



# BROADCASTING

THE BL

AND RADIO

USAF Air University  
Library Series Unit Acq Branch  
(01-600) 62-7547  
Maxwell Air Force Base  
Montgomery Ala

N3 51R  
Y 10G  
19784  
APR 63 ANC

NEWSPAPER

FEBRUARY 18, 1963

The public looks at tv: ne  
the most detailed answers

...tus report on key  
..... 67

Look at ratings: Oren Harris getting ready  
for full-scale hearing ..... 34

Changing hands: tv station transfers down  
in '62, while radio increased ..... 100

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Keep close to your customers  
with Spot Radio

Selling coffee? This is the right moment to do it—  
while she's using the product. Her attention is yours  
with Spot Radio. She will hear your message under  
ideal conditions on these outstanding stations.

- KOB ..... Albuquerque
- WSB ..... Atlanta
- WGR ..... Buffalo
- WGN ..... Chicago
- WDOK ..... Cleveland
- WFAA ..... Dallas-Ft. Worth
- KBTR ..... Denver
- KDAL ..... Duluth-Superior
- KPRC ..... Houston
- WDAF ..... Kansas City
- KARK ..... Little Rock
- KLAC ..... Los Angeles
- WINZ ..... Miami
- KSTP ..... Minneapolis-St. Paul
- WTAR ..... Norfolk-Newport News
- KFAB ..... Omaha
- KPOJ ..... Portland
- WRNL ..... Richmond
- WROC ..... Rochester
- KCRA ..... Sacramento
- KALL ..... Salt Lake City
- WOAI ..... San Antonio
- KFMB ..... San Diego
- KYA ..... San Francisco
- KMA ..... Shenandoah
- KREM ..... Spokane
- WGTO ..... Tampa-Lakeland-Orlando
- KVOO ..... Tulsa

Intermountain Network

RADIO DIVISION

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

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS  
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



# WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

## PUBLIC RELATIONS TEAM (BATTLE OF DIVULGE)



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

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

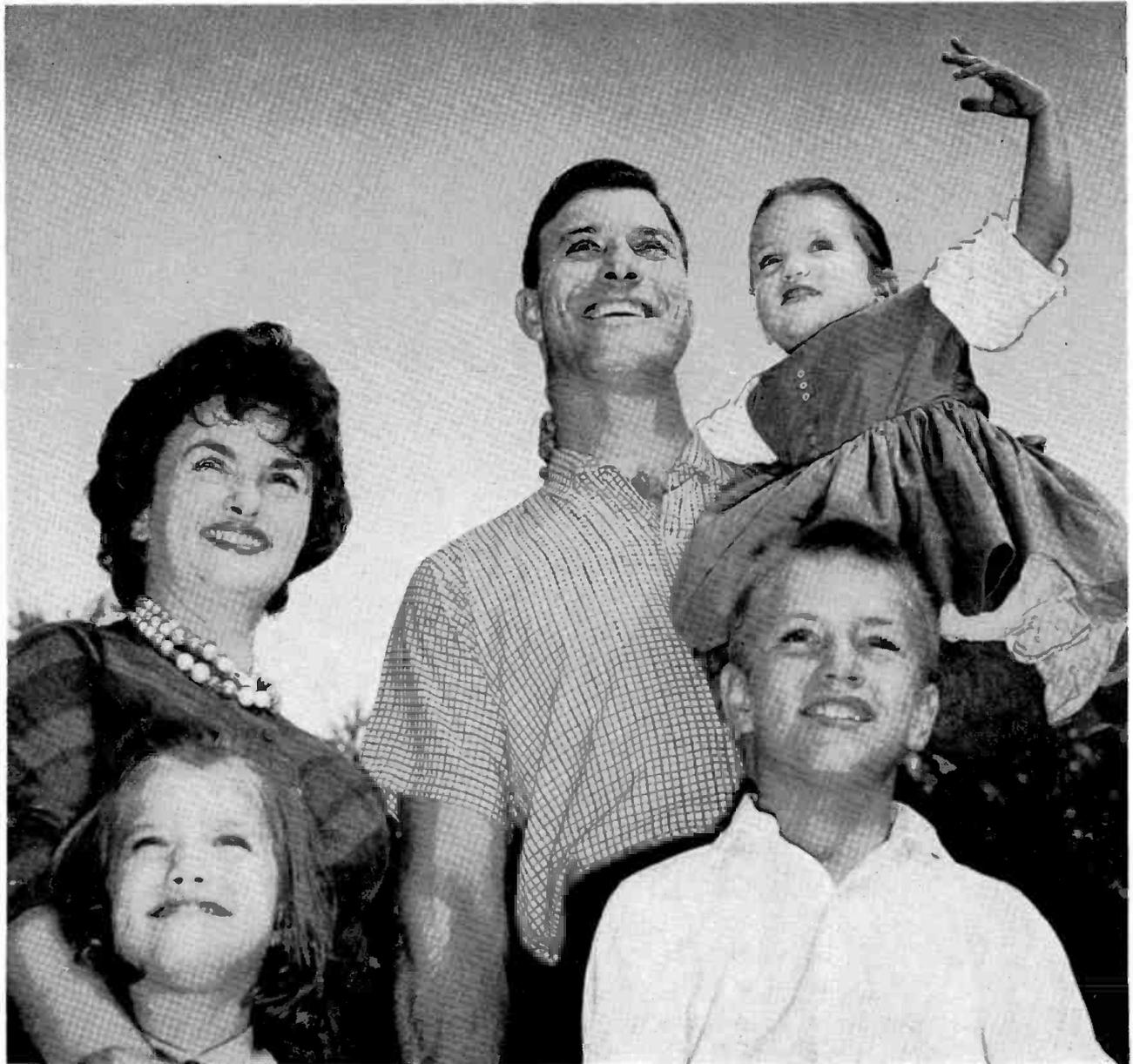
(RED EYED SET? Write for your frameable  
WTReffigies, our ad-world close-up series!)

316,000 watts  network color

**wtrf** <sup>NB</sup> **tv**  
**7**  
CHANNEL

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



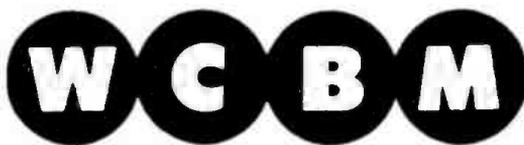
## SELL THE BIG SPENDERS!

Aim straight for the big spenders . . . the parents who budget and buy for their growing families! These families need **more** of all kinds of products and services! Reach them and you reach the most important buying segment of the growing Baltimore metro market!

WCBM best delivers your radio message to them . . . because they prefer WCBM's adult-

level programming . . . the outstanding regional news . . . the CBS network features . . . the mature personalities and the serious community service WCBM offers.

Sell the "big family spenders" every day on the radio station that consistently delivers the most adult radio audience in the huge Baltimore area—WCBM!



*National Sales Representative*

**Metro Broadcast Sales**

A SERVICE OF METROPOLITAN BROADCASTING

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

# KRLD-TV

## *Perspective '63*

In every measurement published by ARB and Nielsen for 1962, KRLD-TV was the NUMBER ONE station in the Dallas-Fort Worth market . . . largest Metro Share in the average week . . . greatest Total Homes per average quarter-hour.

1963 promises to be even more rewarding for Channel 4 advertisers. To place your schedule in the finest perspective, call your ADVERTISING TIME SALES representative.

# KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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

## Waiting for word

It's unlikely there will be formal confirmation of Newton N. Minow's resignation as chairman of FCC until after he returns from European trip Feb. 24. Even then chances are he won't comment until he's confronted on Capitol Hill by either House or Senate Commerce Committee, which might develop week or so later. There's avid congressional interest because Commerce Committee chairmen had had no inkling of Minow plans until publication in Feb. 11 issue of BROADCASTING of report that he had advised President Kennedy of his intention to leave in late May and had recommended FCC's newest commissioner, 33-year-old E. William Henry, Tennessee Democrat, as successor.

*Customarily there has been no time lag when member of FCC has resigned. But, in extenuation of Minow situation, it's recalled that in most instances in which commissioners have left before completion of their appointed terms they have either joined entities in communications or in law practice which would have posed conflict of interest questions. In Mr. Minow's case, however, his association with Encyclopaedia Britannica would present no such question since firm isn't licensee in broadcasting.*

## Early lock-up

CBS-TV President James T. Aubrey Jr. is expected to send letter to affiliates this week giving fall schedule for 1963-64 season (also see story, page 60). Letter expected to contain personal note to effect that this is earliest CBS-TV, or any network, has ever locked up fall schedule. Torrid programming pace also is reflected in CBS-TV's selling. Judy Garland's new vehicle, Sunday, 9-10 p.m., next fall, reportedly already is SRO and with advertisers actually waiting for possible opening. Advertisers already in show are said to include Menley-James (Contac), American Tobacco, S&H Green Stamps, and fourth unidentified advertiser.

## Ratings witnesses

"Who's Who" of broadcasting, advertising, program production and government are expected to be called to testify early in March when House Special Subcommittee on Investigations begins long-awaited hearings on broadcast rating services (see story, page 34). Although subcommittee sources are mum about plans, it's known that number of broadcasters in both radio and television have been interviewed in "use" made of rating surveys and may be called to testify.

# CLOSED CIRCUIT\*

*Among program men with gripe against ratings are David Susskind, Peter Tewksbury of It's a Man's World and Sylvester L. (Pat) Weaver. It also is anticipated that testimony will be solicited from network heads and their programming vice presidents, leading advertisers and responsible government agencies. After opening round on generalities of surveys, investigation will likely turn to individual rating firms.*

## Two for one

There's good change A. C. Nielsen Co. will act soon, as number of its clients have been urging, to resolve measurement problem that otherwise will get bigger month by month. Problem is in its treatment of multiple-set tv homes: If there are two sets in house and both are tuned to same channel, it's counted as one home; if they're tuned to different channels, it's two homes. And in computing "Homes Using Television" it's counted as two homes in any case as long as both sets are on. "HUT" figures, then, are inflated to extent that there's concurrent multiple-set usage within homes.

*Multiple-set homes now represent about 12% of national total (more in some areas such as New York), but Nielsen says non-concurrent usage reduces inflation to "insignificant" proportions. It acknowledges, though, that situation will get worse as multiple-set homes increase, so is trying to work out solution now. This may take form of multiple processing to eliminate duplication.*

## Local and live

FCC is expected to act within 30 days on license renewals of most of some 100 California and Texas stations whose applications have been held up because of questions about programming policy (BROADCASTING, Dec. 3, 1962). Staff is now reviewing applications in light of FCC decisions in WKY-TV Oklahoma City and WFAA-TV Dallas cases. Both stations had been cited by staff because of alleged lack of proposed local, live programming. But commission renewed both after ruling they had made substantial showing in 6-11 p.m. time period through policy of pre-emption. Rule of thumb being used is that stations that can make similar showing are to be renewed.

## CBS-TV affiliates study

Basic study of contractual relations between network and affiliates is being undertaken by CBS-TV Affiliates

Assn., which last week retained counsel to undertake project. Dr. Harold J. Barnett, Ohio State economist, and Charles H. Smith, of U. of Minnesota, former CBS economist, were retained, along with Ernest Jennes, of Covington & Burling, and Tom Wilson, of Dow, Lohnes and Albertson, as Washington legal counsel with Mr. Jennes as coordinator. Cost of project understood to be in area of \$35,000 and will be underwritten by contributions of highest half-hour rate of affiliated stations. Study will include affiliate compensation as well as option time, clearances and related factors. Individual compensation agreements will not be covered. Project was approved by affiliates board at meeting in Palm Springs, Calif., last December.

*Affiliates board last week approved retention of experts on recommendation of its economic and legal study committee, which met in Chicago Feb. 6. Members of committee are Howard Lane, KOIN-TV Portland, Ore., chairman; T. B. Baker Jr., WLAC-TV Nashville, chairman of full board; Thomas S. Murphy, Capital Cities Broadcasting, New York, secretary; Charles H. Crutchfield, Jefferson Standard Broadcasting Co. (WBTV), Charlotte; William B. Quarton, WMT-TV Cedar Rapids; Tom Chauncey, KOOL-TV Phoenix, and Richard A. Borel, WBNS-TV Columbus.*

## New ally

Sen. J. Howard Edmondson (D-Okla.) has heeded complaints of Oklahoma broadcasters against FCC programming intrusions and plans to take action. Senator, who resigned as governor two weeks before end of his term to accept appointment to Senate, plans conference with Oklahoma broadcasters this weekend. Conference was called because of protests against FCC's Omaha hearing on local television programming (BROADCASTING, Feb. 11, 4).

## Location shooting

Dearth of prime time, first-run syndicated series is expected to continue in 1963-64, but one strong contender in this category is United Artists Television's *Lee Marvin Show*. UA Tv is reported to be producing and selling series with following twist: If station in given market agrees to buy series, UA Tv will film an episode there and engage station to serve as co-producer. Details expected to be announced by UA Tv in next few weeks.

# YOU CAN'T COVER INDIANAPOLIS\* FROM

# INDIANAPOLIS

*\*The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

## HERE'S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.
4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

*These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.*

**WTHI-TV**  
delivers more homes  
per average quarter  
hour than any  
Indiana station\*  
(November 1962 ARB)

\*except Indianapolis

# WTHI-TV\*

CHANNEL 10  
TERRE HAUTE,  
INDIANA

\*AN AFFILIATE OF  
WTHI AM & FM



Edward Petry & Co., Inc.

# WEEK IN BRIEF

Television's audience is delineated in CBS-sponsored, \$135,000 study. Findings: most people love programs, but feel vaguely uncomfortable about not being educated or informed. Smaller group is more critical. See . . .

## TV'S A BLESSING TO MOST . . . 27

Rating services due to be put on congressional griddle as House subcommittee prepares to start sessions early next month. If rumors of hanky-panky activities are true, broadcasting is due for another scandal. See . . .

## OREN HARRIS SET TO GO . . . 34

Words fly in station rep circles about group station selling. McGavren, announcing elimination of own group plan, calls it form of rate cutting. Eastman disagrees and defends practice. See . . .

## KILLS GROUP SALES PLAN . . . 50

# SPECIAL FEATURE: PERSPECTIVE '63

Radio and tv can look forward to good year no matter which way the economy goes. If slippage occurs, advances will be mild; if business moves ahead, tv will benefit substantially, radio at lower level. See . . .

## RADIO-TV OUTLOOK GOOD . . . 67

Change in strategy indicated for RAB as Ed Bunker readies to take over leadership. Different era for radio, he says, and need now is for concentration on agencies and a bigger budget to move on all fronts. See . . .

## BUNKER'S EYE VIEW OF RAB . . . 72

Composition of city's radio listeners are researched by WTOP Washington. Presentation lists not only each station's audience, but details characteristics down to what brand of coffee they drink. See . . .

## RESEARCH BREAKTHROUGH . . . 46

Second BBC tv network is scheduled to start next year. To be known as BBC2, second program begins with 25 hours a week and will use 625-line standards. Need seen for three more London studios. See . . .

## BBC'S SECOND NETWORK . . . 110

WHAS Louisville becomes sixth 50 kw outlet to join ABC Radio in less than a year. Pauley looks for three more high power radio stations to become affiliated with network in next six months. See . . .

## WHAS JOINING ABC RADIO . . . 120

All signs point to continuation of FCC's "activist" policy in regulation. Even with Minow gone, present attitudes on programming, renewals, sanctions are seen as persisting with administration in control of commission. See . . .

## FCC OUTLOOK: MORE OF SAME . . . 80

Which advertiser will be Mr. Big of 1963? Not one but several are seen for both radio and tv, including a number new to tv who are expected to considerably increase their commitments. See . . .

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## Hope package on NBC-TV costing \$18 million

### CHRYSLER BUYS HOUR-LONG REVUE-PRODUCED SERIES

NBC-TV announces today \$18 million Chrysler Corp. buy of weekly hour tv show for next season that will be built around Bob Hope. Earlier estimates had placed tab at some \$14 million in time and talent (see story, page 58). Spokesmen, however, placed package price at some \$11 million for talent and production, and about \$7 million for time. New program will fill Friday, 8:30-9:30 p.m., on NBC-TV's schedule next fall, starting Sept. 27.

Chrysler's purchase was made final after long negotiations by Richard E. Forbes, Chrysler's director of corporate advertising; Charles (Bud) Barry, Young & Rubicam's senior vice president and director of tv and radio; NBC President Robert E. Kintner; Walter D. Scott, NBC-TV executive vice president; James Saphier, representing Bob Hope, and Lew Wasserman, MCA president, representing Revue Productions.

In addition, Chrysler will co-sponsor with Gillette the following sports coverage on NBC-TV: *World Series*, *All-Star Baseball Games*, *Rose Bowl* and *Blue-Gray Football Games*.

Contract for Hope series is for 52 weeks, with total of 48 color productions in which comedian will be seen. Five will star him in variety format and sixth will feature his annual Christmas presentation (expanded this year to 90 minutes). Also included are two full-hour dramatic shows in which Mr. Hope will star.

Revue will film all other programs in series, emphasizing suspense and adven-

ture with Mr. Hope appearing as host.

NBC-TV proclaimed buy as major and outstanding, noting that as single-season, one-advertiser purchase, new series places Chrysler in position of being one of few companies with full sponsorship of weekly hour on tv.

It's pointed out also that Chrysler's tv effort will enable its dealers to benefit by weekly continuity with tv audience.

## NCTA board wants 'simple' legislation

National Community Tv Assn. board of directors, meeting in New Orleans, "unanimously" adopted resolution that NCTA seek "federal legislation."

Individuals at meeting reached Friday refused to elaborate on legislation to be sought pending series of regional meetings with NCTA members to explain plan and seek endorsement. It was learned, however, that responsible community tv leaders feel "simple" legislation from Congress is necessary to assure orderly growth and control of catv. Points that reportedly will be covered in proposed bill:

(1) federal government, through FCC, assumes control of catv thus preempting restrictive and non-conforming regulation by states and local communities; (2) protection for individual, local tv station with its signals to be put on catv system and non-duplication of programming from outside station; (3) provision for adequate signal strength of local station at least as good as those brought in from other cities.

All 25 NCTA board members were at New Orleans meeting and voted for resolution after presentation of alternatives to regulation or no regulation by Washington attorney E. Stratford Smith of Smith & Pepper. NCTA spokesman said there is still "a lot of planning to be done" before formal presentation is made to Congress.

Board members know that they will have tough selling job to do before plan is accepted by rank-and-file membership who are repelled by any mention of regulation, it was pointed out. Leaders reportedly feel very strongly that they have taken right step and that "degree" of regulation is needed in view of catv overlap with regular tv.

In Congress ■ This same view was expressed Friday by powerful member of House Commerce Committee. He said

NCTA directors evidently have decided to take this approach rather than have "tougher regulation forced on them." "Simple" regulation will be hard to come by, however, if catv continues to spread into cities already well served by tv stations, he said.

Present climate among catv leaders and government is much better today than it was some weeks ago, community antenna spokesman said.

In recent weeks, Mr. Smith and Robert L'heureux, NCTA general counsel, have met with key FCC staffers on proposed federal regulation (CLOSED CIRCUIT, Feb. 11). NCTA leaders feel that views of NAB—which wants much stricter control and has authorized own committee to study situation—are not important to overall plan.

Lobbying before Congress for NCTA plan already is underway. It is understood that month ago FCC Chairman Newton N. Minow asked Washington communications consultant Frank (Scoop) Russell to use his office to mediate differences between FCC, Congress, broadcasting and catv on proposed regulation. Mr. Russell, former NBC vice president and present RCA-NBC consultant, owns half-interest in Ellensburg, Wash., catv.

Catv bill failed to pass Senate by one vote three years ago and FCC has given request for strict regulation top priority legislative request for 1963. Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, has taken opposite view. NAB would like to see regulation at least as strong as that originally sought by FCC.

## Personal touch needed in successful advertising

Advertising that fails to survive in today's keen competition for prospect attention probably lacks "interpersonal" quality, Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, said Friday in keynote talk before Ad Forum of Houston. He noted advertising often has to pass through so many steps for approval, checking and development "that by the time it gets through it has lost the qualities of humanity that are needed to make any communications successful."

Mr. Harper said communications with consumer to be effective "must be mathematically precise in their selection of the prospect and they must be totally and utterly human in their expression."

LeRoy Collins, NAB president, spoke at same meeting (see story, page 52).

### Some problem!

Three glamorous women television announcers have been banished from their independent network news program in London because they were too glamorous and too emotional.

One of the girls admitted that "our fashions and hair styles tend to detract" from news. She also revealed she sometimes had to "control my emotions" when reading tragic stories involving children.

Network officials said trio had not been fired, just retired from on-camera newscasting.

## WEEK'S HEADLINERS



Mr. Stanfield

**Ray M. Stanfield**, eastern sales manager of Peters, Griffin, Woodward, New York, elected vp in charge of radio. Mr. Stanfield, former vp and general manager of Belk Radio Stations and general manager of WIST Charlotte, N. C., for more than five years, joined PGW in May 1962 as director of radio promotion and research. He was promoted to eastern sales manager in July of that year. Previously, Mr. Stanfield was director of sales and programming, and news-sports director of WIS Columbia, S. C., from 1953-56, and had been associated for 10 years with stations WFBC and WEJC Greenville, S. C.

**Richard A. R. Pinkham** assumes new executive role at Ted Bates & Co. in reorganization of media and programming departments. Mr. Pinkham, senior vp in charge of radio-tv and member of board of directors and of executive committee, elevated to senior vp in charge of media and programs. In effect, Mr. Pinkham becomes department head and chairman of new "planning committee." Media and programming operations now come under planning committee whose members are John E. Kucera, vp, network tv; Joan A. Geiger, vp, media research; Donald W. Severn, vp, media relations; Harold J. Saz, vp, media services. Bates also named **Martin J. Murphy**, **William T. Kammerer**, **Winston W. Kircher**, **Robert P. Engelke** and **Norman H. Chester**, who are all vps, as media group directors. **Edward A. Grey**, senior vp in charge of media operations at Ted Bates, resigned earlier this month

over what he indicated had been disagreement over policy (WEEK'S HEADLINERS, Feb. 11). Mr. Grey had been with Bates 9 years. Mr. Pinkham's association with agency amounts to nearly 6 years (joined in May 1957 as vp and director of radio-tv). Before he joined Ted Bates, Mr. Pinkham had been vp in charge of tv network programs at NBC, and had had various network and advertising agency executive roles.



Mr. Schoenbrun

Washington bureau manager vacated by Mr. Schoenbrun and **Bill Small** becomes director of news in that city. Mr. Allison had been news director and executive producer in Washington and Mr. Small had been bureau's assistant director of news since July 1962. The new position, which had been expected (BROADCASTING, Feb. 11), will mark a return to Europe for Mr. Schoenbrun who was CBS News' Paris bureau chief from 1947 until November 1961. CBS News President Richard S. Salant indicated, however, that Mr. Schoenbrun will make the countries of the Common Market his beat and not just France. Mr. Schoenbrun was a high school teacher in mid-30s who took to freelance writing in New York, served Office of War Information in 1941 and served as combat war correspondent with Army during World War II. He opened Overseas News Agency bureau

**David Schoenbrun**, chief Washington correspondent and bureau chief for CBS News, appointed to newly created post of chief European correspondent, effective March 1. **Bob Allison** assumes role of

in Paris after the war and reported for CBS News as a stringer until being named Paris bureau chief for the network news operation in April 1947.

**Robert B. Walker**, executive vp of American Tobacco Co., New York, elected president and chief executive officer, succeeding **Paul M. Hahn**, who is retiring on March 31. Mr. Walker joined American Tobacco in 1937 in sales department. He was elected to board of directors in 1955, named vp in charge of advertising and sales in 1961 and became executive vp last year. **Virgil D. Hager**, vp for manufacture and leaf, and **A. Leroy Jansen**, vp and comptroller, elected executive vps.



Mr. Walker



Mr. Bacus

**Roy Bacus**, station manager of WBAP Fort Worth, Tex., promoted to general manager of all Carter Publications broadcast properties (WBAP - AM - FM-TV), reporting to Harold V. Hough, vp of Carter Publications Inc., in charge of circulation and broadcasting. Mr. Bacus joined WBAP in 1939 and has served as station manager for past four years. **Frank Mills** named to post of public affairs coordinator, and **Harvey Boyd** joins stations as radio program manager.

For other personnel changes of the week see FATES & FORTUNES

### Scott Paper buys NBC 'White Paper'

Scott Paper Co., Philadelphia, has purchased one-half sponsorship in third NBC-TV *White Paper* on Communism, "Who Goes There," to be presented March 1 (7:30-8:30 p.m. EST). Second half of show was purchased by Upjohn Co. last December. Scott with Upjohn also sponsored first two NBC-TV specials on Communism, "The Death of Stalin" and "The Rise of Khrushchev."

In other network tv purchases, Proctor & Gamble will sponsor *Grindl*, half-hour situation comedy series starring

Imogene Coca and produced by Screen Gems, on NBC-TV this fall. Sunday 8:30-9 p.m. (EST) is tentative time slot.

Ralston-Purina Corp., St. Louis, through Guild, Bascom & Bonfigli, San Francisco, has renewed sponsorship of *Stump the Stars* on CBS-TV, Monday 10:30-11 p.m. through September.

### McIntire and Congress

FCC says controversial broadcasts of Rev. Carl McIntire do not concern it as much as short-wave station over which he broadcasts, WINB Red Lion, Pa., agency is telling Congress.

Commission said Friday it is investigating station to determine whether it

is operating in accordance with terms of its license and representations made to FCC. Agency makes statements in form letter it has prepared for members of Congress who have been deluged with complaints because FCC is investigating Rev. McIntire, whose programs are carried by 400 am and fm stations.

Commission says its investigation of station involves question of whether it is operating in accordance with rules governing international broadcasting. These rules require short-wave stations to help promote goodwill for U. S. on part of foreign listeners. Rev. McIntire's broadcasts reportedly often denounce U. S. foreign policy.



**No. 1**

*in its time period—  
rating...share...homes*



**Indianapolis, WISH-TV**  
Monday to Friday, 6 to 7 pm

ARB: November 1962



**No. 1**

*in its time period—  
rating...share...homes*



**Sacramento, KXTV**  
Monday to Friday, 5:30 to 6:30 pm

ARB: November 1962



**No. 1**

*in its time period—  
rating...share...homes*



**Birmingham, WBRC-TV**  
Sunday, 5:30 to 6:30 pm

ARB: November 1962



**No. 1**

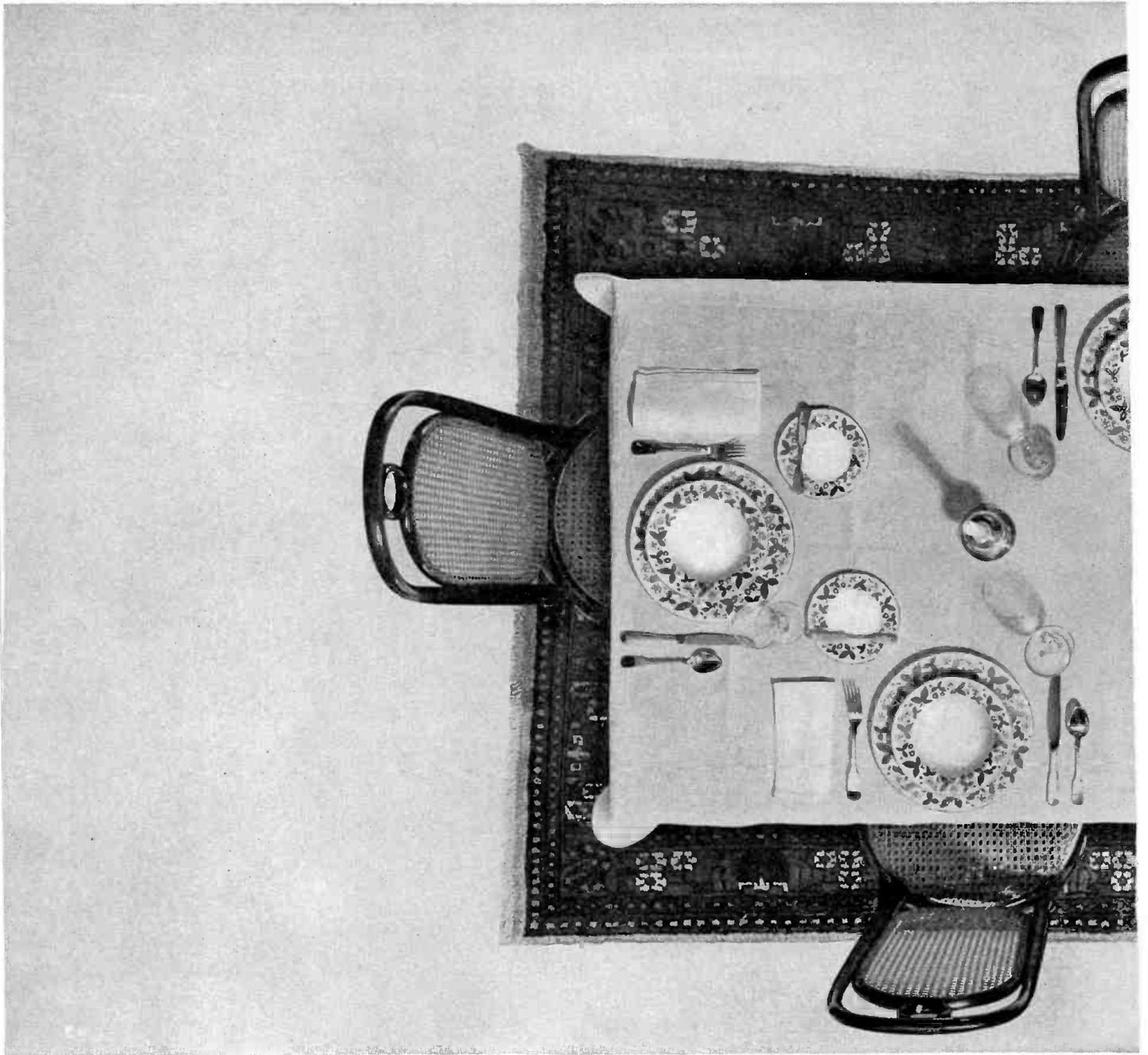
*in its time period—  
rating...share...homes*



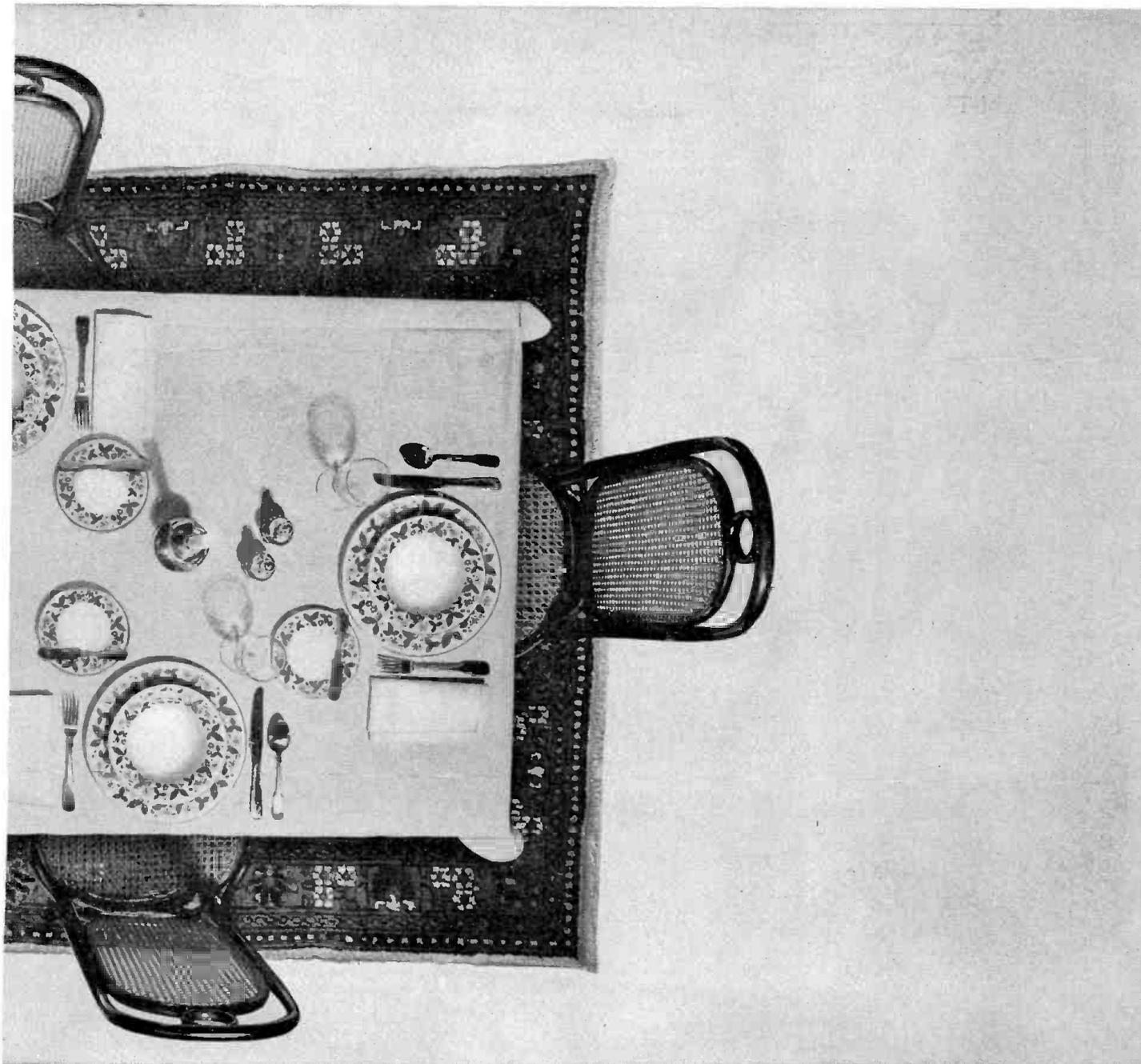
**Binghamton, WNBF-TV**  
Tuesday, 7 to 8 pm

ARB: November 1962

**Warner Bros. Television Division • 666 Fifth Ave., New York, New York • Ci 6-1000**



**...a lot of New Yorkers are eating later.**



From 6 to 7 PM every weekday a big slice of New York's public is satisfying another appetite. For news. WABC-TV's The Big News.

