistant general manager.

Broadcasting Co., operators of WRAL-AM-FM-TV Raleigh, N. C., and Tobacco Radio Network, as farm services director.



Mr. Simpson

of St. Louis office.

Julio Lucero, Hollywood correspondent for *La Prensa*, Argentine daily

Dell Simpson, radio manager for San Francisco office of Adam Young, New York, appointed to similar post in rep firm's Chicago office. Mr. Simpson succeeds **Roger Sheldon**, who was named manager

newspaper, joins KMEX (TV) Los Angeles as news editor. **Jack Gainey**, former Ziv tv division manager in New York and Los Angeles, to KMEX sales staff.

Doug Ramsey, formerly with KYW-TV Cleveland, joins news staff of KOIN-TV Portland, Ore., as writer-cameraman-reporter.

Eliot Tozer, senior press representative of CBS News and Public Affairs, appointed publicity manager of CBS Radio.

William B. Monroe Jr., director of NBC News, Washington, elected president of Radio-Television Correspondents' Assn. for 1963. He also assumes

chairmanship of executive committee of Congressional Radio-TV Correspondents' Galleries. Mr. Monroe succeeds **Robert H. Fleming**, chief of ABC News, Washington, in both posts. **Wells Church**, CBS, was named vp of association and vice chairman of executive committee. Other officers elected by two groups: **Stephen J. McCormick**, MBS, secretary; **John W. Roberts**, Time-Life Broadcasting Inc., treasurer. **John Rolfsen**, ABC, **Roger H. Mudd**, CBS, and **Edward F. Ryan**, WTOP Washington, are new members-at-large of association and committee.

Paul T. Reidy appointed news director of WRDW-TV Augusta, Ga.

Dave Lindell, former commercial manager of KMGM Albuquerque, N. M., joins sales staff of KDEF-AM-FM, that city.

Robert Fenton, member of sales staff of KHJ-AM-FM Los Angeles, appointed KHJ-TV account executive. Before joining KHJ last June, Mr. Fenton was assistant general manager of WMGM New York.

Dale Paul, air personality with WBRX Berwick, Pa., promoted to program director.

Gene Creasy, former program director of WGH Newport News, Va., joins WITH-AM-FM Baltimore, Md., in similar capacity.

Robert R. Hull named sales manager of WWOK Charlotte, N. C.



Mr. White

Television Spot Sales.

John H. (Jack) White, national sales manager of H-R Television, New York, elected vp in charge of national sales. Mr. White joined H-R as eastern sales manager in 1959. Previously, he served with CBS

Jerry Cronin, account executive with XTRA-News in Los Angeles, joins KNX-AM-FM, that city, and Columbia Radio Pacific Network, in similar capacity. Previously, Mr. Cronin was with The Katz Agency in San Francisco and Container Corp. of America in Los Angeles.

Raymond W. Drury named station operations director of WTYM East Longmeadow, Mass.

William B. Swartz named retail sales manager for Ohio sales of WHOF Canton.

Paul S. Selya, copywriter at WCRB-AM-FM Waltham, Mass., appointed



traffic manager. **Robert A. Stuart-Vail**, WCRB's network director, elected to membership on board of directors of New England Opera Theatre.

William Halle, former advertising and sales promotion manager of American Radiator and Standard Sanitary Corp.'s Allegheny sales district, appointed promotion manager of WNEM-FM-TV Saginaw-Bay City, Mich.

Lee Jackson joins announcing staff of WFGA-TV Jacksonville, Fla.

Hugh Douglas, announcer with CBS in Los Angeles for 12 years, resigns to become free-lance announcer and narrator.

Arnold Peterson, farm service director of WOW-AM-FM Omaha, appointed to agricultural speakers' bureau of Omaha Chamber of Commerce.

Janet Levitt joins WCLV (FM) Cleveland as assistant to program director.

Carl King, freelance actor-announcer on radio and tv in New York since 1949, joins announcing staff of KABC-AM-FM Los Angeles.

Dick Cook joins KGMB Honolulu, Hawaii, as disc jockey.

Rev. H. L. Herod named gospel announcer of KATZ St. Louis.

Jerry Gordon joins WINF-AM-FM Manchester, Conn., as air personality.



Mr. Barrington



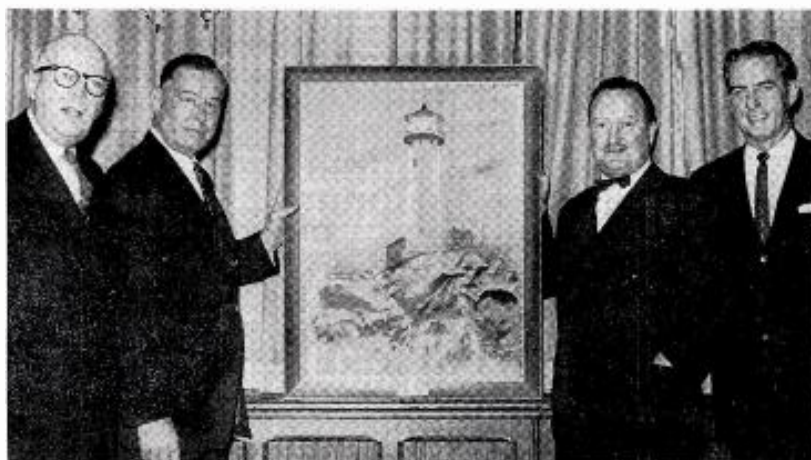
Mr. Wormington

Jay P. Barrington, assistant to general manager, in charge of radio, WDAF-AM-FM Kansas City, has been appointed manager of WDAF-AM-FM. **Robert J. Wormington**, assistant to general manager, in charge of television, WDAF-TV, has been named manager of station. Mr. Barrington joined WDAF-TV in 1950 as staff announcer. Mr. Wormington joined station in same year as radio-tv salesman.

Walter Tirschwell, KDWB Minneapolis-St. Paul, and **J. Michael Wilson**, KOOK Billings, Mont., join WIRL Peoria, Ill. as newsman and air personality, respectively.

Bill Addison appointed evening news editor of WIL-AM-FM St. Louis.

Ron Johnson appointed promotion



New look for Scripps-Howard lighthouse

The Scripps-Howard lighthouse, one of the most durable of media symbols, has been given a new treatment by a Scripps-Howard broadcaster in Memphis.

Holt Scott, WMCT (TV) Memphis art director, painted a lighthouse in a new technique said to give a three-dimensional effect. Mr. Scott's boss, **H. W. Slavick**, vp and general manager of WMC-AM-FM and WMCT (TV), presented the light-

house painting as a gift to **Jack R. Howard**, president of Scripps-Howard Broadcasting Co. and Scripps-Howard Newspapers, licensee of the WMC stations.

Shown here with the painting are (l to r) **James C. Hanrahan**, vp and general manager of WEWS (TV) Cleveland; **Mr. Slavick**; **Mr. Howard** and **M. C. Watters**, vp and general manager of WCPO-AM-FM-TV Cincinnati.

assistant of WFGA-TV Jacksonville, Fla., in charge of on-the-air promotion. **Robert Foreman**, former announcer with WTVP (TV) Decatur, Ill.; joins WFGA-TV's announcing staff.

A. J. (Blondie) Stahmer, general manager of KGMJ (FM) Seattle, Wash., resigns to become promotion manager of KAYO, that city.

Harvey Bennett, former producer of *Panorama Pacific*, CBS-TV regional show, joins ABC-TV as manager of program development, western division.

Richard W. Grefe, formerly with Radio Free Europe in Germany, joins

WRUL New York (short wave station) as director of administration.

PROGRAMMING



Mr. Behlmer

and director.

Rudy Behlmer, former executive producer at KCOP (TV) Los Angeles and radio-tv director of Grant Adv., joins Don Fedderson Commercial Productions, Hollywood, as sales manager, producer

Darryl Hickman has been elected

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

5th/3rd Bank Building, 381-7775
Richard C. Crisler—Paul E. Wagner—Alex Howard

LOS ANGELES—

Lincoln Dellar & Co., 691 Siene Way, GR 2-7594

NEW YORK—

733 Third Avenue, MURRAY HILL 7-8436

president of board of directors of newly chartered Los Angeles-American Federation of Television & Radio Artists Federal Credit Union. Other board members are: **Art Gilmore** (national AFTRA president), vp; **Joe Yocam**, secretary; **Bertha Ziff**, treasurer, and **Tyler McVey** (AFTRA local president). **Ted de Corsia**, **Michael Rye** and Mr. Yocam were elected to serve on credit committee. **Claude McCue**, AFTRA executive secretary, **John Kennedy** and Mr. McVey were appointed by board to supervisory committee.

Ken Niles Jr., former associate producer of *Face the Facts* and *On the Go* on CBS-TV, joins Glen Glenn Sound, Los Angeles, as vp in charge of production.

John Tranchitella has been re-elected president of Los Angeles local (47) of American Federation of Musicians for another two-year term. Other officers are: **Max Herman**, vp; **Don F. Morris**, secretary, and **Bob Manners**, treasurer.

Edward T. Estabrook has been re-elected president of IATSE International Photographers Local 659, Hollywood.

Fred Frink appointed Detroit sales representative of Animation Inc. and Image Productions, Hollywood-based producers of live-action and animated tv commercials, succeeding **Ted Petok**, who resigned.

George Montgomery has been signed to star in hour-long color tv series, *Thunderbird*, which Selmur Productions will produce for ABC-TV. Series, ABC-TV's first in color, will be contemporary western, with Mr. Montgomery cast as owner of an Arizona ranch located near Mexican border.

Robert W. Larsen, former staff director of Jerry Fairbanks Productions,

'Man of the year'



Mr. Beaudin

Ralph Beaudin, president of WLS Chicago, was named "radio man of the year" Dec. 7 at annual awards banquet of American College of Radio Arts, Crafts & Sciences, held in grand ballroom of Conrad Hilton Hotel. The award was presented in recognition of outstanding contributions to the field of radio. Mr. Beaudin has been president of the ABC-owned and operated outlet since March 1960.

joins Alexander Film Co., Colorado Springs, Colo., as producer-director. **Donn Greer**, design consultant, appointed art director.

Cy Kaplan, sales executive, Independent Television Corp., New York, named national sales manager. Mr. Kaplan joined ITC in 1959 from National Television Assoc., where he was director of national sales.

EQUIPMENT & ENGINEERING



Mr. Welsmann

Robert J. Welsmann, manager of custom products for Ampex Corp., Redwood City, Calif., appointed manager of manufacturing for company's video and instrumentation division. Mr. Welsmann joined Ampex in 1950 as electronics inspector and has served in his present capacity since 1953.

Charles J. Lucy appointed manager of newly created electronic devices department in electronic products division of Corning Glass Works, Raleigh, N. C. Mr. Lucy, who joined Corning in 1952, has been division's manager of market development for special products since 1961. Other divisional appointments announced: **Louis H. Gauss Jr.**, manager of special products; **Dr. Morton R. Shaw**, manager of microcircuit development, and **John Spiegler**, manager of components development.

Dr. Alfred N. Goldsmith, noted scientist, engineer and inventor, and honorary vp of RCA, elected first vp of medical electronics section of Pan American Medical Assn.

Jerome Schwartz, project engineer, antenna development labs of Channel Master Corp., Ellenville, N. Y., promoted to assistant chief engineer in electronics division.



Mr. Inglis

Andrew F. Inglis, manager, broadcast merchandising and engineering department, RCA, elected to new position of division vp, operations, broadcast and communications products division. Mr. Inglis joined RCA in 1953 as manager, broadcast equipment planning. He became manager of tv systems engineering in 1955 and manager of closed circuit tv department, three years later.

GOVERNMENT



Mrs. Counts

Dorothy Counts appointed confidential assistant to FCC Chairman Newton N. Minow, replacing **Gloria Coe**, who will be married Dec. 30 to New York attorney Paul L. Klein. Mrs. Counts has been secretary in chairman's office since June 1961, and for 15 years was with Honig-Cooper & Harrington advertising agency in San Francisco. Her husband is research editor with Library of Congress.

DEATHS

Fayette B. Dow, 81, former senior member of Washington, D. C., communications law firm of Dow, Lohnes & Albertson and one of the founders of American Petroleum Institute, died Dec. 10 at Strong Memorial Hospital in Rochester, N. Y. From time of founding Petroleum Institute in 1919 until

SUBSCRIPTION APPLICATION

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

Please start my subscription immediately for—

- 52 weekly issues \$7.00 104 weekly issues \$12.00 Payment attached
 52 issues & Yearbook published next November \$12.00 Please bill

name _____ title/position* _____
 company name _____
 address _____
 city _____ zone _____ state _____

Send to home address—

* Occupation Required

his retirement in 1959, Mr. Dow was institute's general counsel.

Carleton W. Morris, owner of KSUN Bisbee and KHFH Sierra Vista, both Arizona, drowned Dec. 3 while scuba diving with two companions at Guaymas, Mexico.

Reginald Burrows, 42, news writer and producer with KHJ-AM-FM Los Angeles, died of heart attack Dec. 2 at St. Vincent's Hospital, that city. Mr. Burrows had been with KHJ for 20 years.

Gordon Hall Jr., 55, member of legal department of CBS in Los Angeles since 1951, died Dec. 10 after long illness.

Electronic manufacturers elect new officers

Emmet G. Cameron, executive vp of Varian Assoc., Palo Alto, Calif., elected president of Western Electronic Manufacturers Assn. for coming year. Other officers of WEMA include five vp's: **Burgess Dempster**, president, Electronic Engineering Co. of California; **William H. Heflin**, general manager, Beckman & Whitley; **Orison Wade**, assistant chief engineer, General Dynamics/Astronautics; **Philip E. Renshaw**, board chairman, Tally Register Corp.; **Virden E. Scranton**, assistant general manager, Motorola Semiconduc-

tor Products Div.; **Kenneth T. Larkin**, associate director of electronics research, Lockheed Missiles & Space Co., secretary; **Robert M. Ward**, vp, Beckman Instruments, treasurer. **E. E. Ferrey**, executive director of WEMA, was elected executive vp and continues as chief staff executive. Mr. Renshaw has also been elected chairman of the WEMA Northwest Council, Mr. Dempster has been made chairman of Los Angeles Council and Mr. Heflin, named chairman of the San Francisco Council.

INTERNATIONAL

Sees wide coverage for second network

MORE CHOICE FOR BRITISH PUBLIC, AIM OF OFFICIAL

Reginald Bevins, postmaster general, hopes to see two-thirds of Britain's population covered by the second BBC-TV network on uhf by the end of 1966.

"I regard it as of prime importance that the public should have as wide a choice as possible," he said in London.

Nobody has the right to tell the public to choose between two television networks any more than to require a choice between two newspapers, he added.

"Of course in television the number of programs will always be limited by technical considerations: but that is an added reason why they should not be limited by administrative or political timidity." The essential purpose of BBC's second tv network is to offer greater choice. It was both the government's and BBC's plan that the two networks would allow two kinds of programs to be broadcast at the same time, he said.

"In this way we shall have not only more programs of an informative and educational kind, but also more distinctly regional programs and more experiment and innovation. That is what

the public is looking for. People are a bit tired of all the old familiar faces and the games and the gimmicks."

To the argument that commercial tv companies' profits should finance BBC the postmaster general commented that it is silly to suggest that by taking these profits radio and tv license fees could be abolished. By 1965 BBC expenditure will be \$168 million. The present total profits of the tv companies is between \$70 and \$84 million.

"We certainly intend to make sure that adequate rentals are paid by the companies for what, after all, is a public concession. And when I say 'adequate rentals' I mean what I say. But anyone who believes these rentals would be enough to abolish the license fee is well off the rails."

Ouimet suggests probe of Canadian troubles

Canadian Broadcasting Corp. should have its own network of radio and television stations and the Board of Broadcast Governors should regulate only independently owned radio and television stations. So CBC President Al Ouimet suggested at a Canadian Club luncheon at Ottawa Dec. 5.

His remark came after several months of strife between the regulatory BBG and the CBC about carrying the Grey Cup Canadian football classic on Dec. 1. Differences between CBC and the regulatory body have been increasing in the past few years. The BBG took over regulatory control over both the government-owned system and independent stations in 1958.

Mr. Ouimet suggested a government inquiry, perhaps a royal commission, to

determine if the present system in Canada could be modified to eliminate built-in conflicts and to simplify its operation and administration. The CBC president said the CBC after 30 years of operation has no doubt as to the precise nature of its mandate as Canada's national service. But he felt that the BBG might have a different conception, and the CTV Television Network and the Canadian Assn. of Broadcasters have still other views.

for your tower requirements check **ROHN SYSTEMS** ✓

A complete tower erection service that has these special advantages:

- ✓ DEPENDABILITY
- ✓ RELIABILITY
- ✓ COMPLETE ENGINEERING
- ✓ COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

ROHN SYSTEMS, INC.
6718 W. Plank Road Peoria, Illinois

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Portable radios bring light to the Dark Continent

Historians will record Africa's sweeping transition from foreign domination to independence as one of the landmarks of the 20th Century.

Africans will in large measure owe their freedom and their newly found place in the world to two rather singular technological developments—the dry cell battery and the transistor.

The bright innovators who married the two into the compact high-powered radio did more than create a fantastically successful new product for the marketplace. Their miracle of miniaturization has become a mighty instrument of quiet revolution. And nowhere is its power more evident than in Africa, where pocket-size radio is helping reshape a king-size continent. More specifically, the battery-powered portable offers leaders of Africa's newly independent countries the only practical means of reaching much of their people most of the time.

National unity is essential to the consolidation of Africa's newly created democratic governments. But "uniting" is easier said than done in nations where most of the people neither read nor write—where for centuries the leading authority has not been a central government but rather the chief of the local tribe—where citizens live in isolated pockets separated from the capital by miles of untamed bush, bad road, or, more often, no road at all.

The Instant Answer ■ The compact portable has supplied the instant answer to the problems of Africa's "instant independence." It's cheap, easy to distribute, supplies an immediate link between the leaders and their citizens. And electric power to operate it is as handy as the nearest general store, which always has a supply of fresh batteries on hand. The government-run radio station, a standard fixture in vir-

tually every African capital, supplies the rest.

Portable radios in the African bush not only pick up the government station, but are bombarded by short-wave transmissions from the Voice of America, Radio Moscow, Radio Peiping, and Nasser's Radio Cairo.

One Peace Corps volunteer told me of a tribal chief deep in the Tanganyika bush. The chief lived in a mud hut, spoke only broken English, and continued to use a witch doctor to cure his jungle ills. But there sat his portable radio on a rickety table in the center of the hut. Every evening after dinner, he and selected members of his family, along with the tribal elders, listen for several hours—first to one station, then to another. The chief rarely has left his village, but he knows the issues of the cold war, knows who Kennedy, Khrushchev, MacMillan and Mao-tse-Tung are, and knows what they are doing, saying, and thinking.

Evening Ritual ■ I spent several days visiting a tiny isolated mountainside camp in southern Tanganyika. Every evening, the ritual is the same. Peace Corps volunteer Gerry Faust of Holton, Kan., clears the empty dishes off the wooden table in the hut, and replaces them with a shortwave battery transistor radio.

A member of Faust's three-man African road crew stirs up the wood fire. All four plant their chairs in the direction of the beautiful African sunset. Then, someone turns on the radio, fussing with the dial until the signal from TBC, the government-run radio station in the capital of Dar es Salaam, comes in loud and clear.

For the next several hours, the loudspeaker commands an empathy, a fascination, an excited wonder from the audience of three Africans.

For the two nights I stayed at Faust's camp, I was fascinated by the Africans' basic and wondrous love affair with the loudspeaker. When it played music to them, they sang with it and kept time with their feet. When it joked with them, they laughed and shouted back. When it told them of big news events in their own capital, or in Washington, London and Moscow, they nodded approvingly or disapprovingly, or exchanged whispered comments or arguments. And when it sang to them of the glorious wonders of Aspro, the popular local reliever-of-pain-and-everything-else, they sang the words of the jingle in unison.

Plug On The World ■ To the average African, radio is far more than a miraculous innovation in mass communications. It is his *first* exposure to *any* medium of mass communication. Isolated by miles of bush and bad roads, he is getting his first chance to plug into the world which he has become increasingly, if but dimly, aware of in recent years. With the coming of independence, he has found radio to be his *only* dependable way of tying into the circuit of events in his own country which make his newfound freedom meaningful.

To his leaders, radio is the only way of tying the citizen speedily and quickly into national policies, decisions, and issues—of breaking down tribal barriers—of creating a cohesive national consciousness and patriotism necessary to consolidate the independence which is so newly won.

TBC, the Tanganyika Broadcasting Corporation, typifies the role of radio in the new African nations. Government-run, it puts the program stress on information and education. Of its Swahili service, 60% is devoted to news and related current affairs presentations, educational, instructional, and cultural programs. The news schedule is currently being expanded. Popular and traditional music are programmed the other 40% of the schedule.

In addition to national and international news summaries, the informational service includes *TBC Magazine*, a roundup of the week's top news stories, and *From Our Gardens*, which introduces bush farmers to land cultivation, planting, and marketing. Radios have been placed in schools in the bush areas, over which students are given daily instruction in English, history, geography, general science and current affairs.

Personal Involvement ■ One of TBC's

Jerry Landay, news director, WINS New York, first joined the Westinghouse organization in 1955 as news director at KDKA Pittsburgh. In 1958, he moved to WBZ Boston, and moved again in 1960 to WBC's Washington news bureau. In August 1962, he became news director of WINS. Mr. Landay recently completed a one-month, 20,000 mile tour of Africa, where he covered the Peace Corps for a WBC radio documentary series, "Africa: Peace Corps Plus One," now on WBC stations.



most successful techniques is to get its audiences personally involved in its programs. Aside from the news reports, one of the most popular programs is called *Fedha Kwa Jasho*. Literally translated, it means "Money for Sweat."

The "sweat" involves answering ten questions on current affairs. Listeners mail in their answers, and the one to submit the first card with all ten answers correct wins the top prize of 30 shillings, or only about \$4.25, in American money.

The mail response to every program is overwhelming. Mr. Faust described the feverish and argumentative efforts of his crew to complete an entry. They tackle it with a relish most Americans reserve for the daily double.

TBC applies the same technique to much of its music schedule, which is programmed on the basis of mail requests. In a single month, one record program received over 53,000 individual pieces of mail.

Most of the record shows are an international melting pot of popular music. A Tanganyikan number may be followed by a Cha Cha Cha, an English ballad, a Frank Sinatra standard, a hit tune from South Africa or the Congo, and an American rock 'n' roll. Rock 'n' roll, by the way, is very big in Tanganyika, and is rapidly becoming even bigger.

TBC personalities receive the same popular attention reserved in America only for a Hollywood star. They make frequent public appearances, and send out autographed pictures when they're requested, which is often.

Audience Per Set ■ The number of radio sets in Tanganyika is mushrooming. The 1959 census counted 70,000. It's now estimated there are over 100,000. However, the number of sets is

no indicator of the audience. In a bush town, it's accepted practice for the few who own sets to hold open house nightly for the neighbors. And, come news time, the host's radio often plays to standing room only.

In some villages, the only radio is in the social center. And, there, too, it draws communal listeners like the early tv sets in American bars used to draw customers.

The ritual of the radio I saw and heard played out in Mr. Faust's camp is repeated nightly across the length and breadth of Tanganyika. It's a ritual you have to witness, to fully understand the motivation of the African leader who told a Washington official, "Don't give me money. Give me a hundred thousand transistor radios."

America would do well to consider requests such as these. The transistor portable is providing many an African with his first window on the world. The wider it opens, the better the odds that his experiment with independence will succeed.

Swezey tells Canadians to answer their critics

Broadcasters have a continuing obligation to sift and resift complaints, to defend their industry against unwarranted attacks, Robert D. Swezey, NAB code authority, told the Radio and Television Executives Club at the Park Plaza Hotel, Toronto, Ont., on Dec. 6. Mr. Swezey stated that government regulation should come only if industry is unable to do the regulatory job itself.

Mr. Swezey, who has appeared before Canadian broadcasters on other occasions, referred to continuing criticism of broadcasting on both sides of the inter-

national border. He felt that no other media are turning out better material, that all have some mediocre material and often trivia.

"Excellence is a rare thing," he said. "I doubt that even with unlimited money broadcasting could program much better. The material just isn't available. Broadcasting is a mass medium and must satisfy the popular taste. Broadcasters have been accused of being namby-pamby, of selecting programs largely on the basis of avoiding conflict. Our over-cautious approach has earned us contempt rather than respect."

He said that despite charges of television's effect on children, there is no credible data on the effect of tv programming on children.

Abroad in brief...

Bureau established ■ A placement and counselling bureau is being opened at Toronto, Ont., early in 1963 by the Canadian Assn. of Advertising Agencies. A Montreal office is to be opened later in the year. The bureau will be operated by a separate board of directors from the association and have its own offices. Its services will be open in the beginning only to advertising agencies, but are expected to be opened to advertisers at a later date.

Foreign rights purchased ■ Seven Arts Assoc., New York, has purchased foreign tv and theatrical distribution rights to the *Out of the Inkwell* series now being syndicated in the U. S. by Video House. The series of 100 five-minute cartoons in color will be placed into world-wide distribution by Seven Arts Productions International Ltd. in London, and in Canada by Seven Arts Productions Ltd., Toronto.

SPECIAL REPORT: RADIO-TV HOMES

Radio in 94% of U.S. homes; tv in 91%

NIELSEN COUNTY-BY-COUNTY BREAKDOWN SHOWS WHERE THEY ARE

New county-by-county estimates of U. S. television and radio ownership are being released today (Dec. 17) by the A. C. Nielsen Co.

They reflect the county distribution of 50,003,300 television homes and 51,897,790 radio homes as of September 1962. Saturation in the case of radio is put at 94% of all homes; in television, 91%.

Radio and tv homes in Continental U. S. are somewhat fewer but percentage penetration remains the same: 49,816,610 tv homes (91% of all homes) and 51,685,850 radio homes (94%).

These are the first new county figures since April 1961, date of Nielsen's last.

They show the most radio and tv homes in the North Central region (15.1 million radio, 14.7 million tv), but the greatest penetration in the Northeast (96% radio, 94% tv).

Highest Penetration ■ Rhode Island and New Jersey are tied for highest tv penetration with 96% each. Five states are tied at 97% for similar honors in radio: Connecticut, Massachusetts, Rhode Island, Wisconsin, Minnesota.

The figures were compiled by Nielsen as "practical estimates." Total-homes figures are estimates by *Sales*

Management; these are the base against which Nielsen's tv and radio ownership percentages were applied to get the county figures.

The tv percentages are Nielsen estimates based on U. S. Census data of April 1960, updated according to growth-rate patterns developed by Census and the Advertising Research Foundation. The radio percentages are from the 1960 Census, adjusted to reflect subsequent Census Bureau findings on sets not in working order.

The county-by-county figures, which also are available in booklet form from Nielsen, follow (pages 86-101).

RADIO-TV HOMES continued

TOTAL U. S.