What sets The Big News apart from five, fifteen and thirty minute newscasts is not merely the fact that it is one solid hour of news.

It is the concept. The premise that a community-minded station is a station that is sensitive to the needs of the community.

And that a city like New York deserves the full treatment in news.

Not just the headlines. Not just the highlights. But all of it.

International, national, local, sports, weather. Not just what happened and where. But why. The stories behind the news. The people who make it. The features and personalities who give it life. The sights and sounds of a day the wide world over.

You can't produce this kind of a news show, you can't create this kind of excitement, and do it in less than an hour. And you can't do it unless, like WABC-TV, you have a full complement of newscasters, reporters and camera crews.

The New York Herald Tribune called it "the most exciting new

contribution to the local TV scene we've seen in months."

The operative word in this review is "local." Each ABC Owned Television Station is showing equally vigorous leadership in local news coverage.

KABC-TV's similar hour newscast in Los Angeles...WBKB's Alex Dreier's unique personality in Chicago. KGO-TV's "American Newsstand" for young people in San Francisco...WXYZ-TV's award winning "Rural Newsreel" in Detroit...are all highly local reflections of the same enthusiastic will to contribute to the active life of the communities.

**ABC OWNED TELEVISION STATIONS** New York's WABC-TV Chicago's WBKB Detroit's WXYZ-TV San Francisco's KGO-TV Los Angeles' KABC-TV

ONLY  
**KCEN-TV**  
**CHANNEL**  
**OFFERS**

**6**



**MAXIMUM  
 POWER  
 COVERAGE**

IN THE  
**WACO-TEMPLE  
 MARKET**  
 center of Texas'  
 population density



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

**LOWEST COST per 1000\*  
 BIGGER audiences\***

\*Waco-Temple Market ARB Mar. '62



POWERED TO SERVE 22 CENTRAL TEXAS COUNTIES

**BLAIR TELEVISION ASSOCIATES**  
 National Representatives

## DATEBOOK

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

\*Indicates first or revised listing

### FEBRUARY

Feb. 20—American Federation of Television & Radio Artists, Los Angeles chapter, annual meeting, 8 p.m. Hollywood Knickerbocker Hotel. New officers will be installed and a committee will report on wages and working conditions.

Feb. 21-23—Western Radio & Television Assn., 16th annual conference on the educational use of television, Ambassador Hotel, Los Angeles.

\*Feb. 21-23—Alpha Epsilon Rho, annual regional convention, Ambassador Hotel, Los Angeles, in conjunction with Western Radio & Television Assn. conference. Two panel discussions for WRTA by the fraternity are: "Job Opportunities in Radio & Television" and "Another Threat to American Broadcasting: The Controversial Pilkington Report."

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

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

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

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

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

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

### MARCH

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

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

March 7—California Assn. of Broadcasters, Mark Hopkins Hotel, San Francisco.

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

\*March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wasilewski.

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

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

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

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

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

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

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

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

March 16—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

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

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

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

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

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

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

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

March 25-28—Institute of Electrical & Electronics Engineers, convention, New York Coliseum and Waldorf-Astoria Hotel.

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

\*March 26—Board of Broadcast Governors hearing, Ottawa.

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

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

### APRIL

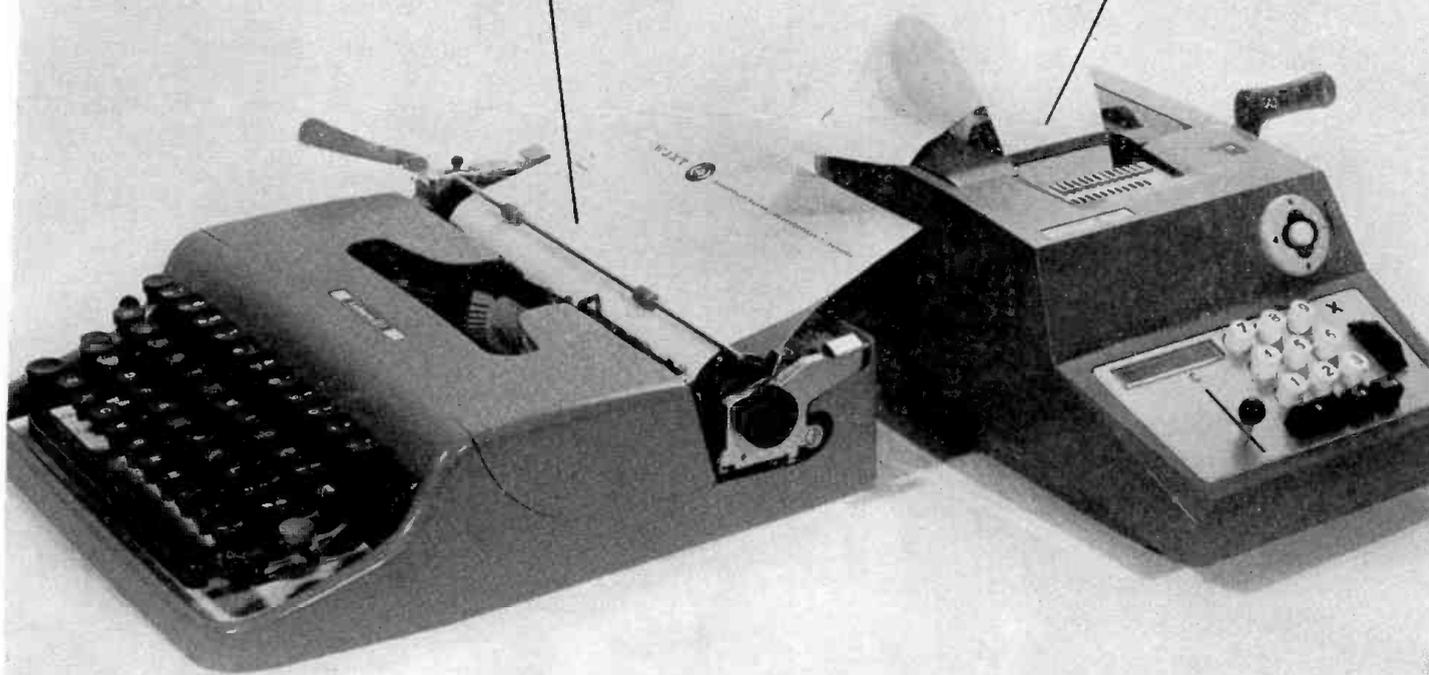
April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

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

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

"Words, words, words...  
all they have to do  
is look at your figures"

"I like  
your type!"



No matter how you spell it out, it all adds up to WJXT as the only efficient way to reach the entire North Florida/South Georgia regional market! Inside Jacksonville, WJXT delivers 27% more homes. And outside the Jacksonville metro area WJXT romps away with a record 307% more homes reached!

*source: Nov. 1968 NSI, 8 A.M. to Midnight*

Represented by ToAR

**WJXT** 

JACKSONVILLE, FLORIDA

**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY



*Two-Way Radio:  
the vital interaction of the  
San Francisco buying public with  
KCBS... more than 17,000 listeners  
phoned in their questions  
and opinions for broadcast  
last year. Interaction such as  
this is an adult response to  
the variety of thought and  
information delivered by our  
award-winning staff and by the  
famous and the fascinating who  
are our guests (2,000 during 1962).  
KCBS Two-Way Radio is not mere  
background sound. Response to  
this foreground programming is so  
great it calls for a new  
measurement of effectiveness:  
not sets in use, but number of minds  
engaged. In the San Francisco Bay  
Area your advertising gets the  
attention it needs on*

**RADIO / KCBS**

A CBS OWNED STATION  
REPRESENTED BY CBS RADIO SPOT SALES



Hotel, Santa Barbara, Calif.

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

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

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

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

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

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

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

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

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

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

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

April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

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

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

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

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

#### MAY

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

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

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

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

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

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

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

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

May 19-21—Assn. of National Advertisers,

# *Fly United jets to Chicago*

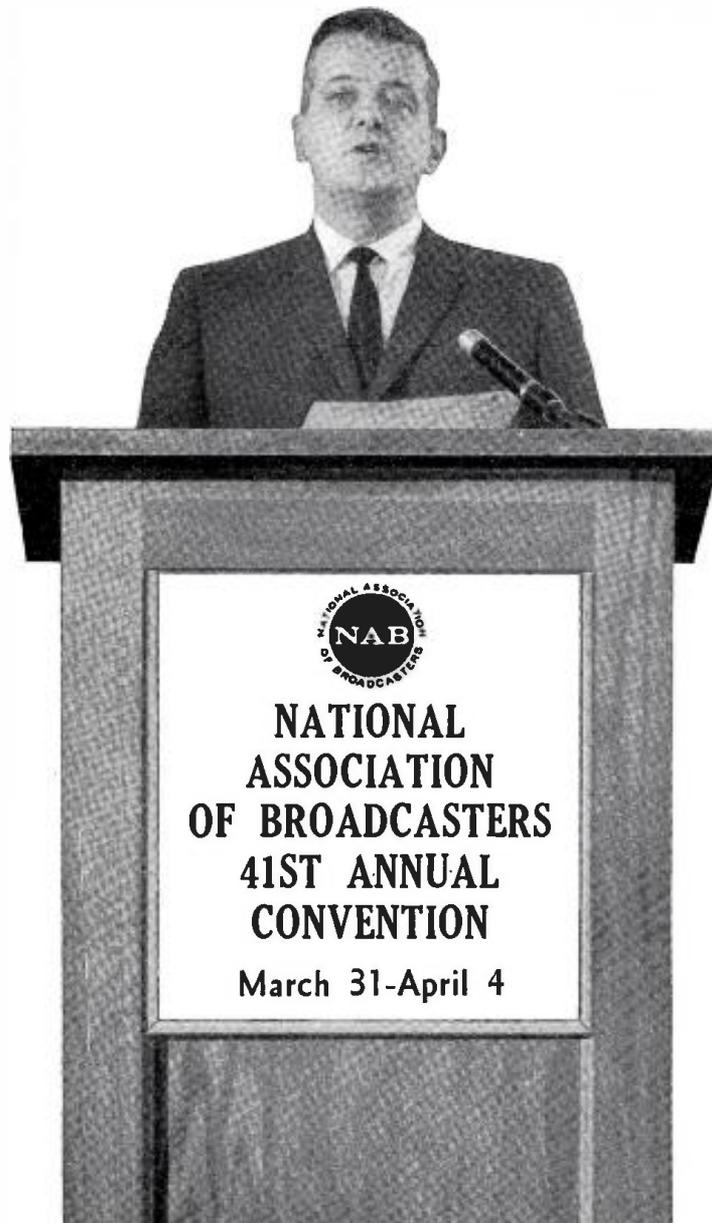
United is the first choice of many convention travelers—not just because we offer more jets to more U.S. cities than any other airline, but because of our special convention services.

For example, United offers a Group Occupancy Plan that lets you travel together as a group. United's Passenger Reserved Air Freight lets you take exhibits and display material along with you easily and economically.

We'll even help you with convention planning, if you wish.

Providing you with these special services is the natural result of an attitude of Extra Care—for people—that guides everything we do at United. For reservations, call United or your Travel Agent.

THE EXTRA CARE AIRLINE





Ed Coughlin, of Peters, Griffin, Woodward, passes the club hat to Bob.

## Bob Rowell, of F., C. & B., joins Tricorn Club

Our club hat crowns some of the smartest market media brains in the land. Because they're the ones "in the know" about North Carolina's Golden Triangle Market. Bob made the club's exclusive ranks by correctly answering this required quiz: 1. What is the Golden Triangle Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city Golden Triangle of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing that North Carolina ranks 12th in population. But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

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



spring meeting, Waldorf-Astoria Hotel, New York.

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

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

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

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

### JUNE

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

\*June 4—Board of Broadcast Governors hearing, Ottawa.

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

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

\*June 11-13—WAB Convention, Jasper Park Lodge, Alta.

\*June 15-19—Annual convention, Advertising Federation of America, Atlanta, Ga.

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

\*June 20-22—Florida Assn. of Broadcasters convention, Robert Meyer Hotel, Jacksonville, Fla.

\*June 21—Colorado AP Broadcasters Assn. meeting, Durango, Colo.

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.

\*July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president National Religious Broadcasters; Ralph Brent, president Worldwide Broadcasting; Dr. Clarence Jones, chairman of board World Radio Missionary Fellowship (HCJB).

### AUGUST

\*Aug. 4-6—AAB Convention, Newfoundlander Hotel, St. John's.

Aug. 20-23—Western Electric Show and Convention, San Francisco; trade show and technical program at Cow Palace, other events at midtown hotels. Submission of papers for the technical program of the convention are requested by the committee headed by Dr. Jerre D. Noe, director of the engineering sciences division of Stanford Research Institute. April 15 is the closing date for submissions. Authors should send abstracts and summaries to Dr. Noe, WESCON Technical Program Chairman, Suite 2210, 701 Welch Road, Palo Alto, Calif.

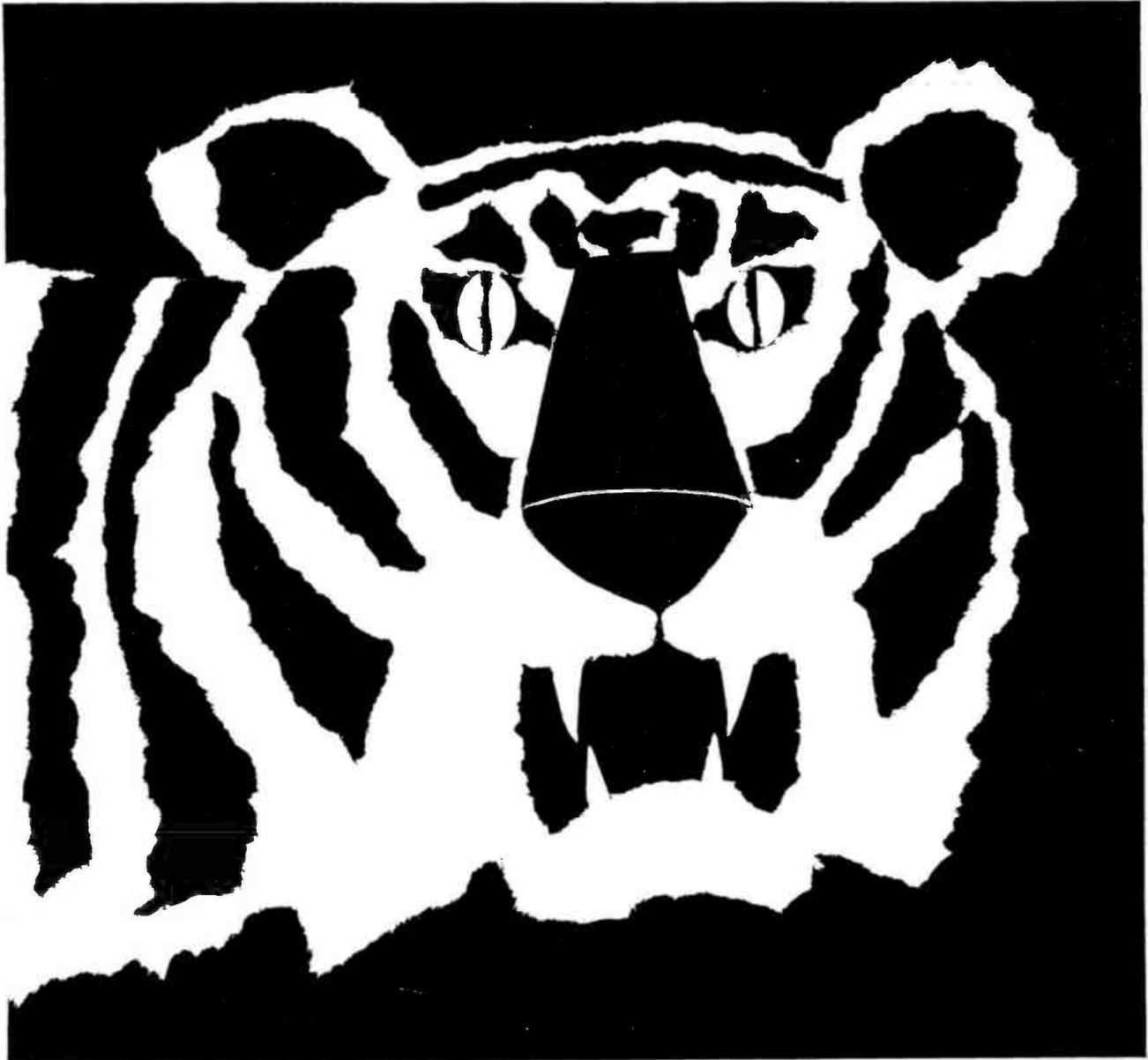
\*Aug. 27—Board of Broadcast Governors hearing, Ottawa.

### SEPTEMBER

\*Sept. 10-12—Fall conference of Electronic Industries Assn., Biltmore Hotel, New York.

\*Sept. 11-12—Annual fall convention, Michigan Assn. of Broadcasters, Hidden Valley, Gaylord, Mich.

\*Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live tv programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch tv channels.



## who is the nighttime tiger of Omaha TV?

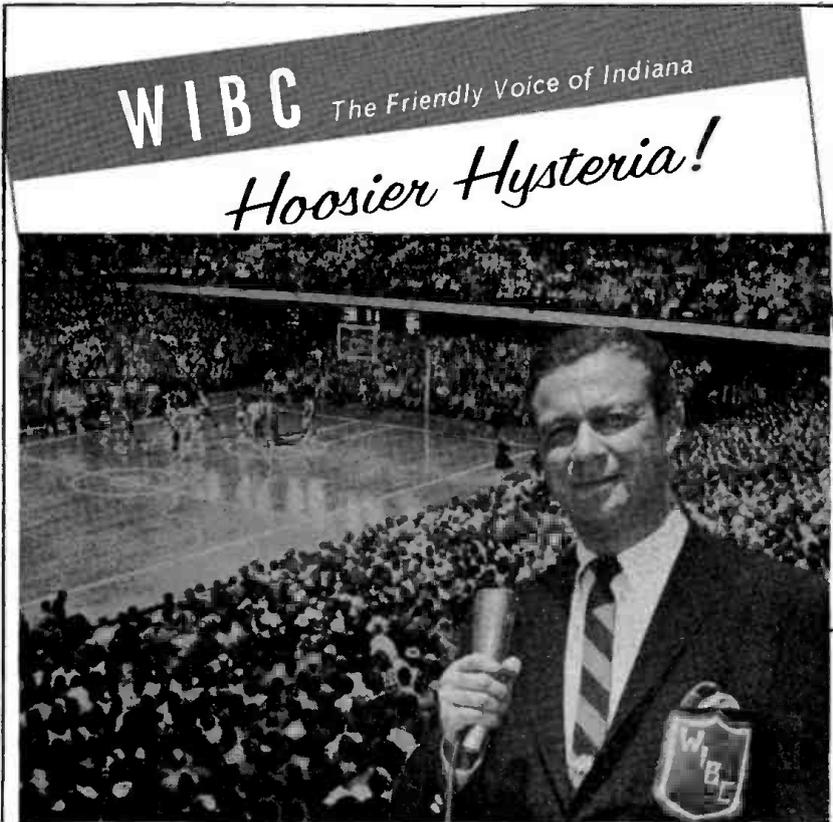
KETV leads all Omaha stations in average homes reached and share of sets-in-use, 6:30 p.m. to midnight. ■ Of the two stations offering feature films six nights a week, KETV dominates with 66% or more of this total movie audience. ■ When most Omahans watch, they watch KETV. Who says so? Both ARB (Nov.-Dec., 1962) and Nielsen (Oct.-Nov., 1962).

**KETV** abc

Call Harrington, Righter & Parsons, Inc. for choice availabilities.

Ben H. Cowdery, Pres. • Eugene S. Thomas, V. P. & Gen. Mgr.

Omaha World-Herald Station



**LEADS IN SERVICE**

"K" may rattle his missiles and Fidel harangue . . . but during February and March most Hoosiers will be caught up in the annual Hoosier Hysteria . . . the crowning of a new high school basketball champion. Over one and a half million people will see the tournaments in person. Millions more will follow the progress on radio. WIBC audiences will hear all the action described by Sports Director Sid Collins just as he has done each year since 1947.

**LEADS IN AUDIENCE**

Basketball is but one of the many popular features heard on WIBC. Sports reports plus thirty-five daily newscasts, consistent editorializing, air personalities with general appeal and farm programs are combined in a program format that has earned for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.\* This huge and loyal audience is available to you . . . the national advertiser!

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

**Believe what you say**

EDITOR: Some of us have spent years telling ourselves, our clients, our wives, dogs, cats and anyone who would listen that air media are the most effective methods of communication. For years, we have stressed the immediacy of news and weather and sports on radio. We have laid equal stress on the visual impact and vast audiences of television.

If this is true at all, why in the name of Marconi have so many stations, especially in New York, treated the newspaper strike as a major catastrophe. . . ?

I spent several days in New York during the strike. I watched television and listened to the radio in my hotel room for hours on end. Television kept showing comic strips and bragging about its expanded news coverage. Other stations kept presenting columnists. Radio stations expanded the news and talked about the newspaper strike as though the end of the literate world was upon us. The impression was that without newspapers, the public would be devoid of news, comics and feature writers.

If the radio or television stations were struck, would the newspapers expand their news coverage. . . ? I have a big life-size picture of any major paper running front page stories by Huntley, Brinkley, Edwards, Collingwood, etc., in the event of an air media strike.

As an advertising man, I have often noticed that a promotion manager of a station will practically frame a two-inch newspaper mention of a show placed by the agency and pay little or no attention to the value of his own station's on-the-air promotion spots for the show.

I object strenuously to this seemingly inbred inferiority complex of all air media for their 19th century competitor. Print is not king any more. Air media are. How can we sell or use them effectively if a newspaper strike makes us look like only newspapers are capable of responsible newscasting, entertainments, sportscasting, advertising and general coverage?

Let's stop saying how powerful air media are . . . or let's believe it ourselves.—*Marshall Hawks, vice president, Emery Advertising Corp., Baltimore.*

**'Thanks'**

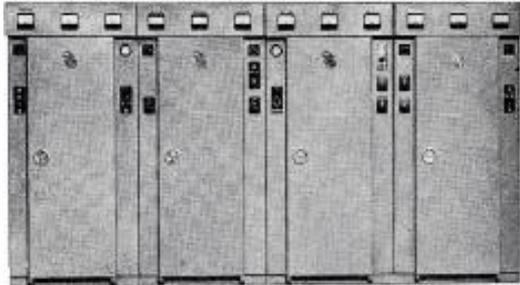
EDITOR: With the conclusion of the 1963 United Cerebral Palsy campaign, we take this opportunity to express our sincere thanks for your publication's cooperation with our effort.

The space devoted by your maga-

SAN FRANCISCO

KFAX

50,000 WATTS AM



GOES CONTINENTAL



Left to right: Roger L. Roberts, Chief Engineer, A. J. Krisik, President, Argonaut Broadcasting Co., inspecting new Continental Type 317B 50 kw transmitter.

"KFAX purchased its complete 50 kw transmitting plant on a turn-key contract from Continental Electronics. The Type 317B Transmitter has been in service just over a year now, and we are more than pleased with its performance. Frequency response is excellent, and overall distortion including San Francisco studio equipment averages less than 2%. Much of our programming originates at the transmitter, so the actual sound we get on the air is even better than reflected in the overall performance curves. The transmitter operates into a four-element directional antenna with excellent stability. We like the reasonable size of the transmitter, and the accessibility for servicing. Continental personnel have been thoroughly cooperative; and this meant a great deal to us during the construction phase."

*Roger L. Roberts*

Roger L. Roberts, Chief Engineer, Argonaut Broadcasting Co.

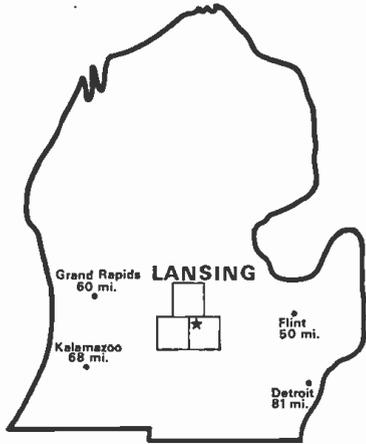
For more information on putting the sound of quality to work in your market, write or call:

*Continental Electronics*



PRODUCTS COMPANY • MAILING ADDRESS: BOX 5024 • DALLAS 22, TEXAS  
AD 5-1251 • TELEX CEPCO LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.  
*Designers and Builders of the World's Most Powerful Radio Transmitters*

See Continental Electronics exhibit, booth 25W, NAB Show



# 63.6 PER CENT

of the audience\* in a 7-station metro market

It's true. The whopping big Hooper (\*Jan. thru Mar. '62) taken in Lansing gave WILS Radio 63.6% of the 7:00 til noon audience (59.5% noon til 6:00 p.m.).

Seven stations share a third of the audience (33.2%) and "all others" took 3.2%.

**63.6%** Three times the audience of the second largest local station. More than twice the audience of all local stations combined.



**LANSING Metro (3 counties)**

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

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

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

Representatives:

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

22 (OPEN MIKE)

zine to the cause of cerebral palsy served not only as a means of bringing before the public the magnitude of the cerebral palsy problem, but was also of invaluable assistance to our fund-raising effort.—*William Clay Ford, National Campaign Chairman, United Cerebral Palsy Assns. Inc.*

### Echoes to Nashville sound

EDITOR: A word of thanks for your fine article on the Nashville sound. Since going on a country music format the first of this year, WEXL's mail pull is now nearing the 6,000 letter mark. Sponsor results are the most encouraging in the station's history. Take it from our sales department, country music really sells both sponsor and listeners.—*Garnet Bradley, WEXL Detroit.*

EDITOR: As president of the Country Music Assn., I would like to take this opportunity to thank you for the wonderful layout country music had in the Jan. 28 issue. It was a very fine job.—*Gene Autry, Country Music Assn., Nashville.*

EDITOR: In the San Joaquin Valley of California we have found a wide acceptance of country music with more people enjoying it every day. Congratulations on your excellent report on Nashville, the home of country and western music.—*Robert Scholz, program director, KEAP Fresno, Calif.*

EDITOR: Your report on Nashville sound is just the thing to show those who make their living in radio yet know nothing about music or the current tastes of the listening public. Country music is not the nasal twang that some people think it is.—*Dale Eichor, KMA Shenandoah, Iowa.*

### Charges inconsistency

EDITOR: I find it difficult to understand why Brooks Russell, of WESR Tasley, Va., should wish that the FCC had put an am grant freeze into effect in the 1940's (OPEN MIKE, Jan. 21).

Where would Mr. Russell be if they had? WESR was granted on Jan. 23, 1958.—*David Watt, Texan Stamp Co., Austin, Tex.*

### On the Omaha scene

EDITOR: Your comprehensive story about the FCC's Omaha programming hearing (BROADCASTING, Feb. 11, 4), particularly that vignette regarding interested observers, was very interesting. Imagine my surprise, however, when I failed to find mention that among them were two staff members of the NAB, both of whom were in attendance for the greater part of the hearing.—*Douglas A. Anello, National Assn. of Broadcasters, Washington, D. C.*

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## 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

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

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

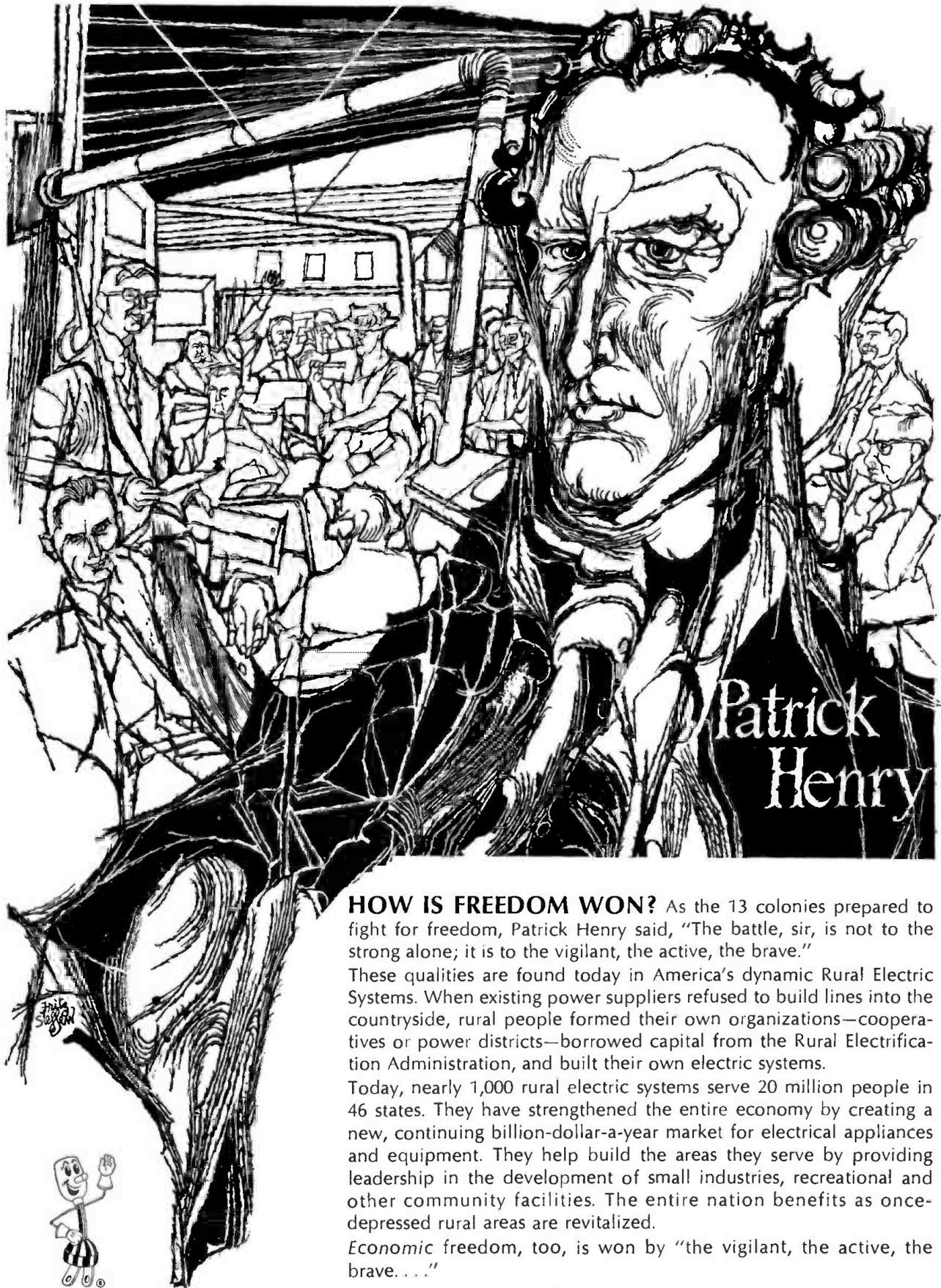
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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

\*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, February 18, 1963



**HOW IS FREEDOM WON?** As the 13 colonies prepared to fight for freedom, Patrick Henry said, "The battle, sir, is not to the strong alone; it is to the vigilant, the active, the brave."

These qualities are found today in America's dynamic Rural Electric Systems. When existing power suppliers refused to build lines into the countryside, rural people formed their own organizations—cooperatives or power districts—borrowed capital from the Rural Electrification Administration, and built their own electric systems.

Today, nearly 1,000 rural electric systems serve 20 million people in 46 states. They have strengthened the entire economy by creating a new, continuing billion-dollar-a-year market for electrical appliances and equipment. They help build the areas they serve by providing leadership in the development of small industries, recreational and other community facilities. The entire nation benefits as once-depressed rural areas are revitalized.

*Economic freedom, too, is won by "the vigilant, the active, the brave..."*

**AMERICA'S RURAL ELECTRIC SYSTEMS** Important to the strength of America

## 'Death Valley Days': a 33-year radio-tv success story

Whenever the subject of our television series, *Death Valley Days*, is brought up people almost invariably are curious to know why the program is still on the air after so many years, particularly when most other programs fade away in much less time.

During its 33 years on the air, *Death Valley Days* has been the envy of many other programs that have attempted to emulate us. Most of them have been unable to overcome the fickleness of the American viewing public. We at U. S. Borax have always been deeply honored that the public elected to support *Death Valley Days* through their purchase of our 20 Mule Team products and have done everything in our power to maintain this confidence.

**Authenticity Pays Off** ■ Probably the biggest single reason for the show's consistent popularity since 1930 on radio and since 1952 on television is its unvarying authenticity. This has been a "must" since the show's beginning for which the public has expressed its appreciation and confidence. The viewing audience believes in our show and their confidence carries over to our products. This has resulted in steady sales increases. The program's quality would be our best guess as to why our series has been around since radio and television's toddling days. It's real Americana, and what better ingredient is there to sustain the life of a program?

The history of this unique entertainment vehicle began during the infant days of radio. During the summer of 1930, the management of Pacific Coast Borax Co. (now United States Borax & Chemical Corp.) requested the newly established radio department of McCann-Erickson, our advertising agency since 1926, to create a radio show which would tell authentic stories of the old west, set in and around Death Valley, where our Borax product was originally mined.

**Radio Pioneer and Veteran** ■ An audition was held at NBC during August, and on Sept. 30, 1930, the now famous bugle call was first heard on radio. Sales of our consumer products showed an almost immediate increase and we knew before long we had a winner. For the next two decades the program ran consistently and successfully on network radio.

To say that we had a lot working for us when in 1951 we decided to convert our valuable radio property into a tv show would be a gross understatement. We had tested various media and found that the medium that would afford us the greatest sales increases for the dol-

lars spent was television. Initially, we wanted to use one-minute spots to carry our advertising message, but late in 1951 there were very few available. That fact, plus our desire for national coverage, forced us, you might say, into spot tv—but on a program basis.

In *Death Valley Days* we had a name deeply imprinted in the public's consciousness as representing good entertainment, a musical theme which was linked closely with the name, and a well-established host-narrator, "The Old Ranger," who was "real" to hundreds of thousands of past listeners.

**A Tv Natural** ■ There were other advantages, too. The show had wonderful photographic possibilities in the visual beauty of Death Valley, as well as other outdoor locations throughout the west. There were excellent promotion and merchandising possibilities for, among other things, the public connected 20 Mule Team Borax products with *Death Valley Days* and the famous 20 mule team was one of the most recognizable trademarks in the world. The most important strength we had in our favor was the fact that *Death Valley Days* has an anthology format with no "regular" personality, which can lead to early decline in popularity.

Another asset was our rich mine of story material highly suitable for conversion into tv dramas. Last, but not least, we were most fortunate to have Ruth Woodman, who researched the story material and wrote all but a few of the original radio scripts. Her familiarity with the story problems and her writing experience were of almost irreplaceable value. All of these factors came into play when we made our final decision, early in 1952.

Our desire for national coverage of the program posed some problems because in 1952 the television networks

were limited regional hookups, not the nationwide affairs they are today. So in order to obtain national coverage we bought spot time. Buying time was quite a chore because of the coverage demanded and the shortage of prime after-dark time. The spot lineup was spread all over the nighttime map, with every day in the week included and the time segments ranging the gamut from 7 to 10:30 p.m. in the 62 cities we entered. This buying pattern remains basically the same, even today.

Once we were in a market we had little trouble in establishing ourselves, and by the time competition did appear we had amassed a loyal following which stayed with us. Fortunately for us, westerns were among and still are the most popular type of tv entertainment. So our anthology series set in a western locale, which is closely identified with our products, fared very well.

In the beginning, *Death Valley Days* was broadcast every other week. As our sales increased, the schedule was stepped up to broadcast each week in major markets until today our program is seen in over 102 top markets each week, representing over 92% of all tv homes in the country.

**Now Into Color** ■ This year marked another step when we produced several of our *Death Valley Days* episodes in color. It is our intention to make certain the show keeps pace with the rapid and challenging growth of color television as a medium.

Personally, I see continued progress for the series in the future. As long as the public enjoys authentic dramas of real people and events of the pioneer days and continues to support our program by purchasing our consumer products, the 20 mule team wagons will continue to roll across the nation's tv screens.

David V. Parker is vice president in charge of the 20 Mule Team Products Dept. of U. S. Borax responsible for the sale and distribution of the company's household and industrial maintenance products. He joined the company as a sales representative in 1942. In 1946 he was made assistant to the director of sales and advertising—a position he held until 1952 when he was named director. He held this post until 1957 when he was appointed vice president of the 20 Mule Team Products Dept.

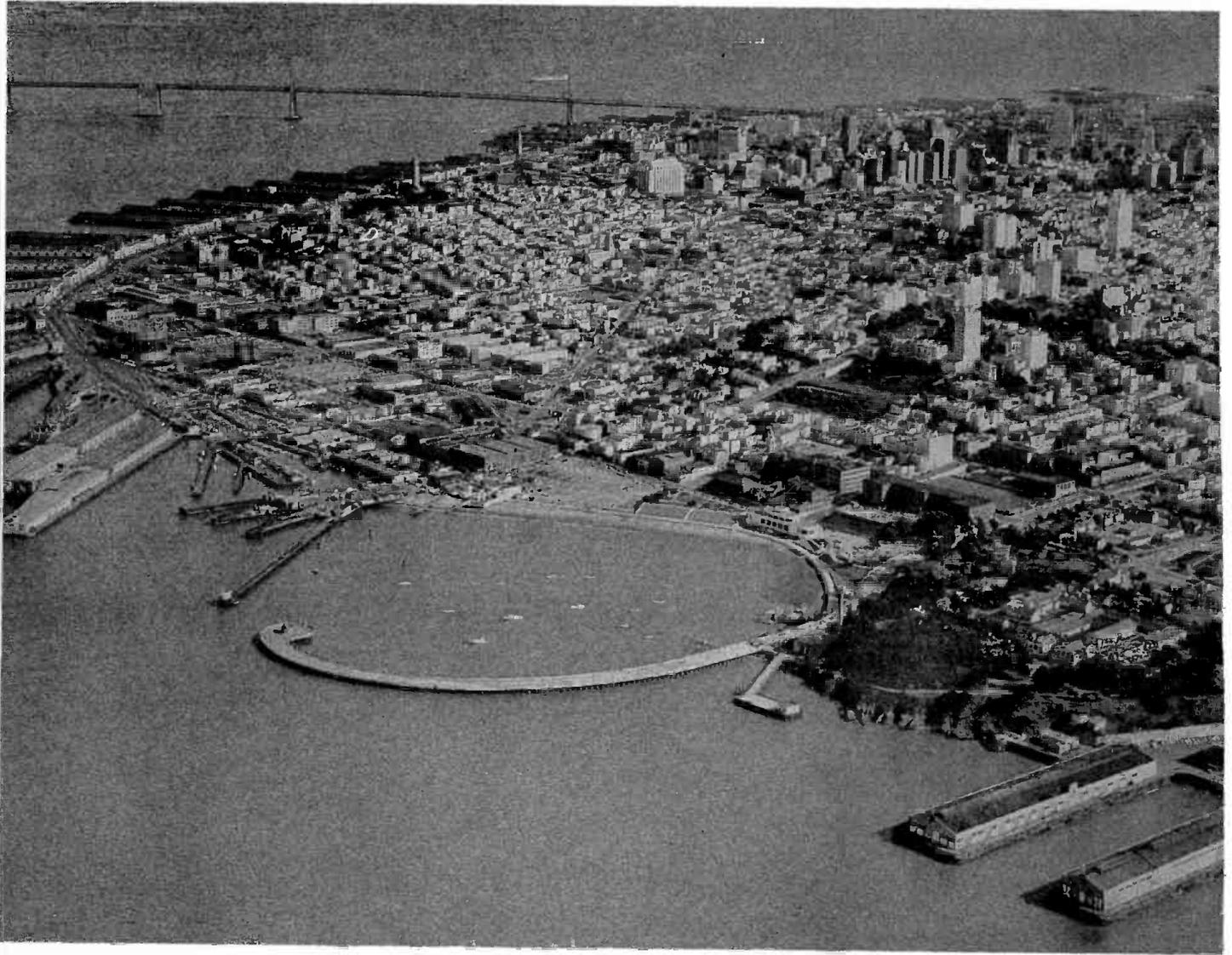




**FAVORITE THROUGHOUT MARYLAND** PIMLICO RACE TRACK, BALTIMORE; SCENE OF THE PREAKNESS

**WBAL-RADIO 1090**  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION

*If you lived in San Francisco...*



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

# WHAT PEOPLE REALLY THINK OF TV

- Deepest look yet at tv audience finds everybody watching
- Some feel guilty about time they spend, but go on viewing
- Entertainment is what they want; commercials cause unrest

The most painstaking study of television viewer attitudes ever offered to programmers and advertisers is being published this month, after three years of field work, tabulation and analysis.

It is *The People Look at Television*, a 422-page book reporting on a study undertaken by the Bureau of Applied Social Research of Columbia U. The profile that emerges depicts the American viewer as grateful for the blessings television brings into his home but inclined to wish, when he feels required to justify his devotion to his set, that the programs would do a little more to inform and educate him—in an entertaining way.

The study is a major research project carried out to find who watches tv, and how and when and why. It was financed by a \$135,000 grant from CBS, whose president, Frank Stanton, first proposed such a project in 1955. The field work was conducted by the National Opinion Research Center at the U. of Chicago and by Elmo Roper Assoc. The book is being published by Alfred A. Knopf, New York (\$7.95).

*The People Look at Television*, which presents the "key findings" of the study, was prepared by Gary A. Steiner, associate professor of psychology at the U. of Chicago's Graduate School of Business, who headed the research project. The book's three parts treat the viewer's reaction to television as a medium, to tv viewing as an activity and to tv programs and commercials.

Its major findings:

■ There are two predominant viewing types: (1) The "average American" viewer, who has become almost dependent on his television set for relaxation and entertainment; who accepts its offerings uncritically and in some cases with extreme enjoyment, and who wishes vaguely that tv programs could be more informative and educational, and yet entertaining. (2) The "average non-average" viewer, who is more sophisticated, better educated and in a higher socio-economic group, who also watches tv for relaxation and entertainment and has his favorite programs, but who is likely to be more critical of tele-

vision "in general" and more concerned with selective viewing.

Dr. Steiner adds his own "conjectures and opinions," reached after making the study. Clearly labeled as separate from the study itself, Dr. Steiner's views nevertheless place the study in perspective with the present FCC policies and the differing approaches involving television programming.

He concludes that:

■ Those who are concerned about what television does to or for the viewer will have to consider the two philosophies under which tv programming might be dispensed: the "cultural democracy" concept by which the public would be provided the kind of programs it prefers, with audience approval the principal factor in determination; and the Platonic approach by which viewers would be provided only those programs "good" for them (informative, educational, esthetic, inspirational), as determined by those considered qualified and authorized to pass judgment on what ought to be and what ought not to be

shown. Dr. Steiner leans toward the "cultural democracy" view.

**Large Sample** ■ The CBS-initiated study was based on a national survey of 2,497 adult viewers (18 to 70) in widespread parts of the country. (Of the 2,497 respondents interviewed, 207 reported no tv set in their homes; the 71 of these who said they "never watch" tv were subtracted from the total to leave 2,427.) Also included in the project was an additional study of 300 viewers in the metropolitan New York area, conducted as a check.

In the national survey, the National Opinion Research Center and the Roper organization each interviewed approximately 1,250 adults in their homes during March and April 1960. The interviews were conducted in 537 small areas in both metropolitan and non-metropolitan regions, selected to offer a representative mixture of geographic, demographic, economic and social characteristics.

The NORC and Roper interview techniques and methods were somewhat similar and so were the results, though arrived at separately. Both organizations took precautions to interview a heavy proportion of evening and weekend viewers as well as the daytime viewer represented by the housewife. A specified portion of the NORC residents were Negroes.

In thoroughness, scope and ambition, the CBS-supported project outclasses all other research in the field. The only project remotely approaching it was a study of the television audience conducted in nine major U.S. cities by Social Research Inc., Chicago, for Campbell-Ewald Co., Detroit agency (BROADCASTING, May 1, 1961). Both took exhaustive surveys of viewer attitudes toward tv and its programs; and both stressed how the viewer's attitudes toward television are largely determined by his socio-economic and educational background. Both were based on interviews made in the spring of 1960.

But the differences in methods, findings and conclusions, where they could be compared, were even more pronounced. (The findings in the Campbell-



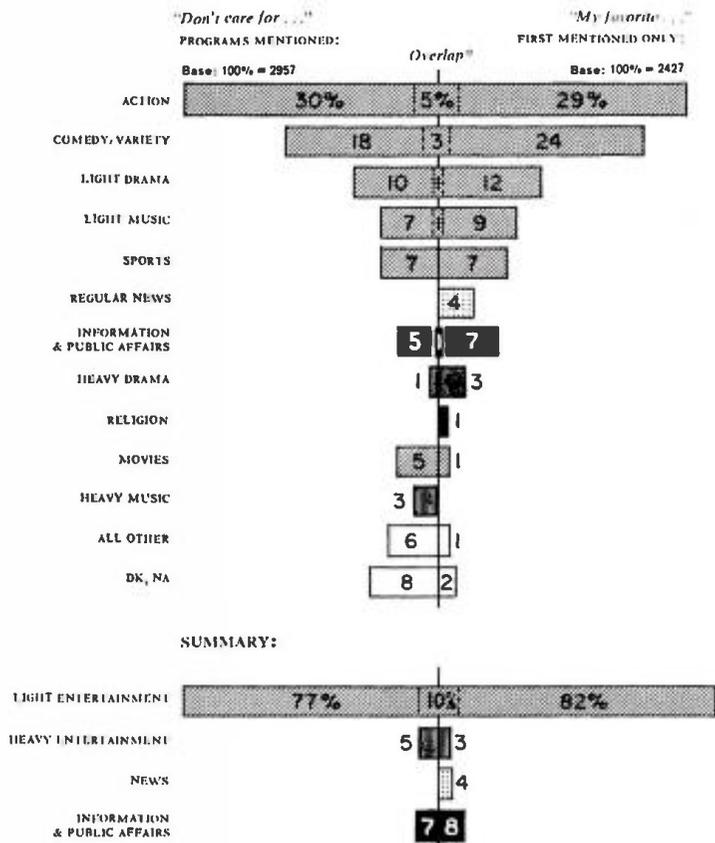
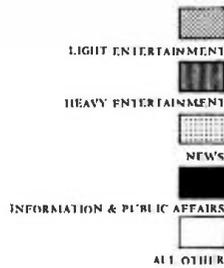
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Radio-tv outlook	Page 67
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FCC weather report	Page 80
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QUESTION 14/15A-B "What are some of your favorite programs—those you watch regularly or whenever you get a chance?"

QUESTION 23A-B "What kind of programs don't you care for at all?"



\* Respondents who mention programs in the same category in response to both questions

The dilemma of programmers is pointed up in this chart: a program that pleases one viewer stands a good chance of displeasing another (except news and religious programs, which have no admitted objectors). In leading categories

there's close balance between those who like and those who dislike; in several others more "don't care" than do care. Chart is adapted from one in "The People Look at Television," subtitled "a study of audience attitudes."

Ewald-financed study obviously were intended to help the agency in its media decisions and media use.)

The Campbell-Ewald study used a sample of 255 persons living in major U.S. cities, interviewed by Social Research Inc. researchers. The CBS-backed study consisted of interviews of 2,427 persons, in both metropolitan and non-metropolitan areas, and the division of interviewing between NORC and Roper, even though methods were

similar, could be considered as a check of one organization's accuracy against the other's.

**Interest Gain** ■ Whereas, the 1961 report found the average viewer to be jaded and bored with tv and ready to seek solace from other media, the current report finds no such trend away from tv, in fact, more interest than ever, and a general contentment with programming itself.

(It may be fairly said that the current

report has the advantage of 20 months' hindsight in actual conclusions drawn from findings about the viewer's attitudes toward tv. Both studies, for instance, reported viewer demands—and a corresponding trend—toward more light entertainment such as comedy, and the return of the Gleasons, Caesars, etc. In the Campbell-Ewald document this was more of a prediction; in the current report, a statement of fact.)

Whereas, the earlier report could only surmise, from findings, that actual viewing does not always coincide with the attitudes about tv expressed by viewers, especially the better-educated, higher-income viewers, the current report indicates this condition actually exists, based on its checks of the ARB diaries.

The earlier report examined the various types of programs and viewers' attitudes toward them, but there was no attempt to define the elements that constitute a "public service" program; there was no discussion of whether program content should be determined by the response of the viewers (and therefore, advertisers) or by the decisions of others based on what is "good" for the public; there was no discussion of program "balance" (percentages of "public service" vs. other types of programs). The current report discusses all these issues, though Mr. Steiner labels them as his personal conjectures and opinions.

**Average Viewer** ■ Here is a profile of the "average American" viewer as sketched by the study's findings:

He spends hours with tv daily and finds it relaxing, pleasant and an integral part of his life, well worth its substantial costs. Its advantages are easier to see than the activities it replaced and its advantages for his children outweigh the dangers and problems involved.

He has come to depend on daily, routine viewing and he is no longer overwhelmed by what he sees. He thinks the programs are good and some especially so. He feels no lack of specific kinds of programs and is aware of no "imbalance"; he watches what's available. He recalls some serious tv dramas, but remembers especially tv's comedy stars; his favorites therefore are likely to be in the "action" and "comedy-variety" categories, relaxation and entertainment, which tv gives him in plenty.

He'd like tv to be more informative and educational, but not without entertainment; except for the day's news and the weather he rarely tunes in serious and informative public affairs shows, even when he's watching.

And, in fact, he considers tv tops in entertainment. He turns to the newspaper for more important local and other happenings. He likes radio for quicker, capsule summaries and magazines for limited, specialized interests, but tv is what he prefers for relaxation and diversion. It seems unlikely that

any home medium will replace it in this regard.

He is of the opinion there's too much violence on tv, but feels the broadcaster should take the blame, not the parent of the child viewer. He doesn't feel parents should have to screen the programs the youngsters watch, especially since parents often benefit from the time children spend with tv.

**Critical of Commercials** ■ He thinks there are too many commercials (see story page 30), especially those that are boring, repetitious and irritating, and he wishes those in charge would do something to improve the situation.

But his real worry comes from his guilt feeling at the amount of time he "wastes" watching tv during his leisure hours (and perhaps for women, during "working hours"), "doing" nothing but relaxing, and it arouses some ambivalence in him toward the medium. To active Americans, tv watching is not as easy to justify as golf ("healthful"), reading ("admirable"), sleep ("restorative"). "The average viewer," the report sums up, "would not give it (tv) up if he could—as, of course, he *could* if he wanted to."

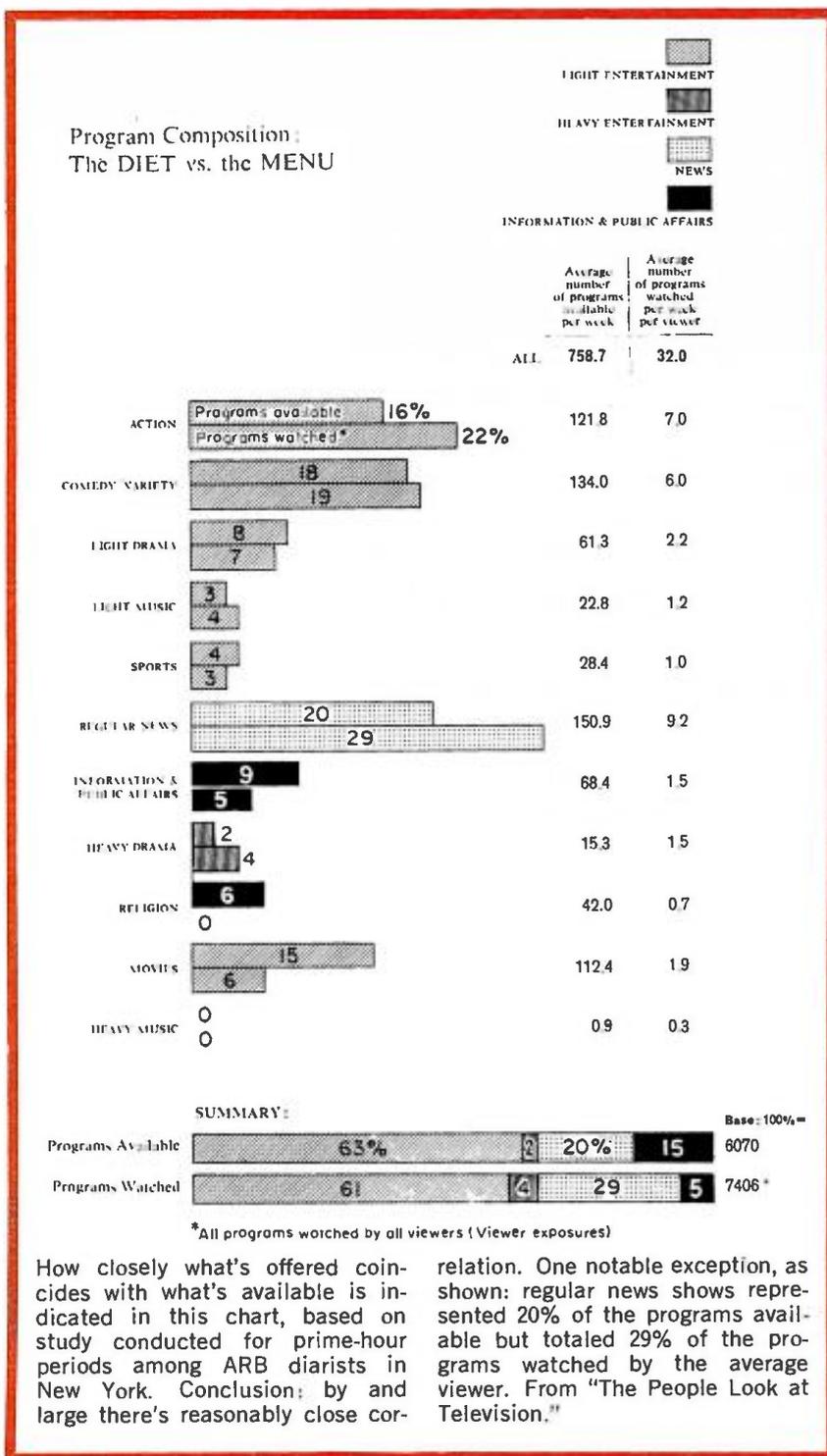
When the set breaks down, he loses no time getting it back into working order. This "average American" viewer has no more than a high school education, an annual income of less than \$8,000, and he accounts for more than three quarters of all tv homes and a still higher percentage of the effective audience at any given time because he watches more.

And here is a sketch of the "average non-average" viewer composite arrived at in the study's findings:

He has a higher education, a higher income and is more cosmopolitan and sophisticated. In many ways he is like the average viewer, but there are notable exceptions. He is generally negative in talking about tv, and though he finds the same basic satisfactions in it as does the average viewer, he is more concerned about its "costs" to him.

**Quick to Praise** ■ Like the average viewer, he turns to tv mainly for relaxation and entertainment. He has more alternative sources of serious information, especially magazines, but when he watches television he selects informative programs from what is available. He, too, remembers fondly the comic greats of past seasons and wants to see them return. He watches a lot of tv, a bit less than average, but still quite a bit. He is quicker to praise his favorite programs than the average viewer.

But he's less satisfied with tv and its programs "in general," and is likely to emphasize the issues of "productive" programming and selective viewing. He may claim he's more selective than he



relation. One notable exception, as shown: regular news shows represented 20% of the programs available but totaled 29% of the programs watched by the average viewer. From "The People Look at Television."

is, but probably no more than he would like to be. He is attracted to specific, outstanding dramatic programs, but these account for only a small share of his viewing, which is, like the average viewer, devoted mostly to light entertainment.

Though he calls for more informative television (it's his No. 1 complaint about tv), he apparently doesn't want more like the present, for he takes little advantage of informative programs

available on commercial channels and still less of those on educational tv outlets. He often lists current informational shows as his favorites, but has little to suggest when asked for specifics.

Although his answers are made partly because he feels they're expected of a well-educated, sophisticated respondent, there seems to be some indication he's concerned with the social and cultural implications of so much television and

# Wanted: shorter, funnier, fewer commercials

Advertisers who would have their commercials better liked should try making them more entertaining and informative, less aggressive and distasteful—and shorter and fewer and less interruptive of the programming in which they appear.

This advice attempts to crowd into a one-sentence lesson a solution to the main things that viewers think are wrong with tv commercials, as detailed in *The People Look at Television*, the massive study conducted by the Bureau of Applied Social Research of Columbia U. (see page 27).

The study's examination of viewer attitudes toward commercials reports that, unlike programming, which is not a source of widespread dissatisfaction, commercials do frequently rub people the wrong way and probably displease almost everyone at one time or another, for one reason or another.

**System Okay** ■ But this dissatisfaction is not nearly enough to make people want to replace commercial broadcasting with a non-commercial system, the report continues, though it notes that the study did not explore the alternatives deeply.

It did find that three-fourths of the people felt that "commercials are a fair price to pay for the entertainment you get," and that more than half said they would *not* want tv *without* commercials.

Nor does it reflect itself in any impressive desire for pay television, either as an alternative or as an adjunct to the present system, the report asserts. A total of 31% voted for a trial of pay tv at 50 cents per program if additional stations would be used; 20% if some of the existing stations were to be used. A flat 22% favored a trial at \$1 per program no

matter which stations might be involved.

Better programming, rather than the absence of commercials, is the advantage of pay tv mentioned most frequently by viewers with high school education or better, but at the grade-school level it is the other way around, although just barely.

**Best Feature** ■ The most-liked feature of commercials is their entertainment value (mentioned by 38%). Next comes the information they offer (22%), with "they pay for television" in third place with 18% (see table for details). But "perhaps the most significant entry" in this compilation, the report concludes, is the showing that more than one-fourth (28%) indicated they like "nothing" about commercials.

In the most-disliked category (see table for details), "content" and "timing" shared top billing (48% each). "Timing," which includes length, frequency and interruption of programs, produced more annoyance among viewers with high-school education than among those with more or less. Complaints about "content" rose steadily with schooling.

The report finds a dilemma in the problem of "interruptive" commercials:

"This problem is . . . largely unrelated to the 'quality' of the commercial; perhaps even positively associated with program quality. An entertaining or informative commercial still disturbs at a critical program moment, and good programs are more likely to be engrossing than bad.

"Under the present placing of commercials, then, better commercials would not diminish this annoyance, and better programs might

make it worse."

**Study Needed** ■ The various complaints about "content"—bad taste, misleading claims, "symbolic assaults on the viewer's body," condescension toward the viewer, etc.—suggest to Dr. Gary Steiner, author of the report, "a new line of inquiry for advertising research."

Such an inquiry, he ventures, would not seek to determine the consumer's image of the advertised brand, which is frequently explored. Rather, it would try to determine "the brand's *consumer* image as perceived by the consumer himself." In other words, "what does the message communicate to the viewer about how *he* is seen and regarded by the advertiser?"

Some commercials that flout the cardinal rule about "flattering the prospect" undoubtedly have been among the most successful, he says, "but when, why and how such appeals work—and at what long-term cost—are issues worthy of investigation."

The report summarizes "favorite" and "most objectionable" commercials as follows:

"The favorites tend to come from beer (amusing), food (entertaining and informative), and automobile (news) commercials. Certain drugs and patent medicines are far and away the most objectionable (exaggerated, in bad taste, repetitive), followed by cigarettes (exaggerated, silly), undergarments (in bad taste), and toothpaste (exaggerated, repetitive). Laundry soaps, cleaners and cosmetics each produce sizeable reactions in both directions; these categories are undoubtedly too broad and hide differences within them."

In more detail, the report shows that when asked to give examples of

its use for "escape" among the masses. Thus, he reasons, the country *needs* more informative and educational tv programs, not for him, but for the common good when adopted by others.

**Seeks Justification** ■ He also thinks in large numbers that programs can be both enjoyable and intellectually satisfying. He wants to justify the time he spends with tv by learning something worthwhile to him. The mere fact that he has alternatives to television may make him dissatisfied with the seductive "influence" of television, the easier time-killer.

The big difference between the two groups, the study says, is not so much in how they use it, but in how they

feel about it. Thus:

"What the majority accepts as a legitimate use of television, the minority may think of as abuse of it (or *its* abuse of *them*). The mass audience is more likely to thank tv for keeping those in the family together, physically; the class viewer is more apt to blame it for keeping them apart, socially. The large segment concentrates on the help it gives them in keeping their children out of mischief; the small, on the fact that it (also) keeps them out of books or bed."

The average and non-average viewers are at least as concerned with how they watch television as what they watch, and so are the popular critics and ob-

servers, the report says. This concern does not deny the significance of programming, however, for the actual use of tv influences programming by determining what is most popular. But to understand the popular praise and criticism of tv, they must be read against the criteria the public actually applies, both that expressed willingly and that not readily admitted.

Dr. Steiner, in his discussion of "cultural democracy" of tv programs (response to audience demands) versus the argument that what the public wants is irrelevant, quotes FCC Chairman Newton N. Minow and *New York Times* columnist Jack Gould as stating the latter view, and Sir Robert Fraser,

Question—What, if anything, do you dislike most about commercials?

Aspect of Commercials Mentioned	Sex			Education		
	All	Men	Wom.	Grade Sch.	High Sch.	Col. & Beyond
Base: 100% =	2427	1177	1246	627	1214	516
CONTENT	48%*	51%	46%	34%	49%	62%
Boring, dull, repetitive	17	18	17	13	18	20
Misleading, dishonest	16	18	14	11	15	20
Stupid, insulting to intelligence	11	11	10	5	10	18
Bad taste, "private" products	8	7	10	6	8	13
Hard sell, aggressive, overdone	5	6	4	3	4	7
Other or general	1	1	1	1	1	1
TIMING	48	46	50	42	53	41
Interruptions in program	21	19	22	19	23	16
Too many, too frequent	19	19	20	15	22	18
Too long	18	18	18	16	19	17
TOO LOUD	4	4	5	2	4	7
TOO EFFECTIVE ON CHILDREN	2	1	2	2	1	2
DISLIKE EVERYTHING	1	1	1	1	1	1
DISLIKE NOTHING	11	11	11	19	9	5
PAY NO ATTENTION—DON'T WATCH	2	2	2	3	1	2
PARTICULAR COMMERCIAL DISLIKED	3	3	3	4	4	3
GENERAL OR OTHER	2	2	1	2	1	2
DON'T KNOW	5	4	5	7	4	3

\*Multiple responses: The detailed percentages within major categories do not necessarily add to the category totals, which show % of respondents mentioning any (one or more) of the subordinate categories.

Question—What, if anything, do you like most about commercials?

Aspect of Commercials Mentioned	Sex			Education		
	All	Men	Wom.	Grade Sch.	High Sch.	Col. & Beyond
Base: 100% =	2427	1177	1246	627	1214	516
ENTERTAINMENT	38%*	35%	42%	27%	42%	44%
Animated cartoons	9	8	11	7	9	12
Tunes, jingles, songs	8	5	10	5	9	7
Imagination, ingenuity, variety	3	3	3	1	2	5
Other or general	22	22	22	16	24	23
INFORMATION	22	19	24	23	22	19
Learn about products, general	8	7	8	9	7	7
Learn about new products	9	7	12	8	11	7
Comparative prices, deals	1	1	1	1	0	1
Other or general	4	5	4	4	4	4
THEY PAY FOR TELEVISION	18	20	16	19	19	15
PROVIDE BREAK FOR FOOD, CHORES	3	2	3	4	2	3
PARTICULAR COMMERCIAL LIKED	13	14	13	8	14	17
NEGATIVE RESPONSE	28	31	25	32	26	29
Nothing, absence of, etc.	23	26	20	26	22	23
Short commercials	3	4	3	3	3	5
Pay no attention, don't watch, other negative	2	2	2	3	2	2
GENERAL OR OTHER	3	5	2	6	3	2
DON'T KNOW	6	6	6	9	5	4

\*Multiple responses: The detailed percentages within major categories do not necessarily add to the category totals, which show % of respondents mentioning any (one or more) of the subordinate categories.

tv advertising they like "best" or consider "worst," the viewers gave responses which were assembled into categories as follows:

Category	Mentions	
	As "Best"	As "Worst"
Beer, wine	187	82
Foods, soft drinks, gum	173	54
Automobiles	124	40
Laundry soap, detergent, cleanser	84	102
Deodorants, cosmetics, hair prods.	55	80
Cigarettes, cigars, tobacco	51	110
Industrial organizations	36	1

Home appliances	34	4
Toilet soap, shampoo	29	29
Drugs, patent medicines	25	158
Tooth paste	18	44
Gas and oil products	14	5
Undergarments, bras, etc.	7	39
Other	136	80

The report offers this conclusion on "content":

"The specificity of praise and criticism regarding the content of commercials indicates the difference in acceptability among the various approaches presently being used. In one sense, this should encourage and challenge those who wonder whether

commercials can be improved.

"Clearly, commercial content *per se* is not objectionable. Some are good and some are bad; and viewers pretty well agree on which is which, and why. None of this, of course, speaks to effectiveness; 'good' and 'bad' here means only 'liked' and 'disliked' and perhaps that distinction is at the root of the problem.

"The point, however, is that advertising agencies—unlike program producers—would face relatively few dilemmas if their object were only to please their audience."

head of the Independent Television Authority, which administers the commercial tv system in the United Kingdom, speaking for the former.

**Weak Link** ■ The report concludes that the weak link in the arguments of those who favor control of television is that viewers cannot be forced to watch the programs supposedly beneficial to them, and they will prefer entertainment programs to enlightening ones.

Looking at the "public service" versus "entertainment" argument, Mr. Steiner charges that the government "in effect tithes the [tv] industry: for 10% devoted to Caesar, it allows 90% to be devoted to Circus. The industry may

entertain most of the time so long as it also provides a share of 'public service.'"

Dr. Steiner begs to differ with the FCC's definition of "public service" programs as news coverage, informational programming, and religious or secular editorializing. The FCC and "other evaluators" of broadcaster performance must recognize entertainment as "a legitimate and perhaps most significant 'public service.'" There's serious question as to which does the most good within the "civic objectives" sought, especially if the size of audience is considered, he says.

In other words, he says, if broadcasters are to be evaluated on how well

they serve the public, the FCC might expand consideration to the whole schedule, for entertainment shows do many of the things the public service shows are supposed to do, and do them *better*; and "good, enriching" entertainment may be the most important public service performed by tv.

Dr. Steiner challenges those who raise the question of "balance" in tv programs. Suppose, he said, that there are only two audience segments, A and B, and two types of programs, a and b, and that A will watch only a and B only b. Suppose, further, that A's out-number B's by three to one, and that A's usually watch twice as much tv.

**How to Balance** ■ Now, he asks, what

would a perfectly balanced schedule look like? Should there be equal amounts of "a" and "b" so every audience member has an equal chance to be served? Should there be three times as much "a" because it has three times the potential audience? Or twice as much on the grounds that each "a" consumer has twice the appetite? Or should it be sixfold over "b" to take both of these differences into account?