TOTAL HOMES	TELEVISION HOMES		RADIO HOMES	
55,092,400	50,003,300	91%	51,897,790	94%

ALABAMA

COUNTY	TOTAL HOMES	TELEVISION HOMES		RADIO HOMES	
Autauga	4,800	3,930	82%	4,270	89%
Baldwin	13,600	11,850	87	11,480	84
Barbour	6,200	4,100	66	5,310	86
Bibb	3,500	2,660	76	3,160	90
Blount	6,800	5,600	82	6,300	93
Bullock	3,300	2,030	61	2,880	87
Butler	6,200	4,510	73	5,420	87
Calhoun	27,000	23,510	87	25,000	93
Chambers	10,500	8,370	80	9,480	90
Cherokee	4,300	3,470	81	3,850	90
Chilton	7,100	5,390	76	6,320	89
Choctaw	4,200	2,590	62	3,620	86
Clarke	6,500	4,350	66	5,880	89
Clay	3,400	2,670	78	3,090	91
Cleburne	2,900	2,230	77	2,480	86
Coffee	8,400	6,640	79	7,430	89
Colbert	13,400	10,660	80	12,490	93
Conecuh	4,300	2,850	66	3,790	88
Coosa	2,700	2,030	75	2,480	92
Covington	10,000	7,840	78	9,000	90
Crenshaw	3,800	2,820	74	3,270	86
Cullman	12,400	10,990	89	11,540	93
Dale	8,700	7,250	83	7,660	88
Dallas	14,600	10,700	73	13,270	91
De Kalb	11,600	9,540	82	10,610	92
Elmore	8,000	6,280	79	7,000	88
Escambia	8,900	6,830	77	7,820	88
Etowah	27,700	24,580	89	25,540	92
Fayette	4,500	3,490	78	4,160	92
Franklin	6,000	4,520	75	5,540	92
Geneva	6,000	4,680	78	5,540	92
Greene	3,200	1,560	49	2,680	84
Hale	4,600	2,680	58	3,910	85
Henry	3,700	2,800	76	3,300	89
Houston	14,700	12,710	86	13,080	89
Jackson	9,700	7,750	80	8,760	90
Jefferson	187,500	168,410	90	175,690	94
Lamar	4,000	3,070	77	3,640	91
Lauderdale	17,900	13,850	77	17,040	95
Lawrence	6,200	4,530	73	5,500	89
Lee	12,900	10,300	80	11,580	91
Limestone	9,700	7,500	77	9,000	93
Lowndes	3,300	1,770	54	2,730	83
Macon	5,900	4,180	71	5,100	86
Madison	34,700	28,780	83	32,480	94
Marengo	6,700	4,160	62	5,910	88
Marion	5,900	4,780	81	5,500	93
Marshall	13,900	11,640	84	12,950	93
Mobile	88,500	79,030	89	80,000	90
Monroe	5,300	3,290	62	4,810	91
Montgomery	48,500	41,340	85	45,010	93
Morgan	17,800	14,860	84	16,540	93
Perry	4,000	2,230	56	3,440	86
Pickens	5,500	3,640	66	4,990	91
Pike	6,700	4,810	72	5,940	89
Randolph	5,400	4,000	74	4,780	89
Russell	12,200	9,730	80	10,860	89
St. Clair	6,700	5,470	82	5,960	89
Shelby	8,600	7,400	86	7,770	90
Sumter	4,600	2,860	62	4,010	87
Talladega	17,100	14,100	82	15,770	92
Tallahassee	9,800	7,790	80	8,800	90
Tuscaloosa	28,700	23,770	83	26,630	93
Walker	14,500	12,650	87	13,140	91
Washington	3,600	2,520	70	3,130	87
Wilcox	4,000	2,110	53	3,400	85
Winston	3,900	3,200	82	3,620	93
STATE TOTAL	901,300	744,230	83%	823,130	91%

ALASKA

1st Judicial Div.	10,800	6,050	56%	10,200	94%
2nd Judicial Div.	2,700	790	29	2,090	78
3rd Judicial Div.	34,900	29,090	83	33,160	95
4th Judicial Div.	15,600	12,210	78	14,380	92
STATE TOTAL	64,000	48,140	75%	59,830	93%

ARIZONA

Apache	6,000	2,610	43%	4,760	79%
Cochise	17,200	14,270	83	15,910	93
Coconino	11,800	7,360	62	10,810	92
Gila	7,400	5,770	78	6,870	93
Graham	3,800	2,790	73	3,550	93
Greenlee	3,000	2,520	84	2,880	96
Maricopa	213,000	194,900	92	198,730	93
Mohave	2,500	1,880	75	2,240	89
Navajo	9,300	5,090	55	7,630	82

COUNTY	TOTAL HOMES	TELEVISION HOMES		RADIO HOMES	
Pima	86,000	78,560	91	80,240	93
Pinal	17,000	14,470	85	14,820	87
Santa Cruz	3,100	2,330	75	2,770	90
Yavapai	9,900	7,190	73	9,270	94
Yuma	13,200	10,870	82	12,090	92
STATE TOTAL	403,200	350,610	87%	372,570	92%

ARKANSAS

Arkansas	6,900	5,890	85%	6,090	88%
Ashley	6,600	5,050	77	5,740	87
Baxter	3,200	2,350	73	3,010	94
Benton	11,900	9,420	79	11,160	94
Boone	5,300	4,080	77	4,990	94
Bradley	4,000	3,050	76	3,340	84
Calhoun	1,600	1,230	77	1,360	85
Carroll	3,800	2,960	78	3,660	96
Chicot	5,100	3,290	64	4,360	86
Clark	5,900	4,690	79	5,190	88
Clay	6,100	4,800	79	5,490	90
Cleburne	2,600	2,030	78	2,240	86
Cleveland	1,900	1,330	70	1,570	83
Columbia	7,700	5,870	76	7,000	91
Conway	4,300	3,450	80	4,000	93
Craighead	13,500	11,930	88	12,340	91
Crawford	6,400	4,880	76	5,880	92
Crittenden	12,100	9,460	78	9,750	81
Cross	4,900	3,880	79	4,230	86
Dallas	2,900	2,270	78	2,490	86
Desha	5,300	3,930	74	4,680	88
Drew	4,000	2,830	71	3,500	88
Faulkner	7,000	5,740	82	6,290	90
Franklin	3,100	2,370	76	2,810	91
Fulton	1,900	1,030	54	1,840	97
Garland	16,500	13,800	84	14,750	89
Grant	2,400	1,940	81	2,000	83
Greene	7,300	6,070	83	6,800	93
Hempstead	5,700	4,370	77	5,120	90
Hot Spring	6,500	5,270	81	5,890	91
Howard	3,300	2,680	81	3,080	93
Independence	6,000	4,710	79	5,540	92
Izard	1,900	1,100	58	1,690	89
Jackson	6,200	4,880	79	5,580	90
Jefferson	23,500	19,600	83	20,730	88
Johnson	3,700	2,720	74	3,390	92
Lafayette	3,100	2,490	80	2,650	85
Lawrence	4,900	3,660	75	4,530	92
Lee	5,000	3,300	66	4,200	84
Lincoln	3,200	2,310	72	2,670	83
Little River	2,600	1,870	72	2,210	85
Logan	4,400	3,410	78	4,040	92
Lonoke	6,500	5,600	86	5,620	86
Madison	2,700	1,610	60	2,530	94
Marion	1,800	1,410	78	1,650	92
Miller	9,600	8,160	85	8,430	88
Mississippi	18,000	15,100	84	14,780	82
Monroe	4,500	3,010	67	3,830	85
Montgomery	1,600	1,170	73	1,410	88
Nevada	3,000	2,170	72	2,570	86
Newton	1,600	900	56	1,460	91
Ouachita	9,200	7,220	79	8,210	89
Perry	1,400	1,180	84	1,310	94
Phillips	11,700	8,380	72	9,820	84
Pike	2,200	1,680	77	1,930	88
Poinsett	7,500	6,370	85	6,560	88
Polk	3,800	2,710	71	3,550	93
Pope	6,300	5,100	81	5,860	93
Prairie	2,900	2,260	78	2,620	90
Pulaski	74,900	67,320	90	68,080	91
Randolph	3,500	2,520	72	3,290	94
St. Francis	8,100	6,110	75	6,920	85
Saline	7,800	6,970	89	7,020	90
Scott	2,000	1,460	73	1,780	89
Searcy	2,300	1,570	68	1,980	86
Sebastian	22,500	20,040	89	21,020	93
Sevier	3,000	2,460	82	2,650	88
Sharp	1,700	970	57	1,570	92
Stone	1,800	1,210	67	1,570	87
Union	15,000	12,520	83	13,440	90
Van Buren	2,200	1,720	78	2,030	92
Washington	17,700	13,810	78	16,430	93
White	9,600	7,990	83	8,760	91
Woodruff	3,500	2,540	73	3,030	87
Yell	3,600	2,840	79	3,290	92
STATE TOTAL	517,700	418,070	81%	462,880	89%

CALIFORNIA

Alameda	306,700	283,670	92%	293,820	96%
Alpine	100	70	70	90	90
Amador	3,100	2,680	86	2,920	94
Butte	30,200	26,810	89	28,480	94
Calaveras	3,500	3,050	87	3,320	95
Colusa	3,900	3,380	87	3,510	90
Contra Costa	125,800	119,350	95	121,400	97
Del Norte	5,800	4,730	82	5,220	90
Eldorado	11,100	10,170	92	10,180	92
Fresno	113,100	102,940	91	105,520	93
Glenn	5,400	4,850	90	5,170	96
Humboldt	34,100	30,670	90	31,920	94
Imperial	19,200	15,730	82	17,860	93
Inyo	4,100	2,870	70	3,610	88
Kern	90,300	82,690	92	83,620	93
Kings	14,500	12,820	88	13,380	92
Lake	5,500	4,360	79	5,110	93

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Lassen	4,000	3,300	83
Los Angeles	2,149,100	2,010,480	94
Madera	12,000	10,700	89
Marin	49,100	45,410	92
Mariposa	1,800	1,420	79
Mendocino	15,900	12,760	80
Merced	27,200	24,670	91
Modoc	2,500	2,020	81
Mono	800	490	62
Monterey	57,100	51,840	91
Napa	20,200	18,420	91
Nevada	7,400	6,440	87
Orange	243,300	233,670	96
Placer	18,500	16,840	91
Plumas	3,800	3,130	82
Riverside	107,700	97,880	91
Sacramento	166,900	156,370	94
San Benito	4,700	4,110	87
San Bernardino	167,800	155,150	92
San Diego	343,500	320,900	93
San Francisco	289,000	244,350	85
San Joaquin	78,500	70,530	90
San Luis Obispo	27,800	24,870	89
San Mateo	150,100	143,750	96
Santa Barbara	60,600	54,840	91
Santa Clara	214,000	200,950	94
Santa Cruz	32,500	29,190	90
Shasta	20,300	18,700	92
Sierra	800	630	79
Siskiyou	11,100	9,160	83
Solano	40,500	38,340	95
Sonoma	50,800	45,470	90
Stanislaus	50,100	44,380	89
Sutter	10,600	9,770	92
Temama	8,500	7,870	93
Trinity	3,500	2,790	80
Tulare	50,100	45,050	90
Tuolumne	5,100	4,340	85
Ventura	61,300	57,850	94
Yolo	21,800	19,740	91
Yuba	10,600	9,680	91
STATE TOTAL	5,377,300	4,969,090	92%

COLORADO

Adams	35,100	33,800	96%
Alamosa	2,700	2,060	76
Arapahoe	35,000	33,170	95
Archuleta	700	460	65
Baca	1,900	990	52
Bent	1,900	1,580	83
Boulder	24,000	21,330	89
Chaffee	2,700	2,130	79
Cheyenne	800	580	72
Clear Creek	1,000	840	84
Conejos	1,900	1,390	73
Costilla	900	450	50
Crowley	1,100	980	89
Custer	400	300	74
Delta	5,000	4,040	81
Denver	169,800	149,460	88
Dolores	600	310	52
Douglas	1,500	1,430	96
Eagle	1,300	950	73
Elbert	1,200	990	82
El Paso	46,900	43,700	93
Fremont	6,300	5,140	82
Garfield	3,900	2,990	77
Gilpin	300	260	88
Grand	1,100	770	70
Gunnison	1,500	1,030	69
Hinsdale	100	100	100
Huerfano	2,200	1,600	73
Jackson	500	430	85
Jefferson	42,100	40,290	96
Kiowa	700	500	72
Kit Carson	2,000	1,430	71
Lake	2,000	1,560	78
La Plata	5,900	4,650	79
Larimer	17,400	15,720	90
Las Animas	5,500	3,800	69
Lincoln	1,700	1,420	84
Logan	6,200	5,220	84
Mesa	16,400	14,440	88
Mineral	200	120	58
Moffat	2,300	1,580	69
Montezuma	4,300	3,390	79
Montrose	5,600	4,630	83
Morgan	6,500	6,000	92
Otero	7,000	5,960	85
Ouray	500	350	71
Park	600	480	80
Phillips	1,500	1,370	91
Pitkin	800	460	58
Prowers	3,900	2,690	69
Pueblo	34,100	31,720	93
Rio Blanco	1,500	1,230	82
Rio Grande	3,000	2,190	73
Routt	1,600	1,040	65
Saguache	1,100	740	68
San Juan	200	170	86
San Miguel	900	620	69
Sedgwick	1,300	1,110	86
Summit	600	480	80
Teller	900	800	89

Reprinted with permission of copyright holder, A. C. Nielsen Co.

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Washington	2,000	1,560	78
Weid	21,600	19,880	92
Yuma	2,800	2,230	80
STATE TOTAL	557,000	493,090	89%

CONNECTICUT

Fairfield	207,200	198,000	96%
Hartford	218,800	205,980	94
Litchfield	38,300	35,680	93
Middlesex	27,000	25,180	93
New Haven	207,600	196,970	95
New London	52,900	48,620	92
Tolland	19,500	18,120	93
Windham	21,500	19,900	93
STATE TOTAL	792,800	748,450	94%

DELAWARE

Kent	20,500	18,630	91%
New Castle	95,100	90,680	95
Sussex	23,000	19,790	86
STATE TOTAL	138,600	129,100	93%

DISTRICT OF COLUMBIA

DISTRICT TOTAL	249,100	220,130	88%
-----------------------	----------------	----------------	------------

FLORIDA

Alachua	20,900	16,150	77%
Baker	1,700	1,420	84
Bay	20,000	17,620	88
Bradford	3,500	2,870	82
Brevard	40,000	35,290	88
Broward	124,100	115,290	93
Calhoun	2,000	1,320	66
Charlotte	5,300	4,390	83
Citrus	3,400	2,610	77
Clay	5,800	4,920	85
Collier	5,500	4,170	76
Columbia	5,700	4,430	78
Dade	345,000	309,640	90
De Soto	3,200	2,520	79
Dixie	1,300	750	58
Duval	139,000	125,570	90
Escambia	51,300	46,420	90
Flagler	1,400	1,110	80
Franklin	2,100	1,440	69
Gadsden	9,100	6,850	73
Gilchrist	800	620	77
Glades	800	530	66
Gulf	3,000	2,240	75
Hamilton	2,000	1,310	65
Hardee	3,700	3,110	84
Hendry	2,500	1,740	70
Hernando	3,800	3,070	81
Highlands	7,600	6,080	80
Hillsborough	134,400	119,230	89
Holmes	2,800	1,760	63
Indian River	9,300	7,450	80
Jackson	9,800	8,750	89
Jefferson	2,500	1,660	66
Lafayette	800	490	61
Lake	20,100	17,580	87
Lee	20,100	17,210	86
Leon	20,700	17,190	83
Levy	3,100	1,960	63
Liberty	900	630	70
Madison	3,800	2,280	60
Manatee	27,700	24,610	89
Marion	16,300	12,590	77
Martin	6,400	5,370	84
Monroe	14,800	10,650	72
Nassau	4,900	4,230	86
Oakalosa	18,500	16,420	89
Okeechobee	2,000	1,680	84
Orange	91,100	82,120	90
Osceola	7,500	6,170	82
Palm Beach	85,300	74,160	87
Pasco	13,600	11,600	85
Pinellas	161,800	145,750	90
Polk	63,600	55,920	88
Putnam	10,100	8,470	84
St. Johns	9,500	8,050	85
St. Lucie	13,800	11,420	83
Santa Rosa	8,300	7,340	88
Sarasota	31,500	27,430	87
Seminole	17,800	15,720	88
Sumter	3,500	2,720	78
Suwanee	4,100	2,760	67
Taylor	3,900	2,700	69
Union	1,100	840	77
Volusia	50,000	43,910	88
Wakulla	1,500	1,210	81
Walton	4,500	3,360	75
Washington	3,200	2,310	72
STATE TOTAL	1,719,100	1,507,110	88%

GEORGIA

Appling	3,200	2,230	70%
Atkinson	1,500	790	52
Bacon	2,100	1,550	74

RADIO-TV HOMES continued (Ga.)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Baker	1,000	640	64
Baldwin	5,900	4,440	75
Banks	1,700	1,290	76
Barrow	4,300	3,680	86
Bartow	7,800	6,860	88
Ben Hill	3,900	2,710	70
Berrien	3,100	2,160	70
Bibb	44,000	38,720	88
Bleckley	2,600	1,900	73
Brantley	1,500	1,160	78
Brooks	3,800	2,860	75
Bryan	1,500	1,190	79
Bulloch	6,300	5,040	80
Burke	5,100	3,410	67
Butts	2,300	1,910	83
Calhoun	1,800	950	53
Camden	2,600	2,220	85
Candler	1,700	1,240	73
Carroll	10,400	9,200	88
Catoosa	6,100	5,610	92
Charlton	1,300	1,000	77
Chatham	55,400	48,930	88
Chattahoochee	1,300	1,200	92
Chattooga	5,500	4,680	85
Cherokee	6,400	5,660	88
Clarke	13,000	11,080	85
Clay	1,100	730	67
Clayton	13,800	12,880	93
Clinch	1,700	1,200	71
Cobb	34,400	32,320	94
Coffee	5,600	4,040	72
Colquitt	9,100	7,500	82
Columbia	3,700	3,090	84
Cook	3,200	2,390	75
Coweta	8,000	6,490	81
Crawford	1,400	870	62
Crisp	5,000	3,630	73
Dade	2,300	1,980	86
Dawson	1,000	760	76
DeCATUR	6,600	5,200	79
De Kalb	82,500	78,090	95
Dodge	4,300	3,260	76
Dooly	2,900	2,140	74
Dougherty	21,900	18,640	85
Douglas	4,700	4,190	89
Early	3,200	2,270	71
Echois	500	320	63
Effingham	2,500	1,990	80
Elbert	5,000	4,260	85
Emanuel	4,800	3,500	73
Evans	1,900	1,550	82
Fannin	3,600	2,760	77
Fayette	2,100	1,780	85
Floyd	20,000	17,580	88
Forsyth	3,400	3,070	90
Franklin	3,700	3,190	86
Fulton	170,300	154,850	91
Gilmer	2,300	1,740	75
GlascocK	600	470	78
Glynn	12,700	10,840	85
Gordon	5,500	4,780	87
Grady	4,800	3,840	80
Greene	2,800	2,030	72
Gwinnett	12,500	11,290	90
Habersham	5,000	4,040	81
Hall	14,500	12,740	88
Hancock	2,200	1,300	59
Haralson	4,200	3,550	85
Harris	2,800	2,190	78
Hart	4,200	3,600	86
Heard	1,300	1,020	79
Henry	4,500	3,700	82
Houston	11,200	9,990	89
Irwin	2,300	1,700	74
Jackson	5,100	4,280	84
Jasper	1,500	1,060	71
Jeff Davis	2,200	1,600	73
Jefferson	4,300	3,180	74
Jenkins	2,300	1,740	76
Johnson	2,100	1,640	78
Jones	2,100	1,620	77
Lamar	2,800	2,270	81
Lanier	1,300	900	69
Laurens	8,700	6,540	75
Lee	1,400	1,020	73
Liberty	3,700	2,910	79
Lincoln	1,400	1,090	78
Long	1,000	720	72
Lowndes	14,100	11,040	78
Lumpkin	1,800	1,530	85
McDuffie	3,500	2,810	80
McIntosh	1,700	1,230	72
Macon	3,200	2,200	69
Madison	3,100	2,500	81
Marion	1,300	760	58
Meriwether	4,900	3,770	77
Miller	1,800	1,250	69
Mitchell	4,800	3,510	73
Monroe	2,600	2,070	80
Montgomery	1,500	890	60
Morgan	2,600	1,950	75
Murray	2,800	2,240	80
Muscogee	45,300	40,480	89
Newton	5,800	4,930	85
Oconee	1,700	1,550	91
Oglethorpe	1,900	1,420	75

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Paulding	3,700	3,290	89
Peach	3,600	2,920	81
Pickens	2,500	2,100	84
Pierce	2,400	1,770	74
Pike	1,800	1,320	73
Polk	7,800	6,700	86
Pulaski	2,300	1,640	72
Putnam	2,000	1,550	77
Quitman	600	400	66
Rabun	2,000	1,540	77
Randolph	2,800	1,890	68
Richmond	36,500	32,520	89
Rockdale	2,800	2,400	86
Schley	800	590	74
Screven	3,500	2,480	71
Seminole	1,700	1,300	76
Spalding	10,400	9,010	87
Stephens	5,200	4,230	81
Stewart	1,800	1,060	59
Sumter	6,700	4,660	70
Talbot	1,700	1,180	70
Taliaferro	800	540	68
Tattnall	3,600	2,810	78
Taylor	2,100	1,540	73
Telfair	3,100	1,900	61
Terrell	3,200	2,270	71
Thomas	9,400	7,640	81
Tift	6,300	4,800	76
Toombs	4,500	3,040	67
Towns	1,100	900	82
Treutlen	1,600	1,070	67
Troup	12,900	10,480	81
Turner	2,200	1,660	75
Twiggs	1,800	1,260	70
Union	1,700	1,350	80
Upson	6,700	5,620	84
Walker	13,100	11,780	90
Walton	5,500	4,630	84
Ware	10,000	8,110	81
Warren	1,700	1,190	70
Washington	4,800	3,010	63
Wayne	4,800	3,940	80
Webster	800	430	54
Wheeler	1,300	820	63
White	1,800	1,400	78
Whitfield	12,300	10,930	89
Wilcox	2,000	1,510	75
Wilkes	3,000	2,010	67
Wilkinson	2,400	1,790	75
Worth	4,000	3,090	77
STATE TOTAL	1,110,200	942,420	85%
HAWAII			
Hawaii	15,300	11,460	74%
Honolulu	126,400	115,010	91
Kauai	8,000	3,050	37
Maui	10,800	9,030	83
STATE TOTAL	160,500	138,550	86%
IDAHO			
Ada	30,100	27,800	92%
Adams	900	710	79
Bannock	14,200	12,830	90
Bear Lake	2,000	1,710	86
Benewah	1,900	1,680	89
Bingham	7,500	7,070	94
Blaine	1,400	1,140	82
Boise	500	430	86
Bonner	4,800	4,150	87
Bonneville	13,600	12,870	95
Boundary	1,700	1,350	79
Butte	900	840	93
Camas	300	280	93
Canyon	17,500	15,520	89
Caribou	1,600	1,350	85
Cassia	4,500	4,140	92
Clark	300	270	90
Clearwater	2,600	2,210	85
Custer	900	660	74
Elmore	4,800	4,400	92
Franklin	2,100	1,850	88
Fremont	2,400	2,240	93
Gem	2,800	2,490	89
Gooding	2,700	2,430	90
Idaho	4,000	3,080	77
Jefferson	2,900	2,810	97
Jerome	3,300	3,050	93
Kootenai	9,700	9,040	93
Latah	6,200	5,240	84
Lemhi	1,800	1,170	65
Lewis	1,400	1,250	89
Lincoln	1,000	880	88
Madison	2,300	2,170	94
Minidoka	4,100	3,610	88
Nez Perce	8,800	7,910	90
Oneida	1,000	900	90
Owyhee	1,900	1,710	90
Payette	3,900	3,490	89
Power	1,200	970	81
Shoshone	6,200	5,470	88
Teton	700	680	97
Twin Falls	12,900	11,990	93
Valley	1,000	790	79
Washington	2,600	2,190	84
STATE TOTAL	198,900	178,820	90%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
ILLINOIS			
Adams	22,000	20,540 93%	21,230 97%
Alexander	5,000	4,100 82	4,340 87
Bond	4,500	3,830 85	4,240 94
Boone	6,400	5,890 92	6,180 97
Brown	2,100	1,830 87	1,990 95
Bureau	12,000	11,000 92	11,380 95
Calhoun	1,900	1,680 88	1,840 97
Carroll	6,100	5,640 92	5,780 95
Cass	4,800	4,260 89	4,500 94
Champaign	37,900	34,620 91	35,550 94
Christian	11,800	10,790 91	11,100 94
Clark	5,500	4,850 88	5,040 92
Clay	5,100	4,110 81	4,950 97
Clinton	6,900	6,330 92	6,530 95
Coles	13,900	12,690 91	13,050 94
Cook	1,639,400	1,528,580 93	1,563,990 95
Crawford	7,000	6,380 91	6,540 93
Cumberland	3,200	2,770 87	2,880 90
De Kalb	15,600	14,550 93	15,160 97
De Witt	5,700	5,200 91	5,450 96
Douglas	6,300	5,770 92	5,820 92
Du Page	95,300	91,880 96	92,920 98
Edgar	7,600	6,900 91	7,270 96
Edwards	2,600	2,110 81	2,440 94
Effingham	6,900	5,760 84	6,670 97
Fayette	6,600	5,710 87	6,410 97
Ford	5,200	4,780 92	5,020 97
Franklin	13,100	11,480 88	12,210 93
Fulton	13,800	12,580 91	13,040 95
Gallatin	2,400	1,910 79	2,160 90
Greene	5,600	5,120 91	5,360 96
Grundy	7,000	6,600 94	6,680 95
Hamilton	3,200	2,430 76	3,090 97
Hancock	7,800	7,190 92	7,540 97
Hardin	1,800	1,580 88	1,640 91
Henderson	2,600	2,320 89	2,420 93
Henry	16,000	15,060 94	15,440 97
Iroquois	10,500	9,530 91	10,020 95
Jackson	13,000	11,330 87	12,190 94
Jasper	3,500	3,000 86	3,420 98
Jefferson	10,300	8,920 87	9,890 96
Jersey	5,100	4,580 90	4,900 96
Jo Daviess	6,500	5,640 87	6,320 97
Johnson	2,200	1,860 85	2,130 97
Kane	62,900	59,130 94	59,880 95
Kankakee	25,100	23,350 93	23,570 94
Kendall	5,400	5,150 95	5,210 97
Knox	19,600	18,520 95	18,870 96
Lake	84,700	81,500 96	81,650 96
La Salle	34,800	31,850 92	33,620 97
Lawrence	6,000	5,330 89	5,560 93
Lee	10,600	9,860 93	10,080 95
Livingston	12,000	10,730 89	11,510 96
Logan	9,400	8,590 91	9,120 97
McDonough	9,100	8,330 92	8,640 95
McHenry	26,600	25,670 97	25,780 97
McLean	26,500	24,040 91	25,230 95
Macon	38,600	35,840 93	36,130 94
Macoupin	14,200	13,020 92	13,520 95
Madison	70,300	66,050 94	66,640 95
Marion	12,900	11,630 90	12,140 94
Marshall	4,200	3,770 90	4,090 97
Mason	5,000	4,600 92	4,700 94
Massac	4,700	4,040 86	4,240 90
Menard	3,000	2,650 88	2,820 94
Mercer	5,400	5,080 94	5,170 96
Monroe	4,700	4,270 91	4,480 95
Montgomery	10,300	9,270 90	9,850 96
Morgan	10,600	9,360 88	9,860 93
Moultrie	4,200	3,650 87	3,738 89
Ogle	12,200	11,290 93	11,680 96
Peoria	59,000	54,690 93	56,050 95
Perry	6,100	5,320 87	5,730 94
Piatt	4,700	4,440 95	4,390 94
Pike	6,800	6,050 89	6,410 94
Pope	1,300	1,010 78	1,200 92
Pulaski	3,100	2,500 81	2,810 91
Putnam	1,500	1,280 85	1,430 96
Randolph	8,500	7,750 91	8,060 95
Richland	5,100	4,330 85	4,800 94
Rock Island	47,400	45,250 95	45,930 97
St. Clair	81,500	75,270 92	76,120 93
Saline	8,800	7,740 88	8,290 94
Sangamon	48,800	44,140 90	46,510 95
Schuyler	2,900	2,630 91	2,760 95
Scott	2,000	1,870 94	1,920 96
Shelby	7,400	6,350 86	6,960 94
Stark	2,500	2,320 93	2,400 96
Stephenson	14,800	13,600 92	14,190 96
Tazewell	31,500	29,500 94	30,050 95
Union	5,000	4,460 89	4,750 95
Vermilion	31,000	28,490 92	28,740 93
Wabash	4,400	3,820 87	4,070 93
Warren	6,800	6,320 93	6,590 97
Washington	4,400	3,770 86	4,230 96
Wayne	6,100	4,800 79	5,820 95
White	6,200	4,860 78	5,820 94
Whiteside	18,700	17,370 93	17,910 96
Will	57,300	54,290 95	54,320 95
Williamson	15,400	13,730 89	14,320 93
Winnebago	66,800	62,760 94	62,590 94
Woodford	7,500	6,680 89	7,150 95
STATE TOTAL	3,178,000	2,947,640 93%	3,026,810 95%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
INDIANA			
Adams	7,300	6,610 91%	7,020 96%
Allen	72,000	67,270 93	67,460 94
Bartholomew	15,300	14,200 93	14,210 93
Benton	3,400	3,100 91	3,180 93
Blackford	4,600	4,240 92	4,330 94
Boone	8,900	8,340 94	8,220 92
Brown	2,100	1,940 92	1,830 87
Carroll	5,400	5,010 93	5,070 94
Cass	12,500	11,330 91	11,840 95
Clark	18,800	17,410 93	17,280 92
Clay	8,100	7,490 92	7,110 88
Clinton	9,900	9,240 93	9,100 92
Crawford	2,500	2,030 81	2,200 88
Daviess	8,000	6,880 86	7,050 88
Dearborn	8,700	8,070 93	8,220 95
Decatur	6,200	5,630 91	5,530 89
De Kalb	8,600	8,100 94	8,060 94
Delaware	34,600	32,450 94	31,660 92
Dubois	7,700	6,630 86	7,260 94
Elkhart	33,700	30,430 90	31,370 93
Fayette	7,500	6,920 92	6,750 90
Floyd	16,000	15,030 94	14,860 93
Fountain	6,100	5,600 92	5,540 91
Franklin	4,600	3,990 87	4,370 95
Fulton	5,500	5,030 91	5,150 94
Gibson	9,400	8,490 90	8,700 93
Grant	23,500	21,510 92	21,810 93
Greene	8,900	7,990 90	7,730 87
Hamilton	12,800	12,080 94	12,100 95
Hancock	8,600	8,090 94	8,080 94
Harrison	5,600	5,020 90	5,300 95
Hendricks	13,000	12,270 94	12,230 94
Henry	15,100	14,090 93	13,920 92
Howard	21,900	20,500 94	20,100 92
Huntington	10,700	10,040 94	10,050 94
Jackson	9,400	8,660 92	8,850 94
Jasper	5,300	4,800 91	5,010 95
Jay	7,200	6,370 88	6,670 93
Jefferson	6,900	6,190 90	6,470 94
Jennings	4,500	4,030 90	4,100 91
Johnson	13,800	13,220 96	12,900 94
Knox	13,300	12,130 91	12,120 91
Kosciusko	13,200	12,050 91	12,420 94
Lagrange	4,800	3,810 79	4,080 85
Lake	155,300	146,280 94	145,050 93
La Porte	28,500	27,030 95	26,880 94
Lawrence	11,500	10,560 92	10,590 92
Madison	39,500	37,340 95	36,020 91
Marion	222,400	208,610 94	205,940 93
Marshall	10,000	9,120 91	9,110 91
Martin	2,900	2,560 88	2,530 87
Miami	12,800	11,680 91	11,920 93
Monroe	17,400	15,280 88	16,040 92
Montgomery	10,600	9,910 93	9,850 93
Morgan	10,300	9,580 93	9,450 92
Newton	3,500	3,190 91	3,260 93
Noble	8,700	7,890 91	8,270 95
Ohio	1,300	1,230 95	1,200 92
Orange	5,100	4,450 87	4,610 90
Owen	3,700	3,360 91	3,420 93
Parke	4,800	4,460 93	4,330 90
Perry	5,000	4,280 86	4,450 89
Pike	4,100	3,500 85	3,690 90
Porter	18,100	17,020 94	17,100 95
Posey	5,900	5,000 85	5,460 93
Pulaski	3,800	3,230 85	3,640 96
Putnam	7,000	6,440 92	6,350 91
Randolph	9,200	8,400 91	8,430 92
Ripley	6,100	5,410 89	5,640 92
Rush	6,100	5,760 94	5,580 91
St. Joseph	72,500	68,210 94	67,570 93
Scott	4,500	3,870 86	3,940 88
Shelby	11,000	10,330 94	10,310 94
Spencer	4,600	4,050 88	4,210 92
Starke	5,300	4,780 90	4,790 90
Steuben	5,300	4,910 93	5,820 95
Sullivan	7,200	6,530 91	6,160 86
Switzerland	2,200	1,870 85	2,110 96
Tippecanoe	25,900	23,110 89	24,710 95
Tipton	4,900	4,610 94	4,510 92
Union	1,900	1,680 88	1,770 93
Vanderburgh	51,000	46,450 91	46,560 91
Vermillion	5,900	5,440 92	5,260 89
Vigo	34,700	32,050 92	31,680 91
Wabash	10,300	9,090 88	9,550 93
Warren	2,600	2,300 88	2,400 92
Warrick	7,100	6,320 89	6,420 90
Washington	5,500	4,720 86	5,100 93
Wayne	22,700	21,000 93	21,500 95
Wells	6,600	5,990 91	6,210 94
White	6,300	5,720 91	5,950 94
Whitley	6,400	5,970 93	6,180 97
STATE TOTAL	1,443,900	1,334,860 92%	1,338,030 93%
IOWA			
Adair	3,500	3,240 93%	3,380 97%
Adams	2,300	1,960 85	2,240 97
Allamakee	4,500	4,060 90	4,420 98
Appanoose	5,300	4,620 87	5,030 95
Audubon	3,400	3,160 93	3,350 98
Benton	7,200	6,750 94	6,960 97
Black Hawk	37,300	35,200 94	35,960 96
Boone	8,500	7,930 93	8,140 96
Bremer	6,200	5,650 91	6,010 97
Buchanan	6,000	5,470 91	5,770 96
Buena Vista	6,600	6,060 92	6,420 97
Butler	5,400	4,810 89	5,200 96

Reprinted with permission of the copyright holder, A. C. Nielsen Co.