Of course, in real life the A's will watch some "b," and vice versa. "But the chances are not the same; for example, the college-educated watch comedy or adventure far more frequently than the barely literate will tune to heavy information. In some cases, then, the first choice for one segment is a close second for another; while the preferred fare of the second may be entirely uninteresting or incomprehensible to the first."

**Uses a Factor?** ■ Should the different uses these segments make of tv be a factor? Such problems usually are left to the free market, he said, and "that giant computer" decides what shall be produced and in what quantities.

Some argue, he says, that the free market system of balance is not workable because in tv a limited resource is allocated to a limited number of licensed producers or distributors, who sell not directly to the public, but to advertisers. If balance cannot be defined as the result when the present system is simply left alone, then it seems to rest with those talking about program balance to "state precisely what they mean, and how they know," he says.

Dr. Steiner deals a telling blow to advocates of mandatory educational-informational programs with this quotation from Sir Robert Fraser:

"If you decide to have a system of people's television, then people's television you must expect it to be . . . and it will reflect their likes and dislikes, what they can comprehend and what is beyond them. Every person of common sense knows that people of superior mental constitutions are bound to find much of television intellectually beneath them. If such innately fortunate people cannot realize this gently and with good manners, if in their hearts they despise popular pleasures and interests, then, of course, they will be angrily dissatisfied with television. But it is not really television with which they are dissatisfied. It is with people."

*The People Look at Television* includes a foreword by Bernard Berelson, director of the Bureau of Applied Social Research, who reviews the background and also expresses his gratitude to Dr. Stanton and CBS for underwriting the study and "allowing the bureau full freedom in its planning and execution."

There also is an afterword by Paul

*Question: How do you compare tv with the other major media?*

Television	
Is the most entertaining	68%
Creates the most interest in new things going on	56
Seems to be getting better all the time	49
Has the hardest job to do	45
Radio	
Brings you the latest news most quickly	57%
Newspapers	
Gives the most complete news coverage	59%
Does the most for the public	44
Magazines	
Is the least important to you	49%
Does the least for the public	47
None	
Seems to be getting worse all the time	35%

These results from the entire sample show that the public does not praise or damn any medium in toto.

*Question: As far as you are concerned, where is the greatest room for improvement in television programs?*

	Education			
	All	G.S.	H.S.	Col. and Beyond
Should be more or better:				
information, news, education	23%	10%	22%	41%
drama	8	4	7	13
music	7	4	7	10
comedy, variety	6	3	6	9
religion	4	8	4	3
children's shows	4	3	3	6
westerns	4	3	4	4
other	15	13	16	16
Should be fewer:				
westerns	19	16	20	18
crime	8	7	8	9
other	8	6	9	9
General:				
too much violence	13	14	13	12
higher level	7	1	6	18
more variety	6	2	7	7
bad taste	4	4	6	1
more realism, honesty	4	2	5	5
too many reruns	3	3	4	1
other	6	5	6	7
Better program timing	7	6	7	8
Criticism of:				
comercials	13	11	15	12
fewer, shorter content	8	6	9	5
interruptive	3	2	4	4
other	2	3	3	1
Doesn't need:				
improving	8	17	6	3
Other, DK, NA	9	15	8	5
Base: 100% = 1210	314	580	275	

NOTE: Multiple responses.

More information, fewer westerns, less violence, generally higher-level programming are the criticisms most mentioned here. "More information" and "higher level" are criticisms especially sensitive to education. Also, in a question dealing explicitly with programming, quite a few people mention commercials.

F. Lazarsfeld, also of the bureau, and co-editor, with Dr. Stanton, of earlier works on radio and other communications research and co-developer of the Lazarsfeld-Stanton program analyzer.

**More Studies** ■ Dr. Lazarsfeld looks at "some problems which television research has not yet adequately explored" and suggests some possible ways of studying them. He describes these areas as: "detailed study of the audience's experience"; "experiments in changing public preferences"; "studies of the long-range effects of television"; "research on matters of taste" and "research on decision-making in the broadcasting industry."

Dr. Lazarsfeld ventured that "probably the greatest gap in our knowledge about television pertains to the structure of the industry, its relations to the advertiser and to the FCC."

He noted that broadcasters, like leaders in other industries, fear that competitive information will be revealed if they let themselves be researched too closely. But he thought this "might be a short-sighted view" because as things work now, congressional investigations occasionally break through and "the public gets not a balanced picture but a series of horror stories.

"What is so badly needed is various kinds of studies of the industry, such as detailed biographies of programs: take a successful tv program; through what steps did it go from the moment when the idea was first conceived? Who had influence and in what direction did he exercise it? Here one should not just shrug off the controversial role of the advertiser. On aesthetic matters who exercised the judgment which would correspond to, say, the Artists' Council Inc. in French broadcasting? It would be equally interesting to take a number of unsuccessful programs and attempt a similar biography."

Dr. Lazarsfeld thought another useful study might center on "The Industry's Relation to the FCC." He said Chairman Minow, "who is relatively active in the exercise of his office," and the industry and public "could learn a great deal if we knew what happened when Clifford Durr [FCC member 1941-48] played a somewhat similar role 15 years ago. But no history of his regime was ever written."

In network-affiliate relations, he continued, it would be "instructive to compare situations where the affiliates take the good sustaining program and situations where they don't. Is the difference due to the personality of the local managers or to a different objective structure in the market? How do communities actually react" to local station policies?

The complicated relationships among networks, sponsors, FCC and audiences, he said, requires "a whole series of studies . . . to give a rounded picture."

## 13 Financial Firms Can't Be Wrong (at least not for very long)

We are sure you'll agree that banks, savings and loan, and other financial institutions are about as choosy an advertiser as you could ask for, when it comes to making a media buy.

Therefore, we are quite proud that thirteen have chosen WFAA to carry their message to Dallas, Fort Worth and the surrounding area.

The list includes several of the largest banks, as well as smaller suburban banks. It includes Texas' largest savings and loan association and many of its competitors, both in and out of the State.

And the fact that some of them have been with us for as long as 16 years proves one thing for sure. They must be getting their money's worth!

Assuming that you don't work here and are not familiar with the market, you may appreciate

this particular group testimonial. We could talk all day about the "cut" and quality of our audience — and not say it half so well. Or convincingly.

If it's further evidence of results you want (in another category) we welcome the chance to provide it. Call your Petry office or write us direct.



WFAA-AM-FM-TV  
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

# Oren Harris set to go after ratings

AS PLANS NOW STAND, HE'LL COME IN LIKE A LION IN MARCH

Rep. Oren Harris (D-Ark.), whose old Legislative Oversight Subcommittee shook the broadcasting industry and the FCC with three years of headline-making investigations, this week will announce plans for a new round of hearings on radio-tv rating services by the old subcommittee under a new name.

The hearings, under present plans, will begin the first week in March and will be spread over several weeks.

Even as plans were crystalizing, however, it was learned that pressures were being exerted from outside the committee to prevent the hearings from being held.

Chairman Harris will head a Special Subcommittee on Investigations—of his House Commerce Committee—to be organized tomorrow (Feb. 19). The special group is a carryover of the Subcommittee on Regulatory Agencies of the last Congress, itself a successor to the widely publicized oversight unit which helped disclose payola, rigged quiz shows and *ex parte* contacts with FCC commissioners. Many of the same regulatory agency subcommittee staff and members of Congress will join Rep. Harris in the ratings investigation.

An organizational meeting of the Commerce Committee will be held tomorrow just before the first session of the special group. Other standing subcommittees of the Commerce Committee are slated to be named at the same time.

Members of the Subcommittee on Investigations, to be announced tomorrow, in addition to Chairman Harris

include: Democrats—Reps. John Moss (Calif.), Paul Rogers (Fla.), Gillis Long (La.) and W. R. Hull Jr. (Mo.); Republicans—John Bennett (Mich.), William Springer (Ill.), J. Arthur Younger (Calif.) and Donald G. Brotzman (Colo.). All except Reps. Long, Hull and Brotzman were members of the old Subcommittee on Regulatory Agencies.

Reps. Long and Brotzman are freshmen. Rep. Hull has transferred to the Commerce Committee from the Public Works Committee. Going off the investigative subcommittee are Reps. Wal-

ter Rogers (D-Tex.), who will be named chairman of the Communications Subcommittee tomorrow, Robert Hemphill (D-S.C.) and Vernon W. Thomson (R-Wis.).

**Well-Banked** ■ Rep. Harris has asked the House to appropriate approximately \$206,000 for the investigative subcommittee, included in the some \$500,000 he is seeking for the full Commerce Committee.

Two subcommittee staffers—Rex Sparger and Bob Richardson, working under Chief Counsel Charles Howze—have spent 18 months investigating the rating services in preparation for next month's hearings. They have visited practically every measuring firm in the country and have reportedly interviewed dozens of broadcasters, advertisers, agencies and survey interviewers in many cities. All the top services and some minor ones will be called to Washington to testify during the hearing.

The hearing will run for only a few days early in March and then will recess for an undetermined time, it is understood. A subcommittee spokesman said this method was planned to permit the full committee to take up legislative matters during the interim.

Efforts reportedly have been made to stall the hearings both from within Congress and outside. A senator's office, according to a reliable source, has accused Messrs. Sparger and Richardson of undue harassment of at least one of the services. However, it was learned last week that the hearings will go on as scheduled despite outside interference.



Chairman Harris Ready for new probe

## No. 1 question in Washington: Who gets Minow's job?

The guessing game in broadcasting and government circles last week was about the successor to Newton N. Minow as chairman of the FCC. BROADCASTING's Feb. 11 report of Mr. Minow's intention to leave government was accepted as fact, and Mr. Minow did nothing to dispel this.

The 37-year-old chairman accompanied by his wife, left on a 10-day trip to Europe last Friday without shedding official light on his plans. His terse 13-word statement released last Monday, following pub-

lication of BROADCASTING's story of his plans, was interpreted generally as tacit confirmation of his impending resignation, to join Encyclopaedia Britannica Inc., in his home town of Chicago, as a high officer and legal counsel.

The statement, issued by the FCC's information office Monday, after the press associations and other media had picked up BROADCASTING's story, said:

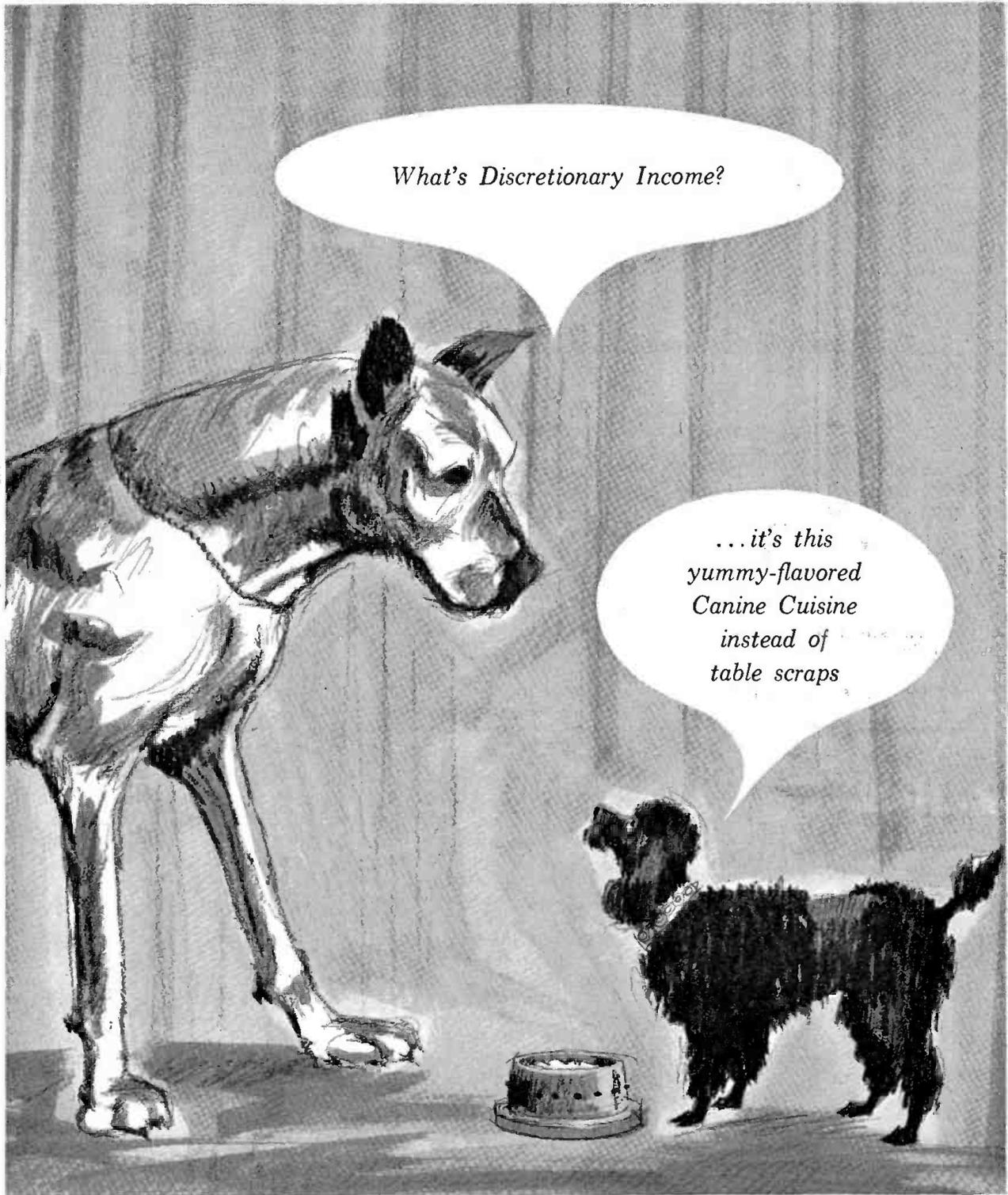
"BROADCASTING Magazine frequently speculates about my future—and often engages in wishful

thinking."

**Matter of Fact** ■ Although no other authorized comment emanated from the chairman or his office, his fellow commissioners, almost to a man, construed the report as accurate. So did others close to the chairman. The news dispatches picking up BROADCASTING's story uniformly reported that the chairman "did not confirm or deny" the report.

BROADCASTING reported that Mr. Minow had advised the President of his intention to leave the FCC and had recommended the appointment

CONTINUED ON PAGE 36



Great stuff—Discretionary Income—and there's 27% more of it (on the national average) in Ohio's Third Market. No medium—but none—blankets it as fully and warmly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

*Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U. S. Census of Population, 1960.*

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



DAYTON, OHIO • WHIO • AM • FM • TV

of the FCC's newest member—33-year-old E. William Henry as his successor. It was comment about Mr. Henry that provoked discussion not only among broadcasters but also in congressional circles and within the FCC. Mr. Henry, although a commissioner for only five months, already has been classified by his colleagues as able and strong-minded, and wedded to the New Frontier philosophy of rigid regulation. He presided over the recent hearings into local television programming in Omaha and, in his public statements, supported the FCC's right to evaluate station programming.

When reports first developed several months ago about the possibility of Mr. Minow's departure, speculation logically developed that Mr. Henry might be his successor. Mr. Henry worked for the New Frontier during the 1960 presidential campaign and has political connections with influential Kennedy supporters in Tennessee.

Also mentioned as a possibility for the chairmanship was Kenneth Cox, currently chief of the FCC's Broadcast Bureau, who has been nominated by President Kennedy for FCC

membership. Mr. Cox, a former Seattle attorney and protege of Sen. Warren G. Magnuson (D-Wash.), chairman of the important Senate Commerce Committee, also is seen as a candidate for the chairmanship. His confirmation for commissioner is regarded as certain and awaits only the approval of the Senate.

**Newcomer's Chance** ■ There is always the possibility that the successor to Mr. Minow's commissionership will also be named chairman. Whether the successor will be a "merit" appointee through promotion of a senior staff member of the FCC, or whether he will be selected from the outside, also figured in the speculation last week. It was presumed that since Mr. Minow had notified the President three weeks ago of his intention to resign, White House attaches assigned the task of selecting appointees to high federal posts already were on the job.

There was no pin-pointing of the date of Mr. Minow's resignation. It is understood that he notified the President that he wanted to depart before June 1. Mr. Minow for some months has confided to friends that he found it hard to make ends meet in Washington on his \$20,500

stipend. He has said that he would not enter communications practice or join any licensed entity in broadcasting.

At the Encyclopaedia Britannica he will join a company that has no connection with broadcasting except for the syndication of educational films by Encyclopaedia Britannica Films Inc., a subsidiary. Mr. Minow's former law firm, headed by United Nations Ambassador Adlai Stevenson, now dissolved, represented former Sen. William Benton, chairman of EB, and Mr. Minow had the film subsidiary as his client.

When the President selects Mr. Minow's successor, it will be his fourth appointment to the FCC since he assumed the presidency. His previous appointees were Messrs. Minow, Henry and Cox. The fourth Democrat is the veteran commissioner Robert Bartley, who has served for 11 years and is a Texan—the nephew of the late Speaker Sam Rayburn. Mr. Bartley has expressed no chairmanship aspirations but undoubtedly would accept the appointment if it were offered. It is believed he would have the unqualified support of Vice President Lyndon B. Johnson.

## WAST, WTEN get separation waiver

The FCC last week, in separate actions, waived its minimum mileage separation requirements and granted the applications of WTEN (TV) (ch. 10) Vail Mills and WAST (TV) (ch. 13) Albany, both New York, to move their transmitter sites. WTEN will move its transmitter about 31 miles southeast, towards Albany and increase power to 200 kw from 144 kw; WAST will move about 12 miles northeast of Albany towards Troy.

The commission said that WTEN's move will place it about 21 miles short of the required distance of 170 miles from WJAR-TV (ch. 10) Providence, R. I. WAST will be short spaced with etv WNDR (TV) (ch. 13) New York by 28 miles. WTEN and WAST had experienced transmitting difficulties in the area due to adverse terrain conditions and the commission said the moves were aimed at providing "more equitable" vhf tv service in the Albany-Schenectady-Troy area "by providing three fully competitive stations." The third station is WRGB (TV) (ch. 6) Schenectady.

The two stations, according to the commission, will have to give "equiva-

lent protection" to the two co-channel stations WJAR-TV and WNDR and provide "precise offset" equipment at their own respective expense.

The Assn. of Maximum Service Telecasters Inc. had petitioned against both applications; both petitions were denied last week in the commission's action.

**Keep in Touch** ■ The commission said that both moves must deny service viewers that now receive WTEN and WAST signals, ". . . and where the number of viewers is more than minimal, the applicant shall install and maintain sufficient television broadcast translator stations . . ." so that service will not be lost.

The two stations will also be required to air announcements of their proposed moves two weeks before they are made; this will have to be done both aurally and visually, twice nightly between 7 and 10 p.m., three nights weekly during the two weeks. The stations are also required, the commission said, to explain that if because of the move viewers lose their service they should write to whichever station and the FCC, so that service may be reinstated.

The commission further stipulated that WTEN and WAST could not begin construction of their new transmitter sites until they file engineering data showing the feasibility of translator

service to the areas around Herkimer, N. Y., and Rutland-West Rutland, Vt., respectively. The two stations must also await FCC decision that the proposals are acceptable.

## FCC plans change in multiple owner rules

The FCC last week announced plans to tighten its multiple ownership rules so that broadcasters with the maximum number of stations would have to dispose of one interest before applying to purchase or build another. Present rules require only that an interest be disposed of after the acquisition of a new station is approved by the commission.

The FCC rules allow no one to own more than seven am or fm stations. The limit on tv interests is also seven, but only five of these may be vhf. Furthermore, a broadcaster may own just one station in a service area.

Under present procedures a broadcaster may apply for an eighth station if he promises to cut his holdings back to seven when it is granted, but the proposed amendment to the multiple ownership rule would end that practice. Comments on the proposal are due March 15.

# Why WJAC-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, 3, 4 and 5

## Says Alvin Schrott:

Executive Vice President and General Manager,  
WJAC-TV, Johnstown, Pa.

"We bought the Seven Arts' 'Films of the 50's' because they were too good to let our competition get them. Frank Cummins, our program director, analyzed the Seven Arts' releases. He recommended them as being top quality pictures and the most outstanding films available.

"We program the 'Films of the 50's' on our Saturday night Cinema Six show which starts at 10 o'clock and runs participating until 11:00. Following a 10 minute break for the news to 11:10, we run to conclusion with the same sponsor each week. Our audience loves the films, and as a matter of fact, I do too—I stayed up again till one o'clock Sunday morning watching 'Battle Cry', one of the Seven Arts' terrific features from Volume 3."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

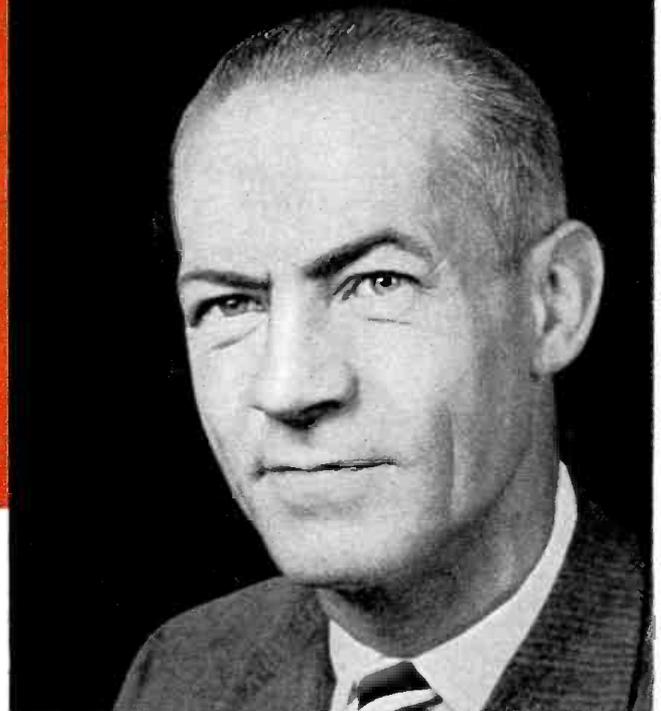


A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West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

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

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

# 'TOO GOOD TO LET OUR COMPETITION GET THEM'



## FCBA to publish lawyers' monographs GIVES THEM CHANCE TO DEBATE COMMUNICATIONS ACT

Radio and communications lawyers are going to have a chance for their own "great debate" on the Communications Act.

The executive committee of the Federal Communications Bar Assn. voted last week to have the monographs written by members of a special committee (BROADCASTING, Jan. 28) published in the *Journal of the FCBA*. They are expected to be in print before mid-March. According to FCBA President Donald C. Beelar, an open meeting of the membership will be held "before summer."

Mr. Beelar said that the decision to have the monographs published was the "consensus" of the 12-man executive board.

There were four reports:

The most important, written by Leonard H. Marks, called for a radical overhaul of the FCC, splitting the commission's functions into three separate areas—a single administrator, a court of review and a commission of five members to handle policy matters.

A second document, written by W. Theodore Pierson, recommended the amendment of Sec. 326 (which now forbids the FCC to censor broadcast programs) to ban unequivocally the FCC's interest in programming in any form whatever.

The third report, on Sec. 315, was written by Philip G. Loucks, and called for the deletion of this political equal

time provision.

A fourth report, written by Reed Rollo, called for a major revision of the present common carrier provisions.

In addition to Mr. Beelar, members of the FCBA executive committee are: Thomas W. Wilson, first vice president; Maurice M. Jansky, second vice president; Philip Bergson, secretary; Herbert Schulkind, assistant secretary; Ernest W. Jennes, treasurer, and Warren Baker, Marcus Cohn, Mr. Pierson, Reed Miller, J. Roger Wollenberg, and Frederick H. Walton Jr.

John W. Willis is editor of the *FCBA Journal*.

### Federal judge to hear Bayer-FTC case tomorrow

Argument on a Federal Trade Commission request for a preliminary injunction to stop the current advertising by Bayer aspirin based on an article in the *Journal of the American Medical Assn.* is scheduled to be held before a federal judge in New York tomorrow (Feb. 19).

The FTC issued its complaint last month against Sterling Drug Inc., and its advertising agency, Dancer-Fitzgerald-Sample Inc., charging that advertising for Bayer aspirin on tv and radio and in newspapers was false and misleading (BROADCASTING, Jan. 21).

At issue are the claims made by Bayer based on a report published in the Dec. 29 *AMA Journal* by a medical

team which tested the efficiency and effect of five analgesic preparations.

Earlier, an FTC petition for an immediate temporary restraining order was denied by a U. S. District Court judge in New York.

### Dodd plans reports from subcommittees

A Senate subcommittee "probably" will continue its investigation of alleged "Communist infiltration" of broadcasting, Sen. Thomas J. Dodd (D-Conn.) said Thursday (Feb. 14).

Interviewed on *Capitol Cloakroom* (CBS Radio, Thursday, 6:30 p.m., EST), Sen. Dodd, vice chairman of the Senate Internal Security Subcommittee, said the subcommittee would report next month on the executive (closed) hearings it conducted in January with witnesses associated with the Pacifica Foundation (BROADCASTING, Jan. 28, 14.)

The testimony also will be made public about the same time, it has been learned. Subcommittee hearings so far have dealt only with Pacifica, licensee of four listener-supported, non-commercial stations: KPFK (FM) Los Angeles, KPFA (FM) and KPFB (FM) Berkeley, all California, and WBAI (FM) New York.

The FCC has not renewed licenses of any Pacifica station (AT DEADLINE, Jan. 14), and is not expected to take any action until the subcommittee's findings are available.

**Juvenile Delinquency and Tv** ■ A Senate Juvenile Delinquency Subcommittee report on the effects of television on youth will be released "about next month," said Sen. Dodd, who also is chairman of the delinquency subcommittee. The lengthy report, awaited since subcommittee hearings ended last spring, will be "constructive," said the senator.

He added that he thought "there have been many improvements" in television brought on by the industry itself, not necessarily by the subcommittee's activities. The networks and the stations have done this on their own in the past year or two, Sen. Dodd said.

An initial draft of the report was revised at Sen. Dodd's request to include "recently uncovered evidence" of how tv sex and violence affect different types of children, normal as well as disturbed (CLOSED CIRCUIT, Dec. 24, 1962).

### FTC opens L.A. office

A new field office has been opened in Los Angeles by the Federal Trade Commission with Robert E. O'Brien attorney in charge. Mr. O'Brien formerly was assigned to the FTC's Atlanta office. The Los Angeles office is at 215 W. 7th St., Room 1212.

### New bills introduced in Congress

The following legislation affecting broadcasting has been introduced in Congress. Proposals which duplicate earlier bills and resolutions are so noted (\* indicates legislation introduced in past Congresses):

**Office of Federal Administrative Practice\***: H.R. 3560, Rep. James Roosevelt (D-Calif.): to establish an office of Federal Administrative Practice and provide for the appointment and administration of a corps of hearing commissioners (resembles partially H.R. 43, to set up an administrative court [BROADCASTING, Feb. 4]).

**Alaska's long-lines**: H.R. 3614, Rep. Carl Vinson (D-Ga.): to authorize the disposal of government-owned long-lines communication facilities in Alaska.

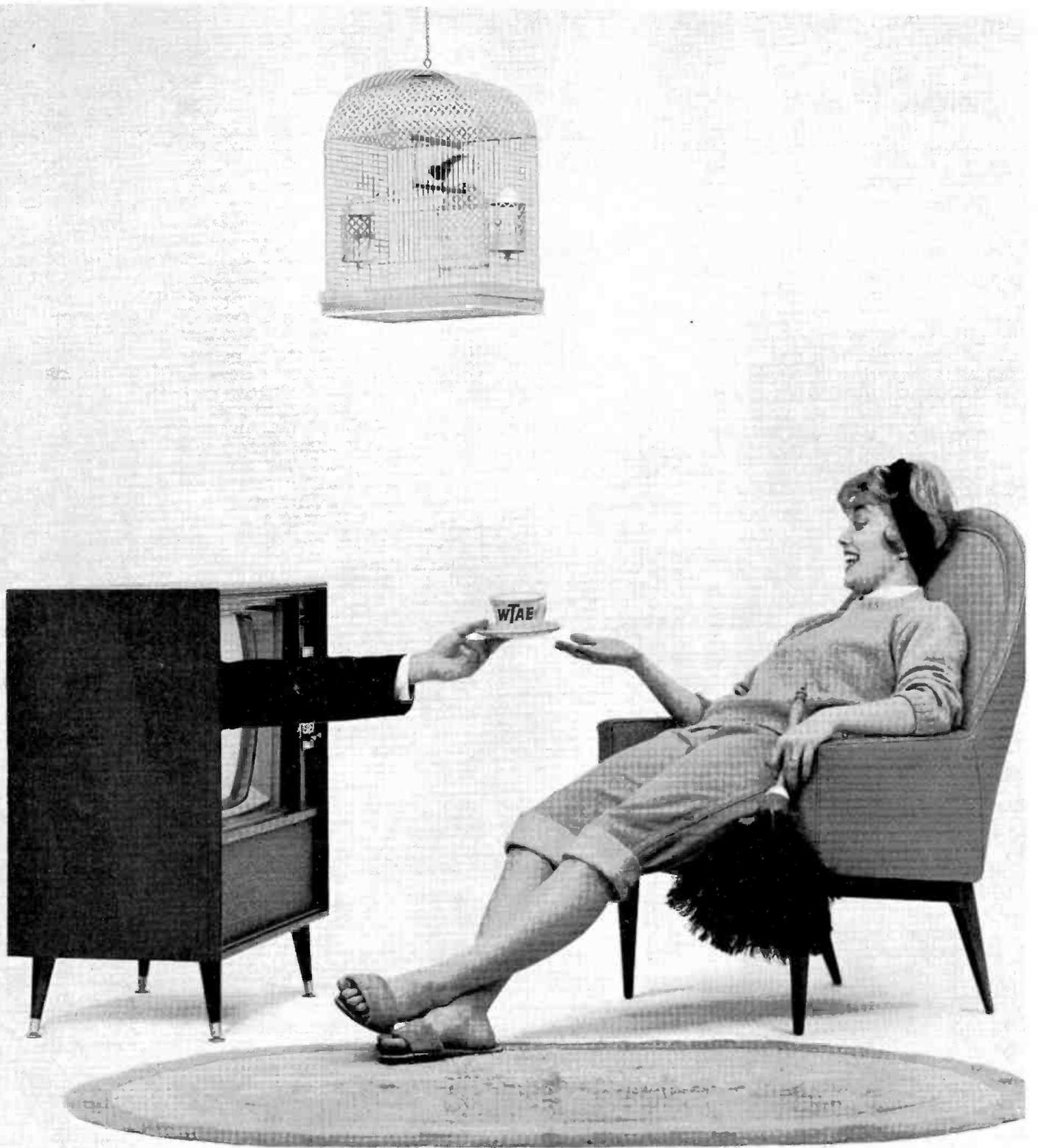
**Satellite law amendments**: H.R. 3619,

Rep. Abraham J. Multer (D-N.Y.): to provide for participation by small business in procurement by the Communications Satellite Corp. (BROADCASTING, Jan. 21).

**Bribery in sporting contests**: H.R. 3696, Rep. William M. McCulloch (R-Ohio): to prohibit schemes in interstate or foreign commerce to influence by bribery the outcome of sporting contests.

**Foreign agent disclosures**: H.R. 3744, Rep. Francis E. Walter (D-Pa.), and H.R. 3791, Rep. Richard H. Poff (R-Va.): to tighten disclosure procedures regulating registered foreign agents (lobbyists).

**Equal time suspension\***: H.J. Res. 247, Rep. Oren Harris (D-Ark.): to suspend for 1964's Presidential campaign the equal time provisions of the Communications Act (see page 46 and BROADCASTING, Jan. 21).



**Reach her with a SPOT OF TAE**

*(the "homes reached" station in Pittsburgh)*

*Coffee time is TAE-time when  
The Jean Connelly Show's on  
Jean's 10 a.m. half-hour  
reaches more homes than  
any other woman's interest  
program in town.\**

*Take TAE and see*

**WTAE CHANNEL 4**

*Basic ABC in Pittsburgh*

**THE KATZ AGENCY**

\*ARB, Nov./Dec., 1962

# Senate probe to center on Telstar, Relay

## CONSIDERATION OF KENNEDY NOMINEES SET FOR MARCH

Senate legislative activity—including action on broadcasting and other communications matters—was scheduled last week following initial steps by that chamber to set itself in order after a month of delay caused by a filibuster on a proposed—and unsuccessful—change in rules.

The Senate Communications Subcommittee will begin hearings today (Monday) to find out why two of the nation's first communications satellites haven't worked properly.

Early next month the full Senate Commerce Committee will consider names of the men President Kennedy has nominated to be incorporators of the nation's Communications Satellite Corp. (BROADCASTING, Feb. 4).

The senators will ask some of the nation's top authorities on space communications whether difficulties experienced in the operations of Telstar and Relay mean that this country's space plans have been set back.

Relay developed trouble immediately after its Dec. 13 launch and Telstar acted up around the same time, but both have been operating properly this year (BROADCASTING, Jan. 14).

Witnesses to be called on the satellite operations will include: FCC Commissioner T. A. M. Craven, top officials of the National Aeronautics & Space Administration, representatives of the American Telephone & Telegraph Co. and Radio Corp. of America. Sen. John O. Pastore (D-R.I.), subcommittee chairman, will preside.

**Incorporators' Hearing** ■ The hearing on the incorporators—first set for March 4—has been pushed back to March 11. Sen. Pastore will preside at the full committee session.

The 12 men the President has nominated to be incorporators of the satellite firm are the same he named for recess appointments last year (BROADCASTING, Oct. 8, 15, 1962), except for Philip L. Graham. Mr. Graham, president of the Washington Post Co. (Post-Newsweek stations) and initial chairman of the board of incorporators, resigned last month. He was succeeded as chairman by Sam Harris, a New York attorney and director in two mining companies, who was vice chairman of the satellite group.

The Democratic Steering Committee made committee assignments for senior and freshman senators, which will be announced officially today. Republicans were expected to meet today to handle similar organizing tasks. All actions are subject to Senate approval, expected early this week.

A shift in the ratio of Democrats to Republicans on the Commerce Committee—which handles just about all legislation affecting broadcasting—will give the Democrats one more member. Formerly the committee had 11 Democrats and six Republicans. The new ratio, caused by Democratic gains in the November elections, is 12:5.

Sen. George A. Smathers (D-Fla.), long a member of the Commerce Committee, has left for a post on Foreign Relations.

Two veteran Democrats have been added to commerce: Sen. Philip A. Hart (D-Mich.) (who leaves Agriculture and Forestry) and Sen. Howard W. Cannon (D-Nev.).

**The Space Committee** ■ The Aeronautical & Space Sciences Committee, which lost the late Sen. Robert S. Kerr (D-Okla.), its chairman, will be headed by Sen. Clinton B. Anderson (D-N. M.) (AT DEADLINE, Jan. 21), who moved past two senior senators, who waived the top post. Sen. J. Howard Edmondson (D-Okla.), the former Oklahoma governor, now serving the unexpired term of the last Sen. Kerr, was named to the Democratic vacancy on the space committee created by the former chairman's death.

## NIAC group studies new warning systems

Broadcast and communications working groups to study methods of using am, fm and tv stations to alert the public in the event of a war emergency have been established by the National Industry Advisory Committee, the FCC announced last week.

Heading the special NIAC committee which has undertaken to formulate a new method of emergency warning, is John F. Meagher, NAB radio vice president. J. Leonard Reinsch, executive director of the Cox stations, is vice chairman.

Chairman and vice chairman of the subgroups are:

Radio receivers—James D. Secret, Electronic Industries Assn. and George Bartlett, NAB; transmitter—John H. DeWitt, WSM Nashville, Tenn. and Gordon Sherman, WMAY Springfield, Ill.; interconnecting facilities—Elmer Pothen, AT&T, and John Hayes, Post-Newsweek stations.

The mission was given last month to NIAC by the civilian defense office of the Dept. of Defense (BROADCASTING, Feb. 4). It calls for the committee to

investigate the feasibility of a broadcast warning system which will provide an instantaneous alarm on a 24-hour-a-day basis with a capability of reaching 95% of the population.

Under the present Conelrad method, radio stations are alerted by the North American Air Defense Command via the press teletype facilities of the AP and UPI. Stations broadcast a special signal which alerts government and public installations with receivers equipped to receive the special code.

One of the major elements in any new alerting system will be the establishment of transmission standards to actuate radio and tv receivers. A major factor, it is presumed, will be how to reach receivers that are not turned on.

The system will be used, probably, for other peacetime purposes, like weather warnings, threats to life and property, etc.

NIAC is a special committee comprising representatives of broadcasting and communications services formed to advise the FCC on defense communications.

## NAB still opposes proposed fm table

The FCC last week received over 25 reply comments to its proposed fm table of assignments (BROADCASTING, Dec. 24, 1962), although the deadline for the rebuttal comments has been extended to March 18.

Outstanding among the comments, which ran mostly along the lines of requesting specific channels allocated to specific areas, was that of the NAB. The NAB mainly renewed its opposition to the commission's planned assignment table and reiterated its former views (BROADCASTING, Nov. 5, 1962).

The NAB urged that the commission definitely state its intention to protect existing fm stations, that operate in excess of the power and antenna height allowable in their zone under the new assignment table, with a 'grandfather clause.' The association restated that the proposed table is too rigid and urged a policy of assignments based solely on mileage separations and administered on a "go-no-go" basis be adopted.

Much out of tune with the other comments was that of the Illinois Broadcasting Co., licensee of three fms, which told the commission that the proposed assignment table was a good idea. But, it said, provisions for unused channels should be made. If a channel goes unused it should be planned to reassign the channel, providing it meets with mileage separation requirements.



### *puzzle:* **Tees for Twos**

One balmy afternoon, Frank Grindley, Jay Walters and Bob Gilbertson, three good men and true in the Harrington, Righter & Parsons sales organization, were business-lunching with three agency time-buyers, to wit: Bob Decker (Ted Bates), Jim Lavelle (Dancer, Fitzgerald, Sample), Jim Kelly (Leo Burnett, Chicago).

To clear their heads before they grappled with their new expense account forms (and to limber up their bent left elbows), one of the men suggested a brisk 18 holes. Each HR&P man teamed with his guest.

Lavelle, Decker, Kelly and Walters shot 106, 102, 100 and 94 respectively, which indicates the difficulty of the course rather than the curvature of the elbows. Grindley and Gilbertson shot a 96 and a 98, but since they hadn't put their names on their scorecards, it was some time before they figured out whose score was which.\* When they finally identified their cards, it was discovered that two of the twosomes had the same total score. Walters' partner beat Grindley's partner.

How were the men teamed? Tee off on this problem and win a small trophy.

*\* Our team knows the score when it comes to sales; so do our clients. For well-above-par results they lean heavily on such audience-pleasing WMAL-TV spot carriers as Maverick, Thriller, SurfSide 6, Checkmate, Championship Bowling, Girl Talk, Trails West, and Bachelor Father.*

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

**wmal-tv abc**

Evening Star Broadcasting Company

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

WASHINGTON, D. C.

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

# FTC IS TARGET OF PROBE

## Dingell subcommittee seeking to aid the little man tied up by regulatory agencies' long, red tape

A new House subcommittee will soon begin examining the regulatory agencies especially the Federal Trade Commission—with an eye on improving and speeding up their procedures, it was learned in Washington last week.

The new unit will be a subcommittee on regulatory agencies operating under the Select Committee on Small Business. Its chairman, Rep. John D. Dingell (D-Mich), is known to broadcasters for his efforts to prevent the FCC from breaking up clear radio channels.

Meanwhile, proposed hearings to look further into complaints from small businessmen that they are not getting a fair opportunity to buy prime time from television stations and networks probably will be shelved. (A subcommittee headed by former Rep. Dale Alford (D-Ark.) had said there was substance to the complaints and recommended further hearings [BROADCASTING, Dec. 10, 1962]).

**Little Guys' Complaint** ■ The small businessman suffers the same problem with all regulatory agencies, according to Rep. Dingell. Owners of small radio stations seem to get a better break from the FCC than do businessmen working with other agencies, Rep. Dingell has said. But the 36-year-old Detroit lawmaker also has had differences with the FCC. "They can process the little guy to death," he has said.

However, the FTC will be the subcommittee's main target, it was learned and the subcommittee's approach will be cautious and respectful. Rep. Dingell is well acquainted with FTC Chairman

Paul Rand Dixon. They worked together on drug and other legislation when Chairman Dixon was chief counsel of the Senate Antitrust and Monopoly Subcommittee and Rep. Dingell was ranking Democrat on the House Commerce Committee's Finance and Commerce Subcommittee.

**Dixon Well Regarded** ■ The congressman holds Chairman Dixon in "high regard," although he is understood to be nonetheless concerned about the FTC's slow procedures, which in Rep. Dingell's opinion can put a small businessman out of business before he can obtain relief from a complaint.

Despite Rep. Dingell's determination to see the FTC's procedures improved, he is known to oppose the agency and Chairman Dixon's efforts to obtain cease-and-desist powers. Such authority could work against the small businessman, Rep. Dingell believes, the merchant could be tied up by a court order, possibly unfairly obtained, until his business folds from delay in other FTC procedures.

## Only 3 on FCC still want drop-ins

The FCC proposal to drop in vhf channels at substandard separations in eight two-station markets has apparently lost much of its steam. Some of the commissioners are said to have had second thoughts about the effects the drop-ins would have on the development of uhf television.

A majority of the commission was believed to favor the proposal, which would provide the markets with a third vhf network outlet (CLOSED CIRCUIT, Feb. 11). But the discussion of the commissioners last week revealed a deep split among them.

The matter is not expected to come up again until the commission's meeting Feb. 27 because Chairman Newton N. Minow will be out of the country this week as a member of the U.S. delegation to a United Nations conference in Geneva.

**Three Supporters** ■ Although no votes were taken, the proposal last week reportedly had had only three hard-core supporters—Commissioners Frederick W. Ford, Rosel H. Hyde and T. A. M. Craven.

Reportedly opposing it in varying degrees were Chairman Minow and Commissioners Robert T. Bartley and Robert E. Lee.

Commissioner Lee, who was said to be the most vigorous opponent of the

proposal, is the commission's staunchest supporter of uhf television. But Chairman Minow and Commissioner Bartley were also said to have had some misgivings about the effect the drop-ins would have on the development of uhf television. Commissioner E. William Henry is considered, thus far, as the "swing man."

Chairman Minow, however, was said to have suggested an alternative approach—approve the drop-ins with the proviso that those granted the channels be required to surrender them after an unspecified number of years and accept uhf channels in their place.

The eight proposed drop-in markets are Baton Rouge, La.; Birmingham, Ala.; Charlotte, N.C.; Dayton, Ohio; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa. and Oklahoma City (a shift of ch. 5 from Enid).

**Petitions Filed** ■ Meanwhile, there was a stirring of renewed concern about the proposal on the part of uhf broadcasters. The Assn. for Competitive Television filed a petition with the commission last week asking for time in which to comment on the proposal in view of the "changed circumstances" resulting from the passage of the all-channel receiver act.

The association is understood to feel that, in passing the act last year, Congress went on record as favoring the development of uhf television and that, as a result, dropped in vhf channels would not be in the public interest.

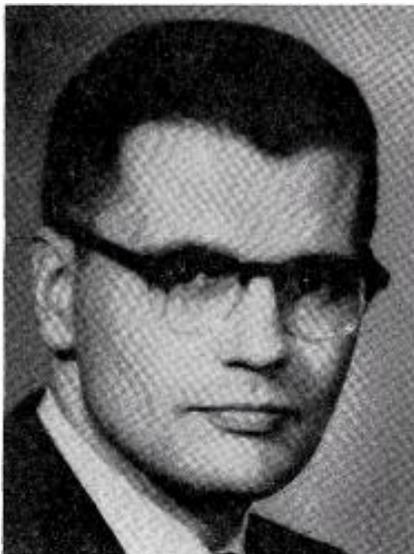
In addition to the association's filing Taft Broadcasting Stations and Springfield Tv Broadcasting Corp. notified the commission they are interested in obtaining uhf channels in Dayton.

Taft, in a supplemental comment on the Dayton drop-in proposal, said the addition of a vhf channel in Dayton would be inconsistent with the intent of the all-channel bill. The company said the only possible reason the commission could have for considering the addition of a third vhf channel is that it doubts a uhf station would be built in Dayton.

But, it added, Taft is prepared to build a uhf station there—and one that would have greater coverage than a "squeezed-in" vhf station—provided it was assured another vhf channel would not be added. Taft said it was prepared to file a request for a rulemaking for a uhf channel and to apply for it.

Taft owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus (both Ohio), WBRC-AM-FM-TV Birmingham, Ala. and WKYT-TV Lexington, Ky.

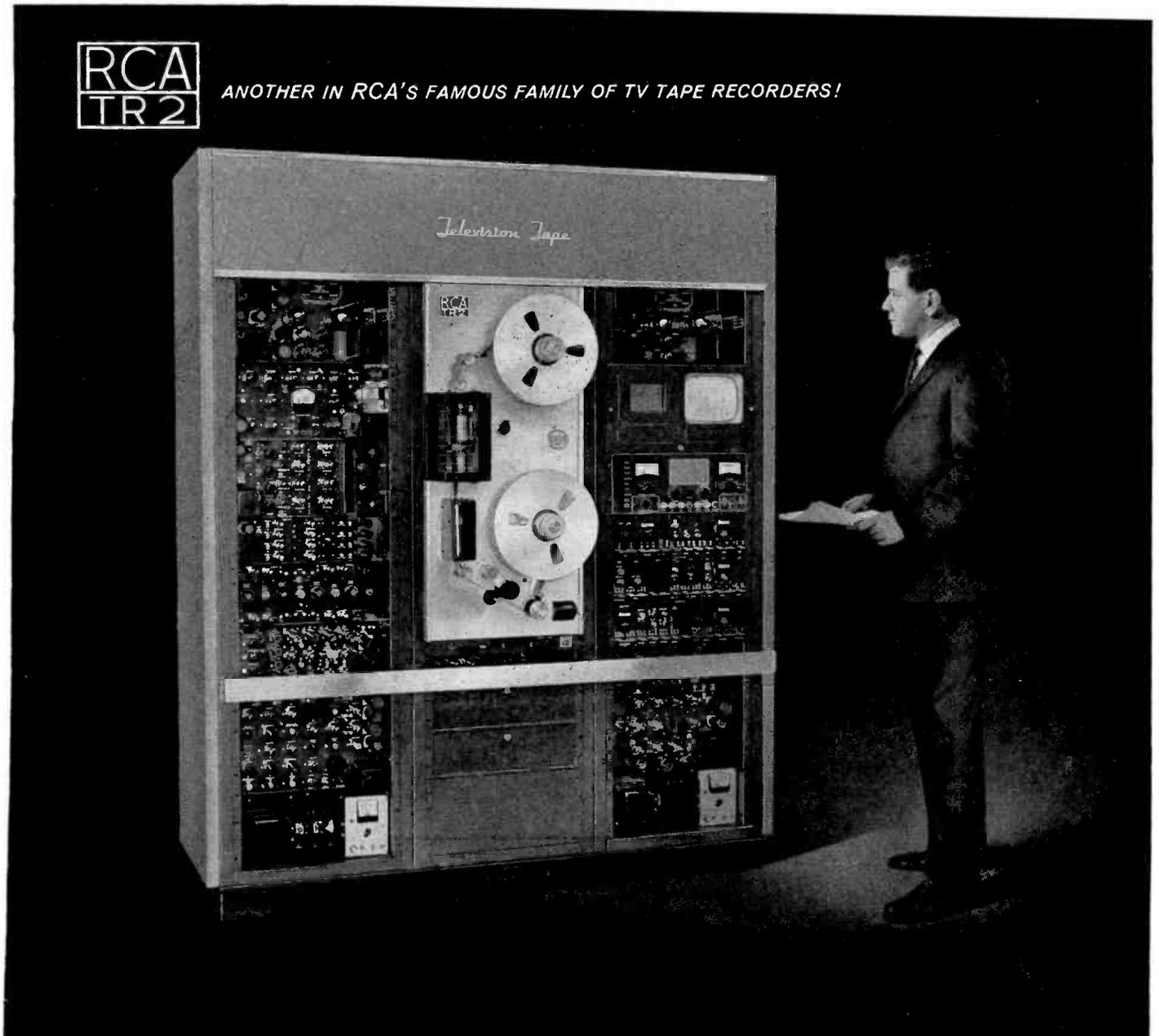
Springfield TV (WWLP Springfield, Mass.) asked the commission to delete ch. 38 in Connerville, Ind., and assign it to Dayton. The company noted that ch. 22 is now assigned to Dayton but that the station to which it was granted, WONE-TV is now dark.



Rep. Dingell

RCA  
TR 2

ANOTHER IN RCA'S FAMOUS FAMILY OF TV TAPE RECORDERS!



## Universal TV Tape Recorder

The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

**STUDIO AND MOBILE MODELS.** The studio model is available in a single (3-rack)

cabinet 70" wide, 84" high, and 24" deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66" high, 24" deep, and 50" wide. Both models are designed for adding color.

**ACCESSORIES.** The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

### Outstanding Features

- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories



The Most Trusted Name in Television

# DID EXAMINER ERR IN CH. 12?

## FCC counsel protests bypassing of Mack's diary; maintains all 3 applicants should be disqualified

The FCC General Counsel's office told the commission last week that the hearing examiner in the Jacksonville ch. 12 *ex parte* case had erred in reaching his decision without giving any weight to diary entries of then Commissioner Richard Mack.

Associate General Counsel Hilbert Slosberg, in oral argument, said the entries would help provide background for an alleged commitment given by Mr. Mack to one of the stockholders in WFGA-TV, which subsequently was given the grant. Mr. Slosberg called this commitment "the salient feature" in the case.

Chief Hearing Examiner James Cunningham, following a hearing on *ex parte* charges two years ago, had cleared WFGA-TV of any implication of wrongdoing, but recommended that the August 1956 grant be voided because Mr. Mack participated in the decision after improper representations were made to him by the two losing applicants. Mr. Cunningham also recommended that the losing applicants,

Jacksonville Broadcasting Co. and City of Jacksonville, be disqualified (BROADCASTING, April 6, 1962). City has withdrawn its application.

The General Counsel's office has maintained all three applicants were guilty of *ex parte* contacts and should be disqualified.

**Examiner Supported** ■ Bernard Koteen, counsel for WFGA-TV, argued that the case against the licensee, Florida-Georgia TV Co., was based on circumstantial evidence and that after a thorough examination the examiner had found no evidence on which to conclude the company was guilty of *ex parte* activities.

Joining Mr. Slosberg in attacking the initial decision—but for different reasons—were attorneys for Jacksonville Broadcasting Co. and the City of Jacksonville. Both said there was nothing in the record to implicate them in any improper activities.

Mr. Slosberg, in discussing WFGA-TV's role, said the hearing record included evidence, including some 20 en-

tries from Mr. Mack's office diary, which would help explain "how and why" the alleged commitment, to Mitchell Wolfson, was made.

But, he said, Mr. Cunningham had ignored the entries as "incompetent," although he had admitted them in evidence. Mr. Wolfson originally owned 5% of Florida-Georgia, and Wometco, which his family controls, 15%. Wometco now owns 47.5% of the company.

Mr. Slosberg said the commission should either consider the entire record or, if it agrees with the examiner's procedure, to reopen it to permit the General Counsel's office to submit new evidence. In exceptions to the initial decision last June, Mr. Slosberg said the General Counsel's office would call several witnesses if the record were reopened, including Mr. Mack. The former commissioner was involved in all six *ex parte* cases reviewed by the commission.

**Orlando ch. 9 Cited** ■ Mr. Koteen, in urging the commission to affirm the examiner's finding that Florida-Georgia was innocent of *ex parte* contacts, cited the FCC's decision in the Orlando ch. 9 case. In both cases, he said, the evidence was circumstantial. And in the Orlando proceeding, he added, the com-

## VOA's new Greenville facility doubles Voice's power

The Voice of America's new Greenville, N.C., transmitting facilities have doubled the Voice's power. Dedicated Feb. 8, the 4.8 mega-

watt shortwave transmitting system strengthens the Voice's competitive position against communism. But the U.S. is still third behind Radio

Moscow and Radio Peking, said Edward R. Murrow, director of the U.S. Information Agency, the Voice's parent.

The new power at Greenville is necessary to overcome the penetration and number of Communist broadcast hours, USIA said. While the Voice now broadcasts 740 hours a week in 36 languages, Russia airs 1,205 hours weekly and Red China 787 hours each week.

Its new power is being used by the Voice in five ways:

- To put a clear, direct signal into areas where only weak or intermittent signals went before: Central America, West Africa and Scandinavia. What were once considered good reception areas in parts of Europe, Latin America and North Africa now are receiving a signal "strong enough to lean on," reported Henry Loomis, director of the VOA, who heard tests of the signal during a January inspection tour.

- To feed programs relayed from VOA headquarters in Washington, D. C., to relay stations in Africa and the Far East.

- To replace VOA transmitters in Wayne, N.J., and Brentwood and



The Voice of America's new Greenville facilities were examined at dedication ceremonies there Feb. 8. Getting an explanation on some of the equipment from Howard DeLong (l), the Voice's project manager for design of the \$23 million system (l to r): Allan S. Austin,

president of the firm bearing his name which conceived the Greenville design and engineering; Fred Blackburn, USIA project manager; Richard F. Wittenmyer, manager of Austin engineering and research; and Edward R. Murrow, director of the U. S. Information Agency.

mission found that the sworn denials of the Mid-Florida principals were sufficient to overcome the implications of wrongdoing (BROADCASTING, Jan. 14). He said the commission should, therefore, reach the same conclusion regarding Florida-Georgia.

Regarding the alleged commitment by Mr. Mack, Mr. Koteen said that Mr. Wolfson "categorically denied" such a contact. The alleged commitment was reported by Rep. A. Sydney Herlong Jr. (D-Fla.), who had called Mr. Mack at the request of Jacksonville Broadcasting. Mr. Koteen also said Rep. Herlong testified that Mr. Mack might have made the comment merely to "brush him off."

Mr. Koteen added that although other individuals were said to have made *ex parte* contacts in behalf of Florida-Georgia, all denied them and no evidence was developed that refuted their statements.

Mr. Koteen also questioned the commission's right to void the grant. He said that since no appeal or other action was taken to stay the grant, the case is closed. Under questioning, he said the commission could now move against Florida-Georgia only through revocation or denial of renewal proceedings.

**Losing Applicants Protest** ■ Both

Schenectady, N. Y., now considered obsolete. Planned annual operating costs of Greenville (\$2.4 million) may be offset in part by the retirement of the obsolete facilities, the Voice reports.

■ To provide an internal communications link to overseas posts from which USIA correspondents may feed reports to Washington (via Greenville) for incorporation in programs later fed from Greenville back overseas.

■ To give the Voice an emergency communications system. Many of the agency's own messages have been sent by cable. Greenville gives the Voice a facility to develop instantaneous communication between U. S. posts overseas and Washington.

Completion of the Greenville complex is only one step along the way in the Voice's modernization program. Improvements are being made at Wooferton, England, and on the Island of Rhodes, and in the U. S. at Bethany, Ohio, and Delano and Dixon, Calif. Another major transmitting operation is being constructed in Liberia where the Voice is installing six 250 kw and two 50 kw transmitters at a cost of about \$13.9 million.

Charles Murchison, appearing for Jacksonville Broadcasting, and John Rafter, for the City of Jacksonville, said there was no evidence to show that the principals of their applicants made *ex parte* contacts.

Mr. Murchison said James Stockton, president of Jacksonville, who was found by the examiner to have attempted to influence the commission *ex parte*, was simply trying to secure an impartial decision by the commission. Mr. Murchison said Mr. Stockton, a prominent Jacksonville Democrat, was concerned about reports his competitors were attempting to use political influence against him at a time when a Republican administration was in office.

According to Mr. Murchison, the examiner found only that an attorney representing Jacksonville had gone to see Mr. Mack but had never spoken for the company. Mr. Murchison said the attorney, Jack J. Daniel, "didn't say another word" after Mr. Mack told him he intended to vote for Florida-Georgia.

Mr. Murchison, like Mr. Slosberg, urged disqualification of Florida-Georgia because of *ex parte* activities.

Mr. Rafter said that although the City of Jacksonville was no longer an applicant, it wanted to clear its name of any charges stemming from the examiner's decision. The examiner found the City guilty of *ex parte* activities because a city commissioner, J. Dillon Kennedy, hired an attorney, Miles H. Draper, to "neutralize supposed political pressure in Washington."

Mr. Rafter said that Mr. Kennedy had acted without any official authorization or even the knowledge of his fellow commissioners. Therefore, he said, City shouldn't be held responsible. Furthermore, he said, there was no evidence that Mr. Draper actually attempted to influence the commission.

The oral argument was heard by five commissioners — Acting Chairman Rosel Hyde, Frederick W. Ford, Robert T. Bartley, E. William Henry and Robert E. Lee.

## The FCC last week...

■ Granted Frontier Broadcasting Co.'s application for a new tv station on ch. 3 in Sterling, Wyo. The station is to have a power of 27.7 kw and an antenna height of 780 ft. The commission stipulated that the grant is subject to a final action on Frontier's application for renewal of license of KFBC-TV Cheyenne. Main principals of Frontier are: Cheyenne Newspapers Inc. (*Wyoming Eagle and State Tribune*) 24.4%; estate of Tracy S. McCracken 20%; F. R. Ricketson Jr. 17%. The McCracken estate owns Cheyenne Newspapers. Frontier also owns KFBC Cheyenne and KSTF (TV) Scottsbluff, Neb.

■ Granted the U. of Maine a construc-

tion permit for a new noncommercial educational tv station on ch. 12 in Orono. The new station will operate with a power of 229 kw and an antenna height of 990 ft. U. of Maine is also applicant for another etv station on ch. 10 Presque Isle.

■ Designated for hearing the application of WIXX Oakland Park, Fla., for a license to cover its construction permit. Hearing will concern charges by City Council of Oakland Park that WIXX has reneged on its original programming proposal (general market format) in favor of an all Negro format (BROADCASTING, Jan. 14). The FCC has denied station a program test authority pending the outcome of the hearing.

■ Granted request by KBOM Mandan-Bismarck, N. D., that station be allowed to stay on the air until March 3. KBOM's license was revoked by the commission last December (BROADCASTING, Dec. 24, 1962) because it deceived the FCC and made unauthorized transfers of stock ownership, and was consequently ordered off the air by Feb. 17. The extension, which would be for 14 days, is in order to service Mandan until the application of Capital Broadcasting Inc. for the 1270 kc outlet can be processed. The commission waived its am freeze to accept the application by Capital fearing that Mandan would be left without a first service.

■ Received two requests from operating radio stations asking for a waiver of the commission's am application freeze and that it accept their applications for major changes. WCBQ Whitehall, Mich., requested acceptance of its application to move the station's transmitter site nine miles to North Muskegon because it is in financial difficulties and the move would give a greater service area. For the third time KODA Houston asked for consideration of its application to increase its power to 5 kw from 1 kw, so that it might provide service originally planned for. KODA said commission refusal to consider the application is unlawful. KODA told the commission that an increase in power to 5 kw would in no way interfere with other outlets and would free itself from interference.

■ Assigned uhf ch. 16 in Cotati, Calif., for noncommercial educational use and deleted that channel from Pittsburg where it had been assigned as a commercial channel. Assignment of ch. 16 in Cotati had been requested by Sonoma State College Foundation Inc.

■ Granted a waiver of am freeze order and accepted for filing the application J. W. Dunavent for new daytime am station on 1600 kc, 500 w, in Eminence, Ky. Application will be available for processing March 26.

## Harris proposes 1964 Sec. 315 suspension

A bill introduced in the House last week would set the same ground rules for radio and television coverage of the 1964 presidential campaign that was followed in 1960, the year of the "great debates."

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, Monday (Feb. 11) proposed suspension of Sec. 315's equal time requirements for nominees for the office of President and Vice President.

Hearings will be scheduled "in the near future," Rep. Harris said.

Similar legislation was introduced in the Senate last month by Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee (BROADCASTING, Jan. 21). No hearing date has been set.

Partially freed of Sec. 315's restrictions in 1960, broadcasters presented a series of debates between then Senator Kennedy and Vice President Nixon. President Kennedy committed himself to giving his opponent a similar opportunity to debate on television and radio in 1964, if he is the Democratic candidate.

## KICA-TV tells FCC of competition from catv

KICA-TV Clovis, N. M., last week supported the FCC's proposed rule to restrict catv systems' use of microwave facilities and described the station's difficulties in competing with a catv system operating in Clovis.

KICA-TV, a CBS and ABC affiliate, told the commission that its programming is duplicated by the Clovis catv system, which is owned by Midwest Video Corp. The Midwest system carries the signals of KVII (TV) and KFDA-TV both Amarillo, Tex., ABC and CBS affiliated, respectively. The Clovis catv also carries KGNC-TV (NBC) Laredo, Tex., and KSWs-TV Roswell, N.M., which is also NBC but carries ABC and CBS on a secondary basis. KICA-TV further noted that these four stations are more than 100 miles from Clovis.

The Clovis station said that Midwest has refused to acknowledge KICA-TV

requests to be included among the signals carried by the catv system. Competition is "grossly inequitable and unfair" and KICA-TV's economic existence is threatened, the station told the commission.

## Rhode Island Tv takes ch. 6 case to court

An unsuccessful bidder for ch. 6 New Bedford, Mass., attacked the FCC's action of last July authorizing WTEV (TV) in that city to move its transmitter closer to Providence, R.I.

Rhode Island Television Inc., principally owed by Providence businessman Robert Riesman, contended last week in the U.S. Court of Appeals in Washington that his application should have been accepted by the FCC and that it should have been placed in a hearing with WTEV's request to move its transmitter. The commission refused to accept the Rhode Island Television application on the ground that the channel

was already occupied by WTEV. WTEV at that time had asked for permission to move its transmitter site from Martha's Vineyard to Tiverton, R.I. The FCC granted this move July 31, 1962. WTEV began operation at its new site Jan. 1.

Rhode Island Television also asked the FCC to revoke the ch. 6 grant to WTEV on the ground the station had not been constructed on time, and also to reopen a rulemaking proceeding of eight years ago involving the proposed move of ch. 6 from New Bedford to Providence.

The argument was heard by Circuit Judges David L. Bazelon, George T. Washington and Warren E. Burger.

## WQAD-TV grant attacked by losing applicants

The FCC's 1962 grant of ch. 8 Moline, Ill., to Moline Television Corp. (WQAD-TV) was attacked by the four losing applicants last week in the U.S. Court of Appeals in Washington.

The unsuccessful applicants charged that the FCC did not penalize Moline Television for what they claimed was a lack of a complete survey of the community to determine program content. They also alleged that the commission placed undue emphasis on previous broadcast experience by some of the principals of Moline Television.

WQAD-TV is headed by Frank P. Schreiber, former Chicago television station executive.

Contending for the Moline frequency are Community Telesharing Corp., Midland Broadcasting Co., Illiway Television Inc. and Tele-Views News Co.

The appeals court panel comprised Circuit Judges Henry W. Edgerton, Walter M. Bastian and John A. Danaher.

## BROADCAST ADVERTISING

# WTOP Radio's research 'breakthrough'

## NEW STUDY GOES BEYOND THE BOXCAR FIGURES FOR DETAILED DATA

A breakthrough in "numbers" research—one that pins down an advertiser's likeliest prospects in a station's total audience—is being announced today (Feb. 18) by Washington's WTOP Radio.

The new research goes beyond the so-called boxcar numbers of program ratings and shows audience composition in terms of how many are beer drinkers, or coffee users (by type of coffee), or automobile drivers, camera owners, etc.

In all, the study breaks down the audiences of six leading Washington

radio stations and shows, for each station, this type of ownership and usage information on each of more than 45 major and small appliances and more than 25 food and drug products.

In addition it gives for each of the six stations information on listening patterns, household financial activities, entertainment patterns and many other areas.

**More Realistic** ■ Thus, according to Lloyd W. Dennis Jr., vice president and general manager of WTOP, an advertiser in almost any category can see just

how many users of his product—or allied products—are reached by the various stations and then can place his advertising on this "much more realistic basis, rather than on the basis of total audience alone." Mr. Dennis explained: "One station may have twice as much total audience as another, but if the other station has more users of his type of products, then the advertiser would be wasting much of his effort—and probably paying higher rates, too—if he bought on total audience alone."

Tests using parts of the survey find-

# BUY

That very highly survey-rated\*,  
CBS affiliated,  
Personality activated,  
Civic-minded motivated,  
Sales results premeditated,  
Cowles station in Des Moines

# NOW!

\*See Oct.-Nov. Nielsen  
and Nov.-Dec. ARB  
for the highest ratings  
we've ever received.



# KRNT-TV

*"One of the great news stations in the nation"*

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.

Represented By The Katz Agency



Phillip W. Wenig (l), president of SRDS Data Inc., shows some computations from WTOP Radio's "Radio Audience Profile Study of the Washington, D. C., Market" to (l to r) Maurice Webster, vice president and gen-

eral manager of CBS Radio Spot Sales; Lloyd Dennis Jr., vice president and general manager of WTOP, and Alvin C. Dubinsky, research and development supervisor of SRDS Data Inc.

ings under actual selling conditions, Mr. Dennis said, brought advertiser and agency response that "far exceeded even our most enthusiastic expectations. As a result, we consider this multi-dimensional research study to be the most important and far-reaching development for providing support information in the intelligent use of the radio medium.

"We have broken through the 'circulation barrier' and predict that this is the beginning of a new era in broadcasting research."

He compared the new research to an incandescent bulb in "the candlelight era" of audience research and predicted it will lead to equally great advances in sales and research sophistication over the next several years.

**1,000 Households** ■ Conducted for WTOP by SRDS Data Inc., the study encompassed personal interviews in almost 1,000 households, using 20-page questionnaires whose findings filled more than 100,000 punchcards and then were transferred to tapes for quick access via computers.

The useful data thus computer-stored would fill a "report" reaching from floor to ceiling and still leave much valuable data to be mined, one spokesman reported. Mr. Dennis put it this way:

"Because of the complex nature of the study and the fact that literally thousands of cross-tabulations are involved, WTOP Radio is not releasing it as a

general published report.

"However, any qualified agency or client seeking sophisticated audience and consumer profile information about the Washington market is free to call upon us and we will be happy to tell them what we can provide. WTOP Radio wants to do everything possible to contribute to the intelligent and successful use of radio advertising by clients both new and old."

**Research Milestone** ■ Phillip W. Wenig, president of SRDS Data Inc., said he was confident that "this study represents a true milestone not only in broadcast research but in all media research." It sets the pattern, he said, "for the highly sophisticated computerized material that the industry has been demanding of late."

Mr. Wenig said that before starting the field work for WTOP his company "had been testing and perfecting research techniques for more than two years for just this type of research study. Thus we knew beforehand the things we could do and the pitfalls to avoid. Even so, we spent considerably more time re-testing the procedure until we were absolutely certain that the most exacting standards had been met."

In announcing the study, titled "A Radio Audience Profile Study of the Washington, D.C. Market," Mr. Dennis said:

"For almost a decade I have been

convinced that broadcasters were neglecting first-class research which probes deeply as well as broadly. We've measured circulation almost exclusively. We know that there are nearly 200 million radios owned by Americans and that they are purchasing new sets at the rate of over a-million-and-a-half each month.