RADIO-TV HOMES continued (Iowa)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Calhoun	4,900	4,470 91	4,850 99
Carroll	6,700	6,290 94	6,610 99
Cass	6,000	5,480 91	5,840 97
Cedar	5,500	5,110 93	5,370 98
Cerro Gordo	15,700	14,640 93	15,120 96
Cherokee	5,300	4,850 92	5,080 96
Chickasaw	4,300	3,900 91	4,150 96
Clarke	2,800	2,490 89	2,720 97
Clay	5,800	5,110 88	5,710 98
Clayton	6,700	5,810 87	6,590 98
Clinton	17,000	16,090 95	16,410 97
Crawford	5,600	5,180 92	5,440 97
Dallas	7,800	7,230 93	7,460 96
Davis	2,800	2,520 90	2,660 95
Decatur	3,200	2,610 82	3,070 96
Delaware	5,200	4,740 91	5,030 97
Des Moines	14,600	13,510 93	13,930 95
Dickinson	4,000	3,490 87	3,920 98
Dubuque	21,800	19,590 90	21,280 98
Emmet	4,500	3,640 81	4,310 96
Fayette	8,500	7,780 92	8,360 98
Floyd	6,500	5,920 91	6,210 96
Franklin	4,800	4,480 93	4,670 97
Fremont	3,300	3,110 94	3,160 96
Greene	4,600	4,320 94	4,490 98
Grundy	4,500	4,220 94	4,390 98
Guthrie	4,400	4,010 91	4,270 97
Hamilton	6,400	5,910 92	6,180 97
Hancock	4,400	4,020 91	4,250 97
Hardin	7,400	6,830 92	7,220 98
Harrison	5,400	4,940 92	5,110 95
Henry	5,500	4,680 85	5,270 96
Howard	3,800	3,160 83	3,630 96
Humboldt	4,000	3,590 90	3,960 99
Ida	3,300	3,050 92	3,160 96
Iowa	5,000	4,520 90	4,800 96
Jackson	6,200	5,560 90	5,950 96
Jasper	11,500	10,770 94	11,190 97
Jefferson	4,900	4,350 89	4,730 97
Johnson	15,800	13,920 88	15,250 97
Jones	6,000	5,590 93	5,800 97
Keokuk	4,900	4,270 87	4,660 95
Kossuth	7,100	6,600 93	6,910 97
Lee	13,500	12,480 92	12,870 95
Linn	45,000	42,480 94	43,520 97
Louisa	3,200	2,880 90	3,100 97
Lucas	3,600	3,040 84	3,400 95
Lyon	4,200	3,710 88	4,000 95
Madison	3,900	3,670 94	3,810 98
Mahaska	7,500	6,700 89	7,190 96
Marion	7,700	7,020 91	7,460 97
Marshall	12,200	11,650 96	11,880 97
Mills	3,500	3,230 92	3,360 96
Mitchell	4,200	3,840 91	4,050 97
Monona	4,300	3,900 91	4,120 96
Monroe	3,200	2,890 90	2,990 93
Montgomery	4,900	4,470 91	4,770 97
Muscatine	11,100	10,390 94	10,550 95
Obrien	5,800	5,410 93	5,680 98
Osceola	3,000	2,690 90	2,970 99
Page	6,600	5,900 89	6,380 97
Palo Alto	4,100	3,430 84	4,070 95
Plymouth	6,900	6,420 93	6,630 96
Pocahontas	4,100	3,700 90	3,990 97
Polk	87,400	82,180 94	83,820 96
Pottawattamie	26,100	24,270 93	24,800 95
Poweshiek	5,800	5,320 92	5,620 97
Ringgold	2,500	2,280 91	2,450 98
Sac	5,300	4,770 90	5,110 96
Scott	36,900	34,740 94	35,240 96
Shelby	4,500	4,190 93	4,430 99
Sioux	7,500	6,390 85	7,380 98
Story	14,600	13,420 92	14,160 97
Tama	6,700	6,120 91	6,470 97
Taylor	3,400	2,860 84	3,330 98
Union	4,400	3,940 90	4,330 98
Van Buren	3,100	2,690 87	2,920 94
Wapello	14,600	13,500 92	13,430 92
Warren	6,400	5,980 93	6,170 96
Washington	6,000	5,210 87	5,500 92
Wayne	3,400	2,890 85	3,290 97
Webster	15,200	14,020 92	14,880 98
Winnebago	4,000	3,670 92	3,840 96
Winneshieki	6,000	5,270 88	5,880 98
Woodbury	33,600	31,480 94	31,280 93
Worth	3,100	2,830 91	3,010 97
Wright	6,100	5,660 93	5,870 96
STATE TOTAL	853,700	784,840 92%	822,100 96%

KANSAS

Allen	5,500	4,620 84%	5,140 93%
Anderson	2,900	2,510 87	2,690 93
Atchison	6,300	5,840 93	5,800 92
Barber	2,800	2,380 85	2,660 95
Barton	10,200	9,590 94	9,660 95
Bourbon	5,500	4,810 88	5,150 94
Brown	4,400	3,870 88	4,230 96
Butler	12,600	11,540 92	12,000 95
Chase	1,300	1,080 83	1,240 96
Chautauqua	2,100	1,850 88	1,940 93
Cherokee	7,300	6,670 91	6,520 89
Cheyenne	1,400	1,210 87	1,370 98
Clark	1,200	1,090 91	1,170 98
Clay	3,600	2,830 79	3,500 97

90 (SPECIAL REPORT)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Cloud	4,600	3,680 80	4,440 97
Coffey	2,800	2,200 79	2,710 97
Comanche	1,000	780 78	980 98
Cowley	12,200	10,870 89	11,420 94
Decatur	12,800	11,600 91	11,780 92
Dekalb	1,900	1,650 87	1,870 98
Dickinson	7,200	6,260 87	7,060 98
Doniphan	2,900	2,560 88	2,740 94
Douglas	13,100	11,450 87	12,620 96
Edwards	1,700	1,520 89	1,650 97
Elk	1,700	1,370 81	1,580 93
Ellis	6,000	5,500 92	5,930 99
Ellsworth	2,400	2,030 84	2,250 94
Finney	4,800	4,320 90	4,680 98
Ford	6,500	5,920 91	6,310 97
Franklin	6,500	5,760 89	6,000 92
Geary	8,100	7,300 90	7,520 93
Gove	1,200	950 79	1,190 99
Graham	1,700	1,510 89	1,660 98
Grant	1,400	1,230 88	1,280 91
Gray	1,200	1,060 89	1,100 91
Greeley	600	520 86	590 98
Greenwood	3,600	3,070 85	3,390 94
Hamilton	1,000	790 79	910 91
Harper	3,300	2,920 89	3,120 95
Harvey	8,400	7,350 88	7,930 94
Haskell	800	720 90	740 92
Hodgeman	900	740 83	890 98
Jackson	3,400	2,940 86	3,210 95
Jefferson	3,500	3,080 88	3,360 96
Jewell	2,300	1,700 74	2,270 99
Johnson	46,000	44,240 96	44,670 97
Kearney	900	810 90	890 99
Kingman	3,100	2,870 93	2,890 93
Kiowa	1,500	1,170 78	1,410 94
Labette	8,800	7,750 88	7,970 91
Lane	900	800 89	870 97
Leavenworth	12,800	11,860 93	12,060 94
Lincoln	1,800	1,430 79	1,770 98
Linn	2,800	2,430 87	2,620 94
Logan	1,200	960 80	1,150 96
Lyon	8,500	7,070 83	8,130 96
McPherson	7,600	6,290 83	7,200 95
Marion	4,700	3,940 84	4,440 94
Marshall	5,200	4,310 83	4,980 96
Meade	1,700	1,640 96	1,640 97
Miami	6,000	5,600 93	5,680 95
Mitchell	2,800	2,280 81	2,700 97
Montgomery	15,200	13,250 87	14,270 94
Morris	2,400	2,000 83	2,300 96
Morton	1,000	830 83	920 92
Nemaha	3,800	3,370 89	3,540 93
Neosho	6,400	5,680 89	6,000 94
Ness	1,700	1,480 87	1,620 95
Norton	2,600	2,240 86	2,490 96
Osage	4,200	3,690 88	3,950 94
Osborne	2,400	1,900 79	2,310 96
Ottawa	2,300	1,820 79	2,270 99
Pawnee	2,900	2,580 89	2,740 95
Phillips	2,900	2,250 78	2,790 96
Pottawattamie	3,600	3,120 87	3,420 95
Pratt	4,100	3,710 90	3,800 93
Rawlins	1,600	1,370 85	1,540 96
Reno	19,300	17,920 93	18,100 94
Republic	3,300	2,760 84	3,210 97
Rice	4,400	4,040 92	4,120 94
Riley	11,000	9,470 86	10,540 96
Rooks	3,000	2,670 89	2,810 94
Rush	1,900	1,700 89	1,810 96
Russell	3,600	3,130 87	3,450 96
Saline	17,700	16,100 91	16,760 95
Scott	1,600	1,400 88	1,570 98
Sedgwick	112,300	104,900 93	106,350 95
Seward	5,200	4,580 88	4,860 93
Shawnee	46,300	42,920 93	44,080 95
Sheridan	1,200	1,020 85	1,200 100
Sherman	2,200	1,940 88	2,160 98
Smith	2,600	2,230 86	2,520 97
Stafford	2,500	2,220 89	2,410 96
Stanton	600	470 78	590 98
Stevens	1,300	990 76	1,240 95
Sumner	8,500	7,650 90	8,080 95
Thomas	2,300	1,850 80	2,230 97
Trego	1,600	1,320 83	1,550 97
Wabaunsee	2,200	1,810 82	2,160 98
Wallace	600	490 81	580 97
Washington	3,400	2,750 81	3,200 94
Wichita	800	640 80	790 98
Wilson	4,400	3,600 82	4,220 96
Woodson	1,800	1,430 79	1,730 98
Wyandotte	57,100	53,060 93	52,650 92
STATE TOTAL	692,700	623,040 90%	656,260 95%

KENTUCKY

Adair	4,000	2,530 63%	3,640 91%
Allen	3,700	2,980 81	3,430 93
Anderson	2,700	2,360 87	2,570 95
Ballard	2,700	2,380 88	2,340 87
Barren	8,500	7,070 83	7,820 92
Bath	2,600	1,770 68	2,400 92
Bell	8,300	6,330 76	7,350 89
Boone	6,600	6,220 94	6,300 95
Bourbon	5,400	4,540 84	5,040 93
Boyd	15,300	14,270 93	14,140 92
Boyle	6,000	4,910 82	5,600 93
Bracken	2,200	1,920 87	2,020 92
Breathitt	3,200	1,430 45	2,980 93
Breckinridge	4,200	3,380 80	3,570 85
Bullitt	4,500	4,030 90	4,040 90

BROADCASTING, December 17, 1962

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Butler	2,600	2,010 77	2,260 87
Caldwell	4,200	3,110 74	3,680 88
Calloway	6,600	5,600 85	6,250 95
Carroll	26,400	25,080 95	25,210 96
Carlisle	1,900	1,720 90	1,600 84
Carroll	2,400	2,040 85	2,060 86
Carter	5,300	4,220 80	4,660 88
Casey	3,600	2,290 64	3,340 93
Christian	15,000	12,870 86	13,830 92
Clark	6,600	5,340 81	6,220 94
Clay	4,500	2,600 58	4,070 91
Clinton	2,300	1,580 69	2,160 94
Crittenden	2,700	2,110 78	2,330 86
Cumberland	2,100	1,380 66	1,940 92
Daviess	20,900	18,490 88	19,140 92
Edmonson	2,200	1,520 69	1,990 90
Elliott	1,500	1,250 83	1,230 82
Estill	3,500	1,900 54	3,220 92
Fayette	40,600	35,740 88	38,570 95
Fleming	3,200	2,470 77	2,920 91
Floyd	9,200	7,240 79	8,180 89
Franklin	9,000	7,860 87	8,470 94
Fulton	3,200	2,640 83	2,880 90
Gallatin	1,200	1,040 86	1,080 90
Garrard	3,000	2,290 76	2,840 95
Grant	2,900	2,440 84	2,670 92
Graves	9,700	8,490 88	8,770 90
Grayson	4,400	3,270 74	4,030 92
Green	3,400	2,540 75	3,130 92
Greenup	8,100	7,190 89	7,320 90
Hancock	1,600	1,250 78	1,340 84
Hardin	14,300	12,870 90	13,330 93
Harlan	11,700	8,860 76	10,640 91
Harrison	4,300	3,660 85	4,120 96
Hart	4,100	3,360 82	3,840 94
Henderson	10,400	9,020 87	9,310 90
Henry	3,400	2,840 83	3,220 95
Hickman	2,000	1,710 85	1,830 92
Hopkins	11,700	9,590 82	10,670 91
Jackson	2,600	1,190 46	2,420 93
Jefferson	186,400	173,480 93	174,280 94
Jessamine	3,800	2,810 74	3,550 93
Johnson	4,900	3,830 78	4,460 91
Kenton	37,100	35,250 95	35,130 95
Knott	3,700	2,050 56	3,180 86
Knox	6,000	4,010 67	5,580 93
Larue	3,000	2,510 84	2,730 91
Laurel	6,400	4,390 69	5,860 92
Lawrence	3,100	2,560 83	2,640 85
Lee	1,800	870 48	1,650 92
Leslie	2,100	880 42	1,900 90
Letcher	6,800	4,540 67	6,050 89
Lewis	3,500	2,590 74	3,200 92
Lincoln	4,500	3,200 71	4,230 94
Livingston	2,200	1,830 83	1,890 86
Logan	6,200	5,210 84	5,520 89
Lyon	1,500	1,170 78	1,300 87
McCracken	18,700	16,830 90	16,900 90
McCreary	2,600	1,600 61	2,280 88
McLean	2,800	2,340 84	2,490 89
Madison	9,500	7,030 74	8,990 95
Magoffin	2,500	1,650 66	2,250 90
Marion	4,100	3,560 87	3,760 92
Marshall	5,400	4,830 89	4,950 92
Martin	2,200	1,500 68	1,710 78
Mason	5,600	4,700 84	5,230 93
Meade	5,400	4,960 92	5,080 94
Menifee	1,100	740 67	970 88
Mercer	4,600	3,700 81	4,430 96
Metcalfe	2,400	1,840 77	2,180 91
Monroe	3,300	2,720 82	2,990 91
Montgomery	4,000	2,740 69	3,830 96
Morgan	2,800	1,900 68	2,430 87
Muhlenberg	7,800	6,500 84	6,920 89
Nelson	5,400	4,690 87	5,040 93
Nicholas	2,000	1,510 75	1,860 93
Ohio	5,100	4,080 80	4,350 85
Oldham	3,100	2,800 90	2,870 93
Owen	2,500	1,980 79	2,200 88
Owsley	1,300	480 37	1,090 84
Pendleton	3,000	2,740 91	2,780 93
Perry	7,400	4,730 64	6,790 92
Pike	15,400	11,970 78	13,370 87
Powell	1,700	850 50	1,500 88
Pulaski	9,600	6,270 65	9,260 97
Robertson	800	670 84	730 91
Rockcastle	3,200	1,750 55	2,920 91
Rowan	3,300	2,480 75	3,160 96
Russell	3,000	2,090 70	2,810 94
Scott	4,500	3,690 82	4,280 95
Shelby	5,500	4,860 88	5,050 92
Simpson	3,500	2,960 85	3,380 97
Spencer	1,600	1,410 88	1,420 89
Taylor	4,800	3,660 76	4,620 96
Todd	3,300	2,750 83	2,900 88
Trigg	2,500	2,080 83	2,150 86
Trimble	1,400	1,220 87	1,300 93
Union	4,200	3,480 83	3,590 85
Warren	13,600	11,520 85	12,550 92
Washington	2,900	2,470 85	2,690 93
Wayne	3,700	1,840 50	3,460 94
Webster	4,600	3,500 76	3,990 87
Whitley	6,700	5,030 75	6,190 92
Wolfe	1,600	880 55	1,360 85
Woodford	3,400	2,770 81	3,230 95
STATE TOTAL	860,600	722,380 84%	793,440 92%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
LOUISIANA			
Acadia	13,700	11,500 84%	12,660 92%
Allen	5,500	4,310 78	4,960 90
Ascension	7,600	5,950 78	6,700 88
Assumption	4,500	3,430 76	3,680 82
Avoyelles	10,500	8,390 80	9,390 89
Beauregard	5,500	4,080 74	4,840 88
Bienville	4,600	3,520 77	4,140 90
Bossier	16,400	14,600 89	15,190 93
Caddo	69,500	61,700 89	64,430 93
Calcasieu	43,400	39,150 90	39,800 92
Caldwell	2,400	1,810 76	1,930 81
Cameron	1,900	1,570 83	1,720 90
Catahoula	3,100	2,020 65	2,580 83
Claborne	5,400	4,050 75	4,820 89
Concordia	5,800	4,020 69	4,990 86
De Soto	6,700	5,020 75	6,050 90
East Baton Rouge	66,000	59,760 91	62,370 95
East Carroll	3,600	2,410 67	2,940 82
East Feliciana	3,600	2,470 69	2,960 82
Evangeline	8,800	6,420 73	8,050 92
Franklin	6,500	5,180 80	5,690 88
Grant	3,900	2,980 77	3,500 90
Iberia	14,300	12,410 87	12,660 89
Iberville	7,900	6,350 80	6,870 87
Jackson	4,700	3,790 81	4,260 91
Jefferson	63,100	58,820 93	58,490 93
Jefferson Davis	8,400	6,980 83	7,560 90
Lafayette	24,200	21,400 88	21,970 91
Lafourche	15,100	13,410 89	13,140 87
La Salle	3,900	3,000 77	3,390 87
Lincoln	7,400	6,450 87	6,670 90
Livingston	7,500	5,990 80	6,690 89
Madison	4,400	3,010 68	3,850 87
Morehouse	9,000	7,330 81	8,030 89
Natchitoches	9,200	6,270 68	8,200 89
Orleans	195,000	174,120 89	175,500 90
Ouachita	30,900	27,580 89	28,150 91
Plaquemines	6,000	5,250 88	5,260 88
Pointe Coupee	5,600	4,270 76	4,860 87
Rapides	31,100	27,550 89	27,930 90
Red River	2,700	1,900 70	2,340 87
Richland	6,000	4,720 79	5,210 87
Sabine	5,100	3,310 65	4,580 90
St. Bernard	9,100	8,730 96	8,590 94
St. Charles	5,700	5,060 89	5,340 94
St. Helena	2,200	1,490 68	1,850 84
St. James	4,200	3,470 83	3,690 88
St. John The Baptist	4,600	3,790 82	4,090 89
St. Landry	20,400	15,660 77	17,670 87
St. Martin	7,200	6,060 84	6,110 85
St. Mary	13,600	11,900 88	11,850 87
St. Tammany	11,200	9,780 87	9,860 88
Tangipahoa	16,400	13,360 81	14,480 88
Tensas	3,000	1,960 65	2,440 81
Terrebonne	15,800	13,840 88	13,840 88
Union	4,900	4,120 84	4,370 89
Vermilion	11,400	9,890 87	10,130 89
Vernon	5,400	3,960 73	4,780 89
Washington	12,700	10,210 80	11,710 92
Webster	12,000	10,040 84	10,750 90
West Baton Rouge	3,900	3,180 81	3,560 91
West Carroll	3,700	2,880 78	3,120 84
West Feliciana	2,200	1,570 72	1,980 90
Winn	4,700	3,480 74	4,200 89
STATE TOTAL	934,700	802,690 86%	843,340 90%
MAINE			
Androscoggin	26,600	25,120 94%	25,270 95%
Aroostook	26,600	23,810 90	25,270 95
Cumberland	56,000	52,830 94	52,700 94
Franklin	5,700	4,910 86	5,100 90
Hancock	10,200	9,500 93	8,910 87
Kennebec	25,900	23,920 92	23,930 92
Knox	9,100	8,050 88	8,470 93
Lincoln	5,800	5,300 91	5,380 93
Oxford	12,800	11,970 94	11,700 91
Penobscot	35,900	33,510 93	32,780 91
Piscataquis	5,100	4,690 92	4,520 89
Sagadahoc	7,000	6,370 91	6,450 92
Somerset	11,600	10,590 91	10,720 92
Waldo	6,700	6,020 90	5,960 89
Washington	10,000	8,890 89	8,830 88
York	30,200	28,710 95	28,420 94
STATE TOTAL	285,200	264,190 93%	264,410 93%
MARYLAND			
Allegany	25,500	23,050 90%	24,020 94%
Anne Arundel	57,000	53,970 95	54,720 96
Baltimore	427,700	415,770 97	416,150 97
Calvert	4,100	3,530 86	3,660 89
Caroline	6,100	5,190 85	5,490 90
Carroll	14,800	13,990 95	14,240 96
Cecil	13,000	12,240 94	11,730 90
Charles	8,300	7,300 88	7,310 88
Dorchester	9,200	7,820 85	8,770 95
Frederick	20,900	19,370 93	19,400 93
Garrett	5,500	4,380 80	4,940 90
Harford	22,000	20,630 94	20,480 93
Howard	10,300	9,700 94	9,810 95
Kent	4,700	4,210 90	4,330 92
Montgomery	103,900	99,430 96	100,990 97
Prince Georges	107,000	102,850 96	102,080 95
Queen Annes	5,000	4,370 87	4,530 91
St. Marys	9,500	8,630 91	8,720 92
Somerset	5,800	4,560 79	5,360 92

Reprinted with permission of the copyright holder, A. C. Nielsen Co.

RADIO-TV HOMES continued (Mont.)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Granite	1,000	860 86	940 94
Hill	5,600	4,770 85	5,390 96
Jefferson	1,100	880 80	1,050 95
Judith Basin	900	680 75	860 96
Lake	3,900	3,300 85	3,750 96
Lewis and Clark	9,300	7,650 82	8,970 96
Liberty	700	600 85	690 98
Lincoln	3,900	3,140 81	3,560 91
McCone	900	680 75	870 97
Madison	1,600	1,420 89	1,530 96
Meagher	800	560 70	770 96
Mineral	1,000	860 86	890 89
Missoula	14,200	11,980 84	13,580 96
Musselshell	1,500	1,130 76	1,400 93
Park	4,400	3,610 82	4,290 98
Petroleum	300	210 69	300 100
Phillips	1,800	1,150 64	1,740 97
Pondera	2,200	1,910 87	2,040 93
Powder River	700	390 56	620 89
Powell	2,000	1,600 80	1,750 87
Prairie	700	430 62	660 94
Ravalli	4,000	3,320 83	3,540 89
Richland	3,000	2,520 84	2,920 97
Roosevelt	3,200	2,740 86	2,910 91
Rosebud	1,700	1,170 69	1,480 87
Sanders	2,300	1,550 67	1,920 83
Sheridan	1,900	1,660 87	1,820 96
Silver Bow	15,200	13,650 90	14,360 95
Stillwater	1,700	1,560 92	1,660 98
Sweet Grass	1,100	740 67	1,090 99
Teton	2,100	1,830 87	2,030 97
Toole	2,300	1,980 86	2,250 98
Treasure	400	300 74	370 92
Valley	5,100	3,770 74	4,840 95
Wheatland	900	680 76	900 100
Wibaux	500	420 83	500 100
Yellowstone	25,600	23,660 92	24,990 98
STATE TOTAL	208,400	174,640 84%	199,340 96%

NEBRASKA

Adams	9,000	8,280 92%	8,590 95%
Antelope	3,100	2,510 81	3,000 97
Arthur	200	170 86	200 100
Banner	400	370 93	390 97
Blaine	300	190 63	290 95
Boone	2,600	2,290 88	2,460 95
Box Butte	3,600	3,180 88	3,570 99
Boyd	1,400	1,150 82	1,400 100
Brown	1,500	1,130 76	1,410 94
Buffalo	8,100	7,420 92	7,710 95
Burt	3,200	2,990 93	3,070 96
Butler	3,200	2,760 86	3,110 97
Cass	5,600	5,210 93	5,310 95
Cedar	3,600	3,300 92	3,550 99
Chase	1,400	1,270 91	1,380 98
Cherry	2,500	2,140 86	2,330 93
Cheyenne	4,600	3,980 87	4,430 96
Clay	2,900	2,800 97	2,830 98
Colfax	3,200	2,750 86	3,130 98
Cuming	3,700	3,290 89	3,600 97
Custer	5,000	4,120 82	4,890 98
Dakota	3,600	3,430 95	3,380 94
Dawes	3,000	2,380 79	2,850 95
Dawson	6,000	5,440 91	5,650 94
Deuel	1,000	890 89	980 98
Dixon	2,300	2,140 93	2,230 97
Dodge	10,800	10,180 94	10,390 96
Douglas	108,700	101,470 93	101,960 94
Dundy	1,000	850 85	950 95
Fillmore	3,100	2,820 91	2,960 96
Franklin	1,800	1,630 90	1,700 95
Frontier	1,400	1,260 90	1,380 98
Furnas	2,500	2,110 84	2,460 99
Gage	8,100	7,310 90	7,870 97
Garden	1,100	810 74	1,070 98
Garfield	800	660 83	780 97
Gosper	800	740 93	790 98
Grant	300	210 69	260 87
Greeley	1,200	950 79	1,130 95
Hall	11,700	10,840 93	11,150 95
Hamilton	2,700	2,490 92	2,630 98
Harlan	1,600	1,440 90	1,590 99
Hayes	600	530 88	580 97
Hitchcock	1,600	1,460 91	1,570 98
Holt	4,000	2,880 72	3,840 96
Hooker	400	400 100	360 91
Howard	2,100	1,840 88	1,990 95
Jefferson	3,600	3,190 89	3,370 94
Johnson	2,000	1,770 89	1,970 98
Kearney	2,100	2,020 96	2,050 98
Keith	2,500	2,320 93	2,440 98
Keya Paha	500	440 87	500 100
Kimball	2,500	2,390 95	2,430 97
Knox	3,900	3,020 78	3,760 97
Lancaster	50,400	46,980 93	48,280 96
Lincoln	9,000	8,140 90	8,640 96
Logan	300	230 75	290 97
Loup	300	260 88	300 100
McPherson	200	140 72	200 100
Madison	7,900	6,770 86	7,690 97
Merrick	2,700	2,370 88	2,570 95
Morrill	2,000	1,640 82	1,920 96
Nance	1,700	1,450 85	1,620 96

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Nemaha	2,800	2,460 88	2,680 96
Nuckolls	2,600	2,230 86	2,570 99
Otoe	5,200	4,770 92	4,980 96
Pawnee	1,700	1,390 82	1,690 99
Perkins	1,300	1,250 96	1,280 99
Phelps	3,200	3,030 95	3,080 96
Pierce	2,600	2,320 89	2,550 98
Platte	7,100	6,530 92	6,590 93
Polk	2,300	2,190 95	2,280 99
Redwillow	4,200	3,800 91	4,000 95
Richardson	4,500	3,990 89	4,420 98
Rock	800	660 82	790 99
Saline	4,200	3,800 90	4,090 97
Sarpy	8,700	8,420 97	8,320 96
Saunders	5,400	4,990 92	5,220 97
Scotts Bluff	10,200	8,960 88	9,950 98
Seward	4,100	3,520 86	3,940 96
Sheridan	2,700	2,330 86	2,600 96
Sherman	1,600	1,370 85	1,530 95
Sioux	800	670 84	790 98
Stanton	1,700	1,440 85	1,660 98
Thayer	2,900	2,580 89	2,810 97
Thomas	300	200 66	290 96
Thurston	1,900	1,670 88	1,790 94
Valley	2,000	1,590 80	1,890 94
Washington	3,600	3,440 96	3,410 95
Wayne	2,900	2,750 95	2,860 99
Webster	2,000	1,830 92	1,930 96
Wheeler	400	320 79	390 97
York	4,500	3,880 86	4,420 98
STATE TOTAL	441,100	399,970 91%	421,980 96%

NEVADA

Churchill	2,600	2,360 91%	2,400 92%
Clark	46,300	42,700 92	42,600 92
Douglas	1,300	1,050 81	1,300 100
Elko	3,900	2,520 65	3,550 91
Esmeralda	200	80 41	190 93
Eureka	300	150 51	300 100
Humboldt	2,000	1,650 82	1,850 93
Lander	500	310 63	450 89
Lincoln	800	600 75	780 98
Lyon	2,200	1,730 78	2,060 94
Mineral	1,900	1,590 84	1,700 89
Nye	1,600	940 59	1,350 84
Ormsby	2,600	2,300 89	2,440 94
Pershing	1,100	900 82	1,040 94
Storey	200	150 75	200 100
Washoe	30,700	27,440 89	28,980 94
White Pine	3,100	2,560 83	2,850 92
STATE TOTAL	101,300	89,030 88%	94,040 93%

NEW HAMPSHIRE

Belknap	8,800	8,320 95%	8,370 95%
Carroll	5,100	4,710 92	4,770 94
Cheshire	13,500	12,100 90	12,680 94
Coos	11,000	10,330 94	10,010 91
Grafton	14,100	12,450 88	12,870 91
Hillsborough	55,900	53,000 95	53,550 96
Merrimack	20,100	18,550 92	19,050 95
Rockingham	30,800	29,280 95	29,510 96
Strafford	17,500	16,340 93	16,890 97
Sullivan	8,700	7,600 87	8,260 95
STATE TOTAL	185,500	172,680 93%	175,960 95%

NEW JERSEY

Atlantic	54,000	50,360 93%	50,870 94%
Bergen	249,300	243,420 98	243,570 98
Burlington	60,700	58,760 97	58,270 96
Camden	120,300	116,530 97	116,000 97
Cape May	16,800	15,810 94	15,840 94
Cumberland	32,900	31,390 95	30,470 93
Essex	290,900	276,590 95	278,000 96
Gloucester	41,600	40,320 97	39,600 95
Hudson	195,100	186,180 95	187,300 96
Hunterdon	17,100	16,210 95	16,470 96
Mercer	79,300	75,190 95	75,260 95
Middlesex	132,300	128,440 97	127,270 96
Monmouth	103,600	99,760 96	99,560 96
Morris	78,600	76,520 97	76,640 98
Ocean	36,900	35,700 97	34,600 94
Passaic	131,500	126,200 96	126,500 96
Salem	17,900	16,990 95	16,600 93
Somerset	43,200	41,730 97	41,860 97
Sussex	15,500	14,620 94	14,800 96
Union	159,100	154,340 97	154,170 97
Warren	20,000	18,890 94	19,340 97
STATE TOTAL	1,896,600	1,823,950 96%	1,824,160 96%