"But what is sorely needed is research which goes beyond boxcar numbers; which probes in terms of what the advertiser wishes to accomplish and in terms of the specific audiences he wants to reach.

"Such research, properly conducted, is not cheap. But what is even more costly is for responsible segments of the industry to continue to go on without it. That is why WTOP Radio has undertaken what we believe to be the most ambitious and far-reaching study ever made by any station. We wanted to be able to relate radio audience profiles, station by station, to the advertiser's consumer profiles and to be able to report on them in depth. This we have succeeded in doing. . . ."

## Tv tie-in campaigns termed successful

The successful use of television during tie-in promotion campaigns was outlined by two speakers at an Association of National Advertisers clinic in New York last Thursday (Feb. 14).

E. A. More, advertising director of the Formica Corp., a division of American Cyanamid Corp., described an overall tie-in promotion project for the company, covering national building materials manufacturers, model homes, consumer magazines, exhibits as well as tv. In the television tie-in Mr. More pointed out, Formica appealed to its large number of furniture customers through commercials on CBS-TV's *Eye-witness* program, offering a shoppers guide of 40 furniture manufacturers using Formica in their products. Formica, Mr. More indicated, is enthusiastic about all types of tie-in promotions.

J. F. Donovan, vice president of advertising and public relations for A.M.F. Pinspotters Inc., told the ANA clinic the details of an "effective" tie-in promotion conducted in 1961 with Beecham Products (Brylcreem and Silvikrin) during the summer months when bowling activity is low. A "bowl free" tie-in promotion was developed, he said, offering any person buying either Brylcreem or Silvikrin one free game at an AMF-equipped bowling center. Beecham advertised the offer on its commercials on three tv network shows and AMF spotlighted the promotion in bowling magazines and newspapers. The results for both AMF and Beecham, Mr. Donovan concluded, were "spectacular."

# I'M DICKENS...HE'S FENSTER Music by **IRVING SZATHMARY**



**IRVING SZATHMARY** began his career as an arranger with the original Benny Goodman and Artie Shaw bands and has since achieved distinction as a composer and conductor in radio, TV and films, and for many top artists, including Diahann Carroll. He composed and conducted the score of the prize-winning U.N. documentary on narcotics and he has arranged, composed and conducted for both CBS and NBC. He joined BMI in 1955.

BROADCASTING, February 18, 1963

and there are 104 other  
regular network programs  
which use **BMI** music.

\*  
**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE,  
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

# REP KILLS GROUP SALE PLAN

## McGavren-Guild charges it's a form of rate-cutting; Eastman Co. defends practice against critics

Station representative McGavren-Guild Co., New York, last week announced it had abolished its station group selling plan.

And with this news, Daren F. McGavren, the rep's president, charged that "group plans have degenerated into nothing more than well planned and highly embellished forms of rate cutting under a fancy title."

Mr. McGavren's attack brought an immediate response from Robert E. Eastman & Co. which also has a group selling plan.

Mr. Eastman, president of his rep firm, counter-charged that the withdrawal of the plan by one rep firm and accompanying "attempts to condemn and devalue all group selling" amounted to "an admission of weakness because group selling has been part and parcel of the broadcasting industry ever since NBC hooked up its first network many years ago."

Other station rep firms which have station group selling plans—Blair Radio and H-R Representatives are prominent—declined comment. Several other reps use the plan as an occasional selling approach.

In group selling a rep firm offers a package time rate to an advertiser that contracts for a spot schedule on all of the stations, using one invoice, one billing. Packages usually carry special rates.

**Katz Accounting** ■ The Katz Agency

said it doesn't offer a package at a discounted rate but encourages advertisers to buy any combination of its stations at card rate, and for simplification a multi-station buy can be made with a single order and invoice because of Katz's "accounting" procedure.

Mr. McGavren averred that group selling plans "undermine the prestige of the radio industry, taint the representatives who sell with them, and, via guilt by association, sully the reputations of participating stations which have normally rock-hard, unyielding rate cards."

He indicated also that some advertisers have come to use the plan in a "cynical" manner by expecting its use "as a matter of course, and then demand discounts." He said, too, that advertisers—some with small budgets—will have reps put together special groups to fit the budget and "with sometimes as few as four to six stations."

Mr. McGavren charged that group selling plans often place the buyer in the position of ordering "marginal stations" that he ordinarily would not include on his list. He asserted that many "leading station" managers have objected because "they are identified with secondary outlets with flexible cards." Mr. McGavren cited a delay in advertiser payment to some stations when others in the group fail to submit bills and affidavits on time, and said the

### Spot tv up 17% in '62

Spot television gross time billings will total \$721,212,000 in 1962, Television Bureau of Advertising announced today in a preliminary report. The total represents a 17% increase over the \$617,398,000 in time billings in 1961. The fourth quarter in 1962 totaled \$197,759,000 compared with \$177,827,000 for the like period the year before, or an increase of 11.2%. In computing the dollar increase, the bureau estimated it was more than \$284,000 for each day of the year in 1962—a total of more than \$103.8 million.

group plan tends to restore stations into "the rigid category of networking."

**Bonus Spots** ■ At one time, Mr. McGavren said, group plans were offered to advertisers that were new to radio, and the outcome was to give impetus to the medium when it was "lying fallow." But now they amount to "wholesale rate cutting" with some instances of bonus spots for buys of say 10 spots weekly.

Mr. McGavren also referred to an FCC warning that stations avoid entering agreements to set combination rates (that is, several stations within a single market) (BROADCASTING, Feb. 4). Though group radio selling by reps entails stations in different markets, Mr. McGavren expressed the opinion that group plans "may sometimes involve stations with overlapping coverages" and cautioned that the government's attitude might ultimately harden to include all sales groupings.

Mr. Eastman declared that if a group selling "concept and execution are poor, then it follows that the plan itself must also be ineffective and eventually be withdrawn." He said that a "prime prerequisite is a list of strong major radio stations," and listed such "prestige" advertisers as Union Carbide, Kitchens of Sara Lee, Champion Spark Plugs, the Kellogg Co., Mystik adhesive products, Groves Labs and Vick Chemical Co., as using the Eastman plan.

It was noted by McGavren-Guild spokesmen that the rep firm had its group selling plan operating nearly a year and had 35 stations participating. The plan, they said, accounted for approximately \$500,000 worth of national-regional business.

Though not discussed, there's another, underlying reason for some reps' increasing chagrin over major group selling plans—that is, the competition they present for the national advertising dollar over and above the competition from the four radio networks.



Mr. McGavren



Mr. Eastman

At odds over group sales plans



## MY STARS!

*Look what's been added to Complete Range Programming!*

Such famous CBS Radio stars as Garry Moore, Arthur Godfrey, Leonard Bernstein and Art Linkletter have joined our regular WJR personalities. And complete CBS news and public affairs resources have been added to our broadcasting schedule. That makes Complete Range Programming *more* complete than ever before.

The "something for everyone" found in this kind of variety programming increases our ability to lure listeners from our 115-county four-state Great Lakes market.

The millions of loyal WJR listeners drawn from more than 17 million folks in this market will be *more* loyal now that they can *stay* tuned to our station to hear these famous personalities . . . as well as their favorite cultural programs, music shows, farm reports, homemaker shows, news reports, live variety shows and sports coverage.

And happy WJR advertisers should be absolutely starry-eyed when their Henry I. Christal representative explains that this increased potential is included in just *one* buy . . . WJR.

**WJR** DETROIT  
760 KC 50,000 WATTS

# Substance, image go together in advertising

## ENLARGE QUALITY, COLLINS TELLS HOUSTON AD FORUM

Advertising, constantly under attack from many sides, can best enhance its "image" by improving its "substance," NAB President LeRoy Collins said last Friday (Feb. 15).

This is because "advertising's image and its substance are one and the same," he said in remarks prepared for delivery before the Houston Ad Forum. He noted that great improvements have been made in recent years but stressed that the industry still faces the chal-

lenge of enlarging and refining the quality and responsibility of advertising.

"It is of tremendous credit to the advertising profession that it frankly has been undertaking many positive steps to accomplish just that," the NAB president said. He expressed special pride in the efforts of the NAB Code Authority to improve the quality and ethics of broadcast advertising.

There is such a thing, Gov. Collins

said, as good taste in advertising in stressing that *how* a product is sold can be of just as much value as how *much* is sold. "Whether you want to put it in terms of a social obligation, a more intelligent assessment of the changing educational standards of the population, a hard-nosed dollar-and-cents business proposition—or all of these rolled together—advertising in this country is going to have to make some fundamental major improvements . . ."

Number 1 ■ Noting advertising's "phenomenal" growth in recent years, he predicted that broadcasting cannot escape becoming the Number 1 advertising medium in the future. And with this growth, he said, it is "little wonder that more and more thoughtful people these days should be expressing a deeper interest in and concern about advertising."

The best way to answer attacks is not to advertise the good facets of advertising but to improve its quality, he said. What is most significant is the *kind* of advertising we have in the U. S., where advertising and the American economic system are forever mutually interdependent.

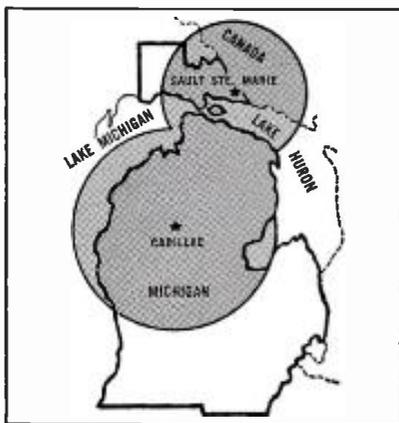
The governor, in his prepared text, did not mention cigarette advertising on tv, a subject which has caused him to become embroiled in controversy because of his past published beliefs (BROADCASTING, Jan. 21, Dec. 3, 1962). However, he did point out a recent survey in which respondents felt that advertising has an unhealthy influence upon children and causes people to buy things they should not.

He criticized the "play-it-safe philosophy" which exists in the minds of many tv advertisers to avoid controversy. "This is unfortunate, for the American people are not childish," Gov. Collins said. "They can tell when they are being protected and programmed down to. I think both advertisers and broadcasters are going to find an increasing resentment [to such programming]. And those advertisers who are not afraid of backing programs which stimulate thought, arouse reactions and even step on toes are going to find themselves increasingly more and more respected by the public."

### Warren forms N.Y. agency

Douglas Warren, former vice president and account supervisor, Smith/Greenland, New York, has formed his own advertising agency, Douglas Warren Agency, which absorbs Krukowski & Symington, advertising production house.

Members of new agency include Jan Krukowski, creative director; Thomas Symington, in charge of new business; and Joseph Supline, art director. Among accounts is Mettemunk Ltd., a Danish frozen pastry producer.



## Here's more real growth!

Yes, we've *greatly* increased our audience. The November, 1962 NSI and ARB are glad some things. They show that WWTV/WWUP-TV have increased their audience almost miraculously over November, 1961 — have increased their superiority over Station "B" by as much as 590%.

Upstate Michigan is as yet America's greatest "undiscovered opportunity," to many advertisers. 874,100 people. Retail sales, nearly a BILLION.

If you want to increase sales in Michigan as a whole, use the *easy* place to do it! Ask Avery-Knodel, Inc. for the proof.

**AM-TV-RM**

*The Folger Nations*

**RADIO**

WVVO KALAMAZOO-BATTLE CREEK  
WJLP GRAND RAPIDS  
WJEP FM GRAND RAPIDS-KALAMAZOO  
WVTR FM SAULT STE. MARIE

**TELEVISION**

WVVO-TV GRAND RAPIDS-KALAMAZOO  
WWTN CADILLAC-TRAVERSE CITY  
WVTR-TV SAULT STE. MARIE  
KELM-TV L'ECHELLA, MICHIGAN  
FRONT-TV GRAND ISLAND, N.Y.

# WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

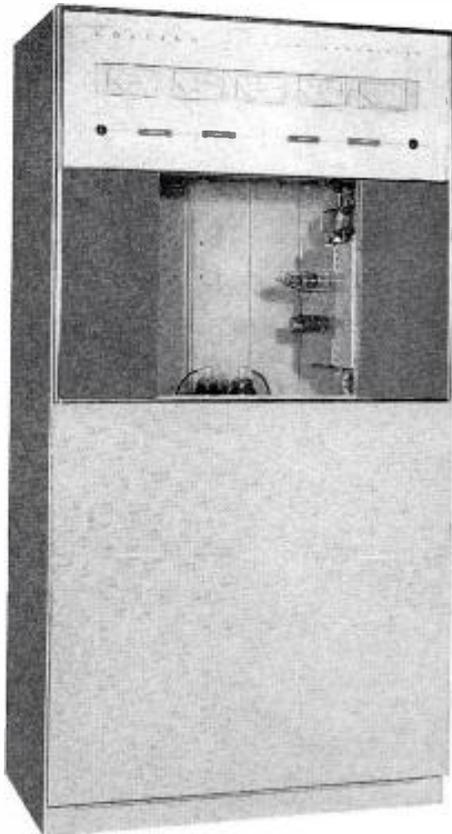
CHANNEL 9 / CHANNEL 10  
ANTENNA 1440' A. A. T. / ANTENNA 1214' A. A. T.  
CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

# We'll swap, Even up!



THIS . . .



FOR THIS



The search is on, and it offers you a chance to get a new Collins 20V-3 transmitter absolutely free. We're looking for the oldest Collins 1 KW (or less) AM transmitter still in use as primary broadcast transmitting equipment. If you have it, we'll swap a new 20V-3 for it — and it won't cost you a cent. We're even paying shipping charges on both transmitters. Your only expense will be installation of the new transmitter. □ So, if you have a Collins 1 KW (or less) transmitter, take a good close look at it. It could be the one we're after. Then write us a letter, describing its history and send along the type and

serial numbers, if you know them. If yours is the oldest reported by the deadline date, we'll get the 20V-3 to you as soon as is practicable. Read the simple rules, then send a letter to J. L. Taylor, Dept. BC, Collins Radio Company, Cedar Rapids, Iowa.

**COLLINS RADIO COMPANY**  
Cedar Rapids • Dallas • Los Angeles  
• New York • International, Dallas



Here are the simple rules:

1. Your transmitter must be 1 KW or less and be in primary service—not a standby.
2. It must be property of the original owner OR be the original installation with no major modifications.
3. Collins will replace the transmitter with a new 20V-3, paying all shipping charges, but the winner must install the new transmitter at his own expense.
4. The old transmitter becomes the property of Collins Radio Company. The winner, upon accepting the new transmitter, agrees to use of the owner's name and/or station name in subsequent promotional activities of Collins Radio Company.
5. Letters must be postmarked prior to midnight, March 1, 1963.
6. In case of tie, the first transmitter reported will be considered.
7. Offer is limited to the continental United States.

## Different surveys, different results

### AIR, PRINT ARGUMENT ON STRIKES' EFFECTS CONTINUE

The Bureau of Advertising of the American Newspaper Publishers Assn. and the Radio Advertising Bureau last week traded charges and counter-charges over the effects of the newspaper strikes in New York and Cleveland on consumer spending.

The background to the dispute started several weeks ago when the Bureau of Advertising, using Federal Reserve Bank figures, said there was a dip in consumer spending in New York and Cleveland and indicated strongly that this decline was attributable to the newspaper strikes. Shortly thereafter, RAB issued a critique, based substantially on a commissioned survey, that the federal reserve declines resulted from stores spending in other media (radio, tv, magazines) only a fraction of what they normally would be spending for newspapers (BROADCASTING, Feb. 11). RAB also stated that federal reserve figures reflect only department store sales and cannot measure wider sales patterns.

The Bureau of Advertising, citing RAB's pronouncements, issued a state-

ment Feb. 12 claiming the RAB survey shows that the New York and Cleveland newspaper strikes appear to have a "significant impact even on consumer spending for necessities." The bureau claimed that RAB's study "unwittingly" proved the efficacy of the newspaper medium, adding that is "evident from these figures [cited in the RAB survey] that women are consciously postponing their shopping for major purchase items for which newspaper advertising is relied upon strongly."

RAB struck back at the Bureau of Advertising's interpretation of its study on Wednesday (Feb. 13). RAB pointed out that it had acknowledged in its original announcement on Feb. 11 that "newspapers are an important part of any market's media mix," but insisted that the newspaper strikes have not affected consumer spending to the extent claimed by the Bureau of Advertising. It urged the newspaper bureau to stop "quibbling with others who have done field research" and suggested that the Bureau of Advertising conduct its own original research.

### Chevy test may be key

How soon Detroit auto makers will make significant advertising investments in fm radio may be influenced by Chevrolet's current test of both stereo commercials and programs on WDTM (FM) Detroit. Chevrolet Advertising Manager Jack Izard said, "We will be watching this experiment in fm stereo with great interest."

Chevrolet has bought a 26-week series on WDTM in the Sunday 3-4:30 p.m. period featuring the Boston Symphony orchestra as stereo recorded during its regular performance in Boston. The automaker's agency, Campbell-Ewald Co., Detroit, is producing special commercials for the program to take full advantage of the stereo medium.

Mr. Izard observed that Chevrolet has "traditionally pioneered in the broadcasting field dating back to the early days of radio when we sponsored the first network radio shows." He noted that Chevrolet also was "one of the first to sponsor tv in its formative years."

## Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total \$531, 362, 000.

### IDENTIFICATION--

Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."

Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

## The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep. - Venard, Torbet and McConnell -- Network Rep. - Elisabeth Beckjorden

## NBC-TV reports sales in new Monday shows

NBC-TV's new *Monday Night at the Movies* (7:30-9) and the *Art Linkletter Show* are nearly sold out to advertisers, according to Don Durgin, vice president, NBC-TV sales. *Movies*, which made its debut Feb. 4, is now about 85% sold for its 32-week schedule, while the *Linkletter* show, which starts tonight (Feb. 18), is approximately 70% sold for its 30-week run.

New sponsors (and agencies) for *Movies* include Ford Motor Co. and Liggett & Myers (both through J. Walter Thompson); Lehn & Fink (Geyer, Morey, Ballard); Beech-Nut (Young & Rubicam), and Clairol Inc. (Foote, Cone & Belding). Newly-announced advertisers in the *Art Linkletter Show* are Liggett & Myers (J. Walter Thompson) and Polaroid (Doyle Dane Bernbach).

### Business briefly ...

Procter & Gamble will sponsor the first telecast of San Francisco's Chinese national New Year's Parade on ABC-TV, Feb. 19, from 9:30-11 p.m., advertising Dash dog food and Thrill, new dish-washing liquid. Agency is Dancer-Fitzgerald-Sample, New York.

The Borden Foods Co., New York, has begun a short-term spot tv campaign

# PARADE DOES THE IMPOSSIBLE

*(for any other kind of national medium)*

Now—

## “TARGET-MARKETING”

*concentrates your dollars*  
*where market size*  
*concentrates your customers!*

Here is where the alert national marketer can grab an advantage now possible only through Parade—except at staggering cost!

The huge Parade Jumbo Network of 70 powerful newspapers—best buy for the full-budget advertiser—can now be split by market size to suit your marketing strategy.

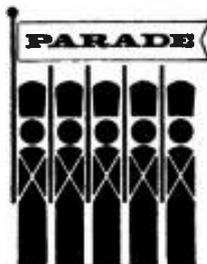
We call it “Target-Marketing”. And when Parade hits, it hits with the cannonball impact of power totally concentrated in the market itself...not the buckshot spray of zone diffusion.

Need extra impact in Nielsen “A” counties? The Parade Big Top Network of 18 newspapers gives you almost 6 million circulation—81% of which is concentrated in Nielsen “A” areas.

Or perhaps America’s great and growing “single-dwelling” markets, backbone of our economy, are your best source of sales. The Parade Bandwagon Network of 52 newspapers reaches more than 5,000,000 homes—2 out of 3 in Nielsen “B”.

Best of all, if you are a national advertiser with special needs, you can get all the power of Parade Jumbo—and “heavy-up” in whichever group of target-markets your sales objectives demand, by using extra space in Bandwagon or Big Top.

“Target-Marketing” gives you three ways to buy each issue of Parade—and an infinite number of combinations for your media planning. This suggests a careful re-study of the Sunday magazine field.



## PARADE

New York: 733 Third Avenue, New York 17, N. Y., 212 TN 7-1100

Chicago: 135 South La Salle Street, Chicago 3, Ill., 312 FI 6-5440

Detroit: 28 West Adams, Detroit 26, Michigan, 313 WO 3-8186

Minneapolis: First National Bank Bldg., Minneapolis 2, Minn., 612 FE 5-3178

Los Angeles: 711 South Vermont Avenue, Los Angeles 5, Calif., 213 DU 1-1271

San Francisco: 114 Sansome Street, San Francisco 4, Calif., 415 GA 1-3846



## COMMERCIAL PREVIEW: Eveready batteries

Another in a series of Eveready battery "power to spare" commercials was filmed last week on a roof above Times Square, New York. (See Picture) Four Eveready alkaline batteries (penlight size) which are claimed to have been powering a transistor radio for 43 hours prior to demonstration, are shown firing 1,000 No. 5 photoflash bulbs arranged on a 12 x 14 foot frame. After this workout the batteries are replaced in the radio by announcer, Chris Schenkel, who then turns the radio on, showing "power to spare."

The one-minute commercial is scheduled for viewing during May, June and July on CBS-TV's *Twilight Zone*, *Alfred Hitchcock*, and *Eyewitness*; NBC-TV's *Saturday Night at the Movies* and *11th Hour* and ABC-TV's *77 Sunset Strip* and *Combat*. William Esty Co., New York, is agency for Union Carbide Consumer Products Co., division of Union Carbide Corp. which manufactures the batteries. Agency producer for the commercial is Robert Badenhausen and Robert Carlisle, president WCD Inc., the producer.

on three New York stations, WOR-TV, WNEW-TV and WPIX (TV), for its cream cheese and Eagle brand condensed milk. The campaign was scheduled to substitute for newspaper advertising during the New York strike, a spokesman said. Agency: Young & Rubicam Inc., New York.

**Chevrolet Dealers of Southern California**, through Eisaman, Johns & Laws, Los Angeles; **Standard Oil of California**, through BBDO, Los Angeles, and **Brown & Williamson** (Viceroy cigarettes), through Ted Bates, New York, will co-sponsor telecasts of 26 games of the Los Angeles Angels baseball team this year on KHJ-TV Los Angeles. The trio also sponsored the KHJ-TV Angels' telecasts last year. **Heritage House Products Inc.** (lawn seeds and lawn aids), Pittsburgh, is buying spot tv, a minimum of 20 and a maximum of 35 per week, in 36 markets. Starting dates for the spots, which

are geared to a male audience, will be mid-March in southern markets and post-Easter in the north. Campaigns will be 6-8 weeks in major and 5 weeks in minor markets. Agency is Wermen & Schorr Advertising, Philadelphia.

## Schick ups ad budget 20%

Schick Inc., Lancaster, Pa., is increasing its 1963 advertising budget by 20%, Robert F. Draper, president, announced last Thursday.

Mr. Draper said the increase would be allocated to network and spot television as well as other media. Schick is a spot tv advertiser in 35 major markets.

While Schick spokesmen declined to comment on last year's advertising budget, available figures on tv gross billing indicate the company spent \$733,202 in network tv in the first 11 months and \$50,450 in spot tv for the first nine months of 1962.

## A-C's competitive spot-buying plan

Compton Adv., Chicago, in behalf of Alberto-Culver Co., effective immediately is instituting a six-market test plan to buy tv spot availabilities competitively through both New York and Chicago station representatives to insure getting the very best buys possible. The buying will continue to be coordinated through Chicago, however.

Alberto-Culver now is spending more than \$1 million a month in spot tv purchases in 31 markets nationally. As explained by Charles A. Pratt, advertising director, the company wants to obtain the most efficient buys possible. Mr. Pratt indicated that while generalities do not apply to all representatives, it sometimes occurs that the New York office of a station representative may have a prime availability turn up through cancellation or some other cause which the Chicago office of the same representative does not have—and vice versa.

The test plan initially will involve Alberto-Culver buying of station availabilities in New York, Grand Rapids, Indianapolis, New Orleans, San Francisco and Seattle. Dick Brown has been assigned by Compton as the timebuyer in New York for the experiment while Cecilia Odziomek, Compton's broadcast supervisor in Chicago, will continue to be chief timebuyer there and will coordinate the test.

The competitive buying experiment was explained to some two dozen Chicago station representative salesmen last week by Andrew E. Zeis, vice president and media director of Compton. All Alberto-Culver products handled by Compton will be involved in the test, he said. Alberto-Culver has been exclusively a tv advertiser and now is spending at the rate of more than \$30 million annually in the medium.

Alberto-Culver's other agency, BBDO, Chicago, is not involved in the test.

## Agency appointments...

- Fuller Paint Div. of Hunt Foods has appointed Young & Rubicam, Los Angeles, as its agency, effective May 1. Young & Rubicam has handled the Hunt Foods advertising for 20 years and transfer of the recently acquired Fuller Paint Div. is in line with Hunt policy of placing all its advertising through a single agency.

- Iberia Air Lines of Spain, Madrid, appoints Lennen & Newell, New York, to handle its worldwide advertising. The 1963 advertising budget is \$1.5 million. The airline services New York, Puerto Rico, Mexico, and principal cities in South America, Africa and Western Europe. The account previously had



# IMPETUS IMPACT IMAGE

**WOC TV 6**

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

**DAVENPORT, IOWA**

THE QUINT CITIES —  
DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

## IMAGE IS A LOOKING GLASS WORD

*Webster says " . . . a mental representation . . . a symbol."*

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.

## The cpm facts of life from F&S&R study

On a cost-per-thousand basis, network tv is the best buy with spot tv in second place, according to Earl Timmons, western region research director for Fuller & Smith & Ross, in a study of comparative media costs.

Of the nine categories covered in the report, network tv was the only one showing a drop in cpm, with spot tv reporting the smallest increase.

The survey shows network tv's cpm in 1961 was \$86, compared to \$100 in the base year 1955. Spot tv had a \$103 cpm in 1961.

Network radio showed the only base cost decrease, going from \$100

in base year 1955 to \$88 in 1961. Spot radio's base cost of \$109 in 1961 was the smallest base cost increase.

The largest increase in the F&S&R survey was recorded by magazines, which went from the \$100 base figure to \$160 in 1961, with a cpm of \$125. Newspapers had a base cost of \$126 and cpm of \$122.

The survey concludes that an advertiser trying to stay even today must increase his budget from 6%-10% a year, depending on his media mixture. "Continually growing budgets, it seems evident, must be provided from year to year if a client is to move ahead," the survey notes.

been assigned to various agencies throughout the world for those areas serviced by Iberia.

▪ Kal Kan Foods, Los Angeles pet food manufacturer, to MacManus, John & Adams, Los Angeles, on March 1. Jim McTige, senior account executive, will be in charge. Kal Kan has been served by Fuller & Smith & Ross, and its predecessor agency, Stromberger, Lavene, McKenzie, since 1957.

▪ Glaser Brothers, San Francisco, tobacco and candy distributors to Garfield, Hoffman & Conner Inc., that city, effective immediately.

## Stemmler, 3 others form new agency in St. Louis

Formation of a new advertising agency in St. Louis has been announced by George L. Stemmler Jr., president of the new firm, Stemmler, Bartram, Tsakis & Payne. All four principals were formerly with D'Arcy Adv. Co. in that city. Other members of SBT&P are Larry Bartram, business manager and treasurer; Homer Tsakis, creative director, and Jack Payne, copy director and radio-tv producer. Headquarters will be at 317 N. 11th St.

## Also in advertising . . .

**Katz in Philly** ▪ The Katz Agency, New York, will open a television division in Philadelphia on March 1. The office will be located at 1102 Land Title Bldg. (see FATES & FORTUNES).

**Cole & Weber billings** ▪ Cole & Weber Inc., advertising agency with offices in Portland, Seattle and Tacoma, announced 1962 billing figures of nearly \$9 million, the firm's biggest ever, at its annual meeting in Portland, Jan. 25-26.

**Cost guide to spot radio** ▪ Katz Agency, New York station representa-

tive, has published a sixth edition of *Spot Radio Budget Estimator* which lists the cost of 12 one-minute spots for 13 weeks for 150 different markets. The list includes traffic, daytime and evening time categories and a formula is given for calculating the cost of 12 or 24 spots for 1, 6, 13, 39 and 52 week schedules. The "Estimator" can be obtained from Katz, 666 Fifth Ave., New York.

**New rep** ▪ Mario Messina, a veteran Dallas advertising salesman, has started a new radio-tv regional sales representative firm in that city. The Mario Messina Co., located at 532 Fidelity Union Life Bldg., will also offer consultation services to stations.

**ATS moves** ▪ Advertising Time Sales Inc., national tv-radio station representative, has moved its Chicago office from 360 N. Michigan Ave. to United of America Bldg., 1 E. Wacker Drive, effective today (Monday). New phone: 321-0180.

**New department** ▪ Weed & Co., New York station representative, has begun a sales service department in its main office, to handle time clearances, time changes, order confirmations and other detail work. J. J. Weed, president, noted the new sales service department will free salesmen from detail work and give them more time for selling. Florence Eimer, Weed traffic manager, will head the new department.

**New office** ▪ Venard, Torbet & McConnell Inc., New York station representative, has opened an office in St. Louis at Syndicate Trust Bldg., 915 Olive St. Martin Ludington, formerly senior media buyer at Gardner Adv., St. Louis, will be office manager.

**Reach, McClinton expands** ▪ Reach, McClinton & Co., New York, purchased M. Glen Miller Adv., 8 S. Michigan

Ave., Chicago, whose entire staff moves into Reach, McClinton's quarters in The Prudential Bldg. in Chicago. Agency has "capitalized" billing of \$600,000 and 12-15 accounts (mostly local).

## Chrysler-Hope-NBC planning new series

Chrysler Corp. was reported last week to be close to signing with NBC-TV on a proposed new one-hour series for next season that would utilize the talents of comedian Bob Hope. The program would be scheduled on Friday, 8:30-9:30, preceded most likely by *International Show Time*.

It's reported that Chrysler would assume the entire time and talent cost which is estimated at nearly \$14 million (approximately \$7.5 million for production, talent fees and other costs and \$6.3-6.5 million for time).

Under the arrangement, which was still being negotiated but said to be "85% completed" as of Feb. 14, Bob Hope would perform in eight programs over the 52 weeks and act as host for 22 programs in an anthology series to be produced by Revue Productions.

Young & Rubicam is the agency.

## Rep appointments . . .

▪ WKLZ Kalamazoo, Mich.: Prestige Representation Organization, New York, as national sales representative.

▪ KBAT San Antonio, Tex.: Robert E. Eastman & Co., New York, as national representative.

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

▪ WAIV (FM) Indianapolis: Sumner-Weed Inc., New York, as national representative.

▪ WAVI Dayton, Ohio: Mid-West Time Sales, Kansas City, Mo., as regional sales representative.

▪ WHAY Hartford-New Britain, and WLAD Danbury, both Connecticut: Bob Dore Assoc., New York, as national representative except in New England area.

## FTC: the slices are thinner

National Bakers Inc. of Chicago has been told by the Federal Trade Commission to stop claiming in its advertising that Hollywood bread contains less calories than other breads. In its proposed order, the commission said that Hollywood bread contains just as many calories as other brands and that its claim of lower calories was based on thinner slices. The ruling is not final and is subject to appeal by National.

# WHY YOUNG DETROIT PEOPLE STAY HOME SUNDAY AFTERNOONS



*Famous singing star Brenda Lee with WXYZ-TV dee-jays Lee Allen and Joel Sebastian.*

... to watch their show "Club 1270"\* on WXYZ-TV! Overwhelming acceptance by Detroiters is making it one of the most popular television shows in Detroit. ■ One reason: Guest shots by national recording stars like Brenda Lee and Dion . . . resulting in outstanding ratings for "Club 1270." A special Trendex report showed the pilot for "Club 1270" viewed on New Year's Eve received 49.6 share of the audience, reached 267,800 homes and was watched by 1,499,600 people. An impressive rating of 24.0 put "Club 1270" far out in front of the competition. ■ Proof that WXYZ-TV delivers the programming and personalities to reach the right people at the right time. When your media plan calls for concentrated television coverage let WXYZ-TV deliver for you.

*\*The frequency of sister station WXYZ Radio.*

## **WXYZ-TV DETROIT**

AN ABC OWNED TELEVISION STATION

## CBS BLOCKS IN NIGHTTIME SCHEDULE

### Gleason renewal fills in last remaining blank spot for fall

CBS-TV, as has been expected, is the first of the three tv networks to make final its preliminary nighttime program schedule for the next season.

The schedule as now fixed by CBS-TV for 1963-'64 resembles the network lineup reported by BROADCASTING on Feb. 11 but with a few changes in time periods.

The Sunday night schedule: *My Favorite Martian* at 7:30, *Ed Sullivan* at 8, *Judy Garland* at 9, *Candid Camera* at 10, and *What's My Line?* at 10:30.

Monday night: *To Tell the Truth* at 7:30, *I've Got a Secret* at 8, *Lucy Show* at 8:30, *Danny Thomas* at 9, *Andy Griffith* at 9:30, and *East Side, West Side* at 10-11.

Tuesday night: *Marshall Dillion* at 7:30, *Red Skelton* at 8, *Whistle Stop* (formerly titled *Ozark Widow*) at 9, *Jack Benny* at 9:30, and *Garry Moore* at 10-11.

Wednesday night: *CBS Reports* at 7:30, *Real McCoys* at 8:30, *Beverly*

*Hillbillies* at 9, *Dick Van Dyke* at 9:30, and *Danny Kaye* at 10-11.

Thursday night: *Password* at 7:30, *Rawhide* at 8, *Perry Mason* at 9, and *The Nurses* at 10-11.

Friday night: *The Free and the Brave* at 7:30, *Route 66* at 8:30, *Twilight Zone* (half-hour version) at 9:30, and *Hitchcock* at 10-11.

Saturday night: *Jackie Gleason* at 7:30, *Phil Silvers* at 8:30, *The Defenders* at 9, and *Gunsmoke* at 10-11.

The final word on how the schedule probably will look in the fall came with the definite renewal Feb. 13 on *The Jackie Gleason Show: The American Scene Magazine* for next season in its Saturday night period. CBS-TV president James T. Aubrey Jr. in announcing Mr. Gleason's show will return, said the program would take a summer vacation in June.

An apparent characteristic of next season's schedule will be the slotting of one-hour shows in the 10-11 period

nearly each night of the week. This is true of CBS-TV except for Sunday.

**Other Programming** ■ In other programming moves preparing for the next season:

NBC-TV appeared to be making progress in its program scheduling. Latest development was a negotiation—still to be "100% confirmed" last week—involving Chrysler Corp., Bob Hope and Revue Productions (earlier MGM had negotiated but then declined) for a new one hour show that would be slotted Friday, 8:30-9:30 with Chrysler picking up the whole tab (see story, page 38).

Featured would be a Revue-produced anthology of 22 shows and eight Bob Hope specials. Cost for time and talent is estimated to be nearly \$14 million, with Chrysler committing for all of the hour.

NBC-TV also seemed inclined to place *Grindl* (half-hour comedy starring Imogene Coca), a Screen Gems show, in the Sunday, 8:30-9 period, under the sponsorship of Procter & Gamble. Still in doubt was the Monday, 7:30-9 period where the network may yet decide to continue to program motion pictures.

## 'Blasphemous' NBC skit decried by congressmen, viewers

A satiric skit and an unusual rendition of the "Lord's Prayer" on NBC-TV's *Today* were labeled "a blasphemous betrayal of God" by protesting viewers and Southern congressmen last week.

The network was asked to apologize by a Mississippi affiliate which carried the program and congressmen asked the FCC to investigate.

NBC said as of Thursday (Feb. 14): "No comment." (Network executives viewed a tape of the program on Thursday.)

The FCC last week asked NBC for a transcript of the controversial program segment and told complaining lawmakers that it would investigate. A transcript was provided the FCC, it was learned.

This is what happened:

In the 7-7:30 a.m. portion of the Feb. 8 broadcast of *Today* (7-9:00 a.m., EST, M-F) a group of satirists from a Greenwich Village revue called "The Premise" presented several "improvised" sketches. One portrayed the death of a Southern politician given the compound name "Faubus Rankin Barnett." "Mr. Barnett" approached the gates of heaven where he was met by the Lord, represented as a Negro. Seeking admis-

sion "Mr. Barnett" was refused by the Lord and was banished to "utter darkness."

This scene was followed by what protesting viewers described as a "jazzed ridiculing of the 'Lord's Prayer.'"

**'Worst' Reaction** ■ Before the performance ended protest calls began to reach WLBT (TV) Jackson, Miss. "It was one of the worst reactions to any nationally-televized program we've ever had," said Fred L. Beard, general manager. "The network showed no respect for God," Mr. Beard said.

Sen. James O. Eastland (D-Miss.) wired FCC Chairman Newton N. Minow: "If the FCC rules and regulations are not now sufficient to prohibit programs in such bad taste and so shocking to ethical and spiritual considerations, please advise me what steps will be necessary to prevent such blasphemous content in television programs hereafter."

Rep. Arthur Winstead (D-Miss.) also protested the program to the FCC, seeking an investigation.

Rep. John Bell Williams (D-Miss.), ranking member of the House Commerce Committee, forwarded complaints sent him to Chair-

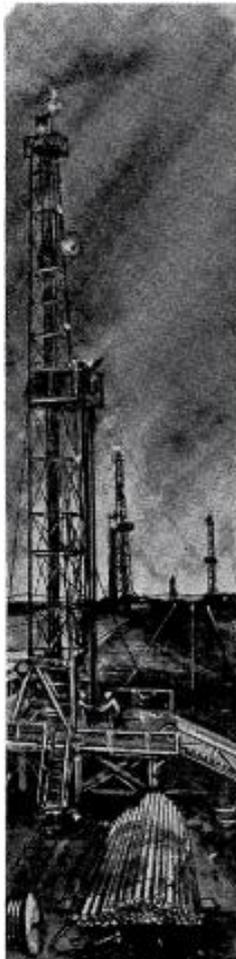
man Minow and asked his comments.

Apparently the producer and director were unaware of what was to be performed, Mr. Beard said, "As many things as a network does, they're bound to make mistakes." He added, "I always audition an act before I put it on the air."

The WLBT manager said as soon as the protests were brought to his attention he telephoned NBC in New York to inform the network of the reaction. He was told to put the information in writing and address it to "Carl Lindemann," of NBC News, which produces *Today*, Mr. Beard said. He did. Mr. Beard asked the network for either a tape recording or a transcript of the portion of the program involved.

In his wire to Chairman Minow (a copy of which was sent to NBC President Robert E. Kintner), Sen. Eastland forwarded a protest sent to him from the Women for Constitutional Government in Jackson. "I share the indignation of these incensed ladies and ask that the blasphemous content of this program be investigated by the FCC," the senator said.

None of the protesting officials said they'd seen the broadcast themselves.

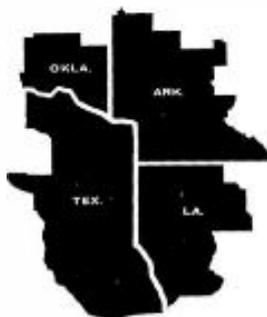


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 is  
**Your**  
**Best Buy**

From the East Texas Oilfields  
 To the Arkansas Timberlands

KTBS-TV reaches a 1.5 billion dollar market of 1.1 million buyers\* . . . beaming ABC exclusively to homes in southwestern Arkansas, southeastern Oklahoma, northwestern Louisiana and northeastern Texas, including famed Panola County in the heart of the East Texas oil country. The station's continued excellent coverage of this extensive and influential market is an important reason for you to specify KTBS-TV, Channel 3, Shreveport, Louisiana.

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SHREVEPORT, LOUISIANA

CHANNEL 3

**KTBS-TV**

**K** THE KATZ AGENCY, INC.  
 National Representatives

E. Newton Wray, President and General Manager

THE BEST IN SIGHT



## Local viewing opinions sought by ANTENNA

MORE QUERIES TO FOLLOW, IF FIRST IS SUCCESSFUL

Letters were in the mail last week to over 5,400 "informed and influential citizens" of 216 U.S. communities, asking their cooperation in a "research project of critical importance to the television industry."

The letters, written on letterheads of Daystar Productions, producer of the *Stoney Burke* series currently on ABC-TV, were signed by Leslie Stevens, executive producer. They read, in part: "Whether television will reach its great capacity is dependent in large part on the viewer and upon his viewing habits. Thus, it is proper for Daystar Productions, an independent television production company, to establish direct communication with the viewer and with local opinion-makers. To do this, Daystar has established Analysis of Nationwide Television Entertainment and News—a non-profit association; the project is called ANTENNA. You are one of 25 residents of your city to be contacted by ANTENNA. . . . Your response can be of significant value in helping television achieve its finest potential."

With the letters went questionnaires,

four-page forms with 44 questions that probe the respondent's viewing habits and his opinions of what he watches on tv or what he would like to watch if it were available. In addition to questions about programs specially liked (and specially disliked), the ANTENNA questionnaire asks about tv's educational value and how it might be increased; whether the respondent notices any significant difference in the programming of the three tv networks and, if so, which he prefers and why; whether his tv news viewing supplements or replaces his newspaper reading and which medium is the most unbiased and has the ablest reporters.

**Too Much?** ■ Other questions ask if the respondent thinks "there is an over-emphasis on sex in television," or "an over-emphasis on violence" and whether "some group outside the television industry (governmental or otherwise) should control television programming." There are also questions about movie attendance and what the respondent thinks about pay tv. Probably the most important are the two final questions: "Is television, in general, living up to

its potential?" and "Is television a force for good in the United States?" Each is given ample room for comment.

The names of the individuals to whom the letters were sent—civic and business leaders, educators, clergymen, newspaper editors, service club presidents, city officials and the like—were derived from lists sent Daystar by chambers of commerce in response to a query made last fall (BROADCASTING, Oct. 22). "We wrote to 260 chambers and heard from 200 of them, with lists of up to 200 names, which we cut down to an average of 25," Mr. Stevens said last week.

The response to the questionnaires will be carefully analyzed, Mr. Stevens said. "If it's a hodge-podge, or a mass of contradictions, with no significant results, ANTENNA will dwindle and disappear. But if we find the answers significant, as we hope, we'll follow the first questionnaire with others, probably sending out about one a month. This first questionnaire was purposely broad in scope. Future forms will narrow the field to discuss a specific topic, such as science fiction. It's a fact that 25% of the front pages of the newspapers are devoted to news with a scientific tie-in, such as the *Polaris* or the *X-15* or *Telstar*. If the editors are right, the American public is vitally interested in science. Well, what we want to know as producers of tv programs is: Is there a potential audience for science fiction shows on tv? Or we might ask about shows that have gone off the air to the wails of tv columnists that they were too good to be dropped. What about it? Were these shows really so good? If they were brought back, perhaps in a different time slot, would they do any better the second time?

"Then, after we've established a rapport with the people on our list and they've become accustomed to filling out our forms, we'll ask them to question the members of their own particular group about a specific program or program type. That way, we'll be turning our limited list of opinion leaders into a mass survey of the public at large."

**Second Survey Started** ■ Along with the national survey, Daystar is launching a second survey on the local level, with questionnaires going to 1,500 high school and college teachers in the Los Angeles metropolitan area. Asked why Daystar feels that the expense of conducting these surveys is justified, Mr. Stevens said: "We're a young, rich company."

"That may sound facetious, but I'm serious. We can afford to make the survey and, if we're right in our thinking, they'll pay for themselves over and over again. Research has long been considered an essential activity for any business which hopes to win the public

## NOW! SPECIAL COMMERCIAL RATES FOR THE AD INDUSTRY AIRWAYS RENT-A-CAR



CHEVROLET IMPALA

Until now you practically had to be a big corporation to qualify for low commercial rent-a-car rates. But Airways has changed all that. You, as an individual, can enjoy the same fine services provided by the largest systems, yet at considerable savings. Choose from new Chevrolet Impalas and other fine cars. There are no hidden charges at Airways. Rates include gas, oil and insurance. No waiting in line at a rental counter . . . simply call Airways when you land and, by the time you pick up your luggage, the car is there. Take advantage of this special commercial rate — rent from Airways!



For free directory and commercial rate card write • AIRWAYS RENT-A-CAR SYSTEM • 5410 W. Imperial Highway, Los Angeles 45, California • Offices in over 90 cities • A few select franchises still available.

THE NATION'S FOURTH LARGEST AND FASTEST GROWING RENT-A-CAR SYSTEM



G. B. "GUS" AYDELOTT, President  
of the progressive "Main Line Through The Rockies"

# DENVER...

***nation's fastest growing area!***

Colorado, in the heart of the Rocky Mountain West, is a part of the fastest growing area in the United States.

Men such as Walter C. Crew and G. B. "Gus" Aydelott represent Denver-based companies contributing to Colorado's growth. In ten years the Denver & Rio Grande Western Railroad has located 115 new industries on its route. The Denver Union Stockyards, the largest sheep market in America and one of the world's most important livestock centers, exceeds \$1 million in receipts each marketing day.

KLZ Radio and Television are proud to contribute to the growth of the rapidly expanding Rocky Mountain West.

**KLZ-AM-FM-TV**

CBS  DENVER

**TIME-LIFE BROADCAST, INC.**

WALTER C. CREW, President  
of a \$1 million-a-day industry



favor. Again and again you'll hear executives of big business concerns say that most of their revenue today comes from products that weren't in existence 10 years ago. In every business but show business, that is.

"Show business is completely frivolous. Instead of audience research, it spends its money on producers' hunches and it's no secret that even the most successful producers have their failures, far too many of them. Well, Daystar is going to be different. We feel it's just good business sense to do a little research to find out whether we're spending our production dollars as wisely as we might be."

### 'Hootenanny' replacing 'Mr. Smith' on ABC-TV

Folk music is coming to ABC-TV. The network announced that *Hootenanny* will be slotted in the 8:30-9 p.m. period on Saturday, starting April 6, with Jack Linkletter as host of the weekly show. It had been reported some months earlier that the series would be placed on ABC-TV probably as a replacement show. As such, it replaces *Mr. Smith Goes to Washington*, which made its entry this season.

Among the talent: The Limelites, the Clancy Bros., Theodore Bikel, the Chad Mitchell Trio, Miriam Makeba and others. Advertisers are Chesebrough-Pond's Inc., through Norman, Craig & Kummel; Polaroid Corp., via Doyle Dane Bernbach, and the Procter & Gamble Co., through Dancer-Fitzgerald-Sample.

### Embassy sales near \$1 million in first week

Almost \$1 million in sales were completed during the first week that the Embassy feature film package was offered generally to tv stations, Joseph E. Levine, president of Embassy Pictures Corp., announced last week.

The sales were made to WNBQ (TV) Chicago, WXYZ-TV Detroit, WBNS-TV Columbus, WTIC-TV Hartford, WBAL-TV Baltimore, WTTV (TV) Indianapolis and WKZO-TV Kalamazoo, Mich. Prior to the general release, the package of 33 features, which include *Hercules* and *Attila*, were sold to WOR-TV New York and KHJ-TV Los Angeles.

### NBC-TV renews Carson

Johnny Carson has signed for a renewal of his contract with NBC as host of the *Tonight Show Starring Johnny Carson* for a year, effective April 1, Walter D. Scott, executive vice president of NBC-TV, announced last Wednesday (Feb. 13).

64 (PROGRAMMING)

## KXYZ changes format to suit listeners

### 'QUALITY PROGRAMMING' MOST REQUESTED IN HOUSTON

KXYZ-AM-FM Houston, anxious to cater to the programming desires of its community, asked listeners to state their preferences and pledged that it would abide by the decision of the majority. On two separate days KXYZ placed questionnaires in two Houston dailies and within a week 2,063 responses were in—with a majority clamoring for more "quality programming."

KXYZ has changed its programming accordingly.

The newspaper questionnaires listed 13 program categories, ranging from classical music to humor shows, and asked respondents to check columns marked "more," "less" or "leave unchanged." With responses still coming in, KXYZ reported that a "scant" 10% asked for top-40 fare, while the majority wanted classical, show tunes and standards.

Agricultural, religious and foreign language programming, in that order, were the categories least liked by respondents. Interest in humorous dialogue was also low, and true to its word KXYZ promptly switched a week-day light patter show, which it had begun only on Jan. 1, to a week-end slot.

A breakdown of the questionnaire released by Jack Carnegie, KXYZ manager, shows only 92 of the respondents were aged 18 or under. Over half of these wanted less top-40. A total of 1,087 males and 976 females mailed in their preferences, and three-fourths of questionnaires were from people in the 19-50 age bracket.

Boasting the slogan "the station that

listens to its listeners," KXYZ has cut back talk programs, except for informational shows, and scheduled its news on an hourly rather than half-hourly basis. The station is putting an even heavier emphasis on its good-music format.

"We went all out to determine the needs and requirements of our listening area," Mr. Carnegie said. "In this way we may be able to find out what our listeners really want, rather than operating on the basis of our estimates of their wishes, or the commission's views." KXYZ began its questionnaire campaign partly to reappraise its programming so it could cope with the FCC's license renewal forms.

### Mars adds 18 stations to Dick Clark lineup

*The Dick Clark Radio Show* has added 18 new stations to its lineup in the past month.

The music-interview show, distributed by Mars Broadcasting, Stamford, Conn., is now broadcast in Cleveland, Cincinnati, Albany, Hartford, Conn., Atlantic City and Trenton, N.J., Washington, D.C., Richmond and Norfolk, Va., Winston-Salem, Mobile, Birmingham, Pittsburgh, Syracuse, N.Y., Knoxville, Tenn., Baltimore, Lancaster and Pittsburgh, Calif.

A new technique has been developed by Mars for the show which makes telephone interviews sound like face-to-face conversations. Both Mr. Clark and the interviewee speak into tape recorders while they are talking on the phone. When the interview is over, the tapes are spliced together in the studio.

### 'Let's Pretend' changes hands

Television rights to *Let's Pretend*, children's radio series that ran for 25 years on CBS and garnered more than 50 awards, have been acquired by E. Charles Straus for production by his Century Productions Co. as a half-hour tv series.

Maurissa Jaffe, who had obtained the original *Let's Pretend* radio scripts from the estate of the late Nila Mack, creator, writer and broadcaster of the radio programs, for tv use through her own production firm, Shadowvision Inc. (BROADCASTING, Nov. 26, 1962), has relinquished her rights in *Let's Pretend* to Mr. Straus, she said last week, but is going ahead on plans to produce another fairy tale tv series utilizing the Shadowvision technique.

Mr. Straus has appointed Sam Neu-

BROADCASTING, February 18, 1963



Jack Carnegie, KXYZ-AM-FM station manager, and his secretary, Ann Rodgers, study a copy of Houston's postal zones. The map shows that responses to a KXYZ programming questionnaire came from virtually every economic segment of the city.



*...leave sooner—get there faster!*



*It's there in hours...and costs you less!*

	Buses Daily	Running Time	10 lbs.	20 lbs.	30 lbs.
NEW YORK— PHILADELPHIA	32	2 hrs. — min.	\$1.25	\$1.40	\$1.65
LOS ANGELES— SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI— LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND— NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. It's there in hours... and costs you less.

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OR MAIL THIS CONVENIENT COUPON TODAY**



man as story consultant and head writer on the series, which will be taped in color by the Chromakey system. Production will start before Spring, for broadcasting in the 1963-64 season.

### Film sales . . .

*Steve Allen Show* (WBC Productions): Sold to KFMB-TV San Diego, Calif. Now in 31 markets.

*Debbie Drake Show* (Banner Films): Sold to WAGA-TV Atlanta; WJAC-TV Johnstown, Pa.; WUSN-TV Charleston,

S.C.; WRAL-TV Raleigh; WTRF-TV Wheeling, W.Va.; WNOK-TV Columbia, S.C.; WHIO-TV Dayton; WEAT-TV West Palm Beach, Fla.; KTEN (TV) Ada, Okla.; WITN (TV) Washington, N.C., and KMSP-TV Minneapolis-St. Paul. Now in 112 markets.

*I Search For Adventure* (Banner Films): Sold to WNOK-TV Columbia, S.C.; WPTA (TV) Roanoke, Ind., and KTVU (TV) Oakland. Now in 49 markets.

*Bold Journey* (Banner Films): Sold

to WMTW-TV Poland Springs, Me.; WTEV (TV) New Bedford, Mass.; WPTA (TV) Roanoke, Ind.; WPIX (TV) New York and WTCN-TV Minneapolis-St. Paul. Now in 91 markets.

134 titles from *Films of the 50's* (Seven Arts Assoc.): Sold to KHJ-TV Los Angeles.

*Bomba The Jungle Boy* (Allied Artists Tv): Sold to KGBT-TV Harlingen, Tex.; WALB-TV Albany, Ga.; KTRK-TV Houston; KOAT-TV Albuquerque and WCHS-TV Charleston, W. Va. Now in 61 markets.

## FINANCIAL REPORTS

# CBS SETS RECORD INCOME

### 1962 net earnings 32% better than '61; sales increase almost \$35.5 million

CBS's net income and sales last year were the highest in the company's history, its chairman, William S. Paley, and president, Dr. Frank Stanton, announced last week.

The increase over 1961 alone was an impressive 32%. CBS reported consolidated net income in 1962 of \$29,053,734, compared with \$22,037,828 in 1961, an increase of \$7,015,906.

CBS also reported that consolidated net sales moved upward from \$473,843,945 in 1961, to \$509,269,813, a gain of nearly \$35.5 million.

CBS announced that per share earnings were \$3.27 in 1962 as against \$2.47 per share, a figure adjusted for stock dividend, that was earned the previous year. Cash dividends of \$1.40 per share plus a stock dividend of 3% were paid

in both years, the company noted.

The record earnings were announced Feb. 13, the same day that the company's board of directors declared a first quarter cash dividend of 35 cents per share on common stock, payable March 8, 1963, to stockholders of record at the close of business on Feb. 25, 1963.

### Ling-Temco-Vought seeks registration from SEC

Ling-Temco-Vought Inc., Dallas, Tex. (electronics, aircraft, missiles,) has filed with the Securities & Exchange Commission seeking registration of \$23,264,000 in 4¾% subordinated convertible debentures and \$33,994,000 in 5½% subordinated debentures.

The company proposes to offer these debentures in exchange for outstanding 5½% convertible subordinated debentures and 5¼% convertible subordinated debentures both due October 1971, originally issued by Temco Aircraft Corp.

Under terms of the exchange offer, the company will issue \$40 of the new convertible and \$60 of the non-convertible debentures for each \$100 of the old 5½% debentures tendered for exchange, and \$50 each of the new convertible and non-convertible debentures for each \$100 of the outstanding 5¼% debentures. Lehman Bros. will form and act as manager for a group of dealers planning to handle the offering.

### NGC's first quarter down

National General Corp., Beverly Hills, Calif., 38% owner of National Telefilm Assoc. and owner of five catv systems, reported net income for the first quarter of fiscal 1963 ended Dec. 25, 1962 of \$269,828 (9.5 cents a

share), compared with same 1962 quarter's \$382,390 (13.5 cents a share). Last year's quarter, however, included a non-recurring gain of \$411,270 from the sale of Cinemiracle production equipment, which resulted in an operating loss of \$28,880. Total income for NGC's first quarter was \$10,046,084, compared to \$9,853,388 for the like quarter in the preceding year.

### Disney net profit down; tv revenues increased

Walt Disney Productions had a net profit after taxes of \$1,304,473 (76 cents a share) for the quarter ended Dec. 29, 1962, Lawrence E. Tryon, treasurer, told the annual stockholders' meeting Feb. 5. This compares with last year's first quarter net profits of \$1,669,213 (\$1 a share). Gross revenues for the quarter totaled \$15.3 million, against a gross of \$15.6 million for the same quarter of last year.

Tv revenues were up by \$500,000, chiefly due to the syndication of Mickey Mouse Club; amusement park revenues were up by \$200,000 and miscellaneous revenues by \$500,000, but theatrical motion pictures brought in \$1.5 million less than in that quarter a year ago.

### Financial notes . . .

**Quarterly dividend** ■ The board of directors of Chirurg & Cairns Inc., New York advertising agency, voted to declare a regular quarterly dividend of 12½ cents per share, payable March 1, 1963, to stockholders of record on Feb. 1, 1963.

**Six-month report** ■ Wrather Corp., Los Angeles, whose subsidiaries include Muzak Corp. and tv and motion picture program properties, has reported six-month net income through Dec. 31, 1962, of \$405,279 (23 cents per share). Gross income for the period was \$6,157,293. Figures for the same period of 1961 were: gross income \$6,141,145; net income, \$301,504 (18 cents per share).

### Sarnoff sells shares

Brig. Gen. David Sarnoff, board chairman of RCA, has notified the New York Stock Exchange that he sold 20,000 shares of RCA common stock in January in order to "discharge a private indebtedness and to adjust my personal affairs." He said he still owns 7,288 more shares of RCA stock than he had a year ago.

Gen. Sarnoff provided the information in a report of changes of stockholdings required to be filed by a company officer, director or holder of at least 10% of its shares. He said he believes RCA earnings will increase over the years and hopes to acquire additional RCA common stock in the future, consistent with his financial position.

# 1963 PERSPECTIVE

## Radio-tv outlook good, no matter what EVEN IF ECONOMY FALTERS BROADCASTING PROMISES GAINS IN BILLINGS

Students of business cycles are showing a certain amount of wariness these days, not because the national economy's behavior is bad, but because they can't quite explain it. In a way the same is true of the television economy and, to a lesser extent, radio's.

Television and probably radio seem apt to show at least modest billings gains in 1963 no matter which way the economy bounces, but in some respects nothing seems to be working according to the usual rules.

▪ The general economy was supposed to sag a little the first of this year, but it didn't.

▪ It previously had been given big doses of stimulant, especially in the form of government spending and tax-law revisions to encourage plant and equipment expansion, but it had not responded as it was expected to.

▪ Television, which came out of the 1958 recession with a noticeably reduced growth rate, theoretically should have emerged from 1960-61's downturn with a rate of gain about equal to that of the "mature" media. Instead, it came out moving much faster than either its print brethren or its own 1958-60 track record, and has picked up steam ever since.

▪ Radio's figures are a little vague, but after an uncertain third quarter of 1962 it steadied and then, while a first-

of-the-year slack-off was still being predicted for the general economy, it began to rally and now seems off to the best first-of-the-year start in recent memory.

Such a collection of unpredictable performances is enough to make a soothsayer turn in his crystal ball and chicken entrails, but it has a bright side:

No matter what happens—unless all precedents prove meaningless—the economy stands to lose not much and maybe even gain a little, while television almost certainly, and radio probably, stand to gain at least a little and conceivably could gain a lot.

To some extent this appears to be the outlook for other major media, too. They seem to be enjoying at least some of the benefits—whatever causes they stem from—that are currently casting a warm glow over broadcasting. There is a body of opinion which holds that, even though precise reasons are hard to pin down, 1963 simply looks to be a good year for the entire advertising business.

**Recession Is Possible** ▪ There is nothing to rule out a slight general recession even at this late date, and since the present fair weather followed predictions of cloudy with fog, it is conceivable that the same hind-side-to phenomenon may lead the current mildly

optimistic outlook into unexpected precipitation.

Even at worst, however, economists concerned with the broadcasting climatology seem generally agreed on two points:

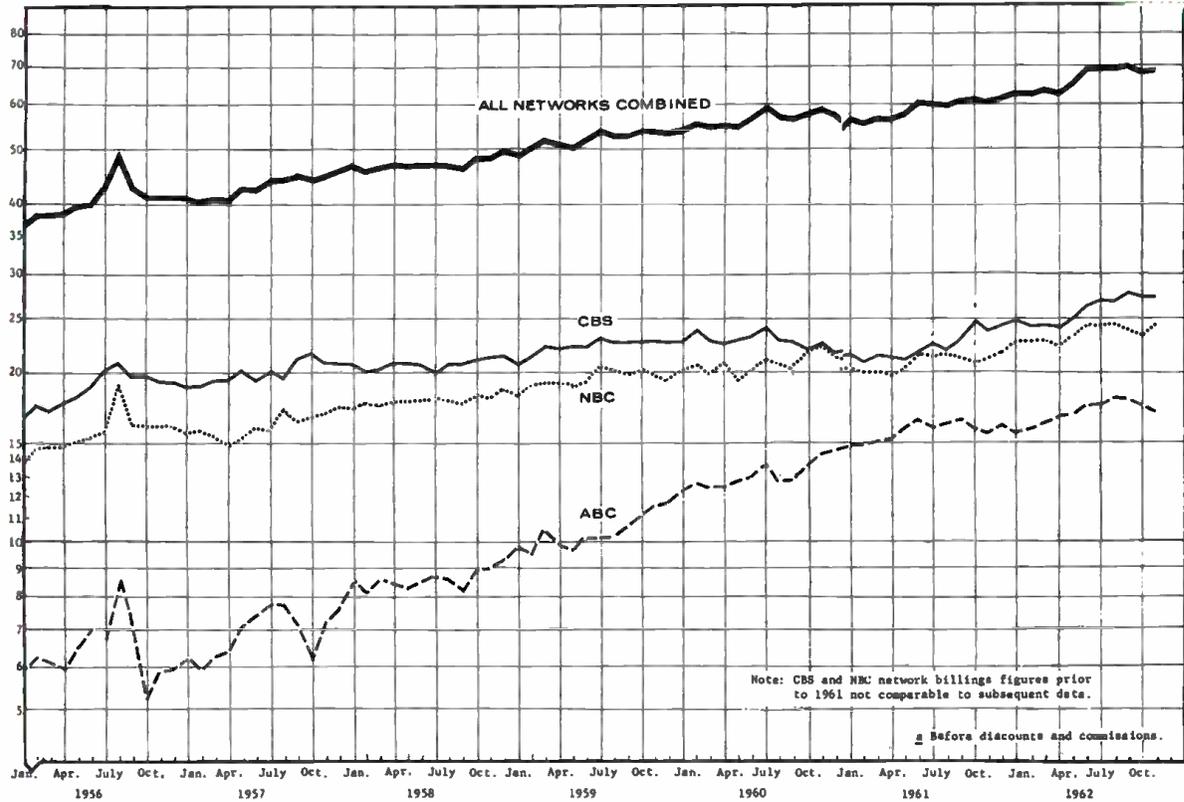
1. A general economic downturn, if one comes, will be mild; and
2. Television business probably would increase even in the face of a mild setback in the general economy, though it obviously would stand to gain more if the economy should rise or hold steady.

Authorities feel, however, that the range between top and bottom of what the economy is apt to do in the next few months is narrow. They don't expect the trend-line to swing much either way, up or down, and thus there is not a big difference between the top and bottom of their predictions for television, either.

Dr. David Blank, head of the CBS Office of Economic Analysis, told the CBS management in a report last fall, when he and most other economists thought a mild recession would develop in early 1963, that he looked for 1963 tv billings gains of "four or five percent, maybe three."

**Revised Forecast** ▪ Now, since the bad weather has failed thus far to materialize, he has revised "four or five, maybe three," to the slightly more op-

### Television network gross billings—seasonally adjusted monthly figures, 1956-1962



Upward and onward is the march of network television gross billings, shown in total in the top line and for the networks individually in the lines beneath. Though there have been occasional downturns, the trend thus

far has always righted itself. The figures, adjusted to account for seasonal variations, cover the period from January 1956 through November 1962. Chart prepared by CBS Office of Economic Analysis.

timistic range of "four or five, maybe six."

In predicting tv gains even when the overall economic outlook was dull, Dr. Blank was expecting—as he still does—that the impetus that had carried television to an "extremely strong" business position would overcome the minor

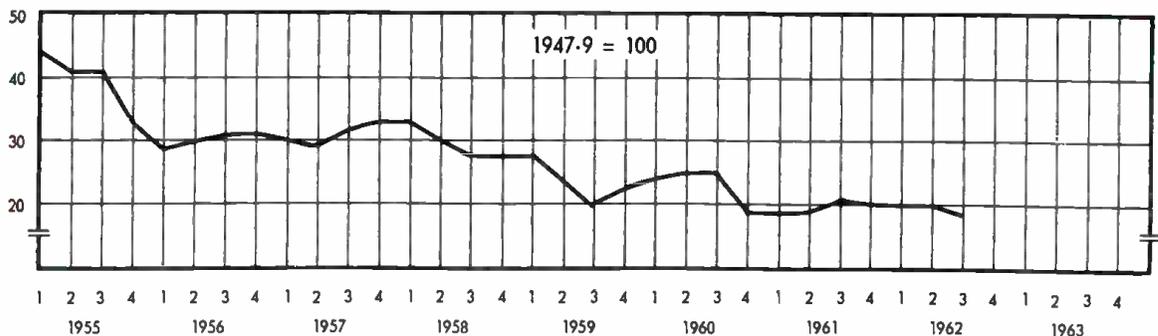
setbacks which a number of economists have predicted for the nation's general economy.

Dr. Blank's forecasts for radio are less precise because its figures are less complete, but in general he expects—as do most broadcasters, apparently—that it will show new perkiness through

the rest of the year.

The commonly advanced forecast for spot radio is for another gain on top of the apparent increases made in 1962 (third- and fourth-quarter figures are not yet available), and much the same outlook holds for local radio sales, which have been the chief source of

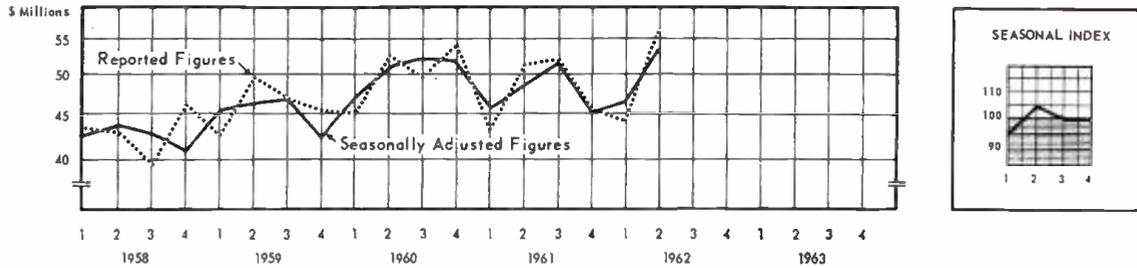
### Radio network index of time sales—seasonally adjusted quarterly figures, 1955-1962



It's been downhill most of the way for network radio billings for more than decade, according to this index (1947-49 billings assumed to equal 100) by CBS. But

authorities feel that, if general economy holds up, network radio may join spot radio in substantial 1963 gains. Seasonally adjusted data to third-quarter 1962.

## Radio spot net time sales—seasonally adjusted quarterly figures, 1958-1962



\* After discounts but before commissions

Ups and downs of spot radio's net time sales are shown here: dotted line depicts seasonal fluctuations in reported dollar figures; solid line shows trend with seasonal variations taken out. Figures for last half of 1962 have not been released; third quarter may have slipped but fourth quarter gained substantially.

radio revenues since 1946.