NEW MEXICO

Bernalillo	81,200	74,530 92%	77,140 95%
Catron	800	400 49	780 97
Chaves	16,800	15,190 90	15,660 93
Colfax	3,700	2,650 72	3,430 93
Curry	9,900	8,600 87	9,310 94
De Baca	900	760 84	790 88
Dona Ana	16,400	13,790 84	15,120 92
Eddy	14,800	13,140 89	13,990 95
Grant	5,000	3,650 73	4,710 94
Guadalupe	1,400	960 68	1,190 85
Harding	400	230 57	380 95
Hidalgo	1,400	980 70	1,280 92

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Lea	16,800	14,890 89	15,270 91
Lincoln	2,300	1,780 77	2,050 89
Los Alamos	3,900	3,550 91	3,830 98
Luna	2,900	2,330 80	2,640 91
McKinley	8,100	5,010 62	6,820 84
Mora	1,400	540 39	1,160 83
Otero	11,000	9,620 87	10,220 93
Quay	3,600	2,760 77	3,370 94
Rio Arriba	5,600	3,650 65	4,710 84
Roosevelt	4,800	4,050 84	4,530 94
Sandoval	3,100	2,170 70	2,560 83
San Juan	15,000	10,450 70	13,410 89
San Miguel	5,400	3,380 63	4,840 90
Santa Fe	12,200	10,350 85	11,110 91
Sierra	2,400	1,650 69	2,180 91
Socorro	2,700	2,300 85	2,460 91
Taos	3,800	2,150 57	3,006 79
Torrance	1,600	1,220 77	1,430 89
Union	1,700	1,100 65	1,620 95
Valencia	10,200	8,510 83	9,110 89
STATE TOTAL	271,200	226,340 83%	250,100 92%

NEW YORK

Albany	87,800	82,820 94%	84,990 97%
Allegany	12,500	11,330 91	12,040 96
Bronx	461,300	436,110 95	447,460 97
Broome	65,200	62,000 95	63,180 97
Cattaraugus	23,900	22,230 93	23,060 97
Cayuga	21,700	20,090 93	20,830 96
Chautauqua	46,700	43,950 94	45,070 97
Chemung	30,000	27,810 93	29,100 97
Chenango	12,700	11,790 93	12,230 96
Clinton	18,900	18,070 96	18,030 95
Columbia	14,800	13,780 93	14,180 96
Cortland	12,300	11,540 94	11,970 97
Delaware	12,800	11,340 89	12,290 96
Dutchess	49,300	45,970 93	47,720 97
Erie	330,500	317,210 96	320,920 97
Essex	10,100	9,460 94	9,490 94
Franklin	12,700	11,610 91	11,930 94
Fulton	16,800	15,800 94	16,110 96
Genesee	16,200	15,500 96	15,630 97
Greene	10,100	9,470 94	9,780 97
Hamilton	1,400	1,260 90	1,240 88
Herkimer	20,600	19,360 94	14,520 71
Jefferson	26,400	24,990 95	25,400 96
Kings	841,900	789,030 94	812,430 97
Lewis	6,300	5,820 92	6,090 97
Livingston	12,300	11,520 94	11,980 97
Madison	15,900	15,040 95	15,310 96
Monroe	184,500	175,920 95	179,330 97
Montgomery	18,300	17,020 93	17,930 98
Nassau	392,900	385,160 98	385,830 98
New York	670,000	551,750 82	632,480 94
Niagara	73,900	70,930 96	70,940 96
Oneida	78,800	74,810 95	76,200 97
Onondaga	129,500	123,840 96	126,000 97
Ontario	20,000	19,030 95	19,480 97
Orange	56,600	53,020 94	54,340 96
Orleans	10,400	9,700 93	9,890 95
Oswego	24,900	23,700 95	23,830 96
Otsego	15,600	14,170 91	14,850 95
Putnam	10,100	9,530 94	9,640 95
Queens	603,300	581,520 96	588,220 98
Rensselaer	44,100	41,330 94	42,420 96
Richmond	63,800	61,760 97	61,690 97
Rockland	38,300	36,420 95	37,110 97
St. Lawrence	29,900	28,000 94	28,430 95
Saratoga	27,100	25,920 96	25,930 96
Schenectady	49,800	47,520 95	48,060 97
Schoharie	6,600	6,020 91	6,400 97
Schuyler	4,500	4,060 90	4,280 95
Seneca	8,700	8,370 96	8,320 96
Steuben	29,100	26,820 92	27,880 96
Suffolk	197,400	190,690 97	190,490 97
Sullivan	14,500	12,980 90	13,660 94
Tioga	11,200	10,540 94	10,770 96
Tompkins	19,400	16,290 84	18,620 96
Ulster	37,900	34,340 91	36,230 96
Warren	13,900	12,850 92	13,110 94
Washington	13,900	13,070 94	13,070 94
Wayne	20,600	19,400 94	19,610 95
Westchester	255,900	245,430 96	249,500 98
Wyoming	9,700	9,340 96	9,460 98
Yates	5,700	5,200 91	5,500 97
STATE TOTAL	5,381,900	5,031,350 93%	5,192,480 96%

NORTH CAROLINA

Alamance	24,900	22,660 91%	22,730 91%
Alexander	4,300	3,680 86	3,690 86
Alleghany	2,200	1,670 76	2,040 93
Anson	6,100	4,700 77	5,370 88
Ashe	5,100	3,750 74	4,750 93
Avery	2,900	2,140 74	2,490 86
Beaufort	9,500	8,080 85	7,690 81
Bertie	5,700	4,160 73	4,500 79
Bladen	6,700	4,650 69	5,580 83
Brunswick	5,000	3,940 79	4,020 80
Buncombe	38,800	33,250 86	35,580 92
Burke	14,100	12,490 89	12,720 90
Cabarrus	19,800	18,110 91	17,700 89
Caldwell	13,400	11,840 88	11,750 88
Camden	1,500	1,300 87	1,260 84
Carteret	8,100	6,750 83	6,850 85

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Caswell	4,500	3,670 82	4,060 90
Catawba	21,300	19,530 92	19,850 93
Chatham	7,100	5,910 83	6,600 93
Cherokee	4,300	3,150 73	3,790 88
Chowan	3,000	2,450 82	2,560 85
Clay	1,500	1,030 68	1,400 93
Cleveland	17,400	15,370 88	15,090 87
Columbus	11,900	9,220 78	10,140 85
Craven	15,700	13,980 89	13,530 86
Cumberland	37,200	32,010 86	33,180 89
Currituck	1,900	1,410 74	1,560 82
Dare	1,900	1,340 71	1,680 88
Davidson	23,300	20,630 89	20,760 89
Davie	4,700	3,750 80	4,230 90
Duplin	10,100	8,000 79	8,380 83
Durham	31,900	27,520 86	29,730 93
Edgecombe	13,300	11,300 85	11,050 83
Forsyth	57,300	51,540 90	53,460 93
Franklin	7,000	5,290 76	6,170 88
Gaston	35,800	32,220 90	31,500 88
Gates	2,300	1,690 73	1,910 83
Graham	1,600	1,170 73	1,280 80
Granville	7,600	6,090 80	6,790 89
Greene	3,700	3,040 82	3,070 83
Guilford	72,600	65,960 91	66,720 92
Halifax	14,000	10,470 75	11,830 85
Harnett	12,500	10,440 83	10,730 86
Haywood	11,500	9,410 82	10,300 90
Henderson	11,100	9,260 83	9,930 90
Hertford	5,400	4,430 82	4,440 82
Hoke	3,500	2,580 74	2,970 85
Hyde	1,500	940 63	1,240 83
Iredell	18,100	15,960 88	16,220 90
Jackson	4,400	3,460 79	4,050 92
Johnston	16,400	13,580 83	14,460 88
Jones	2,500	2,060 82	1,910 76
Lee	7,400	6,290 85	6,620 89
Lenoir	14,500	12,470 86	12,670 87
Lincoln	7,800	6,450 83	6,920 89
McDowell	7,400	6,200 84	6,560 89
Macon	4,100	2,660 65	3,770 92
Madison	4,200	2,830 67	3,000 91
Martin	6,500	5,440 84	5,970 91
Mecklenburg	82,000	74,240 91	75,190 92
Mitchell	3,600	2,800 78	3,250 90
Montgomery	5,000	4,280 86	4,260 85
Moore	10,200	8,150 80	9,070 89
Nash	15,300	12,730 83	13,020 85
New Hanover	21,500	18,920 88	18,730 87
Northampton	6,000	4,460 74	5,040 84
Onslow	19,300	15,980 83	16,870 87
Orange	11,400	9,280 81	10,530 92
Pamlico	2,500	2,120 85	1,910 77
Pasquotank	6,900	5,760 84	6,150 89
Pender	4,600	3,270 71	3,740 81
Perquimans	2,400	2,020 84	2,060 86
Person	6,700	5,650 84	5,910 88
Pitt	17,500	14,970 86	14,670 84
Polk	3,400	2,640 78	2,910 86
Randolph	18,400	16,190 88	16,910 92
Richmond	10,400	8,830 85	8,870 85
Robeson	20,100	15,620 78	17,310 86
Rockingham	19,700	17,540 89	17,430 89
Rowan	24,500	21,940 90	22,270 91
Rutherford	12,600	11,220 89	10,960 87
Sampson	11,800	9,490 80	10,170 86
Scotland	6,000	4,770 79	5,290 88
Stanly	12,000	10,570 88	10,750 90
Stokes	5,900	5,060 86	5,250 89
Surry	13,700	11,720 86	12,430 91
Swain	2,100	1,210 58	1,830 87
Transylvania	4,400	3,530 80	3,970 90
Tyrrell	1,200	860 72	950 79
Union	11,900	10,170 85	10,610 89
Vance	8,300	7,030 85	7,380 89
Wake	47,600	42,140 89	44,130 93
Warren	4,200	3,000 71	3,660 87
Washington	3,300	2,640 80	2,680 81
Watauga	4,500	3,540 79	4,230 94
Wayne	21,200	18,040 85	18,720 88
Wilkes	11,700	9,590 82	10,280 88
Wilson	15,000	12,590 84	13,100 87
Yadkin	6,300	5,280 84	5,690 90
Yancey	3,600	2,350 65	3,280 91
STATE TOTAL	1,238,500	1,057,560 85%	1,102,390 89%

NORTH DAKOTA

Adams	1,300	1,110 85%	980 76%
Barnes	4,800	4,470 93	4,700 98
Benson	2,400	1,970 82	2,240 93
Billings	400	360 91	340 84
Bottineau	3,100	2,690 87	2,990 96
Bowman	1,200	1,020 85	1,200 100
Burke	1,600	1,380 86	1,580 99
Burleigh	10,400	9,520 92	10,050 97
Cass	20,100	18,820 94	19,320 96
Cavalier	2,600	1,820 70	2,570 99
Dickey	2,400	2,010 84	2,330 97
Divide	1,400	1,150 82	1,360 97
Dunn	1,600	1,340 84	1,550 97
Eddy	1,400	1,270 91	1,340 96
Emmons	2,000	1,780 89	1,920 96
Foster	1,500	1,340 89	1,450 97
Golden Valley	900	810 90	850 95
Grand Forks	13,800	12,840 93	13,250 96
Grant	1,600	1,360 85	1,510 94
Griggs	1,400	1,280 91	1,320 95
Hettinger	1,600	1,410 88	1,590 99

Reprinted with permission of the copyright holder, A. C. Nielsen Co.

RADIO-TV HOMES continued (N. D.)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Kidder	1,300	1,220 94	1,230 95
La Moure	2,300	2,040 89	2,250 98
Logan	1,300	1,100 84	1,250 96
McHenry	2,900	2,690 93	2,790 96
McIntosh	1,900	1,490 78	1,830 97
McKenzie	2,000	1,780 89	1,900 95
McLean	3,600	3,250 90	3,440 96
Mercer	1,800	1,480 82	1,710 95
Morton	5,700	5,130 90	5,390 95
Mountrail	2,800	2,440 87	2,700 97
Nelson	2,100	1,950 93	2,050 98
Oliver	600	530 89	580 96
Pembina	3,400	2,600 76	3,360 99
Pierce	1,800	1,530 85	1,760 98
Ramsey	3,700	3,220 87	3,620 98
Ransom	2,300	2,100 91	2,260 98
Renville	1,300	1,220 94	1,250 96
Richland	5,200	4,690 90	5,120 99
Rolette	2,400	1,670 70	2,120 89
Sargent	1,900	1,730 91	1,770 93
Sheridan	1,100	940 86	1,060 97
Sioux	800	550 69	620 78
Slope	500	450 91	490 97
Stark	4,800	4,260 89	4,690 98
Steele	1,300	1,210 93	1,290 99
Stutsman	6,500	6,100 94	6,370 98
Towner	1,600	1,350 84	1,560 98
Traill	2,900	2,730 94	2,850 98
Walsh	4,700	4,220 90	4,660 99
Ward	14,000	12,840 92	13,380 96
Wells	2,600	2,290 88	2,540 98
Williams	6,500	5,810 89	6,210 96
STATE TOTAL	175,100	156,360 89%	168,530 96%

OHIO

Adams	6,100	4,870 80%	5,580 91%
Allen	31,400	28,990 92	30,110 96
Ashland	12,300	11,660 95	11,760 96
Ashtabula	28,400	26,450 93	27,150 96
Athens	12,600	11,000 87	11,690 93
Auglaize	10,900	10,070 92	10,440 96
Belmont	25,600	23,890 93	24,120 94
Brown	7,600	6,620 87	7,050 93
Butler	59,300	56,070 95	56,570 95
Carroll	5,900	5,500 93	5,540 94
Champaign	9,100	8,500 93	8,540 94
Clark	39,900	37,850 95	38,020 95
Clermont	23,700	22,390 94	22,520 95
Clinton	9,300	8,660 93	8,610 93
Columbiana	32,800	30,700 94	31,290 95
Coshocton	10,300	9,000 87	9,630 94
Crawford	15,100	14,070 93	14,250 94
Cuyahoga	516,000	488,860 95	495,880 96
Darke	14,200	13,210 93	13,460 95
Defiance	9,300	8,630 93	8,990 97
Delaware	10,600	10,100 95	9,850 93
Erie	21,100	19,960 95	20,360 97
Fairfield	20,000	19,040 95	19,040 95
Fayette	7,900	7,220 91	7,410 94
Franklin	213,400	202,320 95	204,010 96
Fulton	8,800	8,000 91	8,560 97
Gallia	7,000	6,080 87	6,270 90
Geauga	13,800	12,870 93	12,990 94
Greene	27,600	26,150 95	26,690 97
Guernsey	11,500	10,290 89	10,800 94
Hamilton	275,700	257,500 93	264,670 96
Hancock	17,600	16,600 94	17,180 98
Hardin	9,000	8,140 90	8,410 93
Harrison	5,400	4,920 91	5,090 94
Henry	7,800	7,420 95	7,560 97
Highland	9,600	8,490 88	8,970 95
Hocking	6,100	5,510 90	5,510 90
Holmes	5,500	4,090 74	4,440 81
Huron	14,300	13,340 93	13,590 95
Jackson	8,700	7,760 89	8,180 94
Jefferson	29,300	27,700 95	28,070 96
Knox	12,100	11,310 94	11,660 96
Lake	45,400	43,920 97	43,860 97
Lawrence	16,400	15,030 92	14,690 90
Licking	28,800	27,260 95	27,850 97
Logan	11,200	10,410 93	10,660 95
Lorain	64,900	61,920 95	61,780 95
Lucas	142,700	135,780 95	136,990 96
Madison	7,500	6,760 90	6,960 93
Mahoning	89,000	84,750 95	85,440 96
Marion	18,600	17,600 95	17,610 95
Medina	20,000	18,960 95	19,300 97
Meigs	6,500	5,720 88	5,840 90
Mercer	9,100	8,420 93	8,890 98
Miami	23,400	22,190 95	22,420 96
Monroe	4,600	3,990 87	4,170 91
Montgomery	163,800	156,510 96	157,250 96
Morgan	3,800	3,240 85	3,470 91
Morrow	5,700	5,320 93	5,420 95
Muskingum	24,300	22,320 92	22,840 94
Noble	3,300	2,680 81	3,100 94
Ottawa	10,900	10,330 95	10,490 96
Paulding	5,000	4,590 92	4,730 95
Perry	8,200	7,510 92	7,630 93
Pickaway	9,700	9,220 95	9,010 93
Pike	5,500	4,760 87	4,830 90
Portage	26,300	25,060 95	24,990 95
Preble	9,800	9,300 95	9,220 94

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Putnam	7,800	7,120 91	7,560 97
Richland	36,200	33,860 94	34,280 95
Ross	17,200	15,640 91	16,050 93
Sandusky	17,200	16,410 95	16,750 97
Scioto	25,400	23,070 91	23,800 94
Seneca	17,300	16,230 94	16,640 96
Shelby	9,900	9,310 94	9,430 95
Stark	103,100	97,410 94	99,080 96
Summit	160,400	153,050 95	154,630 96
Trumbull	62,600	59,610 95	59,970 96
Tuscarawas	24,100	21,930 91	22,680 94
Union	7,000	6,460 92	6,570 94
Van Wert	9,100	8,530 94	8,750 96
Vinton	2,900	2,550 88	2,620 90
Warren	19,600	18,540 95	18,440 94
Washington	16,000	14,100 88	14,930 93
Wayne	21,800	19,440 89	20,470 94
Williams	9,500	8,660 91	9,120 96
Wood	21,400	20,260 95	20,820 97
Wyandot	6,500	5,910 91	6,360 98
STATE TOTAL	2,982,000	2,803,440 94%	2,849,100 96%

OKLAHOMA

Adair	3,700	2,560 69%	3,130 85%
Alfalfa	2,800	2,320 83	2,650 95
Atoka	2,800	2,300 82	2,260 81
Beaver	2,200	1,860 84	2,150 98
Beckham	5,900	4,620 78	5,500 93
Blaine	3,700	3,220 87	3,260 88
Bryan	7,600	5,930 78	7,070 93
Caddo	8,600	7,520 87	7,470 87
Canadian	7,500	6,860 91	6,850 91
Carter	12,900	11,140 86	11,510 89
Cherokee	5,000	4,070 81	4,610 92
Choctaw	4,800	3,030 63	4,530 94
Cimarron	1,400	1,020 73	1,370 98
Cleveland	13,400	11,900 89	12,260 92
Coal	1,600	1,350 84	1,270 79
Comanche	24,900	22,670 91	22,910 92
Cotton	2,400	2,130 89	2,100 88
Craig	4,500	3,850 86	4,220 94
Creek	12,900	11,200 87	11,530 89
Custer	6,800	5,770 85	6,250 92
Delaware	4,000	3,000 75	3,380 84
Dewey	1,800	1,430 79	1,690 94
Ellis	1,800	1,210 67	1,740 97
Garfield	17,100	15,510 91	16,090 94
Garvin	8,800	7,890 90	7,820 89
Grady	9,300	8,160 88	8,440 91
Grant	2,600	2,290 88	2,470 95
Greer	2,600	2,000 77	2,450 94
Harmon	1,800	1,470 82	1,560 87
Harper	1,900	1,620 85	1,870 99
Haskell	2,500	2,010 80	2,000 80
Hughes	4,700	3,740 80	3,950 84
Jackson	9,500	8,430 89	8,570 90
Jefferson	2,600	2,250 87	2,370 91
Johnston	2,600	2,070 80	2,330 90
Kay	16,900	15,050 89	15,870 94
Kingfisher	3,300	3,000 91	3,080 93
Kiowa	4,800	4,160 87	4,290 89
Latimer	2,300	1,530 66	1,920 84
Le Flore	8,800	6,990 79	7,940 90
Lincoln	5,900	5,330 90	5,260 89
Logan	5,800	5,010 86	5,280 91
Love	1,800	1,480 82	1,560 87
McClain	3,900	3,580 92	3,580 92
McCurtain	7,300	5,430 74	6,430 88
McIntosh	3,400	2,780 82	2,850 84
Major	2,500	1,810 72	2,210 89
Marshall	2,400	1,930 80	2,170 90
Mays	6,300	5,380 85	5,700 90
Murray	3,600	3,020 84	3,210 89
Muskogee	19,000	16,470 87	16,930 89
Noble	3,400	3,070 90	3,040 89
Nowata	3,400	3,030 89	3,030 89
Oklfuskee	3,300	2,580 78	2,920 89
Oklahoma	148,300	136,120 92	137,330 93
Oklmulgee	11,300	10,030 89	10,070 89
Osage	10,300	9,430 92	9,190 89
Ottawa	9,100	8,190 90	8,080 89
Pawnee	3,400	2,990 88	2,940 87
Payne	13,500	11,790 87	12,530 93
Pittsburg	10,300	8,670 84	9,540 93
Pontotoc	9,300	8,140 88	8,110 87
Pottawatomie	13,500	11,970 89	11,880 88
Pushmataha	2,700	1,720 64	2,370 88
Roger Mills	1,500	1,110 74	1,410 94
Rogers	6,700	5,800 87	5,980 89
Seminole	8,400	7,160 85	7,180 86
Sequoyah	5,100	3,900 76	4,450 87
Stephens	12,500	11,310 90	11,290 90
Texas	4,400	3,690 84	4,180 95
Tillman	4,500	3,920 87	4,040 90
Tulsa	117,300	108,200 92	108,850 93
Wagoner	4,700	4,080 87	4,330 92
Washington	14,100	13,180 93	13,100 93
Washita	5,300	4,470 89	4,920 93
Woods	4,000	3,330 83	3,840 96
Woodward	4,100	3,120 76	3,830 93
STATE TOTAL	741,400	652,620 88%	676,340 91%

OREGON

Baker	5,700	4,790 84%	5,490 96%
Benton	11,600	9,800 83	11,230 97
Clackamas	36,900	34,020 92	35,500 96

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Clatsop	9,100	7,750	85
Columbia	7,000	6,240	89
Coos	18,000	14,400	80
Crook	2,900	2,460	85
Curry	4,700	3,730	79
Deschutes	7,500	6,310	84
Douglas	21,100	18,530	88
Gilliam	1,000	820	82
Grant	2,400	1,490	62
Harney	2,000	1,540	77
Hood River	4,200	3,430	82
Jackson	24,800	22,810	92
Jefferson	2,100	1,810	86
Josephine	10,100	8,540	85
Klamath	15,100	13,760	91
Lake	2,300	1,880	82
Lane	51,900	47,310	91
Lincoln	8,400	6,550	78
Linn	18,100	16,310	90
Malheur	6,600	5,820	88
Marion	37,200	33,570	90
Morrow	1,500	1,180	79
Multnomah	181,900	165,870	91
Polk	8,200	7,380	90
Sherman	800	730	91
Tillamook	5,900	4,700	80
Umatilla	13,600	11,370	84
Union	5,800	4,680	81
Wallowa	2,200	1,750	79
Wasco	6,600	5,530	84
Washington	29,800	28,240	95
Wheeler	800	670	84
Yamhill	10,000	8,790	88
STATE TOTAL	577,800	514,160	89%

PENNSYLVANIA

Adams	15,300	14,100	92%
Allegheny	493,800	468,910	95
Armstrong	23,600	22,100	94
Beaver	61,700	59,000	96
Bedford	12,400	11,200	90
Berks	89,000	83,950	94
Blair	41,400	39,000	94
Bradford	16,100	14,900	93
Bucks	94,300	91,230	97
Butler	33,500	31,920	95
Cambria	56,900	54,170	95
Cameron	2,300	2,190	95
Carbon	15,900	14,930	94
Centre	21,200	19,210	91
Chester	59,600	56,700	95
Clarion	10,800	9,950	92
Clearfield	23,800	22,330	94
Clinton	11,200	10,480	94
Columbia	16,400	15,300	93
Crawford	22,900	20,850	91
Cumberland	38,900	36,540	94
Dauphin	70,800	66,120	93
Delaware	166,500	161,870	97
Elk	10,800	10,110	94
Erie	75,500	71,790	95
Fayette	48,500	44,490	92
Forest	1,400	1,330	95
Franklin	27,200	24,240	89
Fulton	3,000	2,490	83
Greene	11,300	10,350	92
Huntingdon	11,400	10,320	91
Indiana	21,400	19,800	93
Jefferson	14,100	13,120	93
Juniata	4,600	3,890	85
Lackawanna	68,600	65,660	96
Lancaster	84,100	74,520	89
Lawrence	33,600	31,550	94
Lebanon	27,400	25,340	92
Lehigh	72,100	68,550	95
Luzerne	102,400	97,570	95
Lycoming	34,300	30,720	90
McKean	16,800	15,410	92
Mercer	37,800	35,410	94
Mifflin	13,500	11,990	89
Monroe	12,600	11,830	94
Montgomery	159,400	153,530	96
Montour	4,300	3,830	89
Northampton	82,200	58,720	71
Northumberland	31,700	28,860	91
Perry	7,800	7,110	91
Philadelphia	610,700	573,200	94
Pike	3,100	2,730	88
Potter	5,000	4,470	89
Schuylkill	52,200	48,410	93
Snyder	7,200	6,100	85
Somerset	22,000	20,300	92
Sullivan	1,700	1,530	90
Susquehanna	9,500	8,860	93
Tioga	10,600	9,460	89
Union	6,600	5,570	84
Venango	18,900	16,910	89
Warren	13,300	11,840	89
Washington	65,200	61,520	94
Wayne	8,100	7,060	87
Westmoreland	105,800	100,810	95
Wyoming	4,900	4,490	92
York	76,800	72,040	94
STATE TOTAL	3,417,700	3,214,580	94%

Reprinted with permission of the copyright holder, A. C. Nielsen Co.

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
RHODE ISLAND			
Bristol	11,400	11,080	97%
Kent	35,400	34,280	97
Newport	21,900	20,840	95
Providence	177,700	169,560	95
Washington	16,900	15,870	94
STATE TOTAL	283,300	251,590	96%

SOUTH CAROLINA

Abbeville	5,800	4,580	79%
Aiken	23,700	21,180	89
Allendale	2,900	1,870	64
Anderson	28,400	25,000	88
Bamberg	3,900	2,790	72
Barnwell	4,500	3,390	75
Beaufort	9,900	8,120	82
Berkeley	9,100	7,110	78
Calhoun	2,800	1,880	67
Charleston	58,800	51,200	87
Cherokee	9,300	8,100	87
Chester	7,900	6,690	85
Chesterfield	8,200	6,360	78
Clarendon	6,100	3,720	61
Colleton	7,100	4,950	70
Darlington	13,000	10,640	82
Dillon	6,800	5,390	79
Dorchester	6,100	5,030	82
Edgefield	3,800	2,980	78
Fairfield	4,900	3,530	72
Florence	20,900	17,870	85
Georgetown	7,900	6,020	76
Greenville	62,400	56,000	90
Greenwood	12,900	11,240	87
Hampton	4,300	3,030	70
Horry	17,300	13,680	79
Jasper	3,100	2,150	69
Kershaw	8,400	6,770	81
Lancaster	10,200	8,990	88
Laurens	12,400	10,520	85
Lee	4,700	3,260	69
Lexington	17,300	14,530	84
McCormick	2,000	1,500	75
Marion	7,600	5,630	74
Marlboro	6,700	5,130	77
Newberry	8,000	6,580	82
Oconee	10,500	9,170	87
Orangeburg	16,400	11,850	72
Pickens	13,300	11,110	84
Richland	49,100	41,950	85
Saluda	3,600	2,820	78
Spartanburg	43,800	38,930	89
Sumter	18,900	15,110	80
Union	7,800	6,720	86
Williamsburg	8,500	5,930	70
York	20,400	17,560	86
STATE TOTAL	621,400	518,460	83%

SOUTH DAKOTA

Aurora	1,400	1,120	80%
Beadle	6,600	5,700	86
Bennett	800	600	75
Bon Homme	2,800	2,320	83
Brookings	5,700	5,100	90
Brown	10,000	9,380	94
Brule	1,900	1,660	87
Buffalo	400	240	61
Butte	2,600	2,230	86
Campbell	1,000	760	76
Charles Mix	2,900	2,260	78
Clark	2,100	1,900	90
Clay	3,000	2,730	91
Codington	6,000	5,590	93
Corson	1,400	900	65
Custer	1,500	1,220	81
Davison	5,000	4,180	84
Day	3,000	2,710	90
Deuel	2,000	1,750	88
Dewey	1,400	920	66
Douglas	1,500	1,200	80
Edmunds	1,600	1,310	82
Fall River	3,100	2,600	84
Faulk	1,300	1,100	85
Grant	2,800	2,430	87
Gregory	2,100	1,800	86
Haakon	900	760	84
Hamlin	1,900	1,690	89
Hand	1,900	1,690	89
Hanson	1,300	1,130	87
Harding	700	550	79
Hughes	4,000	3,630	91
Hutchinson	3,300	2,780	84
Hyde	800	740	92
Jackson	600	450	75
Jerauld	1,200	1,030	86
Jones	600	510	85
Kingsbury	2,700	2,430	90
Lake	3,400	3,140	92
Lawrence	5,000	4,280	86
Lincoln	3,800	3,500	92
Lyman	1,200	1,100	92
McCook	2,400	2,240	94

RADIO-TV HOMES continued (S. D.)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
McPherson	1,600	1,280	80
Marshall	1,900	1,540	81
Meade	3,300	2,800	85
Millette	700	520	74
Miner	1,500	1,330	88
Minnehaha	26,200	24,980	95
Moody	2,400	2,180	91
Pennington	18,100	16,560	91
Perkins	1,600	1,190	74
Potter	1,400	1,200	86
Roberts	3,600	3,040	84
Sanborn	1,400	1,160	93
Shannon	1,200	630	52
Spink	3,200	2,930	92
Stanley	1,200	990	82
Sully	700	630	89
Todd	1,100	700	63
Tripp	2,500	2,200	88
Turner	3,400	3,090	91
Union	3,100	2,970	96
Walworth	2,400	1,860	77
Washabaugh	300	220	72
Yankton	4,700	4,190	89
Ziebach	600	330	55
STATE TOTAL	197,700	173,880	88%

TENNESSEE

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Anderson	16,400	14,580	89%
Bedford	7,000	5,970	85
Benton	3,300	2,500	79
Bledsoe	1,900	1,380	73
Blount	16,100	14,160	88
Bradley	11,300	10,010	89
Campbell	6,900	5,120	74
Cannon	2,500	2,030	81
Carroll	7,000	5,330	76
Carter	11,300	9,630	85
Chatham	2,700	2,340	87
Chester	2,600	2,070	80
Claiborne	4,600	3,110	68
Clay	1,900	1,340	71
Cocke	6,200	4,640	75
Coffee	8,600	7,550	88
Crockett	4,200	3,420	82
Cumberland	4,900	3,520	72
Davidson	119,700	110,100	92
Decatur	2,500	1,830	73
De Kalb	3,200	2,520	79
Dickson	5,500	4,820	88
Dyer	8,700	7,290	84
Fayette	5,300	3,560	67
Fentress	3,100	2,100	68
Franklin	6,900	5,710	83
Gibson	13,600	11,180	82
Giles	6,300	4,730	75
Grainger	3,300	2,330	71
Greene	12,000	9,990	83
Grundy	2,900	2,080	72
Hamblen	10,000	8,200	82
Hamilton	72,200	65,380	91
Hancock	1,900	1,330	70
Hardeman	4,900	3,620	74
Hardin	4,900	3,390	69
Hawkins	8,200	6,400	78
Haywood	5,500	4,030	73
Henderson	4,600	3,530	77
Henry	7,000	5,370	77
Hickman	3,300	2,740	83
Houston	1,400	1,060	75
Humphreys	3,400	2,950	87
Jackson	2,300	1,660	72
Jefferson	6,000	5,010	83
Johnson	2,800	2,180	78
Knox	77,500	68,950	89
Lake	2,600	1,970	76
Lauderdale	5,700	4,640	81
Lawrence	7,800	6,270	80
Lewis	1,800	1,420	79
Lincoln	6,900	5,370	78
Loudon	6,700	5,930	89
McMinn	9,600	8,090	84
McNairy	5,000	3,740	75
Macon	3,500	2,870	82
Madison	17,900	14,870	83
Marion	5,500	4,780	87
Marshall	4,900	4,210	86
Maury	12,200	10,550	86
Meigs	1,200	1,010	84
Monroe	5,900	4,670	79
Montgomery	14,800	13,290	90
Moore	1,000	760	76
Morgan	3,400	2,600	76
Obion	8,500	7,130	84
Overton	3,700	2,670	72
Perry	1,500	1,190	80
Pickett	1,200	840	70
Polk	3,100	2,500	81
Putnam	8,100	6,480	80
Rhea	4,300	3,350	78
Roane	11,200	9,590	86
Robertson	7,800	6,790	87
Rutherford	14,800	13,190	89
Scott	3,600	2,400	67

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Sequatchie	1,500	1,220	82
Sevier	6,600	5,050	77
Shelby	184,200	163,620	89
Smith	3,600	3,030	84
Stewart	2,100	1,750	83
Sullivan	33,400	30,070	90
Sumner	10,900	9,560	88
Tipton	7,200	5,720	79
Trousdale	1,400	1,160	83
Unicoi	4,100	3,290	80
Union	2,200	1,540	70
Van Buren	900	610	68
Warren	6,900	5,360	78
Washington	17,900	15,990	89
Wayne	3,100	2,050	66
Weakley	7,400	5,850	79
White	4,500	3,510	78
Williamson	6,900	5,850	85
Wilson	8,400	7,250	86
STATE TOTAL	1,025,700	878,490	86%

TEXAS

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Anderson	8,500	6,890	81%
Andrews	4,300	3,750	87
Angelina	12,500	10,620	85
Aransas	2,200	1,940	88
Archer	1,900	1,760	92
Armstrong	700	610	88
Atascosa	4,800	3,810	79
Austin	4,400	3,160	72
Bailey	2,700	2,370	88
Bandera	1,400	1,210	86
Bastrop	5,200	3,920	75
Baylor	1,900	1,750	92
Bee	6,500	5,050	78
Bell	27,200	24,510	90
Bexar	193,600	171,370	89
Blanco	1,200	980	82
Borden	300	250	84
Bosque	3,700	3,070	83
Bowie	18,500	16,240	88
Brazoria	22,800	20,690	91
Brazos	12,800	10,800	84
Brewster	1,800	1,140	64
Briscoe	1,100	970	88
Brooks	2,200	1,710	78
Brown	8,100	6,320	78
Burleson	3,400	2,360	69
Burnet	2,900	2,560	88
Caldwell	5,000	4,040	81
Calhoun	4,600	3,670	80
Callahan	2,700	2,350	87
Cameron	37,700	29,720	79
Camp	2,500	1,830	73
Carson	2,200	2,090	95
Cass	6,700	5,590	83
Castro	2,600	2,180	84
Chambers	3,100	2,770	90
Cherokee	9,400	7,240	77
Childress	2,600	2,150	83
Clay	2,700	2,450	91
Cochran	1,800	1,590	88
Coke	1,100	970	88
Coleman	4,100	3,520	86
Collin	13,000	11,430	88
Collingsworth	1,700	1,140	67
Colorado	5,700	4,250	75
Comal	6,000	5,130	86
Comanche	4,000	2,880	72
Concho	1,100	940	85
Cooke	7,100	6,210	87
Coryell	6,200	5,590	89
Cottle	1,300	1,000	77
Crane	1,400	1,300	93
Crockett	1,200	890	74
Crosby	3,000	2,710	90
Culberson	900	670	74
Dallam	2,000	1,670	84
Dallas	315,500	290,510	92
Dawson	5,500	4,630	84
Deaf Smith	3,900	3,460	89
Delta	1,700	1,290	76
Denton	14,500	13,110	90
De Witt	6,400	4,660	73
Dickens	1,500	1,280	85
Dimmit	2,300	1,260	55
Donley	1,500	1,170	78
Duval	3,300	2,190	66
Eastland	6,700	5,360	80
Ector	29,000	26,510	91
Edwards	700	420	60
Ellis	13,200	11,580	88
El Paso	85,500	77,750	91
Frazer	5,500	4,830	88
Falls	6,400	5,070	79
Fannin	7,600	6,020	79
Fayette	6,500	4,300	66
Fisher	2,200	1,850	84
Floyd	3,700	3,370	91
Foard	1,000	880	88
Fort Bend	11,000	9,420	86
Franklin	1,700	1,290	76
Freestone	3,800	2,850	75
Frio	2,500	1,760	71
Gaines	3,600	3,230	90
Galveston	44,200	39,390	89
Garza	1,900	1,670	88
Gillespie	3,300	2,180	66

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Glasscock	400	370	93
Goliad	1,600	1,150	72
Gonzales	5,100	4,050	79
Gray	10,400	9,560	92
Grayson	23,900	20,960	88
Gregg	22,200	19,430	88
Grimes	3,800	2,760	73
Guadalupe	8,500	6,940	82
Hale	11,200	9,870	88
Hall	2,100	1,490	71
Hamilton	2,900	2,290	79
Hansford	1,900	1,740	91
Hardeman	2,700	2,140	79
Hardin	7,500	6,240	83
Harris	398,900	361,480	91
Harrison	13,000	10,710	82
Hartley	700	650	93
Haskell	3,300	2,780	84
Hays	5,300	4,430	84
Hemphill	900	760	84
Henderson	6,900	5,470	79
Hidalgo	42,100	32,230	77
Hill	7,400	6,310	85
Hockley	6,300	5,860	93
Hood	1,900	1,660	87
Hopkins	6,100	4,930	81
Houston	5,200	3,550	68
Howard	12,200	11,300	93
Hudspeth	800	500	63
Hunt	12,700	10,870	86
Hutchinson	10,400	9,740	94
Irion	400	300	76
Jack	2,600	2,310	89
Jackson	4,000	3,070	77
Jasper	6,400	5,100	80
Jeff Davis	400	240	59
Jefferson	76,200	70,340	92
Jim Hogg	1,300	840	64
Jim Wells	9,100	7,170	79
Johnson	11,400	10,320	91
Jones	6,000	5,310	89
Karnes	3,800	2,920	77
Kaufman	8,400	7,040	84
Kendall	1,900	1,440	76
Kenedy	200	170	86
Kent	600	590	98
Kerr	5,300	4,000	76
Kimble	1,300	770	59
King	200	140	71
Kinney	700	340	49
Kleberg	7,900	6,640	84
Knox	2,200	1,790	81
Lamar	10,700	7,290	68
Lamb	6,700	6,030	90
Lampasas	3,100	2,690	87
La Salle	1,400	920	66
Lavaca	6,300	3,750	59
Lee	2,700	2,030	75
Leon	3,100	2,050	66
Liberty	9,600	7,870	82
Limestone	5,900	4,540	77
Lipscomb	1,100	790	72
Live Oak	2,000	1,600	80
Llano	1,900	1,500	79
Loving	200	200	100
Lubbock	47,800	43,680	91
Lynn	3,100	2,740	88
McCulloch	2,800	1,850	66
McLennan	47,000	42,150	90
McMullen	400	320	81
Madison	2,000	1,430	71
Marion	2,300	1,740	75
Martin	1,400	1,270	90
Mason	1,200	740	61
Matagorda	7,700	6,200	80
Maverick	3,400	1,680	50
Medina	5,000	4,000	80
Menard	900	410	45
Midland	21,800	19,940	91
Milam	7,000	5,420	77
Mills	1,500	1,120	74
Mitchell	3,100	2,610	84
Montague	5,100	4,440	87
Montgomery	8,300	6,720	81
Moore	4,200	3,870	92
Morris	3,900	3,320	85
Motley	800	520	65
Nacogdoches	8,400	6,360	76
Navarro	11,000	9,020	82
Newton	2,800	1,950	70
Nolan	6,000	5,390	90
Nueces	61,500	54,180	88
Ochiltree	3,100	2,710	87
Oldham	500	430	87
Orange	17,600	15,990	91
Palo Pinto	7,100	5,940	84
Panola	4,800	3,830	80
Parker	7,400	6,520	88
Parmer	3,000	2,600	87
Pecos	3,400	2,830	83
Polk	4,000	2,880	72
Potter	37,100	34,190	92
Presidio	1,400	750	54
Rains	900	740	82
Randall	10,800	10,340	96
Reagan	1,100	1,030	94
Real	700	340	49

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Red River	4,600	3,130	68
Reeves	5,100	4,240	83
Refugio	3,000	2,600	87
Roberts	400	370	93
Robertson	4,700	3,720	79
Rockwall	1,800	1,510	84
Runnels	4,600	3,950	86
Rusk	10,900	9,140	84
Sabine	2,100	1,350	64
San Augustine	2,200	1,460	66
San Jacinto	1,700	1,010	59
San Patricio	11,700	9,710	83
San Saba	2,100	1,640	78
Schleicher	900	720	80
Scurry	5,700	4,990	87
Shackelford	1,300	1,070	82
Shelby	6,100	4,490	74
Sherman	800	700	88
Smith	26,900	23,370	87
Somervell	900	780	87
Starr	3,800	2,190	58
Stephens	3,000	2,420	81
Sterling	400	320	81
Stonewall	1,000	920	92
Sutton	1,100	660	60
Swisher	3,300	3,060	93
Tarrant	177,100	162,950	92
Taylor	31,800	29,090	91
Terrell	800	480	60
Terry	4,900	4,320	88
Throckmorton	1,000	800	80
Titus	5,500	4,380	80
Tom Green	20,000	17,780	89
Travis	62,600	55,490	89
Trinity	2,300	1,470	64
Tyler	3,100	2,260	73
Upshur	6,000	4,920	82
Upton	1,900	1,600	84
Uvalde	4,800	3,540	74
Val Verde	6,500	4,370	67
Van Zandt	6,200	4,990	80
Victoria	14,000	11,330	81
Walker	5,000	3,500	70
Waller	3,100	2,400	77
Ward	4,200	3,700	88
Washington	6,100	4,020	66
Webb	15,500	12,560	81
Wharton	10,800	8,900	82
Wheeler	2,500	1,760	70
Wichita	38,300	35,850	94
Wilbarger	5,500	5,120	93
Willacy	4,600	3,410	74
Williamson	10,400	8,810	85
Wilson	3,500	2,610	75
Winkler	4,200	3,680	88
Wise	5,600	4,990	89
Wood	5,500	4,520	82
Yoakum	2,600	2,400	92
Young	5,900	5,160	88
Zapata	1,000	480	48
Zavala	2,800	1,570	56
STATE TOTAL	2,908,400	2,534,220	87%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Beaver	1,200	1,040	87%
Box Elder	7,000	6,620	95
Cache	10,100	9,000	89
Carbon	5,600	4,900	88
Daggett	300	180	61
Davis	17,600	16,930	96
Duchesne	1,700	1,350	79
Emery	1,500	1,330	89
Garfield	1,000	600	60
Grand	2,100	1,320	63
Iron	3,000	2,150	72
Juab	1,300	1,150	89
Kane	700	350	49
Millard	2,000	1,750	88
Morgan	800	630	79
Piute	400	330	83
Rich	500	410	82
Salt Lake	115,300	108,420	94
San Juan	2,400	1,500	62
Sanpete	3,200	2,830	88
Sevier	2,900	2,650	92
Summit	1,500	1,370	91
Tooele	4,900	4,670	95
Uintah	2,900	2,360	81
Utah	27,900	25,740	92
Wasatch	1,500	1,280	86
Washington	2,800	2,020	72
Wayne	500	450	90
Weber	32,800	31,000	95
STATE TOTAL	255,400	234,330	92%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Addison	5,200	4,650	89%
Bennington	7,500	6,760	90
Caledonia	6,800	6,240	92
Chittenden	20,900	19,640	94
Essex	1,700	1,580	93
Franklin	8,100	7,730	95
Grand Isle	800	780	98
Lamoille	3,100	2,880	93
Orange	4,400	3,920	89

Reprinted with permission of the copyright holder, A. C. Nielsen Co.

RADIO-TV HOMES continued (Vt.)

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Orleans	5,600	5,250 94	5,400 96
Rutland	13,600	12,450 92	12,800 94
Washington	12,300	11,460 93	11,780 96
Windham	9,100	7,300 80	8,660 95
Windsor	12,800	11,360 89	12,190 95
STATE TOTAL	111,900	102,000 91%	106,430 95%

VIRGINIA

Accomac	9,300	6,940 75%	8,280 89%
Albemarle	18,100	14,090 78	16,130 89
Alleghany	8,200	7,110 87	7,670 94
Amelia	1,900	1,300 68	1,670 88
Amherst	5,300	4,250 80	4,610 87
Appomattox	2,400	2,010 84	2,010 84
Arlington	88,500	83,000 94	84,080 95
Augusta	21,000	18,030 86	19,300 92
Bath	1,500	1,210 81	1,140 76
Bedford	8,400	6,870 82	7,440 89
Bland	1,500	1,180 79	1,190 79
Botetourt	4,600	3,980 86	3,960 86
Brunswick	4,200	3,090 74	3,500 83
Buchanan	8,200	5,930 72	6,830 83
Buckingham	2,600	1,830 70	2,090 80
Campbell	25,600	22,420 88	23,090 90
Caroline	3,100	2,470 80	2,640 85
Carroll	8,000	6,240 78	7,170 90
Charlotte	3,400	2,660 78	2,750 81
Charles City	1,100	780 71	920 84
Chesterfield	20,600	19,110 93	18,850 92
Clarke	2,300	2,050 89	1,990 87
Craig	1,000	760 76	920 92
Culpeper	4,200	3,570 85	3,980 95
Cumberland	1,600	1,090 68	1,370 86
Dickenson	4,400	3,570 81	3,740 85
Dinwiddie	15,300	12,670 83	12,440 81
Essex	1,700	1,270 75	1,540 91
Fairfax	79,600	76,290 96	75,540 95
Fauquier	6,500	5,490 84	5,770 89
Floyd	2,800	2,230 80	2,460 88
Fluvanna	1,800	1,370 76	1,470 82
Franklin	6,800	5,530 81	5,980 88
Frederick	11,400	9,940 87	10,440 92
Giles	4,500	3,920 87	3,900 87
Gloucester	3,600	3,090 86	3,050 85
Goochland	2,100	1,650 79	1,860 89
Grayson	4,600	3,580 78	4,140 90
Greene	1,100	630 57	900 82
Greensville	4,000	3,150 79	3,450 86
Halifax	9,800	7,810 80	8,200 84
Hanover	7,500	6,160 82	6,680 89
Henrico	104,100	93,430 90	94,630 91
Henry	16,300	14,220 87	14,280 88
Highland	900	730 81	740 82
Isle of Wight	4,400	3,680 84	3,700 84
James City	4,500	3,830 85	3,750 83
King and Queen	1,500	1,090 73	1,180 78
King George	2,000	1,710 86	1,710 85
King William	2,000	1,690 85	1,700 85
Lancaster	2,700	2,180 81	2,350 87
Lee	6,000	4,320 72	5,130 86
Loudoun	6,700	5,720 85	5,720 85
Louisiana	3,400	2,470 73	3,030 89
Lunenburg	3,300	2,620 79	2,920 89
Madison	2,200	1,580 72	1,900 86
Mathews	2,200	1,780 81	1,960 89
Mecklenburg	7,800	6,070 78	6,820 87
Middlesex	1,900	1,530 80	1,650 87
Montgomery	11,500	10,030 87	10,270 89
Nansemond	12,100	9,890 82	10,480 87
Nelson	3,300	2,420 73	2,830 86
New Kent	1,100	910 83	960 87
Newport News	57,700	52,850 92	52,050 90
Norfolk	137,500	123,860 90	122,380 89
Northampton	4,900	3,780 77	4,190 86
Northumberland	2,900	2,390 83	2,610 90
Nottoway	4,100	3,380 83	3,460 84
Orange	3,600	2,690 75	3,140 87
Page	4,500	3,720 83	3,870 86
Patrick	4,100	3,100 76	3,620 88
Pittsylvania	28,800	24,380 85	25,340 88
Powhatan	1,400	1,140 82	1,280 91
Prince Edward	3,600	2,820 78	3,160 88
Prince George	12,900	11,390 88	11,700 91
Princess Anne	24,300	22,350 92	22,480 93
Prince William	13,300	12,210 92	11,810 89
Pulaski	7,300	6,250 86	6,480 89
Rappahannock	1,300	1,010 78	1,130 87
Richmond	1,800	1,450 80	1,490 83
Roanoke	48,800	44,210 91	44,900 92
Rockbridge	8,100	6,600 81	7,010 87
Rockingham	14,800	12,270 83	13,660 92
Russell	6,400	4,930 77	5,500 86
Scott	6,600	4,770 72	5,740 87
Shenandoah	6,500	5,670 87	5,900 91
Smyth	7,800	6,610 85	6,910 89
Southampton	6,700	5,240 78	5,590 84
Spotsylvania	7,900	6,710 85	7,180 91
Stafford	4,800	4,170 87	4,090 85
Surry	1,600	1,250 78	1,350 84
Sussex	2,900	2,050 71	2,350 81
Tazewell	11,300	9,690 86	9,980 88
Warren	4,300	3,470 81	3,970 92
Washington	15,000	12,790 85	13,490 90

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Westmoreland	3,000	2,230 74	2,500 83
Wise	11,800	9,210 78	10,450 89
Wythe	5,800	4,490 77	5,380 92
York	6,300	5,570 88	5,470 87
STATE TOTAL	1,118,400	972,920 87%	1,004,440 90%

WASHINGTON

Adams	3,200	2,950 92%	3,080 96%
Asotin	4,200	3,890 93	3,990 95
Benton	18,300	16,850 92	17,750 97
Chelan	13,500	12,020 89	13,110 97
Clallam	9,600	8,510 89	9,100 95
Clark	29,500	27,760 94	28,320 96
Columbia	1,500	1,210 80	1,430 95
Cowlitz	18,200	16,690 92	17,290 95
Douglas	4,600	4,210 91	4,460 97
Ferry	1,100	890 81	1,040 85
Franklin	7,400	6,800 92	7,210 97
Garfield	900	770 86	850 94
Grant	14,400	12,920 90	13,640 95
Grays Harbor	17,700	14,800 84	16,900 96
Island	6,100	5,770 95	5,830 96
Jefferson	2,800	2,510 89	2,650 95
King	322,700	295,110 91	308,180 96
Kitsap	26,800	25,250 94	25,920 97
Kittitas	6,300	5,310 84	6,160 98
Klickitat	4,300	3,450 80	4,000 93
Lewis	13,600	11,970 88	13,030 96
Lincoln	3,500	3,270 94	3,390 97
Mason	5,400	5,020 93	5,250 97
Okanogan	7,500	6,220 83	7,280 97
Pacific	5,000	4,130 83	4,790 96
Pend Oreille	2,200	1,940 88	2,030 92
Pierce	98,800	92,780 94	94,650 96
San Juan	1,100	980 89	1,060 96
Skagit	16,600	15,080 91	15,970 96
Skamania	1,600	1,360 85	1,520 95
Snohomish	56,400	52,760 94	53,920 96
Spokane	92,800	85,740 92	88,900 96
Stevens	5,300	4,530 86	5,020 95
Thurston	18,300	17,100 93	17,590 96
Wahkiakum	1,100	940 86	1,040 94
Walla Walla	12,800	10,740 84	11,990 94
Whatcom	22,700	20,280 89	21,790 96
Whitman	8,800	7,860 89	8,670 99
Yakima	44,100	39,370 89	41,850 95
STATE TOTAL	930,700	849,720 91%	890,650 96%

WEST VIRGINIA

Barbour	4,000	3,210 80%	3,560 89%
Berkeley	10,100	9,150 91	9,560 95
Boone	7,000	6,120 87	6,030 86
Braxton	3,800	2,650 70	3,180 84
Brooke	8,200	7,790 95	7,940 97
Cabell	33,000	30,410 92	30,100 91
Calhoun	2,100	1,600 76	1,800 86
Clay	2,800	2,140 76	2,510 90
Doddridge	2,000	1,580 79	1,790 90
Fayette	15,300	13,430 88	13,600 89
Gilmer	2,100	1,750 83	1,830 87
Grant	2,200	1,630 74	2,020 92
Greenbrier	9,300	7,890 85	8,180 88
Hampshire	3,300	2,400 73	2,930 89
Hancock	11,600	8,910 77	11,020 95
Hardy	2,500	1,750 70	2,350 94
Harrison	23,100	21,320 92	21,780 94
Jackson	5,400	4,850 90	4,920 91
Jefferson	5,300	4,670 88	4,750 90
Kanawha	73,800	67,650 92	68,630 93
Lewis	5,200	4,340 83	4,840 93
Lincoln	4,900	4,110 84	4,200 86
Logan	14,100	12,480 88	11,900 84
McDowell	15,900	13,770 87	13,050 82
Marion	19,200	17,140 89	17,820 93
Marshall	10,800	9,980 92	10,110 94
Mason	6,600	6,040 91	5,700 86
Mercer	18,700	16,770 90	17,090 91
Mineral	6,400	5,270 82	5,890 92
Mingo	9,200	7,500 82	8,260 90
Monongalia	15,600	13,220 85	14,600 94
Monroe	3,000	2,270 76	2,580 86
Morgan	2,500	2,070 83	2,350 94
Nicholas	6,500	5,380 83	5,620 86
Ohio	21,500	20,160 94	20,470 95
Pendleton	2,000	1,490 75	1,880 94
Pleasants	2,100	1,820 87	1,860 88
Pocahontas	2,800	1,910 68	2,550 91
Preston	7,000	5,640 81	6,300 90
Putnam	6,500	5,870 90	5,750 89
Raleigh	19,900	17,450 88	18,510 93
Randolph	6,900	5,510 80	6,510 94
Ritchie	3,200	2,390 75	2,660 83
Roane	4,100	3,220 79	3,480 85
Summers	4,000	3,050 76	3,690 92
Taylor	4,200	3,420 82	3,920 93
Tucker	2,000	1,540 77	1,880 94
Tyler	3,000	2,440 81	2,730 91
Upshur	5,000	4,090 82	4,670 93
Wayne	10,500	9,160 87	9,090 87
Webster	3,200	2,340 73	2,740 86
Wetzel	5,700	5,010 88	5,170 91
Wirt	1,300	1,040 80	1,190 92
Wood	24,300	21,420 88	22,990 95
Wyoming	8,200	6,930 85	7,110 87
STATE TOTAL	512,900	447,120 87%	467,640 91%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
WISCONSIN			
Adams	2,400	2,030	84%
Ashland	5,000	4,550	91
Barron	10,000	8,850	89
Bayfield	3,500	3,180	91
Brown	35,300	33,980	96
Buffalo	4,100	3,870	89
Burnett	2,800	2,420	86
Calumet	6,200	5,790	93
Chippewa	12,100	11,280	93
Clark	8,700	7,530	87
Columbia	11,100	10,150	91
Crawford	4,400	3,960	90
Dane	67,200	61,210	91
Dodge	18,300	16,820	92
Door	6,100	5,760	94
Douglas	13,600	12,770	94
Dunn	7,300	6,560	90
Eau Claire	17,400	16,110	93
Florence	1,000	900	90
Fond Du Lac	21,600	20,080	93
Forest	2,100	1,710	81
Grant	12,600	11,020	87
Green	7,900	7,210	91
Green Lake	4,900	4,420	90
Iowa	5,400	4,780	88
Iron	2,500	2,320	93
Jackson	4,400	3,870	88
Jefferson	15,500	14,560	94
Juneau	5,200	4,310	83
Kenosha	31,400	29,770	95
Kewaunee	5,100	4,800	94
La Crosse	21,500	20,270	94
Lafayette	5,000	4,500	90
Langlade	5,600	5,090	91
Lincoln	6,600	6,170	93
Manitowoc	22,100	21,240	96
Marathon	25,100	23,810	95
Marinette	10,100	9,650	96
Marquette	2,700	2,280	84
Milwaukee	326,800	308,860	95
Monroe	8,300	7,480	90
Oconto	7,000	6,420	92
Oneida	6,600	5,810	88
Outagamie	28,500	27,530	97
Ozaukee	11,400	10,770	94
Pepin	2,000	1,760	88
Pierce	6,400	5,910	92
Polk	7,500	6,990	93

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
Portage	10,300	9,560	93
Price	4,300	3,560	83
Racine	43,200	41,460	96
Richland	5,000	4,390	88
Rock	35,400	33,450	94
Rusk	4,100	3,560	87
St. Croix	8,400	7,940	94
Sauk	10,500	9,420	90
Sawyer	2,800	2,330	83
Shawano	9,600	8,870	92
Sheboygan	26,600	25,320	95
Taylor	4,800	4,240	88
Trempealeau	6,800	5,860	86
Vernon	7,400	6,540	88
Vilas	3,000	2,620	87
Walworth	16,100	15,020	93
Washburn	3,200	2,890	90
Washington	13,500	12,840	95
Waukesha	47,100	45,020	96
Waupaca	10,600	9,960	94
Waushara	4,300	3,820	89
Winnebago	32,500	31,110	96
Wood	16,900	15,900	94
STATE TOTAL	1,184,700	1,106,590	93%

COUNTY	TOTAL HOMES	TELEVISION HOMES	RADIO HOMES
WYOMING			
Albany	6,400	4,970	78%
Big Horn	3,300	2,590	79
Campbell	1,900	1,400	74
Carbon	4,600	3,610	78
Converse	2,000	1,620	81
Crook	1,400	960	69
Fremont	7,500	6,470	86
Goshen	3,800	3,170	83
Hot Springs	2,100	1,610	77
Johnson	1,700	1,280	75
Laramie	19,100	17,520	92
Lincoln	2,500	1,900	76
Natrona	16,600	14,870	90
Niobrara	1,200	960	80
Park	5,100	3,970	78
Platte	2,300	1,710	74
Sheridan	6,000	4,460	74
Sublette	1,200	860	72
Sweetwater	5,300	4,320	81
Teton	1,000	790	79
Uinta	2,000	1,650	82
Washakie	2,600	2,200	85
Weston	2,400	1,790	75
Yellowstone Nl. Pk.	100	50	53
STATE TOTAL	101,900	84,730	83%

Reprinted with permission of the copyright holder, A. C. Nielsen Co.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 6 through Dec. 12 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv station

ACTION BY FCC

WOAY-TV Oak Hill, W. Va.—Waived Sec. 3.652(a) of rules to permit identification as Oak Hill-Beckley station. Action Dec. 12.

New am station

ACTION BY FCC

Abilene, Kan.—Wyman N. and William M. Schnepf. Granted cp for new am to operate on 1560 kc, 250 w. D. P.O. address Box 390, Marysville, Kan. Estimated construction cost \$17,285, first year operating cost \$36,000, revenue \$42,000. Mr. and Mrs. Schnepf,

joint tenants, own KNDY Marysville, Kan. Action Dec. 11.

Existing am stations

ACTIONS BY FCC

WMTE Manistee, Mich.—Waived Sec. 1.323(b) of rules and granted application to replace expired permit which authorized increased daytime power on 1340 kc from 250 w to 1 kw, continued night-time operation with 250 w, and installation of new trans. Action Dec. 12.

WNAT Natchez, Miss.—Granted renewal of license which, because of deferral on June 1, 1961, is equivalent to short-term license. Action Dec. 12.

WHOF Canton, Ohio—Granted increased

power on 1060 kc, D, from 1 kw to 5 kw, with DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. Action Dec. 12.

APPLICATION

KRUS Ruston, La.—Cp to increase daytime power to 1 kw from 500 w. Ann. Dec. 12.

New fm stations

ACTIONS BY FCC

Jennings, La. — Jennings Bcstg. Inc. Granted cp for new class A to operate on 92.7 mc, 245 w. Ant. height above average terrain 234 ft. P. O. address Box 935. Estimated construction cost \$2,600; first year



EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations**

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

operating cost \$2,400; revenue \$2,700. Principals: Clovis L. Bailey (98.3%), Barbara W. Bailey (1%) and Jackie T. Bertrand (.7%). Applicant owns KJEF Jennings. Action Dec. 7.

*Loudonville, N. Y.—Saint Bernardine of Siena College. Granted cp for new class D to operate on 89.1 mc, 10 kw. Ant. height above ground 48 ft. P. O. address Loudonville. Estimated construction cost \$2,391; first year operating cost \$2,000. Principals: board of trustees. Action Dec. 7.

Morganton, N. C.—Nathan J. Cooper. Granted cp for new fm to operate on 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 145 ft. P. O. address Box 698, Morganton. Estimated construction cost \$16,703; first year operating cost \$7,520; revenue \$6,500. Mr. Cooper is sole owner and is licensee of WMNC Morganton. Action Dec. 7.

Kenton, Ohio—Radio Kenton Inc. Granted cp for new class A to operate on 98.3 mc. 2.2 kw. Ant. height above average terrain 300 ft. P. O. address c/o Robert W. Reider, Box 390, Port Clinton, Ohio. Estimated construction cost \$16,600; first year operating cost \$30,000; revenue \$32,000. Principals: Robert W. Reider (60%), R. C. Linker (36%) and James A. Londot (4%). Mr. Reider is majority owner of WRWR-FM Port Clinton, WLKR-FM Norwalk, both Ohio, and Port Clinton Daily News. Mr. Linker is part owner of WLKR-FM; Mr. Londot is manager of WRWR-FM and WLKR-FM. Action Dec. 12.

APPLICATION

Twenty-Nine Palms, Calif.—Hi-Desert Bestg. Corp. 95.3 mc, ch. 237, 1 kw. Ant. height above average terrain minus 283 ft. P.O. address 73464 Didsbury Rd., Twenty-Nine Palms. Estimated construction cost \$11,487; first year operating costs \$4,000; revenue \$6,000. Principals: Arthur E. Sipherd Jr. (90%) and Adeline F. Sipherd (10%). Applicant also owns KDHI Twenty-Nine Palms. Ann. Dec. 12.

Existing fm stations

APPLICATIONS

KUFM (FM) El Cajon, Calif.—Cp to change station location from El Cajon to San Diego, Calif.; change ant.-trans. and studio location to 1751 University Ave., San Diego; increase ERP to 5.9 kw; change ant. height above average terrain to 180 ft.; install new trans. and ant.; and delete remote control operation of trans. Ann. Dec. 10.

WQRS-FM Detroit, Mich.—Cp to change frequency to 94.7 mc, ch. 234 from 105.1 mc, ch. 286; change ERP to 20 kw from 28.5 kw; ant. height above average terrain to 222 ft. from 380 ft.; change ant.-trans. and studio location. Ann. Dec. 10.

WHFI (FM) Pontiac, Mich.—Cp to change frequency to 105.1 mc, ch. 286 from 94.7 mc, ch. 234; change ant.-trans. and studio location; change ant. height above average terrain to 270 ft. from 220 ft.; change station from Birmingham to Pontiac, both Michigan. Ann. Dec. 10.

Ownership changes

ACTIONS BY FCC

WBMG (TV) Birmingham, Ala.—Granted acquisition of positive control of permittee

corporation, Birmingham Tv Corp., from H & E Balaban Corp. (50%), owned by Harry and Elmer Balaban through stock and trusteeships, to Winston-Salem Bestg. Inc. (50% before transfer, 100% after), large company with no majority stockholder. No financial consideration involved. Winston-Salem owns WTOB-AM-FM Winston-Salem, N. C. WSGN Birmingham and WLOW Portsmouth, Va. Action Dec. 11.

ACTIONS BY FCC

KROY Sacramento, Calif.—Granted assignment of license from Lincoln and Sylvia Deller (each 50%), d/b as John T. Carey Inc., to same persons in same percentages tr/as Sacramento Bcstrs. Inc. No financial consideration involved, as assignment is for business purposes. Action Dec. 11.

WFKY Frankfort, Ky.—Granted assignment of cp and license from Ken Hart (1900 shares), G. D. Kincaid (7,720 shares), Frank G. Trimble (1,895 shares), Ralph G. Worster (1,260 shares) and John T. Rutledge (610 shares), d/b as Frankfort Bestg. Co., wholly owned by Bluegrass Bestg. Co. (13,395 shares issued), to William C. Clay Jr. & R. J. Reynolds (each 45%) and William R. Reynolds (10%), tr/as Capital Bestg. Corp. Consideration \$150,000. Messrs. Clay & R. J. Reynolds (each 38%) and William R. Reynolds (10%) also are majority owners of WMST Mount Sterling, Ky. Action Dec. 12.

WHFC & WEHS (FM) Cicero-Chicago, Ill.—Granted assignment of cps and licenses from Richard W. Hoffman (100%), d/b as WHFC Inc., to Leonard and Philip Chess (100%), tr/as L & P Bestg. Corp. Consideration \$1,000,000. Action Dec. 12.

WIRL Peoria, Ill.—Granted assignment of license from Robert W. Frudeger (100%), d/b as Frudeger Bestg. Co., to Burrell L. Small & Len H. Smith (each 41.73%) and others, tr/as Twelve Ninety Radio Corp., wholly owned subsidiary of Kankakee Daily Journal Co. Consideration \$750,000. Kankakee Daily Journal Co. also sole owner of WKAN Kankakee, 70% of WQUA Moline, and Ottawa Republican-Times, Ottawa, all Illinois. Action Dec. 12.

WCGR Canandaigua, N. Y.—Granted transfer of control of licensee corporation, Canandaigua Bestg. Inc., from Charles H. and Anne A. Keeney (each 22.5%) and Robert P. Kennedy (15%) to Westley G. Kimble (60%), Mr. Kimble and wife own remaining 40% of stock. Consideration \$14,200. Action Dec. 12.

WEEX-AM-FM Easton, Pa.—Granted transfer of control of licensee corporation from J. L. Stackhouse (10.078%); Adele S. Fretz (31.902%); Henrietta A. McPherson, executrix of estate of Anna M. Snyder, deceased (11.069%); George F. Coffin, executor of estates of Chester Snyder & Daniel W. Snyder Jr. (43.472%); and Henrietta A. McPherson individually (.063%), d/b as Easton Publishing Co., to voting trusteeship consisting of J. L. Stackhouse, Adele S. Fretz, Henrietta A. McPherson, and George F. Coffin Jr. No financial consideration involved. Remaining 3.410% of stock belongs to Catharine McGrath & John H. McGrath Jr., executors for estate of J. H. McGrath. Action Dec. 12.

KTFY Brownfield, Tex.—Granted assignment of license to Mike A. Barrett and Elma R. Barrett (each 50%), d/b as Morton

Bestg. Co., from Mr. Barrett (100%), tr/as Terry County Bestg. Co. No financial consideration involved, as purpose of assignment is to give Mrs. Barrett, recently divorced, same ownership interest as formerly enjoyed as wife. Identical action being taken on Mr. Barrett's other station, KRAN Morton, Tex. Action Dec. 7.

KRAN Morton, Tex.—Granted assignment of license to Mike Barrett and Elma R. Barrett (each 50%), d/b as Morton Bestg. Co., from Mr. Barrett (100%), tr/as same company. No financial consideration involved, as purpose of assignment is to give Mrs. Barrett, recently divorced, same ownership interest as formerly enjoyed as wife. Identical action being taken on Mr. Barrett's other station, KTFY Brownfield, Tex. Action Dec. 7.

KCAS Slaton, Tex.—Granted assignment of license from Kermit S. Ashby (100%), d/b as Star of the Plains Bestg. Co. to Mr. Ashby (50.1%), Ruthmary Ashby (.9%) and James B. Hughes (49%), tr/as Star of the Plains Bestg. Inc. Consideration \$14,090. Mr. Ashby owns 1/2 of KVOP Plainview, Tex.; Mr. Hughes is manager of KCAS. Action Dec. 6.

WSVS-AM-FM Crewe, Va.—Granted acquisition of positive control of licensee corporation, Southern Virginia Bestg. Corp., from Helen R. & Julian P. Quisenberry (8.95% before transfer, 0.45% after) to W. L. Willis Jr. (23.5% before, 25.15% after), C. Van Willis (7.25% before, 9.3% after), C. S. Willis (9.7% before, 11.75% after), Mrs. W. L. Willis (2.05% before, 2.35% after) and John G. & Nina A. Atkinson (2.25% before, 4.25% after). Total consideration \$5,525. Action Dec. 6.

APPLICATIONS

KASK-AM-FM Ontario, Calif.—Seeks assignment of license from Jerene Appleby Harnish (51%), Carlton R. Appleby (22%), Andrew B. Appleby (14%), Walter W. Axley & Philip A. Sawyer (each 5%). Ernest H. Atkinson (2%) and Rolph Fairchild (1%), d/b as Daily Report Co., to Frank H. Babcock Jr. (50%) and J. William O'Connor & Dorothy O'Connor (each 25%), tr/as WCBC-TV Inc. Consideration \$150,000. Mr. Babcock owns 50% of WPEO Peoria, Ill. Mr. O'Connor owns 64.5% of WEOV Terre Haute and WHUT Anderson, both Indiana; 50% of WPEO; 40% of WCVS Springfield, Ill., and KLEE Ottumwa, Iowa; 33% of WGSB Geneva, Ill.; and 20% of WJRL Rockford, Ill. Mrs. O'Connor owns 40% of WCVS and KLEE. Ann. Dec. 12.

WQXQ Ormond Beach, Fla.—Seeks transfer of control of licensee corporation, Volusia County Bestg. Corp., from Lyman W. and Julia F. Menard (100%) to Radkub Corp., principals of which are Ellis E. Berndt (13%) and K.O.B. Corp. (87%), owned by Oscar Kammerman (60%) and Alfred V. Meyers (40%). Consideration \$70,000. Ann. Dec. 12.

WRTL Raytown, Ill.—Seeks assignment of cp from John Coleman, William R. Brown and Donald R. Williams (each 33 1/3%). d/b as Regional Radio Service, to Messrs. Brown and Williams (each 50%). tr/as same company. Consideration \$5,709. Ann. Dec. 6.

WDOB Canton, Miss.—Seeks transfer of licensee corporation, Madison County Bestg. Inc., from R. E. Hook (70%) and Lucille Hook (30%) to Roy J. Lofin Jr. and Wilbur R. Williams (each 50%). Consideration \$82,800. Mr. Lofin owns advertising agency. Ann. Dec. 10.

KDOT Reno, Nev.—Seeks assignment of license from Paul C. Schafer (100%), d/b as KDOT Inc., to Richard W. and Elizabeth M. Brown (100% jointly), tr/as B.B.C. Inc. Consideration \$60,000. Dr. Brown is physician; Mrs. Brown is housewife. Ann. Dec. 11.

WOOW Greenville, N. C.—Seeks transfer of control of licensee corporation, WOOW Inc., from John P. Gallagher (60% before transfer, 10% after) to Charles E. Springer (40% before, 90% after). Consideration \$71,000. Mr. Springer is majority owner of WDDY Gloucester, Va., and WRON Roncerverte, W. Va.; 50% owner of WHAP Hopewell, Va.; minority owner of WKIK Leonardtown, Md., and WENZ Highland Springs, Va. Ann. Dec. 7.

WFTC Kinston, N. C.—Seeks assignment of license from Donnie A. Gay, J. B. Ham and Wilbur J. Rider (each 33 1/3%), d/b as WFTC Inc., to same persons tr/as HGR Bestg. Co. No financial consideration involved. Ann. Dec. 11.

KATR Eugene, Ore.—Seeks assignment of license from Diana C. Redington, William H. Crocker II and Thomas J. Davis Jr.

AUTOLOG™



GENERAL ELECTRONIC
LABORATORIES, INC.

195 Massachusetts Avenue, Cambridge 39, Mass.

PROFESSIONAL CARDS

JANSKY & BAILEY

Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCEE

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926— PAUL GODLEY CO.

Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION

527 Munsey Bldg.
STERling 3-0111
Washington 4, D. C.
Member AFCEE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCEE

A. D. Ring & Associates

41 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Culver

Munsey Building District 7-8215
Washington 4, D. C.
Member AFCEE

RUSSELL P. MAY

711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCEE

L. H. Carr & Associates

Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCEE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MEIrose 1-8360
Member AFCEE

GUY C. HUTCHESON

P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI

1405 G St., N.W.
REpublic 7-6646
Washington 5, D. C.
Member AFCEE

GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCEE

WALTER F. KEAN

CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCEE

HAMMETT & EDISON

CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN

Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCEE

CARL E. SMITH

CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCEE

J. G. ROUNTREE

CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

VIR N. JAMES

CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCEE

JOHN H. MULLANEY and ASSOCIATES

A Division of Multronics, Inc.
2000 P St., N.W.
Washington 6, D. C.
Columbia 5-4666
Member AFCEE

A. E. Towne Assoc., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON

Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON

CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR

Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUTler 1-1551

ERNEST E. HARPER

ENGINEERING CONSULTANT
AM FM TV
2414 Chuckanut Shore Rd.
Bellingham, Washington
Telephone: Regent 3-4198

RAYMOND E. ROHRER & Associates

Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

PAUL DEAN FORD

Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

BARKLEY & DEXTER LABS., INC.

Donald P. Wise James M. Moran
Consulting, Research &
Development for Broadcasting,
Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

Service Directory

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclde 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 12

	Lic.	ON AIR	Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,742		60	123	550
FM	1,042		36	142	157
TV	511		65	74	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 12

	VHF	UHF	TOTAL TV
Commercial	486	90	576
Non-Commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,741	1,038	512
Cps on air (new stations)	61	40	66
Cps not on air (new stations)	122	138	74
Total authorized stations	3,924	1,216	659
Applications for new stations (not in hearing) ²	205	13	61
Applications for new stations (in hearing)	298	152	48
Total applications for new stations	503	165	109
Applications for major changes (not in hearing)	59	3	10
Applications for major changes (in hearing)	345	98	45
Total applications for major changes	404	101	55
Licenses deleted	1	0	1
Cps deleted	1	4	1

¹ Includes 3 stations operating on unreserved channels.

² All figures for applications for new stations and major changes in hearing and out of hearing are for Oct.; Nov. figures not yet released.

(each 1/3), d/b as Eugene Bcstrs., to Mrs. Redington, Mr. Crocker and Genevieve de D. Casey (each 1/3), tr/as same company. Consideration \$17,184. Mrs. Casey also owns 25% of KAPT Salem and KSHA Medford, both Oregon. Ann. Dec. 7.

WDAR Darlington, S. C.—Seeks assignment of license from Walter P. Pearce (100%) to John P. Frew (60%) and Julia N. Frew (40%), tr/as Radio Darlington. Consideration \$80,000. Mr. Frew is employed by WCHK Canton, Ga.; Mrs. Frew is housewife. Ann. Dec. 12.

WDOO-AM-FM Chattanooga, Tenn.—Seeks assignment of licenses from Cy N. Bahakel (100%), d/b as Bowling Green Bcstrs. Inc., to same person tr/as WDOO of Chattanooga Inc. No financial consideration involved, as assignment is for corporate reasons. Mr. Bahakel is sole owner of WABG-AM-TV Greenwood, Miss.; WGIN Kingsport, Tenn.; WWOV-AM-FM Lynchburg, Va.; WRIS Roanoke, Va.; WLBJ Bowling Green, Ky.; KXEL Waterloo, Iowa; and Roanoke weekly newspaper, Roanoke Star. Ann. Dec. 7.

KJET Beaumont, Tex.—Seeks assignment of license from Leon S. Walton (100%), d/b as Golden Triangle Bcstg. Co., to Edward E. McLemore and R. Thomas Gibson (each 50%), tr/as KJET Inc. Consideration \$205,000. Mr. McLemore and Mr. Gibson share ownership of KZEY Tyler, Tex. Ann. Dec. 6.

KHUL (FM) Houston, Tex.—Seeks assignment of license from Edgar B. Younger Jr. (100%), d/b as B-M-R Bcstg. Corp., to Charles Temple & Ted Norman (each 45%) and Elizabeth Ann Moore (10%), tr/as Nor-Temp Bcstg. Corp. Consideration \$35,000. Mr. Temple is sales manager of KFJZ Ft. Worth, Tex.; Mr. Norman is station manager of KFJZ-FM; Mrs. Moore is housewife. Ann. Dec. 12.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Smith Radio Inc. to change facilities of station WNUE Fort Walton Beach, Fla., from 950 kc, 1 kw, D,

to 1400 kc, 1 kw-LS, 250 w-N; conditions. Action Dec. 10.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of WGLI Inc. to increase daytime power of station KWLI Babylon, N. Y., on 1290 kc from 1 kw to 5 kw, and change from DA-1 to DA-2, continued nighttime operation with 1 kw; condition and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. Action Dec. 12.

OTHER ACTIONS

■ By memorandum opinion & order, commission (1) granted requests for waiver of May 10 am partial freeze order and accepted for filing applications of Carlton W. Morris for three new Arizona stations—one at Clifton (1400 kc, 250 w, un.); another at Coolidge (1150 kc, 1 kw, DA-N, un.), and other at Globe (1240 kc, 250 w, un.); and (2) denied Morris's further request for expedited action on his applications for other stations at Safford (1480 kc, 1 kw, un.) and Winslow (1010 kc, 500 w-N, 1 kw-LS, DA-2), and (3) granted, to extent indicated, petition of Gila Bcstg. Co. for favorable action on Morris applications. Action Dec. 12.

■ By order, commission granted motion by TriCities Bcstg. Co. and extended time to Dec. 28 to file replies to opposition by Southern Bcstrs. Inc. to TriCities petition for reconsideration or rehearing in Greensboro-High Point, N. C., tv proceeding in docs. 13072-5. Action Dec. 12.

■ By letter, commission denied request by South Jersey Radio Inc. (WOND), Pleasantville, N. J., for waiver of its policy of not assigning common call letters to stations of same licensee in different service areas. South Jersey had requested assignment of call letters WOND-FM in lieu of WOSJ-FM Atlantic City, N. J. Action Dec. 12.

■ By order, commission (1) denied motions by Time-Life Broadcast Inc. (WFEM-TV), Indiana Bcstg. Corp. (WISH-TV), both Indianapolis, and Evening News Assn. (WWJ-TV), Detroit, Mich., seeking dismissal of petition by Sarkes Tarzian Inc. (WTTV, ch. 4), Bloomington, Ind., for reconsideration of Oct. 10 report & order

denying move of ch. 4 from Bloomington to Indianapolis; and (2) extended time to Jan. 25 to file oppositions to Tarzian's petition for reconsideration. Comr. Henry not participating. Action Dec. 12.

■ Commission granted request by Bay Area Educational Tv Association (KQED [TV] ch. 9), San Francisco, Calif., for extension of waiver of Sec. 3.651(c)(2) of rules for period coextensive with its license term to Dec. 1, 1965, to allow broadcast of only one picture (a record album cover) on its video channel while program "Portrait in Music" is broadcast on aural channel. Comrs. Craven and Ford dissented. Action Dec. 12.

■ By order, commission granted petition by Broadcast Bureau and extended time to Dec. 10 to reply to petition for reconsideration, declaratory ruling and relief filed by applicant Ocean County Bcstrs., Toms River, N. J., directed against Oct. 10 decision in consolidated am proceeding in docs. 13092 et al. Action Dec. 11.

■ Commission gives notice that Feb. 23 initial decision which looked toward denying applications of Gila Bcstg. Co. for renewal of licenses of stations CKKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all Arizona became effective Dec. 10 pursuant to Sec. 1.153 of rules. Action Dec. 10.

■ Commission gives notice that Oct. 17 initial decision which looked toward granting application of Shelby County Bcstg. Inc. to increase daytime power of WSVL Shelbyville, Ind., from 250 w to 1 kw and change from DA-1 to DA-2, continued operation on 1520 kc, 250 w-N, conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419, became effective Dec. 6 pursuant to Sec. 1.153 of rules. Action Dec. 10.

■ By memorandum opinion & order, commission granted in part petition by WDUL TV Corp. for reconsideration of July 30 decision insofar as deleting conclusion that applicant is unfit to be commission licensee, since that issue was not included in instant proceeding. It denied WDUL's other requests to set aside or modify July 30 decision which denied its application for modification of cp of WHYZ-TV (ch. 10) Duluth, Minn., to change trans. and main studio locations, ant. system and increase ant. height from 800 ft. to 980 ft. Action Dec. 10.

■ Commission gives notice that Oct. 15 initial decision which looked toward denying for default applications of Robert O. Edwards, Lewiston Orchards, Idaho, and Clarkston Bcstrs., Clarkston, Wash., for new am stations to operate on 1480 kc, 1 kw. D became effective Dec. 4 pursuant to Sec. 1.153 of rules. Action Dec. 6.

■ By order, commission dismissed as moot petition by William H. Bauer to testify in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al.; also dismissed as moot petition by Broadcast Bureau for acceptance of late filing of comments. Action Dec. 5.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in am consolidated proceeding in docs. 8716 et al., granted petition by James Stolcz (former applicant for new am station in Shelton, Conn., in consolidation) and enlarged issues with respect to applicant Blair A. Walliser, tr/as Milford Bcstg. Co., Milford, Conn., to determine whether Walliser is financially qualified to construct and operate station he proposes. Action Dec. 11.

■ By order in consolidated proceeding on applications of Jupiter Associates Inc. for new am station in Matawan, N. J., in docs. 14755, et al., granted petition by applicant Radio Elizabeth Inc., Elizabeth, N. J., and extended to Dec. 18 time to respond to petition to intervene and for enlargement of issues filed by Interstate Bcstg. Inc. (WQXR), New York, N. Y. Action Dec. 11.

■ By memorandum opinion & order in proceeding on applications of Desert Bcstg. Inc. for assignment of cp of station KANT-FM Lancaster, Calif., to Manuel Martinez, and for additional time to construct station (1) granted petition by Desert for waiver of Sec. 1.362 (b) of rules and permitted his late publication of local notice; and (2) affirmed Examiner's ruling to extent that he continued hearing to permit filing of petition for acceptance of late publication. Action Dec. 6.

■ By order in consolidated proceeding on applications of Five Cities Bcstg. Inc. and Douglas County Bcstg. Co. for new am sta-

tion in Austell and Douglasville, respectively, both Georgia, granted petition by Douglas County and extended to Dec. 6 time to respond to request for late acceptance and separate petition to enlarge issues filed by Five Cities. Action Dec. 6.

■ By memorandum opinion & order in proceeding on applications of Alfred Ray Fuchs and C. M. Rouse for new daytime am stations to operate on 560 kc, 500 w, in Grants and Milan, respectively, both New Mexico, granted their joint request for approval of agreement whereby Fuchs' application would be dismissed and Rouse would reimburse Fuchs \$288.00 for expenses incurred in connection with latter's application; dismissed Fuchs' application with prejudice; and granted Rouse application, conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. Action Dec. 5.

■ By order in consolidated proceeding on applications of Radio Elizabeth Inc. for new am station in Elizabeth, N. J., in docs. 14755 et al, granted petition by Radio Elizabeth and extended to Dec. 7 time to respond to petition to intervene and for enlargement of issues filed by Interstate Bcstg. Inc. (WQXR), New York, N. Y. Action Dec. 5.

■ By memorandum opinion & order in proceeding on applications of WNOW Inc. and Radio Assoc. Inc. for increase in power of WNOW York, Pa., and WEER Warrenton, Va., respectively, in docs. 14402-3, (1) granted in part petition by WNOW to extent of reopening record and enlarging issues to determine whether grant of WEER application would be consistent with provisions of Sec. 3.35 of rules concerning duopoly and concentration of control; and (2) remanded proceeding to Examiner. Action Dec. 10.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper
■ Scheduled further hearing conference for Dec. 12 in proceeding on applications of Five Cities Bcstg. Inc. and Douglas County Bcstg. Co. for new am stations in Austell and Douglasville, both Georgia, respectively. Action Dec. 10.

■ Accepted as pleading filed by friend of court proposed findings and conclusions of Harry A. Epperson Sr., Harry A. Epperson Jr. and Ralph D. Epperson in proceeding on application of Stuart W. Epperson for new am station in Winston-Salem, N. C.; such action makes it unnecessary for Examiner to take further action with respect to Broadcast Bureau's motion to strike proposed findings here in question. Action Dec. 10.

By Hearing Examiner James D. Cunningham
■ Continued Dec. 10 further hearing to Dec. 13 in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al. Action Dec. 7.

By Hearing Examiner Thomas H. Donahue
■ Granted request by Broadcast Bureau and continued Dec. 20 hearing to Jan. 3, 1963, in proceeding on application of WBUX Broadcasting Co. (WBUX), Doylestown, Pa. Action Dec. 4.

By Hearing Examiner Asher H. Ende
■ Granted petition by Laramie Community Tv Co. and extended from Dec. 4 to Dec. 7 time to file reply findings in hearing proceeding on its applications for new vhf tv translator stations in Laramie, Wyo., et al. Action Dec. 3.

By Hearing Examiner Charles J. Frederick
■ Pursuant to agreements reached at Nov. 20 hearing in proceeding on applications of The Greenwich Bcstg. Corp. for new am station in Greenwich, Conn., et al, ordered findings of fact to be filed by Jan. 22 and replies by Feb. 8, 1963, and closed record. Action Dec. 10.

By Hearing Examiner Millard F. French
■ Upon request by KAYS Inc. (KAYS), Hays, Kans., and without objection by other parties, extended from Dec. 7 to Dec. 14 time for exchange of preliminary engineering exhibits in proceeding on its am application and Bluestem Bcstg. Inc. (KVOE), Emporia, Kans. Action Dec. 6.

By Hearing Examiner Arthur A. Gladstone
■ On own motion, continued Jan. 3 prehearing conference to Jan. 7, 1963, in proceeding on application of Tidewater Teleradio Inc. for assignment of licenses of WAVY AM-TV Portsmouth, Va. Action Dec. 10.

■ Granted motion by Jesus Vargas Candelaria and continued certain procedural

dates specified in Oct. 11 order and rescheduled Jan. 7 hearing for Feb. 13, 1963, in proceeding on its application for new am station in Bayamon, P. R., et al. Action Dec. 7.

■ By order, formalized ruling made at Nov. 27 hearing, granting motion by Storer Bcstg. Co. (WJBK), Detroit, Mich., for leave to effect pro forma corrective amendment to its application. Action Dec. 4.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further prehearing conference for Dec. 12 in proceeding on applications of Desert Broadcasting Inc. for additional time to construct station KANT-FM Lancaster, Calif., and for assignment of cp of that station. Action Dec. 11.

■ Pursuant to agreement of all parties scheduled further hearing for Dec. 11 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Dec. 7.

■ Granted motion by applicant and established certain procedural dates and continued Dec. 10 hearing to Feb. 4, 1963, in proceeding on application of Bay Shore Bcstg. Co., for new am station in Hayward, Calif. Action Dec. 7.

■ Granted motion by respondent Dutchess County Bcstg. Corp., and scheduled further prehearing conference for Dec. 12, extended from Dec. 5 to Jan. 7, 1963, date for notification of witnesses by applicant, from Dec. 7 to Jan. 9, 1963, date for notification by other parties of witnesses for cross-examination, and continued Dec. 12 hearing to Jan. 14, 1963, in proceeding on am application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. Action Dec. 6.

■ Pursuant to agreement of all parties at Dec. 3 further hearing in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., continued further hearing to date to be fixed by subsequent order pending taking of deposition of Richard W. Gideon. Action Dec. 4.

By Hearing Examiner Isadore A. Honig

■ Upon request by WKLM-TV Inc. further continued from Dec. 11 to Dec. 26 hearing in proceeding on its application and Cape Fear Telecasting Inc. for new tv stations to operate on ch. 3 in Wilmington, N. C.; pending submission of petition for dismissal of WKLM-TV Inc. application and action thereon. Action Dec. 10.

■ Granted petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., for acceptance of late filing of reply findings and conclusions in proceeding on its am application and Don L. Huber, Madison. Action Dec. 5.

By Hearing Examiner H. Gifford Irion

■ Upon request of applicants continued Dec. 10 further hearing to Jan. 4, 1963, in proceeding on applications of KWEN Bcstg. Co. and Vidor Bcstg. Inc. for new am stations in Port Arthur and Vidor, both Texas, respectively. Action Dec. 7.

■ Granted petition by Great State Bcstrs. Inc. and extended from Dec. 10 to Dec. 28 time to file proposed findings in proceeding on its application and D and E Bcstg. Co. for new am stations in San Antonio, Texas. Action Dec. 7.

■ Granted motion by South Florida Tv Corp. and corrected as proposed Oct. 18 transcript of prehearing conference in Miami, Fla., tv ch. 10 proceeding. Action Dec. 4.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Jan. 11 and Feb. 11, 1963: Rockdale Bcstrs., Rockdale, Tex.; Jan. 11 and Feb. 12, 1963: The Prattville Bcstg. Co. and Billy Walker, Prattville, Ala.; Jan. 10 and Feb. 11, 1963: Coastal Bcstrs. Inc., Herndon, Va., et al. Action Dec. 11.

■ Granted petition by Duplin Bcstg. Co. and dismissed, but with prejudice, its application for new am station in St. Pauls, N. C.; retained in hearing status application of Pender Bcstg. Co. for new am station in Burgaw, N. C. Action Dec. 6.

■ Granted petitions by Jonesboro Bcstg. Service, Day-Phil Bcstg. Co., and West Helena Radio Service and dismissed, but with prejudice, their applications for new am stations in Jonesboro, Blytheville and West Helena, respectively, all Arkansas; retained in hearing status remaining applications in consolidated proceeding. Action Dec. 8.

■ Scheduled prehearing conferences and

hearings in following proceeding on Jan. 3, 1963: Tidewater Teleradio Inc. for assignment of licenses of stations WAVY-AM-TV Portsmouth, Va. Action Dec. 5.

■ Granted petition by James Stolcz and dismissed, but with prejudice, his application for new am station in Shelton, Conn.; retained in hearing status remaining applications in consolidated proceeding. Action Dec. 5.

By Hearing Examiner Forest L. McClenning
■ Advanced Dec. 14 prehearing conference to Dec. 13 in proceeding on application of Mitchell Bcstg. Co. for new am station in Estherville, Iowa. Action Dec. 6.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties in proceeding on am applications of Asbury Park Press Inc. (WJLK), Asbury Park, N. J., and City of Camden (WCAM), Camden, N. J., further extended from Dec. 10 to Dec. 17 time to file initial proposed findings and from Dec. 20 to Dec. 27 time to file optional replies. Action Dec. 10.

■ Upon request by KWES Co. further rescheduled hearing from Dec. 11 to Jan. 14, 1963, in proceeding on its application for new am station in Ceres, Calif., et al. Action Dec. 7.

■ Upon request by Rockland Bcstg. Co., and without objection by other parties, advanced Dec. 20 further hearing to Dec. 17, and time for exchange of proposed exhibits from Dec. 17 to Dec. 12, and counsel to notify other counsel of witnesses desired for cross-examination immediately thereafter in proceeding on Rockland's application for new am station in Blauvelt, N. Y., et al. Action Dec. 7.

■ Upon agreement of parties at Dec. 4 prehearing conference in proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations in North Atlanta, Ga., scheduled certain procedural dates and rescheduled Dec. 27 hearing for March 4, 1963. Action Dec. 4.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at Dec. 6 prehearing conference in proceeding on application of Potomac Bcstg. Inc. for new am station in Keyser, W. Va., scheduled hearing for Dec. 18. Action Dec. 6.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Dec. 11

K12CA Dutch Creek Area, Wyoming and Prairie Dog Creek Area, Wyo.—Granted cp to replace expired permit for new vhf tv translator station and make changes in ant. system.

Actions of Dec. 10

Richard E. Abraham, Iron Mountain, Mich.—Granted cp for new uhf tv translator station, on ch. 72, to translate programs of WLUC-TV (ch. 6) Marquette, Mich.

K10BN, K12BM, K02CK Cripple Creek, Colo.—Granted licenses for vhf tv translator stations.

KLIV San Jose, Calif.—Granted license covering use of old main trans. as aux. day and alternate main nighttime at main trans. site.

KMBY Monterey, Calif.—Granted license covering use of old main trans. as aux. trans. only.

WPIT-FM Pittsburgh, Pa.—Granted license covering installation of new trans.

KIVA (TV) Yuma, Ariz.—Granted mod. of license to change main studio location.
*WCET (TV) Cincinnati, Ohio—Granted cp to change ERP to 174 kw vis., and 87.1 kw aurr., change type trans., and decrease ant. height to 490 ft.

*KAET (TV) Phoenix, Ariz.—Granted cp to install exciter unit in aural section of transmitter; condition.

WGWC Selma, Ala.—Granted cp to install aux. trans. at main trans. site.

KUSU-TV Logan, Utah—Granted mod. of cp to change ERP to 31.1 kw vis., and 17.1 kw aurr., change trans. and studio locations, type trans., make changes in ant. system, and change ant. height to minus 530 ft.

KFCB Redfield, S. D.—Granted mod. of cp to make changes in DA pattern.

■ Granted licenses for following am stations: KCJH Arroyo Grande; KLIP Fowler; KGHT Hollister; KAOR Oroville; KHER Santa Maria, all California.

■ Following stations were granted extensions of completion dates as shown: KCB-D-TV Lubbock, Tex., to June 10, 1963; WCYB-

Continued on page 111

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Ohio daytimer needs experienced small station manager who knows full operation as working manager. Box 491R, BROADCASTING.

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 584R, BROADCASTING.

Experienced manager for a top rated regional in a solid Maryland market. Emphasis on sales. Forward complete resume and references. Box 586R, BROADCASTING.

Long established radio and television representative company seeks experienced, aggressive and industrious manager for Chicago office. Position offers salary plus incentive plan. State salary requirements. All replies will be treated confidentially. Box 967R, BROADCASTING.

Chicagoland opportunity for sales manager with proven record in sales and station management. Must be creative and able to organize and direct an experienced sales force. Lucrative incentive compensation plan. This opportunity available after January 1st for person willing to work for security and opportunity. Write immediately, giving complete resume and past performance. Manager, WJOB, Hammond, Indiana.

Sales

East coast metropolitan market. No. 1 station has opening for strong professional radio salesman. Should be capable of billing \$10,000 per month, draw against 15%. Group benefits. Box 448R, BROADCASTING.

Top rated good music station in southern California coast market of over 200,000 has opening for experienced, aggressive, stable salesman. Salary plus 25% over monthly billing of \$2,000. Box 561R, BROADCASTING.

Established Chattanooga, Tennessee, radio station desires aggressive salesman. Starting pay \$500.00 monthly minimum. Opportunity for rapid pay advances. All replies confidential. Send full particulars to Box 926R, BROADCASTING.

Experienced salesman with managerial talents and aspirations for fm stereo in Ohio. Excellent fm market. Handle and develop key accounts. Salary plus override. References important. Real future with growing group operation. Box 942R, BROADCASTING.

New York area—going, growing station (member of dynamic radio group) in search of young, going, growing salesman who's able to advance to management. This group of stations offers genuine opportunity. Remuneration plan excellent—salary, commission, bonuses—five figures. Send complete resume, including recent photo. Box 964R, BROADCASTING.

We have a top production team, we are a good music station only. We are the only fm and am station in a market with over 60% of the homes fm and over 20% fm exclusive. We need a self starting salesman and one that can close! We offer a top guarantee plus commission to the right man. Send full resumes to director of sales, Box 5, Ann Arbor, Michigan, or phone area code 313 NO 3-0589.

Help Wanted—(Cont'd)

Sales

Sales-announcer combination wanted for 1,000 watt network station in southeast. Good job for a good man in a progressive market. Box 532R, BROADCASTING.

This may be your big chance to really do something big in radio—to move forward into a top notch position with a top notch operation. Radio one in Waco is looking for a salesman who can sell against aggressive competition. Our 10 kw station has the sound, it's the undisputed leader. The fastest growing station in the great southwest. And it's more than quadrupled sales during the last year. With all this what you need is ability and desire to sell. We'll give a good protected account list, pay a guarantee against commissions. Write or phone on Wednesday Thursday, or Friday: Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas. Phone PL 4-1488.

We offer good salary, commission, protected account, good prospect list. Continuous sales training. Respected 1,000 watt full-timer. Single station market in fine town of 13,000. Good rate card. In return we want married man about 30, who can sell. Past announcing experience desired. Sales experience necessary. Must want permanent affiliation. Contact J. A. Shepherd, KNCM, Moberly, Missouri. Phone AM 3-1230.

Salesman for well equipped, well staffed KMMO, Marshall, Mo. Prefer man who can handle some announcing, but sales will be first consideration.

Chattanooga's most progressive top 40 full time radio station will employ account executive to work on following earnings schedule: First month—60% of billing; second month—45% of billing; thereafter—33½% on first \$3,000 of billing plus bonus. Accounts distributed equitably by category. Continuous station promotions. Rates competitive. One of three stations. Group on way to top in ratings. Call or write Alfred Dick, WMOC, Radio, P. O. Box 886, Hotel Patten, Chattanooga, Tennessee.

Commercial manager needed by established newspaper owned station. Prefer a man with announcing experience and a desire to live in a small city. Salary open. Send resume, references and tape to James W. Poole, Manager, WFLS, Fredericksburg, Virginia.

Announcers

N. Y. vicinity, all around announcer newsman. Good voice. Salary \$75.00. Send tape and resume. Box 498R, BROADCASTING.

Ohio daytimer needs announcer with first class ticket. Experience unnecessary but desirable. Box 490R, BROADCASTING.

Five kw within 100 miles of Chicago wants announcer with several years of staff experience and proved news writing ability. Personal interview required. List age, education, experience in detail. Do not send tape. Box 517R, BROADCASTING.

Announcer wanted by South Carolina 1,000 watt network station. Good operation in friendly city. Send full details including references. Box 531R, BROADCASTING.

Georgia daytimer—good pay for first ticket combo man. Bright, enthusiastic air, capable engineering. Box 546R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Gulf coast 5 kw quality good music station needs quality announcer with first phone. Send photo, resume, character and financial references and audition tape. Box 568R, BROADCASTING.

Negro d.j.'s south Florida market. Rush tape and resume. Start first of January. Box 911R, BROADCASTING.

Mature announcer for bright music station; would advance into programming. Also, need experienced news director. A top Wyoming station. Box 921R, BROADCASTING.

Combo man able to maintain equipment and do tight air show. Box 922R, BROADCASTING.

I want a swinging personality modern sound dj for top rated major market Florida station morning show. We're ready now if you have it. Box 961R, BROADCASTING.

Announcer for swinging station. (no beginners, no screamers) Bright morning type with adlib ability for top traffic time show in Roanoke, Virginia. Send tape and resume to Box 969R, BROADCASTING. Interview required.

Announcer with first class ticket. Emphasis on air work with top swinging station in Roanoke Virginia. Send tape and resume. Box 970R, BROADCASTING. Interview required.

Young, single announcer with restricted permit, capable news delivery. No "personalities." Daytime only KVWM, Showlow, Arizona. Broadcast school graduates also considered.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Wanted: staff announcer for fast-paced good music CBX affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Experienced morning man for good music station. Good salary for right man, no beginners. Personal interview most desirable. Call or contact immediately, Lee Allerton, General Manager, WBBY, Wood River-Alton, Illinois. Wood River exchange, 259-1800.

Morning personality needed by established newspaper owned station. We desire a man with a pleasant voice and mature delivery. Sales experience helpful. Salary open. Send resume, references and tape to James W. Poole, WFLS, Fredericksburg, Virginia.

Announcer with first phone, sales. WJIL, Jacksonville, Illinois.

Announcer, dj, for good music NBC mid-west affiliate. Must have experience. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Morning man, experienced for 5,000 watt full-time station near Philadelphia. Must have good sound and board know-how. Profit-sharing plan and fringe benefits. WCOJ, Coatesville, Pennsylvania.

DJ with 1st phone top 40 experience. \$115 per week. 1½ overtime, double pay holidays. In St. Louis area, contact Chuck Norman, WGNU, Granite City, Illinois.

D.J. Comedy! Professional package now \$2.50. Box 92, Kansas City, 41, Mo.

Help Wanted—(Cont'd)

Announcers

First class combo man needed by January 15, 1963. Evening announce shift five days; 8-hour Sunday board trick; Monday off. Young and progressive staff; pleasant southwestern city; 5kw fulltime independent leader in market. Scheduled raises; fully paid hospitalization and other benefits. Opportunity in news or sales in addition to shift. Light studio maintenance required. Photo, tape, resume, credit & personal references to: Dennis Dean, Box 3268, Albuquerque, N.M.

Technical

Combination play by play man and chief engineer. Must be good at both. Great Plains state. Box 554R, BROADCASTING.

Gulf coast 5 kw directional station wants good audio engineer capable of maintenance and administrative work. Not afraid to get hands dirty. Experience with directional antenna systems helpful. Send resume, photo, financial and character references. Box 569R, BROADCASTING.

Chief engineer 1 kw southern New York state. Good salary. Box 905R, BROADCASTING.

Two first ticket radio engineer immediately. Midwest university. Send references, snapshot, education, personal information and salary expected. Box 954R, BROADCASTING.

First phone for combo work and quick advance to chief. Hunting, fishing, skiing paradise in northwest Montana. Box 956R, BROADCASTING.

Chief Engineer for southwestern metropolitan am fulltimer. Must be experienced with simple directional arrays. Good beginning salary, excellent future with expanding organization. Send complete resume of experience, with references and late photograph. Box 959R, BROADCASTING.

Kick the snow habit. Live a little in the fabulous Southwest. Moderate climate, blue skies, skiing from Thanksgiving to Easter only two hours away at playground high in mountains. Excellent school system. Work with dominant station in state's second largest market. AM, FM, SCA. Poor housekeepers but wonderful bunch of people, all adults, with record of low turnover, want to keep it that way. Position open for engineer, prefer man with ability to learn if experience is lacking. Help maintain and install some SCA installations. Write KBIM, Box 910, Roswell, New Mexico.

Engineer—some announcing. Kilowatt daytimer. Limited experience accepted. KVMA, Magnolia, Arkansas.

Engineer 5 kw am-fm directional south eastern station looking for a young ambitious first class engineer. Experience not necessary. Send application with full particulars to George Sokol, WGH Radio, Newport News, Virginia.

Engineer-announcer combo man—immediate opening in a progressive small market radio station. Above average salary, working conditions and opportunity with growing chain for competent, sober, community-minded man. Paid hospital and life insurance. Send complete resume to J. Ardell Sink, General Manager, Radio Station WKSX, P. O. Box 311, West Jefferson, North Carolina.

Chief engineer, WKHR-FM, Boston. Permanent opportunity for able young man call or wire Merrill Smith EL 4-0500.

Production—Programming, Others

Newsman—Present newsman leaving for metro market. Need "radio pro" dedicated to sound, ethical journalism. Must be able to write, gather, and air news in a factual, authoritative manner for 5000 Watt midwest independent that has earned reputation as prestige news station. Resume, references, photo, and tape required first letter. Box 571R, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman wanted immediately coverage local news. Good salary, permanent. Approx. 60 miles from New York City. Box 591R, BROADCASTING.

Could you take over a night slot following this major eastern areas' highest rated pop personalities? Prove it by tape, resume, and picture. First phone necessary. Position permanent for right man. Box 917R, BROADCASTING.

Opportunity for creative news man with 'nose.' Community participation, beepers, remotes, conduct telephone discussion program. Rocky Mountains. Box 920R, BROADCASTING.

Need a "gal Friday" who knows traffic, copy writing and air work. The oldest station in a three station market in Florida. Please send tape complete resume and photo. Box 952R, BROADCASTING.

WHFB-Radio Benton Harbor, Michigan, is looking for a talented, experienced, full time farm director. Some agr. sales accts. salary, bonus; "fruit belt" area of southwestern Michigan. A challenge. Fine opportunity. May we hear from you? Send resume and tape (non-returnable) to Dick Hedges, WHFB, Benton Harbor, Michigan.

Newsman to gather, write, and air local news. Must have mature judgment and authoritative delivery. WSMI, Litchfield, Illinois.

Traffic manager for Philadelphia area regional radio operation. Forward resume and salary desired to Box 520R, BROADCASTING.

Combination program director-news editor. Qualified local news reporter and rewrite ability. Midwest. Box 555R, BROADCASTING.

RADIO

Situations Wanted—Management

California here I come—if you want a station manager with proven results. 67% sales increase first six months at previous position. Presently employed metropolitan area, desire smaller city in California. Married, sober, 39 years old, 13 years management. Box 268R, BROADCASTING.

Age 37, radio-tv, 12 year experience includes manager radio, plus radio-tv sales management, program director, former college prof—outstanding record. Desires management or sales management. Box 526R, BROADCASTING.

Top flight announcer seeking opportunity to manage small market radio or p.d. with view to same. 33, college degree, excellent references, 7 years with present employer. Box 577R, BROADCASTING.

Working—17 years successful sales and management record desires small market station January 1. Know Florida markets. Prefer east of Mississippi. Money maker. Best references. Personal interview. Box 906R, BROADCASTING.

General, sales manager. Exceptional salesman! College, 38. Minimum five figures. Box 933R, BROADCASTING.

Station management wanted. Experienced all phases of radio, especially sales. Married, stable, hard worker, college graduate. If interested, send details. Box 936R, BROADCASTING.

Experienced radio woman in late 20's. Have been in radio broadcasting for eleven years. Know all phases of business: traffic, continuity, production, sales. Can set up music format. Would like position as manager. Will re-locate. Box 953R, BROADCASTING.

Sales

Chief desires combo sales, now selling encyclopedias, needs radio training. Box 938R, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Seasoned radio sales-commercial manager. Same station last four years. Available after January 2, 1963. Prefer west or southwest. Box 950R, BROADCASTING.

Radio salesman-announcer. Seven years experience. Desires job in Long Island area. Other locations considered. Married—references. Box 963R, BROADCASTING.

Announcers

Radio-tv announcer seeks position in east. Married. One child. Box 450R, BROADCASTING.

Attention east or pacific northwest. Will graduate from college in August. Looking for employer with long range plans. Experienced in sports, production, programming, and announcing. Box 527R, BROADCASTING.

Attention southeast radio-tv stations: Want an announcer that'll be an asset from the very beginning? I have five years commercial experience in radio plus college degree in radio-tv. Currently employed as announcer-program director. Would like opportunity to work into tv. What can you offer? Box 536R, BROADCASTING.

Warm personable relaxed announcer desires matching location. 5 years experience. Box 552R, BROADCASTING.

Announcer, 2½ years experience AFRS, all phases, 3rd phone, excellent references. Box 589R, BROADCASTING.

Looking for spring opening. Can't move till spring, wife teaches. Attended radio school. Age 29, beginner, college. Box 909R, BROADCASTING.

Announcer—1st phone, wishes to relocate in medium market. 3 years commercial experience, 2 years educational. Mature delivery, steady, dependable. Willing to relocate anywhere. Currently employed. Box 910R, BROADCASTING.

Graduate of School of Announcing and Speech, seeks opportunity to exercise potential of authoritative newscaster. Also operates tight board, 3rd class FCC license—Negro. Box 914R, BROADCASTING.

Experienced announcer, good sound, available now. Married, will travel. Michigan, mid-west. Box 919R, BROADCASTING.

Disc jockey, announcer, newsman. First phone, no maintenance. Good references. Box 925R, BROADCASTING.

Arizona, New Mexico, California owners and/or managers: Top-notch radio time salesman must relocate family in warm, dry climate. Mature, experienced, workable ideas especially effective with local accounts. Large or small market-competition no handicap. Better than average copy. Need opportunity to earn a minimum of 8 to 10 thousand straight commission on collections. Available in your market in '63. Confidential as you want it. Box 928R, BROADCASTING.

Negro announcer. The talk of your town will be the tall man with the big wondrous voice. Mature, broadcasting school and college graduate. Creative writer. Box 934R, BROADCASTING.

Look Here! College trained. Tight board, top production. Excellent voice, smooth delivery. Easily handle any format. Available late January. Tape. Box 935R, BROADCASTING.

Crackling production-humor. Bright voiced morning personality further offers experience, aggressiveness, intelligence. Solid credentials. Box 940R, BROADCASTING.

Experienced personality (no screamer), 1st phone, copywriter, production. Prefer north. Box 943R, BROADCASTING.

Ambitious young man, college graduate, 1st phone. Radio broadcasting school graduate, interested in all phases of radio with emphasis on announcing. Wants to work with a progressive station. Will relocate. Box 945R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Looking for someone who knows music to select records for your top 40 station? Let this experienced musical director and top-rated morning personality do the job right for you. Age 26; college graduate; draft exempt. \$135 minimum. Midwest location preferred. Box 960R, BROADCASTING.

Colorado announcer-newscaster, dj, mid-western broadcasting school graduate. Authoritative news, clean, crisp, sound. Good on commercials. Married, mature, twelve years selling in other fields. Tape available. Box 956R, BROADCASTING.

Just completed broadcasting school—graduate, studied everything (48 weeks). Young, versatile. Box 968R, BROADCASTING.

Female-versatile, ambitious, pleasant, single, twenty. Two years college, type, emceeing and library experience. Broadcasting, charm school graduate. Prefer midwest. Box 973R, BROADCASTING.

Blind announcer; experienced in all phases, available for part-time or feature assignments in New York area. Requires no special consideration; tapes, references on request. Box 974R, BROADCASTING.

Available immediately, experienced announcer, d.j. Veteran, all replies answered. Will relocate. Box 976R, BROADCASTING.

Authoritative news, d.j. Have voice will travel. Not a floater. Box 979R, BROADCASTING.

Mature announcer desires position in a good Eastern market. 5 years commercial experience. Strong on news. Salary desired \$110 per week. Phone PA 5-3551 Laurel, Maryland or Write Box 980R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 1st phone, all staff duties. Tight board, single, have car, age 23. Martin, 1500 Ruth #7, Houston, Texas. JA 2-3439 after 5 P.M.

C and W d.j. with ability to create and write copy. 8 years in major Kansas City market. Family man, hard worker, permanent employment only. Jack Call 3413, Vermont, Independence, Mo. CL 2-9259.

Negro, announcer and happy d.j. Authoritative news. Operate fast board. Experienced Lee Lawson, 874 Bergen Street, Brooklyn 38, New York.

Mature announcer primarily interested in quality operation. Market size and salary are of secondary importance. Previous employers include: WOW, Omaha, KFAB, Omaha, WDAF, Kansas City, KRLA, Los Angeles and NBC, Chicago. Well versed in all phases of radio and tv. Have proven ability in program management. Will be available to relocate after Jan. 1. Address replies to Ken Barnes, Box 66062, Los Angeles 66, California.

Ex-Denver police man, wants back in radio. Good catch. Knows radio. Jody Lann, 316 Wimberly, Edison 2-4683, Fort Worth, Texas.

Announcer. Three years experience. Write copy. Some selling. Hugh Price, Homer Louisiana.

D.J. announcer, mature, experienced moderate top 40. Relocate. Frank Sacks, 20557 Stout, Detroit 19, Michigan. KE 5-6680.

Combo-man. January 1st. 8 years experience, 4 here. PD, dj, sales. Modern radio, top rated jock. Married, family. Prefer west. Jack Teiken, 1319 Jefferson, Galesburg, Illinois. Phone 343-9776.

Situations Wanted—(Cont'd)

Technical

Experienced chief engineer-announcer available immediately. Recommendations. Prefer south. Room 415, Y.M.C.A., Wilmington, Delaware, Olympia 6-8611 (mornings).

First class engineer. If you need a top 40 rock and roller who has a first class ticket, I'm your man. I'm a dependable wheelchair man with 2 years experience. My air work is tight and moves. Call or write for tape: Bill Burnett, WZOO, Spartanburg, South Carolina, P. O. Box 1171.

Production—Programming, Others

News director. Extremely capable and well experienced journalist. Background includes radio, television, newspaper, editorial writing, documentaries, and public relations. College education. Now employed in major market. Seek position with prestige station that is vitally concerned with news and community affairs. Box 537R, BROADCASTING.

Is there a sports job now anywhere? Will consider only sports director or assistant director. Five full years radio, permanent. Box 586R, BROADCASTING.

P.D. newsmen, engineer, presently employed young-married and 2½ years experience. Tight board, fast and happy. Wants permanent position with good music and modern sound. Box 907R, BROADCASTING.

Newscaster. Ten years radio-journalism background. Now working in radio in half-million market. Ready to move up; accent on writing ability. Box 908R, BROADCASTING.

Solid disc jockey experience in money-making number one top forty radio including McLendon, seeking program directors position with station wanting to be number one and make money. Box 912R, BROADCASTING.

Audience development! Program director, fourteen years. Small, medium and major markets. Available now on consulting or permanent basis. 60% audience increase for Boston; References. Box 924R, BROADCASTING.

Announcer-program director, mature. Adult sound, security, congeniality essential. Available soon. Box 929R, BROADCASTING.

Virginia program director. Married. 27. 8 years experience. Award winning newscaster. Desires station operations or programmer position. References Excellent. Box 932R, BROADCASTING.

20 years radio experience. Network and local. Presently news and program director in Florida. Impressive record. Box 947R, BROADCASTING.

Eight year veteran, program director & D.J. looking for an offer from swinging metropolitan station. Box 948R, BROADCASTING.

Top newscaster major western metropolitan state capitol heavy radio, some television distinctive adult presentation. Mastery all phases news. Desire radio-tv. Combination or straight tv in major market. Box 958R BROADCASTING.

Newsman, 12 years all around news experience, now rewriter, for top N.Y.C. newspaper. Box 978R, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for television station. Unusual opportunity for young aggressive salesman with good radio or television experience to join dynamic organization. Box 502R, BROADCASTING.

TV time salesman for major Ohio VHF market. Excellent sales climate. Good accounts and prospect list. Salary and commission, profit sharing. Send complete job history including sales volume. Only men with good competitive experience and desiring more than 10,000 annually, please. Box 590R, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

TF (until forbid)

RATES

Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

Help Wanted—25¢ per word—\$2.00 minimum

Display ads \$20.00 per inch—STATIONS FOR SALE and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

1" 2" 3" 4" other

All other classifications 30¢ per word—\$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

HELP WANTED

management

sales

announcers

technical

production-programming

SITUATIONS WANTED

management

sales

announcers

technical

production-programming

FOR SALE

equipment

WANTED TO BUY

stations

equipment

ADDITIONAL CATEGORIES

Instructions

Business Opportunity

Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

Bill

Help Wanted—(Cont'd)

Announcers

Combination announcer-newsman-traffic for FM station. Opportunity to work into TV. Commercial radio or solid educational training prerequisite. Medium mid-west market. Please send tape, picture, references, expected salary. Box 918R, BROADCASTING.

Wanted, experienced engineer for position with full power VHF channel 2 station in Montana's largest metropolitan area, close to good hunting and fishing. Maintenance, operation, planning and installation. Pleasant working conditions in ultra modern new studios. For information call 252-5611 or write to Grant French, KOOK-TV, Billings, Montana.

Technical

Immediate opening experienced tv engineers. Expanding two station operation, for maintenance and operation studio, remotes and video tape equipment. Send complete resume to Chief Engineer, WMVS, Milwaukee 3, Wisconsin.

Production—Programming, Others

Midwest tv station needs experienced continuity writer. Send samples, photo, resume, salary expected. Box 358R, BROADCASTING.

Top rated station in large southern market reorganizing art department. Will hire two artists—tv experience preferred, but not necessary. Write immediately, no samples, first letter. Box 547R, BROADCASTING.

TV news editor with journalism background able to direct 5 man department and handle newscast. Top news station in west market. Send complete information. Box 916R, BROADCASTING.

TELEVISION

Situations Wanted—Management

Experienced in managing local and national sales, heavy in both. Excellent New York agency, advertiser, network contacts. Hard sell with national representative. Excellent programming experience. Salary secondary. 10 years broadcast. 36 years old, married, excellent references. Available immediately. Box 370R, BROADCASTING.

Age 37, radio-tv, 12 year experience includes manager, radio, plus radio-tv sales management program director, former college prof.—outstanding record. Desires management or sales management. Box 526R, BROADCASTING.

Announcers

Announcer—15 years in radio. Desires to break into tv. Make all offers. Box 930R, BROADCASTING.

Leading tv newscaster, major northeast metropolitan market seeking greater opportunity. Writer, lecturer and top government and industrial narrator. Thorough broadcasting background. Minimum—\$12,000. Box 439R, BROADCASTING.

Looking for television announcing opening. Currently in St. Louis radio. Full command of broadcasting basics. Can write. Will relocate anywhere. Box 485R, BROADCASTING.

Technical

Mountain top television engineer. Montana 1 1/4 years. Desire west. Box 915R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Top newscaster, thoroughly experienced every phase gathering and broadcasting distinctive adult style, currently doing newscasts, features, documentaries award winning newscast western capitol city also large regional network. Some television experience too. Management agrees I'm ready for million and over market. Box 957R, BROADCASTING.

News, production, programming experienced and proficient in all. Presently employed tv. Box 937R, BROADCASTING

Program manager available immediately. Fourteen years continuous experience in third and fourth market with three major corporations. Box 962R, BROADCASTING.

WANTED TO BUY

Equipment

Attention all stations! Am now preparing equipment bulletin No. 6. Please advise by return mail any changes in your "equipment wanted" or "equipment for sale" lists. Need all types equipment, particularly consoles, projectors, camera chains, racks, video jack panels, monitors. Any condition considered. John B. Ledbetter, Broadcast Engineering Services, Box 391, Buena Park, California.

Wanted—5,000 watt am transmitter not over 10 or 12 years old. Meet FCC specifications. Box 322R, BROADCASTING.

Wanted by our clients. B & W Distortion Meters and Oscillators, also other measuring and test equipment. Arjel Electronics, Box 725, Sag Harbor, New York.

For Sale

Equipment

500 watt AM transmitter with spare transformers. Beautiful condition, reliable. 7 years old. Gates 500 GY. Box 525R, BROADCASTING.

A 5500 selection standard radio transcription library, like new; one Rek-O-Kut Imperial portable disc recorder. Give-away prices! Chief engineer, KDBC, P. O. Drawer 740, Mansfield, Louisiana.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/8" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

News depts! Police-fire monitor receivers, 150 mc. range. Rebuilt commercial receivers, with squeel and crystal. Specify frequency and voltage—110 vac. or 12 vdc. Check with order. Four weeks delivery. \$69.50 Guaranteed, 4476 Van Ness, Fresno 4, California.

Three 250 foot Blaw-Knox self supporting towers. San Diego, California area. Available immediately. Make offer. Box 927R, BROADCASTING.

Ampex tape duplicators. Two unit available. 2 track 3200 series—\$7500. 4 track 3300 series—\$8500. Ampex 601-2—\$600. Schafer 1200 automation system. (NEW). Three racks of equipment including four Ampex units—best offer—over \$8700. Lang Electronics, Inc., 507 Fifth Avenue, New York 17, New York, MU 2-7147.

WE RD100 program dispatching system. Right and left turrets including 10WE 185-1 monitor selector switches, each 20 points. Six individual line control panels. Three WE ASR75078 metering panels and 17 WE 48-218A jackstrips. Will consider any reasonable offer beginning at \$1000. Box 592R, BROADCASTING.

One RCA TBF-10B 10 kilowatt fm transmitter. \$6500. Box 972R, BROADCASTING.

For Sale

Equipment

Attention news directors. We have a good used film processor for sale. Write Box 971R, BROADCASTING for details.

Rayethon RC-11 single channel console clean and in excellent condition. In use presently. Going fm and must have dual channel, reason for selling. It's a honey. Call Mr. Fyffe, WSIP, Paintsville, Kentucky, Area code 606-789-5311. Better hurry.

Miscellaneous

Commercial productions. Top announcers. Satisfaction guaranteed. Special \$3.50-4 for \$10.00. 270 N. Crest Chattanooga, Tennessee.

Christmas Comedy is featured in the December issue of "Days, Dates, and Data." Contains patter, gags, promos, and a Santa Interview. \$3.00 Show-Biz Comedy Service (Dept. X), 65 Parkway Court, Brooklyn 35, New York.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Deejay file." Quotes, kickers, liners, record info, hints. Complete program package for deejays and P.D.'s. \$10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.

Resumes by experienced professional with PHD in Radio/tv. Fast service. Details airmailed. Thayer, 808 Eight, Laurel, Maryland.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Instructions—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

BUSINESS OPPORTUNITY

Radio syndicate being formed, have doctors, dentists and lawyer with FCC background. Minimum \$5,000. Box 576R, BROADCASTING.

Will sell all or part of Texas radio CP to an experienced radio man. Box 583R, BROADCASTING.

West coast Florida station, now building has minority stock interest available. Excellent tax shelter and capital gains possibilities. Box 955R, BROADCASTING.

Employment Service

OPPORTUNITIES!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
**BROADCAST
EMPLOYMENT SERVICE**
4825 10th Ave. So.
Minneapolis 17, Minn.

RADIO

Help Wanted—Announcers

WAKE-UP MAN

Mature, morning personality for Eastern Adult Station in major market. Good opportunity for alert man with ideas. Send tape, salary requirements, when available to:

Box 941R, BROADCASTING

Production—Programming, Others

NEWS DIRECTOR

Midwest Metro Market
Fast-paced operation needs live news director. Annual salary to \$9,000 for right man. Send details and tape to:

Box 946R, BROADCASTING

TELEVISION Help Wanted

Production—Programming, Others

THE FUTURE IS OPEN . . .

for a young man who knows he will be successful as promotion assistant with leading television station. This young man has imagination, energy, drive and the intellectual need to create and grow. If you are the right man the future will bring higher management responsibilities. Although it might help, previous radio or tv experience is not essential. But an interest in research is. Are you this young man? Write to us. We would like to know your background, your immediate and long range goals and your reasons for thinking you are the man.

Box 973R, BROADCASTING

TELEVISION

SITUATIONS WANTED

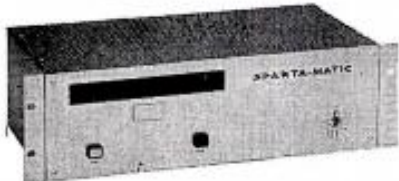
Let's BUILD A FUTURE!!

Top performer, writer, salesman. 29. 10 years radio-tv. Interested tv. Exchange particulars in confidence.

Box 931R, BROADCASTING

Miscellaneous

SPARTA-MATIC CARTRIDGE TAPE



- Continuous Duty Rated
- Compact, Modern, Functional Design
- Proven Reliability

SPARTA ELECTRONIC CORPORATION

6430 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA



WANTED TO BUY

Stations

STATION OWNERS WANTED TO BUY

Single Mkt. AM station-Fulltime. Will pay top price for good facility. Responsible qualified buyer. All replies held in strict confidence.

Box 949R, BROADCASTING

Wanted to Buy—(Cont'd)

Stations

WILLING BUYER WANTS TV STATION

Any price-anywhere. Just send the figures we will act fast.

Write Box 944R, BROADCASTING

INSTRUCTIONS

"Since 1947" RADIO-TV ANNOUNCING COURSES

ENGINEER & 1st FONE COURSES

Guaranteed Placement Service. Attention Managers: A few Outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

Stations

For Sale

FOR SALE:
SINGLE STATION MARKET
County population 80,000. Twin-city local market-15,000. Not distress sale. Asking 100,000. Terms. Only station in county. **NO BROKERS PLEASE.**
Box 966R, BROADCASTING

ROCKY MOUNTAIN
Have CP for TV Station. Will sell profitable single market station, \$48,000. Terms to right party.
Box 913R, BROADCASTING

FOR SALE 1,000 WATT
daytime, with excellent frequency in prosperous West Texas. Single station market. Owner in other businesses, will sell for less than \$100,000. Write:
Box 565R, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Stations

NOTICE

If you are interested in purchasing a leading fulltime Radio Station in Florida and ready to move immediately write to us. The price is \$850,000 with \$350,000 down, balance over 5 years at 6 per cent. There is no real estate involved in purchase, you will get a good lease. The price cannot be haggled, you must be ready to fly to Florida for negotiations as we cannot send information thru the mail on this one. All negotiations must be in strictest confidence.

SOUTH CENTRAL STATE

A 5,000 watt fulltime prestige station located in city of more than 100,000 people in south central state. Station has grossed in excess of \$230,000 annually since 1955. Price is only \$350,000 with \$125,000 down and excellent terms on balance. Valuable Real Estate included.

SOUTH WESTERN STATE

A VHF television station with leading network affiliation, and a fulltime Radio Station in fast growing area of a wonderful South Western State. The television station has the exclusive VHF Channel for the area. These stations grossed more than \$170,000 last year. The price is only \$305,000 with \$60,000 down, balance over 6 years at 6 per cent. Valuable Real Estate included.

CENTRAL FLORIDA

A 5,000 watt daytime in Central Florida growth area. Price is only \$75,000 with \$10,000 down, balance over 10 years at 6 per cent. This can be real money maker for aggressive owner-manager. 4 acre transmitter site included. You must act fast on this one. To buy or sell a radio or television station anywhere in the nation contact:

Paul Yates, Jr., and Associates
media brokers
P. O. Box 1661 Sanford, Florida
Phone 323-0421

FOR SALE

5 kw OAK DUMONT U.H.F. TV.
STATION CH. NO. 27
WITH COMPLETE STUDIO EQUIP.

LESS CAMERAS.
WILL ENTERTAIN TERMS.
MILEX ELECTRONICS
460 Jericho Turnpike
Mineola, New York
Phone: Pioneer 7-3302

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DECATUR 2-2311

TV (aux. trans. and ant.) Bristol, Va., to June 10, 1963; KWNA Winnemucca, Nev., to April 30, 1963.

Actions of Dec. 7

KPEN (FM) San Francisco, Calif.—Granted license covering installation of new trans. and new ant. for auxiliary purposes only.

WKJF (FM) Pittsburgh, Pa.—Granted licenses covering changes in transmitting equipment and change in ERP, ant. height and installation of new trans. and ant.

WEAU-TV Eau Claire, Wis.—Granted cp to change ERP to 316 kw vis., and 158 kw aur., type trans. and ant. height to 890 ft. (main trans. and ant.).

WVCG-FM Coral Gables, Fla.—Granted cp to change type ant. and decrease ant. height to 190 ft.

K08CN Ephrata, Soap Lake, Moses Lake, and Larson Air Force Base, all Washington—Granted mod. of cp to change trans. location, type trans., and make changes in ant. system.

WRPM Poplarville, Miss.—Granted mod. of cp to change type trans.

WDCR Hanover, N. H.—Granted authority to remain silent for period beginning Monday, Dec. 10, to Thursday, Jan. 3, 1963.

KFBC Cheyenne, Wyo.—Granted request and canceled license for alternate main trans.

KORK-TV Las Vegas, Nev.—Granted extension of completion date to Feb. 7, 1963.

Granted licenses for following fm stations: KPPC-FM, Pasadena Presbyterian Church, Pasadena, Calif.; KGUD-FM, Metropolitan Theatres Corp., Santa Barbara, Calif., and specify type trans.; KVEC-FM, John C. Cohan, San Luis Obispo, Calif.

Granted cps to install new aux. trans. at main trans. site for following stations: KPDA Amarillo, Tex.; WGEE Indianapolis, Ind., with DA-D.

Granted cps to install new trans. for following stations: WITN Washington, N. C.; KLUE Longview, Tex.

Actions of Dec. 6

WAQE-FM Baltimore, Md.—Remote control permitted.

Granted cps for following new vhf tv translator stations: Broken Bow Junior Chamber of Commerce, on chs. 4 and 7, Broken Bow, Nebr., to translate programs of KGIN-TV (ch. 11) Grand Island, and KHOL-TV (ch. 13) Kearney, both Nebraska; Mammoth Electric, on ch. 9, Mammoth

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

PACIFIC NORTHWEST. Exclusive daytime station. Doing \$35,000. Profitable. Asking \$33,000. 29% down. Illness causes sale.

EAST SOUTH CENTRAL. Daytime. Exclusive market. Absentee owned. Gross exceeds \$4,000 a month. Very profitable. Asking \$65,000 including real estate. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ky.	single	daytime	\$ 68M	terms
Ariz.	small	fulltime	70M	10M
Ala.	medium	fulltime	125M	29%
Fla.	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms
Pa.	metro	daytime	195M	terms

and others:
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Lakes, Calif., KJEO (TV) (ch. 47) Fresno, Calif.

KTVT (TV) Fort Worth, Tex.—Granted license covering changes in tv station.

K10DH, K07DO, Seligman, Deer Lodge & Hyde Park, Ariz.—Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for new vhf tv translator stations.

K10DA Winnett, Mont.—Granted cp to replace expired permit for new vhf tv translator station.

WCSH-TV Portland, Me.—Granted extension of completion date to June 6, 1963.

Actions of Dec. 5

KELR El Reno, Okla.—Granted license for am station.

KRVN-FM Lexington, Neb.—Granted license for fm station.

WTIV Titusville, Pa.—Granted license covering change in frequency, hours of operation from daytime only to unli., and change in trans. equipment.

KQFM (FM) Portland, Ore.—Granted license covering changes in ant.-trans. and studio locations.

*KUSU-FM Logan, Utah—Granted license covering changes in ant.-trans. and studio locations, type ant. and ant. system.

KAMS (FM) Mammoth Spring, Ark.—Granted license covering change in frequency, ERP, ant. height, and installation of new trans. and ant.

*WIAN (FM) Indianapolis, Ind.—Granted license covering changes in ERP, ant. height and transmitting equipment.

*WAMF (FM) Amherst, Mass.—Granted license covering change in ant.-trans. and studio location, installation of new trans., and changes in ant. system with remote control operation.

*KCVS-FM Ellensburg, Wash.—Granted license covering change in frequency to 91.5 mc.

WKDN-FM Camden, N. J.—Granted license covering installation of new trans.

K10EC, K12DI Shelby, Mont.—Granted cps to replace expired permits for new vhf tv translator stations.

K07AL, K13AC Fort Benton, Mont.—Granted cps to replace expired permits to change type trans. for vhf tv translator stations.

K10BL Spotted Horse, Wyo.—Granted mod. of cp to include Recluse and Wildcat, Wyoming, as principal community, and change type trans.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted authority to deliver programs to am and fm stations under control of Canadian Bcstg. Corp. and other am and fm stations licensed by Canadian government where programs have been, are being, or will be broadcast in U. S. by ABC licensees or permittees; conditions.

Actions of Nov. 30

WTHM Lapeer, Mich.—Denied petition to delete pre-sunrise condition attached to March 22 grant of cp for new am station pending final decision in doc. 14419.

WFMD Frederick, Md.—Denied request for continuance of 1 kw, non-DA pre-sunrise operation after commencement of operation under BP-13135 authorizing unli. operation with 1 kw-N, 5 kw-D-DA-2.

Actions of Nov. 28

United TV Inc., Westernport, Piedmont and Bloomington, Md.—Granted cps for new vhf tv translator stations, on chs. 11 and 13, to translate programs of WTEA (TV) (ch. 4) Pittsburgh, and WJAC-TV (ch. 6) Johnstown, both Pennsylvania.

Action of Nov. 15

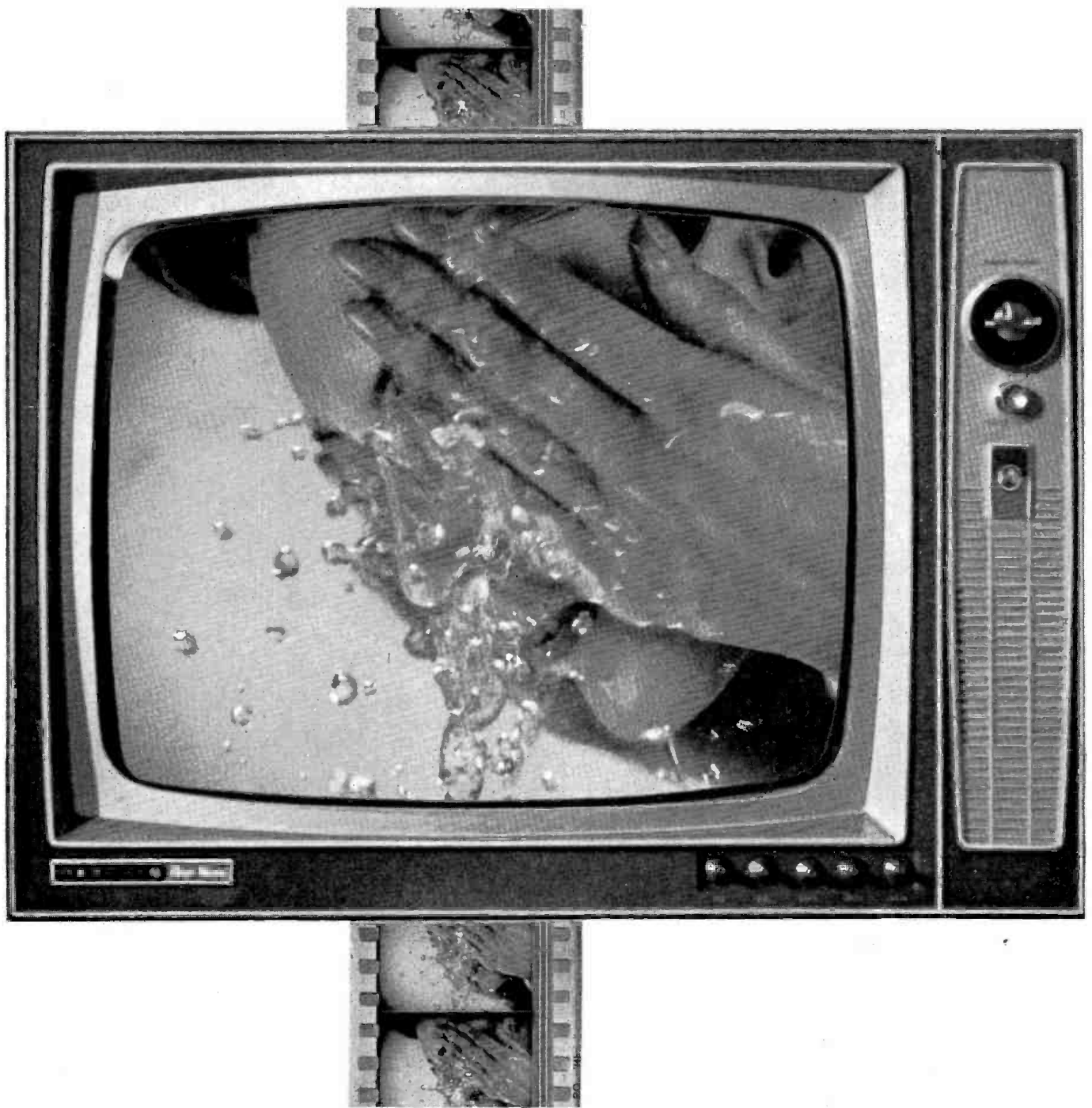
K74BL Lewistown, Mont.—Granted license for uhf tv translator station.

Rulemakings

PETITIONS FILED

Hazard, Ky.—Kentucky Authority for Educational Tv. Requests amendment of Sec. 3.606 of rules so as to assign ch. 33 to Hazard and reserve channel for noncommercial use by making following proposed change: to *33*68; from *19*68 in Hazard. Received Dec. 5.

KBYU-TV Provo, Utah—Brigham Young U. Requests amendment of table of assignments by making following proposed change: ch. 11, Provo, be designated ch. *11*; ch. *28, Provo, be designated ch. 28 to replace ch. 11 as commercial. Received Dec. 6.



“Film does the unusual”

“**BECAUSE IT’S MOISTURIZING!**” That’s the selling proposition in an unusual 60-second Lux Soap television commercial.

To make customers feel the moisturizing difference, high-speed photography stops motion, captures the sparkle and brilliance of creamy, moisture-laden lather. Shooting is on Eastman film with prints on Eastman print-stock. Two steps—negative and positive. *Both Eastman! Both of vital importance to sponsor, network, local station and viewer!*

Moral: Plan carefully . . . go Eastman—all the way!
Always give the producer time to give you top-quality prints!

For further information, please get in touch with
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

*East Coast Division, 342 Madison Avenue, New York 17, N.Y.
Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.
West Coast Division, 6706 Santa Monica Blvd., Hollywood, Calif.*

For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of EASTMAN Professional Films for motion pictures and television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Lux Toilet Soap (Lever Brothers Company)
AGENCY: J. W. Thompson Co. PRODUCER: MPO Videotronics



OUR RESPECTS to Carl Malcolm Post

Advertising's siren call made investments seem a tame game

The contemporary paintings and sculpture in the president's office at Post, Morr & Gardner, Chicago, reflect only one side of the personality of Carl M. Post.

His taste for works of art, however, is consistent with the key facet of his varied business talents: a penchant for individual creativity. As an advertising idea innovator, a new-business developer and as an agency builder, Mr. Post appears to have been successful in making the fullest and most profitable application of the creative function. He has packed it all into a relatively brief span of years.

At the start of 1963, his agency merges with Keyes, Madden & Jones to become Post-Keyes-Gardner and will claim the No. 3 position among Chicago-headquartered agencies as well as the distinction of being "Chicago's fastest growing agency." Mr. Post continues as president and major stockholder of the new corporate entity.

Big In Tv-Radio ■ When Mr. Post opened Post & Morr in early 1961 as successor to Gordon Best Co., billings were about \$12 million. This year, as Post, Morr & Gardner, the agency will bill about \$16.5 million (seven of every ten dollars going into broadcast) and next year as Post-Keyes-Gardner the combined billings will run about \$28.5 million, Mr. Post says.

As examples of the creative approach everybody at the agency strives to apply to each marketing problem, he points to General Finance Co.'s rapid growth through exclusive use of radio, the regional tv-radio growth of Burgemeister and Old Milwaukee beers (Jos. Schlitz Brewing Co. brands), the "fantastic" success of Maybelline with tv as its primary medium and the strong tv-radio showing by Dumas Milner Corp. household products.

Public sale of agency stock and formation of specialized agencies under a single corporate umbrella are the only two big innovations in the agency world in 62 years, Mr. Post believes. But agencies now are on the threshold of new ways of doing business, ways perhaps still unclear but which such scientific techniques as automation will bring about, he feels. But he is certain that agencies will have to be big enough to provide the diverse services the new dimensions of advertising and marketing will require.

Carl Malcolm Post was born May 29, 1915, at North Tonawanda, N. Y. His father was superintendent of schools in the small town near Buffalo. Young Carl went to both grade and high

schools there and his budding creative spirit soon found expression in writing for the school papers.

He enrolled in the U. of Michigan at Ann Arbor as an English major but switched to journalism as was awarded a bachelor's degree in 1938. During his college years Mr. Post earned his spending money at odd jobs, including dish washing, but he soon learned to put his skills to more profitable use. He published a campus newspaper, sold advertising in it and discovered the money came much more easily. Further extracurricular activities which he found time for were the presidency of his fraternity, Theta Chi, and of his senior class.

Decision ■ After college a conversation with William F. John, a founder of MacManus, John & Adams, convinced Mr. Post his future would be best in advertising. He heeded the advice and went to work for General Mills in Detroit as copywriter for feed grain products. This work gave him practical experience in radio from the start.

Subsequently he did copywriting for Sears, Roebuck & Co., in Detroit and then joined Murphy Products Co., a Burlington, Wis., livestock and poultry feed products firm, as advertising manager. Murphy spent almost all of its budget in radio then and he wrote many commercials.

In 1943, Mr. Post joined Foote, Cone & Belding, Chicago, as a copywriter. He worked chiefly on the Armour, Kleenex and Walker's De Luxe and Imperial

liquor accounts. Eventually he was putting so much of his efforts into the Walker advertising he recalls that "more or less by accident" he became account supervisor, handling the account for about six years.

His black-and-white print ad of the distinguished Negro waiter, Robert Anthony, serving Walker's De Luxe, is rated a classic in advertising. About 1947 FC&B elevated Mr. Post to vice president.

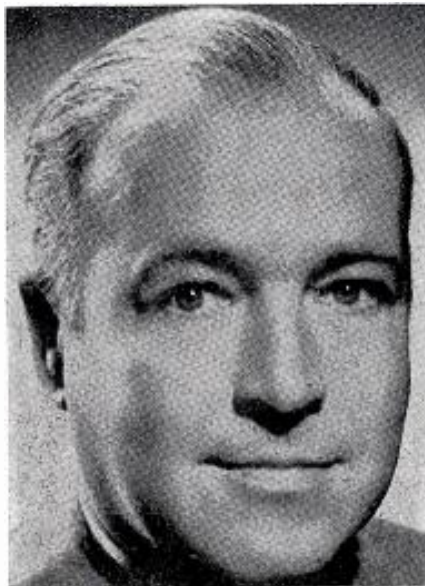
Mr. Post feels his creative capabilities had every opportunity to grow during his near-decade at FC&B. He is high in his praise of Fairfax Cone as the great guiding genius of his life at that time, a professional respect and personal friendship he has not forgotten over the years.

Investment Flyer ■ Mr. Post left FC&B in 1952 to devote full time to managing his personal investment ventures in oil, grain, stocks and real estate. He formed a family company, Donlea Corp., which he continues to manage as his chief hobby. The investments did not begin with a family inheritance, he explains. It all started with small but judicious investments at an early age and constant study of the markets. As profits grew he reinvested and gradually moved ahead.

But the challenge of Michigan Ave. lured him once again. In 1954 he joined Erwin, Wasey & Co., Chicago, as vice president. Within a year he brought in three new major accounts. Then Grant Advertising there hired him as executive vice president and within the next few years he developed "four or five" new major accounts and some smaller ones. His forte: creating the strong selling idea that helps solve the prospects' chief marketing problem.

In 1960 he acquired a major interest in Gordon Best Co., Chicago, then bought controlling interest. After a year of "rebuilding" personnel and departments, he recalls, the agency was ready to emerge as Post & Morr. Last year with the addition of F. Sewell Gardner, former head of the Chicago office of Dancer-Fitzgerald-Sample, it became Post, Morr & Gardner.

Mr. Post married Dorothy Webb of Detroit in 1940. They have three sons, Michael 20, Gerome 18 and Timothy 12. Their home, Frank Lloyd Wright's last residential project, is on a small farm by a lake in Barrington, Ill., where all enjoy Mr. Post's newest avocation, a stable of 13 prize quarter horses, two of which are on the show circuit. In spare hours he also likes to catch up on skeet and golf.



Mr. Post

A knack for solving problems

EDITORIALS

Program cycle

THE rigged quiz had, we thought, disappeared with the confession of Charles Van Doren, but, lo and behold, it has been revived—and by the FCC, of all people.

As reported in this publication last week, the FCC has been soliciting witnesses to testify in its investigation of television programming in Omaha. More than 100 organizations have been invited to appear. They range in nature from the Campfire Girls to Alcoholics Anonymous, and it is obvious that the FCC hopes, among so disparate a collection, to uncover at least some grievances that will attract attention. What is a television hearing without witnesses who rise to accuse television of sins the press is eager to report?

It is evident that the FCC's search for accusers is a desperate effort to doctor a show that so far lacks boxoffice appeal. Nobody has expressed dissatisfaction with Omaha programming except the members of the FCC staff who persuaded the commission to pick that city as the site of the sequel to its program hearing in Chicago earlier this year. But staff dissatisfaction will hardly draw a crowd. What this show needs is a touch of the old razzmatazz, a dimpled Campfire Girl to tearfully report how villainous broadcasters refused to let her demonstrate woodgathering between 8 and 8:30 on Sunday night, a reclaimed drunk to testify to the hideous temptations of watching Kitty flick her lips around a jigger in the Longbranch.

This quiz is being rigged by pros. The question is: Who's going to investigate this one?

Firmly packed

PACKING of the FCC by the New Frontier is about to become a *fait accompli*. In a few weeks the tough-minded chief of the Broadcast Bureau, Kenneth A. Cox, will succeed the conservative veteran, T. A. M. Craven.

Mr. Cox is the third Kennedy appointee out of seven. But the fourth vote is within easy reach. Newton N. Minow, the first JFK appointee, will have little reason to continue his complaints about inability to rally the necessary majorities to rock, sock, fine, suspend and revoke.

Mr. Cox believes the FCC has the right to regulate programming. He thinks like Chairman Minow. So, it appears, does E. William Henry, who took office a few weeks ago. The fourth Democrat, the 10-year veteran Robert T. Bartley, can be expected more often than not to go along with the chairman.

As we have often said, permanent relief can come only through reaffirmation by Congress of what it meant when it decreed free broadcasting and no censorship. But to write a new law is a slow, tedious process that is only now getting under way. It cannot be accomplished at the next session unless a miracle passes.

There is a possible short-range remedy. Congress should be induced to take a hard look at the FCC's appropriation and at its purported work-load. Ten years ago the appropriation was \$6.4 million. For fiscal 1964, which begins July 1, the FCC wants \$16 million.

The FCC complains it is overworked. It is probably one of the most overstaffed, inefficient agencies in Washington. Pending applications pile up and freezes are imposed while the broadcast staff artificially stimulates new projects, like the letter-writing campaigns on renewals. The FCC itself initiates the Omaha tv hearings when there have been no complaints. A review board is created to relieve the FCC of work, yet commissioners make more speeches and more "inspections" than ever. And the unfinished regular business piles up.

In the past 10 years the FCC staff has increased from

1,044 to 1,416. If its man-hours were computed, we hazard 80% of its time would be on broadcasting—most of it stimulated from within. A disproportionate part of its budget goes for broadcasting which, in number of applications, represents less than 5% of the total.

If broadcasters hope to avert completely centralized program control, which means control of their businesses, they had better indoctrinate their congressional delegations. Hearings should be held at the next session. There are only 21 days left before the 88th Congress convenes.

A question of character

THE most dangerous proposal in the report that has been submitted to the FCC by its network study staff (and reported exclusively in this publication two weeks ago) is that for a system of broadcast regulation copied after the Securities and Exchange Act.

The network study staff has urged the creation, under federal law, of a system of "self-regulation" in which all radio and television broadcasters would be required to belong to a government-approved and government-supervised trade association. Under the guidance of the FCC, the association would write codes and enforce them. Expulsion from membership in the association would mean disqualification as a station licensee.

In writing the recommendations, Ashbrook P. Bryant, the network study chief, explained that a similar system had been at work among securities dealers since the Securities and Exchange Act was passed in 1934. What Mr. Bryant failed to discuss, however, was the extraordinary difference between the character of the securities business in the early 30's and the character of broadcasting now.

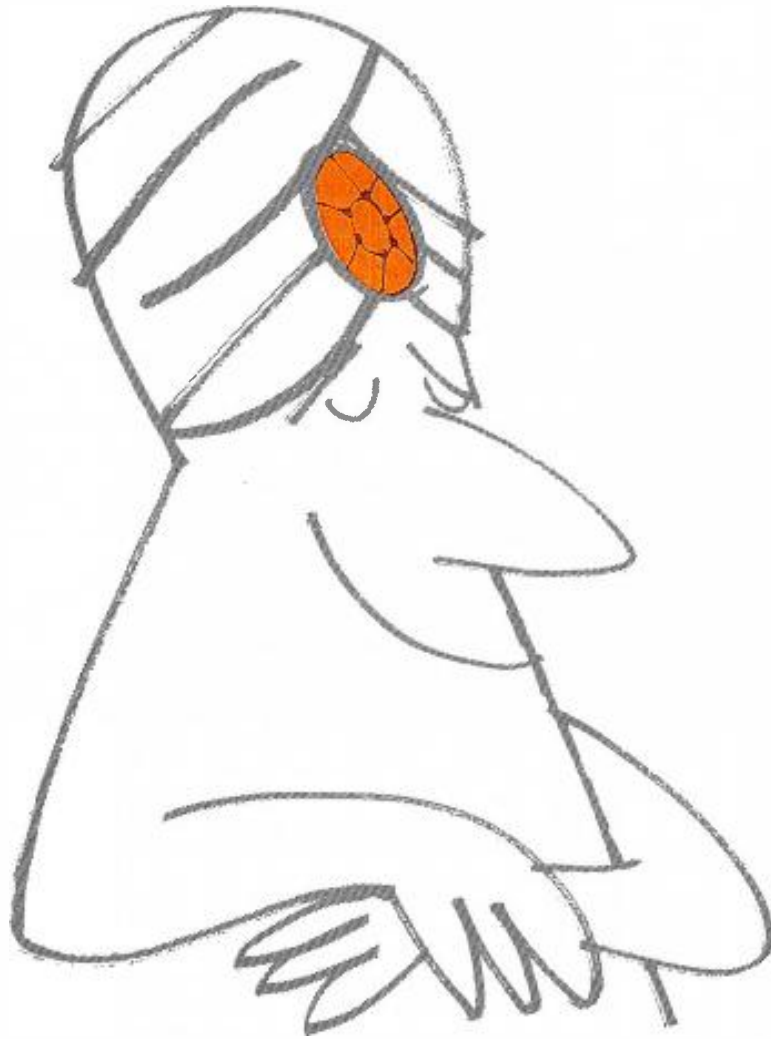
The government's imposition of tight controls over stock trading came after a series of financial disasters in which millions of innocent investors were fleeced by unscrupulous manipulators.

Mr. Bryant may think broadcasting needs similar restrictions, but Mr. Bryant and his immediate associates at the FCC do not add up to the public. What most of the public demands from broadcasting, it now gets. The last time we looked at the figures, most American homes had television and radio sets, and receivers were still selling briskly. Mr. Bryant does broadcasters a severe injustice to equate them with the bucket shops of an earlier day.



Drawn for BROADCASTING by Sid Hix

"You send her right back, Atwood! You know our policy on Christmas gifts!"



Good news from a Great Medium

. . . and we think that both advertisers and audiences will be as pleased with this good news as we are. Such famous CBS Radio stars as Garry Moore, Arthur Godfrey, Leonard Bernstein and Art Linkletter will join company with our regular WJR personalities Dec. 30th. Which makes our Complete Range Programming *more* complete than ever before! And it enhances our position as the dominant station in America's 5th richest market!

And the millions of loyal WJR listeners drawn from

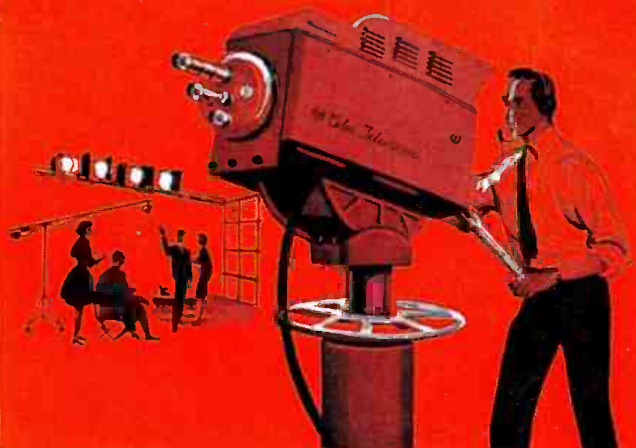
the over 17 million folks in our primary coverage area? They become *more* loyal when they hear these famous personalities as well as their favorite WJR programs . . . *all on the same station!*

Yes, indeed, listeners—and advertisers—have cause for celebration in the increased scope and variety of WJR's Complete Range Programming. If you'd like to learn how this can affect your future . . . ask your Henry I. Christal representative to explain. It's bound to raise your spirits.

WJR DETROIT
760 KC 50,000 WATTS

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

Get set for '63
THE BIG YEAR FOR COLOR
 Specify **RCA IMAGE ORTHICONS** for your cameras.



Be ready for the heavy color telecasting schedules coming up by installing RCA-4415's and RCA-4416's now. These RCA Image Orthicons in matched sets of three—two RCA-4415's for red and green channels and one RCA-4416 for the blue—are highly recommended for color cameras utilizing simultaneous pickup. At ordinary black and white lighting levels, these tubes produce excellent pictures in color receivers as well as high-resolution pictures with normal tone rendition in black and white receivers. Precision construction, field-mesh, plus closely matched characteristics assure uniform color in both highlights and in the background over the entire scanned area.

Because they operate under normal black-and-white studio lighting conditions, you will not have the problems of high scene-lighting temperatures, the need for extra air conditioning and many of the other lighting costs formerly associated with indoor color pickup.

RCA-4415 and RCA-4416 are but two of RCA's broad family of Image Orthicons. For fast delivery on these and others in the line, see your authorized RCA Distributor of Broadcast Tubes.

RCA's Family of Color Image Orthicons Includes:

RCA-4401: Supplied in sets of three tubes having matched characteristics and providing very high sensitivity in low light-level studio and outdoor pickup.

RCA-7513: For highest-quality color TV where conventional color lighting is available and can be controlled. This type is also available in matched sets as RCA-7513V1.

This attractive brochure, containing pertinent information on the RCA line of Camera Tubes, is available through your local distributor. Ask for: RCA Camera Tubes—(ICE-262).



RCA Electron Tube Division
 Harrison, N. J.



THE MOST TRUSTED NAME IN TELEVISION