Network radio, whose quarterly sales charts over the last 14 years resemble a series of rickety ski-jumps, is starting 1963 with more promise than is usual for this time of year. Some authorities believe that if the overall economy

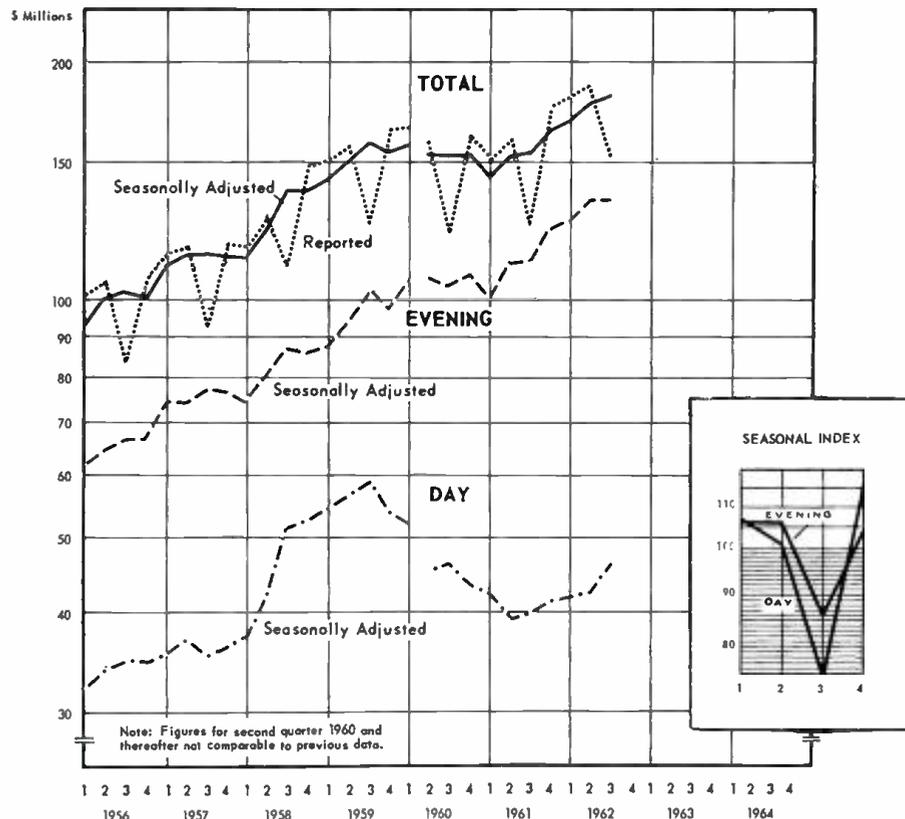
holds up during the first half of 1963 and advances during the second half, then network radio this year may show the first significant gain it has made in a decade and a half.

**Favorable Factors** ■ The factors favorable to the economy's expanding

over the next 12 to 18 months, assuming it gets through the next few months unharmed, are regarded as strong:

The wartime baby boom is today's marriage boom, with more and more new families getting started; the domi-

## Television spot gross billings—seasonally adjusted quarterly figures, 1956-1962



Note: Figures for second quarter 1960 and thereafter not comparable to previous data.

\* Before discounts and commissions

Steady rise in spot tv's gross billings from 1956 through third quarter (latest available) of 1962 is depicted in this chart. "Total" lines show dollar figures as reported from quarter to quarter (dotted), and as those figures

appear after adjustment to eliminate seasonal variations (black line). The lines beneath trace daytime and evening spot billings separately, after seasonal adjustments have been made. Chart is from CBS.

## TELEVISION TIME SALES 1948-1962

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000	....	.....	....	\$ 6,200,000	....	\$ 8,700,000	....
1949	10,796,000	....	\$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+130.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	- 0.1	868,700,000	+ 5.5
1958	424,500,000	+ 7.7	345,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960	471,600,000	+ 5.8	459,200,000	+ 8.3	215,800,000	+ 7.6	1,146,600,000	+ 7.1
1961	480,300,000	+ 1.2	468,500,000	+ 2.0	211,200,000	- 2.1	1,160,000,000	+ 1.2
1962†	514,330,000	+ 7.1	528,743,000	+ 12.9	233,873,000	+ 10.7	1,276,947,000	+ 10.1

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

† 1962 figures estimated by BROADCASTING.

As the tables above and at right clearly show, 1962 was the comeback year for both radio and television. Neither medium had done especially well in 1961: television's curve had flattened out with a gain of only 1.2% over the year before, and radio's actually dipped in a decline of 0.9%.

But the curves were rising again in 1962. Television came in with total time sales nearly \$117 million bigger than they were in 1961. Radio's sales rose a healthy \$57 million.

These are BROADCASTING estimates of net time sales after all frequency and promotional discounts but before deduction of commissions to advertising agencies and station representatives. They are comparable to the records compiled annually by the FCC. The FCC reports for 1962 will not be issued until late in 1963.

**Television** ■ There were no soft spots in television's totals in 1962. Network sales rose by \$34 million, spot sales were

up \$60 million, local sales were up \$22 million. In none of those categories had television shown an appreciable gain in 1961, and in one, local, volume had declined.

**Radio** ■ Local advertising, radio's biggest source of revenue, continued to rise faster than either network or spot. Local business was up \$42 million over 1961, spot was up \$12 million, network was up \$3.5 million. The year before radio had slipped in both local and spot.

As 1963 got underway, all signs pointed toward an even stronger showing this year.

The 1962 BROADCASTING estimates of radio and television time sales were compiled from a survey of stations, as they have been annually since 1935. Tabulations were prepared by the Washington firm of Sinrod & Tash, certified public accountants.

nant age group in the total population is becoming younger, shifting downward to the 20-to-25-year range where much new buying is done; apartment house construction is rising; the great volume of plant capacity built up a few years ago is being used up, and tax-law changes are conducive to new expansions of plants and equipment.

On top of this comes the prospect of tax cuts this year. This likelihood probably contributed to the brightening of the economic psychology that occurred toward the end of 1962. If the tax cuts materialize they are expected to spark up the economy beginning in

the closing months of 1963 (if they don't amount to much, however, reverse psychology may lower the clouds again).

As always, heavy government spending can be counted on as an ever-present stimulant. Perhaps it was more than coincidence that the economists' forecasts for 1963 began to get sunnier at about the time of the Cuban crisis last fall.

Perhaps, too—and this is regarded as mostly speculation—the change in economic psychology played as big a part as anything in the late-1962 improvement in the outlook for advertising in

general and broadcasting in particular. It just may have led advertisers to conclude that, with the likelihood of a slump removed, they could go ahead and commit advertising budgets more confidently than would be the case otherwise.

National advertising as a whole was up a little in the third quarter of 1962—somewhat surprisingly and, once again, contradictorily, because the general economy was in one of its sluggish spells at that time. The consensus seemed to be that advertising's overall advance could be attributed in good part to television, which then as now

## RADIO TIME SALES 1935-1962

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 <sup>1</sup>	\$ 39,737,867	...	<sup>1</sup> .....	...	\$ 13,805,200	...	\$ 26,074,476	...	\$ 79,617,543	...
1936 <sup>2</sup>	.....	...	.....	...	.....	...	.....	...	.....	...
1937	56,192,396	+41.4	\$2,854,047	...	23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	<sup>2</sup> .....	...	28,109,185	+21.6	32,657,349	- 8.7	117,379,459	- 0.6
1939	62,621,689	+10.6	<sup>2</sup> .....	...	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583	...	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	- 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	-12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	- 3.6	5,994,858	-18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	- 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	- 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	- 9.4	5,192,000	-29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	-15.0	4,767,000	- 8.2	120,168,000	- 7.3	247,478,000	- 0.8	451,330,000	- 5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	-25.6	3,585,000	- 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	- 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	-23.4	.....**	...	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	+ 7.6
1960	35,026,000	- 1.7	.....	...	202,102,000	+ 7.4	385,346,000	+ 7.3	622,474,000	+ 6.8
1961	35,837,000	+ 2.3	.....	...	197,352,000	- 2.4	384,053,000	- 0.3	617,242,000	- 0.9
1962†	39,385,000	+ 9.9	.....	...	209,431,000	+ 6.1	426,042,000	+10.9	674,858,000	+ 9.3

<sup>1</sup> Nationwide and regional networks combined.  
<sup>2</sup> Data not available.  
† 1962 figures estimated by BROADCASTING.

\* Figures prior to this date not comparable in all categories.  
\*\* Regional network calculations discontinued in 1959.

was performing impressively—more so than any other medium.

If the economy can ride out the next few months—and the odds now seem to favor it—there is a consensus that it then will have done something it has never done before: escaped a recession after the usual signs pointed to one. For there is a prevalent belief that, beginning in the fall, things will be looking up for sure and that the chances then will favor a rising cycle until, say, about 1965.

The somewhat greater strength which the economy is currently showing is regarded as making broadcasting gains as

nearly a lead-pipe cinch as is apt to be found in the unpredictable art of economic prediction. But radio, and especially tv, have certain advantages going for them even if the economic weather turns bad—so long as it doesn't turn too bad.

**At the Worst** ■ First, the effects of a very mild economic decline—and even the pessimists seem agreed that a downturn, on the off-chance that one should occur, would be no worse than very mild—usually are felt most at the production level rather than the consumer level. And mild declines have shown in the past that they hit the durable goods

more than the non-durables.

This does not guarantee immunity to television and radio, as past recessions of a more serious nature have shown, but the high level of business that the broadcast media do in the non-durable lines—especially the foods, etc.—takes them out of the front ranks of probable recession victims.

They may not be recession-proof, but they have shown a comforting resilience. On that basis they seem justified in looking into the future with confidence—and, in view of the general economic forecast now, with at least modestly high hopes.

# Bunker's eye view of RAB's future

## NEW PRESIDENT GIVES GLIMPSE OF WHAT'S IN STORE FOR TRADE GROUP

On March 1, for the first time in nine years, top management of Radio Advertising Bureau will change hands.

Kevin B. Sweeney, the colorful, tireless president whose name has been synonymous with RAB and radio since 1954, turned in his notice almost a year ago, effective the last day of this month. To succeed him was chosen, after a long search, Edmund C. Bunker, a suave salesman whose radio-tv experience encompasses all three elements of RAB membership: local station, network, station representation.

Ed Bunker has been on the job since August as president-elect, but during this introductory period he has been careful to keep his plans for RAB to himself. Here, in a tape-recorded interview with BROADCASTING editors, he reveals many of those plans for the first time.

**The man you are succeeding is a fairly spectacular operator. I wonder if you would outline generally your plans for RAB. Do you expect to do things differently?**

The times call for a different approach. When Kevin Sweeney took over leadership of RAB, radio was somewhat demoralized. Some stations were more downbeat than the advertisers they were selling.

It was very much like a battlefield when your side is teeter-tottering between a frightened retreat and an orderly reorganization. Then along comes some officer who gets up on a tank wearing a top hat and waving a shillelagh—doing anything to get the

troops' minds off running for the exit.

That can stem a retreat on a battlefield . . . and morale, esprit, feisty determination can do a great deal for an industry.

But 1963 isn't a time for improvised warfare and communiques designed with the morale of the men at the front in mind. This industry has reorganized and is now growing. It must have an orderly plan for faster growth and it must provide its 'troops' who are, after all, its salesmen, with the most modern weaponry available anywhere.

Excuse me for the rather military analogy but it seemed to lend itself to your question. To summarize, I know that if Kevin Sweeney were coming into the presidency of RAB on March 1 instead of Ed Bunker, Kevin today would use different tactics.

Kevin certainly recognized the changing times and implemented major programs as part of an over-all plan for radio growth. The Radio Test Plan, an ingenious conception which I enthusiastically support, is just part of the new national business-building strategy which had to be introduced as the times changed. The Department Store Challenge, which has been responsible for important gains in billings from all forms of local advertisers, is another of Kevin's major efforts in the modern selling of radio we have been discussing.

Certainly the industry acknowledges Kevin did a fantastic job of providing radio with color through his own color and with determination to be heard at a time when it was often difficult to get a hearing for radio.

**What are some of the ways in which you intend to operate differently?**

The changes will be in emphasis and in style of operation as well as in the development of a number of major new business-building projects.

I feel that there are limitations on what I can discuss before taking over and I might just as well start by being quite open about it—I don't know how much money I have to work with to provide added business-building projects.

If some of the major entities in the industry I have been talking to become a part of RAB and add their support to the many leaders in radio who are with us now, if we have the dollars, then RAB can remain the most advanced of all the media associations in its sales effectiveness. If we don't have all of the dollars at first that I and my associates believe we need to do the big job, then we will proceed more slowly.

From every indication that I have had we are going to have new and rather expanded support. But I prefer to be conservative and not make pronouncements until the i's are dotted. I hope, in fact, to see RAB and radio generally emerge with what might be called a more conservative personality.

**Would it be in keeping with that conservative personality to lift a corner of the curtain and mention where you would put some of the new dollars if they become available?**

I have now broken the world's indoor record for the shortest length of



**We are going to enthrone the agency, as well as the client**



**I very definitely want to promise less and deliver more**



**We must step up our local selling through specialization**

☆ AUNTIE MAME ☆ DAMN YANKEES ☆ THE OLD MAN AND THE SEA  
☆ THE MAN IN THE GRAY FLANNEL SUIT ☆ BERNARDINE  
☆ SAYONARA ☆ THE PAJAMA GAME ☆ SERENADE ☆ BATTLE CRY  
☆ DALLAS ☆ CLOAK AND DAGGER ☆ A STAR IS BORN  
☆ MISTER ROBERTS ☆ PLUNDER OF THE SUN ☆ BIG JIM MCLAIN  
☆ ALONG THE GREAT DIVIDE ☆ COVER GIRL ☆ THE LADY  
IN QUESTION ☆ A SONG TO REMEMBER ☆ CAFE METROPOLE

**FAMOUS FILMS—FAMOUS STARS** ☆ ROSALIND RUSSELL ☆ TAB  
HUNTER ☆ SPENCER TRACY ☆ GREGORY PECK ☆ PAT BOONE ☆ MARLON BRANDO  
☆ DORIS DAY ☆ MARIO LANZA ☆ VAN HEFLIN ☆ GARY COOPER ☆ LILLI PALMER  
☆ JUDY GARLAND ☆ HENRY FONDA ☆ GLENN FORD ☆ KIRK DOUGLAS ☆ JOHN  
WAYNE ☆ GENE KELLY ☆ RITA HAYWORTH ☆ CORNEL WILDE ☆ LORETTA YOUNG

MOVIE LOVERS... LOVE CHANNEL 2 MOVIES 6 NIGHTS  
A WEEK... EXCLUSIVE IN BALTIMORE!

MONDAY THROUGH FRIDAY 11:20 P.M., SATURDAY 11:00 P.M.

FIRST RUN FILMS FEATURED FRIDAYS AND SATURDAYS!

(Partial listing above)

No Wonder—In Maryland Most People Watch

**WMAR-TV**



CHANNEL 2 • SUNPAPERS TELEVISION • BALTIMORE 3, MD.

Represented Nationally by The Katz Agency, Inc.



**Research should document what is known about radio**

time as a conservative . . . or at least that's what happens if I spell out publicly the plans that have been taking shape privately at RAB.

Let's put it this way. RAB has only had the money and the manpower to do a part of the job that needs doing in order to give radio accelerated growth—big gains each year instead of the 5% or below annual growth we have had so far in the 1960's.

I see a minimum goal of 10% growth yearly and I also see a number of major obstacles to that growth. Up until now RAB has concentrated almost all of its national sales effort with advertisers. There was a choice that had to be made. Do you spread yourself thin and cover the major agencies and the major clients? Or do you concentrate?

RAB concentrated. Maybe bore down is the more appropriate phrase. . . . In any case it was a question of going to the advertiser and working at this level to introduce radio into media planning.

I have no criticism of this tactic. It was the thing to do under the circumstances. There is no question but that there would not be a profit in radio today if RAB had not "saved" dozens of accounts which at one time or another were on the verge of dropping out of the medium; and if RAB had not been able to create a flow of new business each year through direct tactics.

But there are always many ways of making points. If necessary you can bring your case to an advertiser without maintaining liaison with his agency. This may very well produce "instant money"—an order from the client. It happens that clients can move faster than their agencies.

But it may very well also produce business with a built-in cancellation. I



**. . . it takes too much time to work with rate cards**

don't care if the industry throws money at us and inundates us with a budget double where we are now, RAB is never going to have the manpower to out-last an agency which is determined to change a client's thinking. We are either going to enthrone the agency, as well as the client, or we are going to find ourselves building castles in quicksand.

In the years since RAB was initially organized, advertising has changed enormously. We went from an advertising "economy" of \$6 billion spent annually for all forms of advertising up to today's \$12 billion.

Now that kind of growth means one thing: Everyone concerned in the advertising process has greater responsibility within the structure of business. Perhaps a substantial portion of decisions were made 11 or so years ago on the impulse of an individual; but the number of such decisions being made today is approaching a vanishing point.

We still have the one-man corporations today. I acknowledge that. But go back to those companies five years from now and see whether they remain "impulse-buyers" of advertising. We have to face up to the fact that business today is run by groups of people who combine their specialized knowledge—and their talents—to work out decisions which are large enough to make or break their companies.

Companies organized on this operat-



**. . . can we create presentations in slide and tape?**

ing philosophy—I'm hanged if I'll call it the "committee system" or the "team system"—use their agencies as an extension of themselves. If there isn't that fusion, then the account is "loose," as you say in the trade press. So we in radio either understand the business community as it is today and work with it or we are giving ourselves a handicap.

We don't need any handicaps. I am not going to manufacture any. In fact, I would rather export handicaps than import them—we're going to see if we can't give some of our competitive media a few handicaps to work with.

If we have the wherewithal to do it, RAB will substantially expand the size of its national sales staff so that we can cover agencies deeply as well as advertisers. We believe that more agencies will want us to go *with them* to their clients as we develop interest at agencies in both the media and the creative story of radio.

RAB has over the years dealt at the highest levels with clients and we're going to continue that basic tactic. The difference I hope to add is implicit in what I have been saying, at I'm afraid very great length, about the differences in business today compared with when RAB was young, back in the days when it was BAB.

So a very major step for us is agency coverage.

**What other basic steps do you have in mind?**

Another major step, and I regard it as basic to building business, is a breakthrough in radio research.

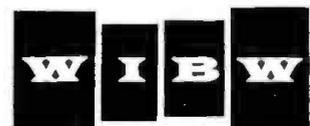
There's a great opportunity to sell radio now. RAB's Radio Test Plan and some of the research that has come out of it has already been extremely helpful. The carry-over effect of bringing



A typical Kansan? Maybe not. But neither is he the lean, hungry dust bowl inhabitant many people seem to remember.

Kansas is a BIG State, right in the BIG MIDDLE of the U.S.A. From K. C. to Kanorado, on the western border, it's 410 miles. Kansas is BIG in food production, BIG in wheat, 1st in flour milling and 4th in meat packing. A BIG food market, too. Retail food sales last year were \$2,652,979,000—billions, that is!

To sell this BIG market you have to come inside with WIBW air media. WIBW Radio delivers 69 counties, dominant coverage in 45 of them. WIBW-TV dominates in 32 leading Kansas counties. **This** is the rich, unified Topeka area. Ask Avery-Knodel to show you the big picture.



RADIO • TELEVISION

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

## BUNKER'S EYE VIEW OF RAB'S FUTURE continued

some blue-chips back into radio and introducing radio for the first time to other leaders through tests helps to stimulate buying action.

It's very clear how this happens. An example. . . . In one of the top two or three agencies RAB recently conducted a very successful test for one of their clients. Before the final stages of the test, as soon as its success was felt, the influence had begun to spread to other accounts. We could see it each time we came back by noticing who "sat in" on the meetings.

We have some momentum—business is running well ahead now—but we need a major research project designed to document what everybody knows about radio—that it is bigger than any previous research has been able to show. I say everybody "knows" this about radio. They know it instinctively. But it is very difficult to put instinct into a computer.

Radio needs a measure of the total audience—not just "plug in" listening with patchwork additions of other forms of listening. This measure must define the total exposure and show how varying combinations of facilities deliver the audience.

**Do you mean that RAB would provide ratings of individual stations or networks?**

No, we could not enter that field. Our research can measure the reach of varying combinations of stations as a guide to principles of using the medium but it is certainly not our function to provide individual station or network data.

What is needed is a new yet very basic addition to radio research—*pre-acceptance*.

There's no wisdom in kidding ourselves. We need a measurement of radio whose methodology is approved in advance by leading agencies. From everything we know, it's apparent that soundly conducted research must benefit radio. With agency pre-acceptance—an agency role in constructing the research we provide—radio can take a new stance in its selling.

Undoubtedly there will always be a variety of rating services measuring radio. But what if each of them found it necessary to improve their measurement techniques and thereby report substantially increased audience? We know from our research that a several-fold increase in the audience ratings services report for radio is well within the bounds of probability. Research which agencies, and their clients, develop with us can have the stature to produce this side-effect on the ratings services. But its main purpose would be to

justify larger use of radio which many today feel can be substantiated only by judgment.

I for one believe we *already* have more research in radio than most other media offer. But what I believe is not to the point. Our "consumer"—the agency and advertiser—doesn't always believe it and he pays the bills.

**Do you believe agencies will help pay for such research?**

It would be unrealistic to predict their reaction now. We anticipate that

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**I feel I got out of television just in time**

**We seek strength in budgets . . . and in numbers of accounts**

**. . . we'll give competitive media a few handicaps to work with**

---

this can be the warranty, if you will, on pre-acceptance. We would like to see it work that way even if the expenditure from the agency side is minimal.

**Do you see RAB placing more emphasis now on national business?**

The business of RAB is to produce more business for radio. At the end of the year, when the profit dollars are counted up, no one cares as much about the parentage of those profit dollars as they do about the amount.

I believe local and national business have a very definite relationship. If we generate more national dollars through more productive selling efforts nationally—and through major research—the benefits are of direct local importance. The company which is sold nationally is unlikely to have a co-operative advertising policy which excludes or restricts use of co-op radio.

Moreover, the research I referred to just a few minutes ago is intended as a local sales tool as well as a national sales tool. Because of size of sample, it will be possible to demonstrate reach and frequency by varying market sizes down to the smaller cities as well as regionally.

Very definitely I don't intend to put all of RAB's emphasis on one source of dollars to the exclusion of another. As a matter of fact, I feel that we must

step up our *local* selling effort through specialization. We plan to split RAB's operations into a "large-market" and a "smaller-market" division.

This will permit maximum utilization of the sales tools, sales ideas, and sales service RAB provides its members. Obviously not everything produced under our present operation can be pertinent to each market size and type of station. The local specialization we plan will adapt RAB more closely to needs of the different types of stations whose support an industry trade association must have. We must serve both the small markets and the large markets but the job isn't the same. I know that because I have sold radio in small cities as well as "on the street" in large markets.

**You used the word "style" back a while ago. You said your "style" would be different. What is the Bunker style?**

You've heard of Bunker Hill. . . . We don't shoot until the Redcoats are close enough to hit. Seriously, I think style is a matter of individual personality. In my case it will not be the personality of just one man, not just of Ed Bunker. I don't run a one-man show. I have inherited a very able executive staff, perhaps a staff whose contributions were sometimes less visible than would have been the case if they were not operating on the lee side of a volcano.

I will use that staff to build and train greater depth of personnel. It is always a fiction that any organization is "just one man" and certainly so in the case of RAB as I have come to understand by working more or less in the ranks during my indoctrination period.

I see myself as free to operate on the highest level in major sales efforts and policy-making. I inherit in Miles David, as administrative vice president of RAB, an extremely effective and enthusiastic right-hand for both general management and creative planning. I plan to promote Robert Alter, presently manager of key account sales, to the new position of vice president and director of national sales. Bob has had a major role in selling on the national level which will expand as the staff expands. And to strengthen RAB's ability to bring in new station membership around the country, I have brought in Harry Averill as vice president and director of member development. Harry has had long experience in station operation in a variety of market sizes and he will train and put into the field a staff to represent RAB in major regions of the country.

**What are some of the major business-building projects which are in the planning stages?**

For a dyed-in-the-wool conservative

when you think

NEW YORK  
RADIO

think

**wmca**

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

## BUNKER'S EYE VIEW OF RAB'S FUTURE continued

just a few minutes ago, you sure want to put me out on the end of a branch. Actually, I am very glad to have the opportunity to do some curtain-lifting. We are very enthusiastic about the job there is to do in radio. But I very definitely want to promise less and deliver more. That's one reason that I hesitate to simply throw open the curtain and say, "This is the complete program." But assuming we have the funds to add the people and the investment, these are some of the major needs I see RAB filling.

1. *A tangible RAB contribution to making radio easier to buy.* Management consultant studies are needed on how radio is bought so that we can pinpoint archaic practices and sources of waste-motion. If radio is a greater producer of costs for the agency, why is this so? Is it inherent in paperwork that "must" accompany buying? Or is there an element of inexperience in buying radio which creates cost?

It will take a systematic task-force effort with the advice of a committee of experienced national sales executives—plus management consultancy-style investigation—to make progress.

If rate cards are too cumbersome for our customers, we must set a practical standardization goal. Of course, the industry will never get behind one type of rate card. But can we narrow it down to four basic types with a number of sub-types growing out of the four basic types? That would be a vast improvement over today's multiplicity of rate card philosophies.

I am referring here to the way in which the card is set up—not to the amount of the rates or to any other aspect of rate management. In other words, I am talking about the fundamental fact that it takes too much time to work with rate cards when there could be lots of standardization without impairing individual strengths of stations.

2. *Published figures on advertiser expenditures in radio.* All it takes to provide this vital and fundamental data is money. I believe we must have the facts or radio suffers badly even though the suffering is somewhat difficult to measure specifically. When other media's expenditures are shown in a listing and there's *nothing* for radio, we don't look like the Green Bay Packers.

3. *Creative stimulation for agencies.* Radio is the best way to sell that's ever been invented. Those who know how to create great radio commercials are doing the best creative advertising—bar none—of any done in all media. You can tell what it's like to relieve a cough, or paint with a certain color, or use longer-lasting motor oil, through direct

impact on the imagination by radio.

But radio hasn't been the "in" medium at many major agencies. That's not their fault—it's ours. So what do we do? We certainly don't cry into our mugs of beer (today's beer commercials are some of the greatest). What we do is go out and stimulate creative use of radio by bathing agency creative men in examples of great radio salesmanship.

4. *Computer-conscious research.* Radio has a long lead on other media because we are already measuring consumers rather than bodies. RAB's on target research is the first practical measurement of customer media exposure. That's the kind of data that makes use of a computer worthwhile.

Our research will continue to emphasize consumption data. We are of the belief that media—as well as major agencies—will have to operate mathematical models for use in media reach-frequency-impact prediction. We have a leg up on others in the gathering of the appropriate computer-age data.

5. *Development of the full potential of retail business.* The surface hasn't been scratched yet in retail business expansion. The department store challenge provides radio with a great sales tool and one which has already created a tremendous amount of business. But there are still many areas in retailing which need measurement.

What does radio do for sales events specifically? How much does radio contribute to creation of new customers? These are new areas of research and proof for the future. The proof that radio sells items is not the full story, particularly when in their use of printed media stores are beginning to recognize the importance of so-called image-projection.

6. *Many stations need a local copy service.* Can we provide it? Perhaps we have to do the job. It is at any rate one of the projects we are considering.

7. *A way to bring radio presentations to regional sales offices of major manufacturers is needed* and RAB must lead without dissipating its own efforts. Realistically, we can't call at this level. But can we create big-league presentations in slide-and-tape form which stations can take to regional offices and jobber distributors? I believe we can. I believe we must add grass-roots pressure upward to what we do from the top down.

**That's an ambitious program. How much traveling do you plan to do in order to implement the program and explain it?**

I probably won't travel as much as Kevin Sweeney did but I will be on the

road almost half the time. More important than travel alone, however, will be increased efforts on our part to communicate what we are doing to stations as well as agencies and advertisers. This was a somewhat under-developed area in RAB's past operations. It created unnecessary problems.

**What has been your reaction to radio on coming back into the medium?**

Actually, I have never been very far away. Even during the time I was with CBS-TV I had a very lively contact with the radio business. It isn't generally known but I had an interest in a radio station in a small-to-medium market and that was just one of the respects in which I was able to follow the rapid changes in radio which occurred during the '50's.

I, at one time contemplated entering radio station operation, frankly because of the capital gains opportunities I felt were inherent in the medium for the operator who understands today's radio. And as executive vice president at the Froedert Malt Co. I tried to take the entire brewing industry into a heavy nationwide radio campaign and out of television. I made a thorough study of the potential of the two media I knew best and concluded that radio was the medium that offered the greatest sales effectiveness opportunity.

I believe that our competition with television, as with all other media, ought to be conducted on the highest level. But I think my former associates in television deserve fair warning that the punches will be rather frequent and from what I have seen about the available evidence on radio vs. tv effectiveness, I feel I got out of television just in time.

To be more serious, I do feel our medium is exciting and the biggest single opportunity for advertisers in the media spectrum. We are literally undiscovered because television has magnetized attention in disproportion to its media effectiveness—and because of the almost unbelievable inadequacy of radio ratings. I say that with some perspective and I intend to put my perspective about the inherent weaknesses of television to very active use.

What's going to happen is that as the understanding of radio begins to grow, a number of major corporations are going to make substantial entries into the medium. But I believe our future is soundest if we seek strength both in large budgets from major advertisers—with use of radio as a major medium—and in numbers of accounts. We have to have both. We deserve both and we're going to get both. Radio must never again be in the position of having its business dominated by 30 accounts. But it also needs the blue-chips and

# Are you missing important **COVERAGE**

IN FLORIDA'S **THIRD** LARGEST MARKET



**1,165,100** *Customers* **IN CENTRAL FLORIDA**

Rank according to Sales Management:

62nd  
Total Homes

58th  
Total Sales

62nd  
Effective Buying Income

Including **UNDUPLICATED** coverage of Orlando, Daytona Beach  
and the Entire CAPE CANAVERAL area

You reach this vital SPACE AGE market via:

**WESH-TV**  
Ch. 2 - NBC  
Advertising Time  
Sales, Inc.

**WDBO-TV**  
Ch. 6 - CBS  
Blair Television

**WFTV**  
Ch. 9 - ABC  
Formerly WLOF-TV  
Young TV

can't depend entirely on the medium- and small-sized companies which have been the bulk of our national business in recent years.

### Is so-called overpopulation of radio stations a problem?

It isn't RAB's function to concern itself with things we can't change. Sure it's a "problem." But our job is to make the problems into advantages. And in actuality the fact that there are lots of stations for advertisers to choose from is a major advantage of the medium. It gives the advertiser the opportunity to choose the right combination of stations for his type of product.

What RAB has to do is to make it clear how tremendously successful advertisers are when they take this tack so that we can cut through all of the loose talk about how the misery of

choice is bad for advertisers. Its never "miserable" to choose when you appreciate that the results justify the effort.

So to the extent that RAB enlarges the market for radio we provide a larger pie for the stations to divide. That's our function and we either perform it or they need another crew to run it. I'll be that plain-spoken. If a station is in radio, it ought to be in RAB, and I am going to be making that point "with vigah" in lots of places over the next six months.

Can I put the pitch in here because I've been so conservative?

Is there any way you know that we can stop you?

No, because this is so important. I need the support of a rather diversified industry. I will work my tail off to do the job that needs doing. Miles David

and Bob Alter and Harry Averill will work their tails off.

We are open and receptive to every constructive idea from any corner of the business. But its just plain economic imbecility for radio men to go off in 500 directions at once. Either get behind us or petition for a change in the management and get someone you can believe in!

I mean that straight from the shoulder. I'm appealing for unity and perhaps because I'm entering into RAB newly, I'm getting the fresh support we have to have. It's good to see the progress we've made so far.

But big growth for radio is a reality only if we stop fighting one another and charge right at television and newspapers and magazines and outdoor, in that order. RAB is the logical center and we believe the circle around us will get bigger rather rapidly.

# FCC weather: no change in temperature

## ALL SIGNS INDICATE REGULATORY OUTLOOK WILL CONTINUE BLEAK

"This is an activist commission," an FCC official said the other day, "We're not about to sit back and simply renew licenses automatically, then react only when the top blows off some scandal. We're determined to regulate broadcasting in the public interest."

Although this statement must be discounted for what the Federal Trade Commission would call "puffery"—after all, this FCC hasn't been able to do much about its backlog of cases; some stations are required to wait years for decisions which an "activist" commission should be able to reach in a matter of months—most broadcasters would agree there is considerable truth in it.

For more than two years, the FCC has been prodding broadcasters on programming, even at the risk of what at least one commissioner, Rosel H. Hyde, considers to be censorship. It has held broadcasters to a strict accountability on the programming performances they make. It has cracked down as never before with license revocations and other sanctions on stations that broke its rules. And it has conjured up new rules and regulations that add to the problems of station managers and owners.

What's more, no one believes this to be a transitory phase that would end if, as reported last week, Chairman Newton N. Minow leaves Washington this spring to take a high executive position with the Encyclopaedia Britannica (BROADCASTING, Feb. 11). The commission can be expected to be just as activist, its regulation just as tough, its interest in programming just as great.

**Minow Image** ■ Chairman Minow has been most closely identified in the

mind of the public and the broadcasting industry with the commission's policies. He has been the most enthusiastic regulator on the commission, and his speeches and Capitol Hill appearances have won him a following among the public as well as the respect of a number of key congressmen.

Ultimately, however, responsibility for the tough line being pursued by the



commission rests with President Kennedy. It was, after all, the President who appointed Mr. Minow and who, for the past two years, has given no indication of disapproval of Mr. Minow's criticism of the broadcasting industry and in his efforts to induce broadcasters to put on more public affairs programs, to reduce violence, and to institute better children's programming.

Additional evidence of the administration's interest in developing an aggressive FCC was provided last summer, during the debate over the communications satellite bill. One of the major arguments against the measure was that the commission wouldn't, or couldn't, discharge the responsibility it would have for regulating the then-proposed communications satellite corporation. Attorney General Robert Kennedy, appearing before the Senate

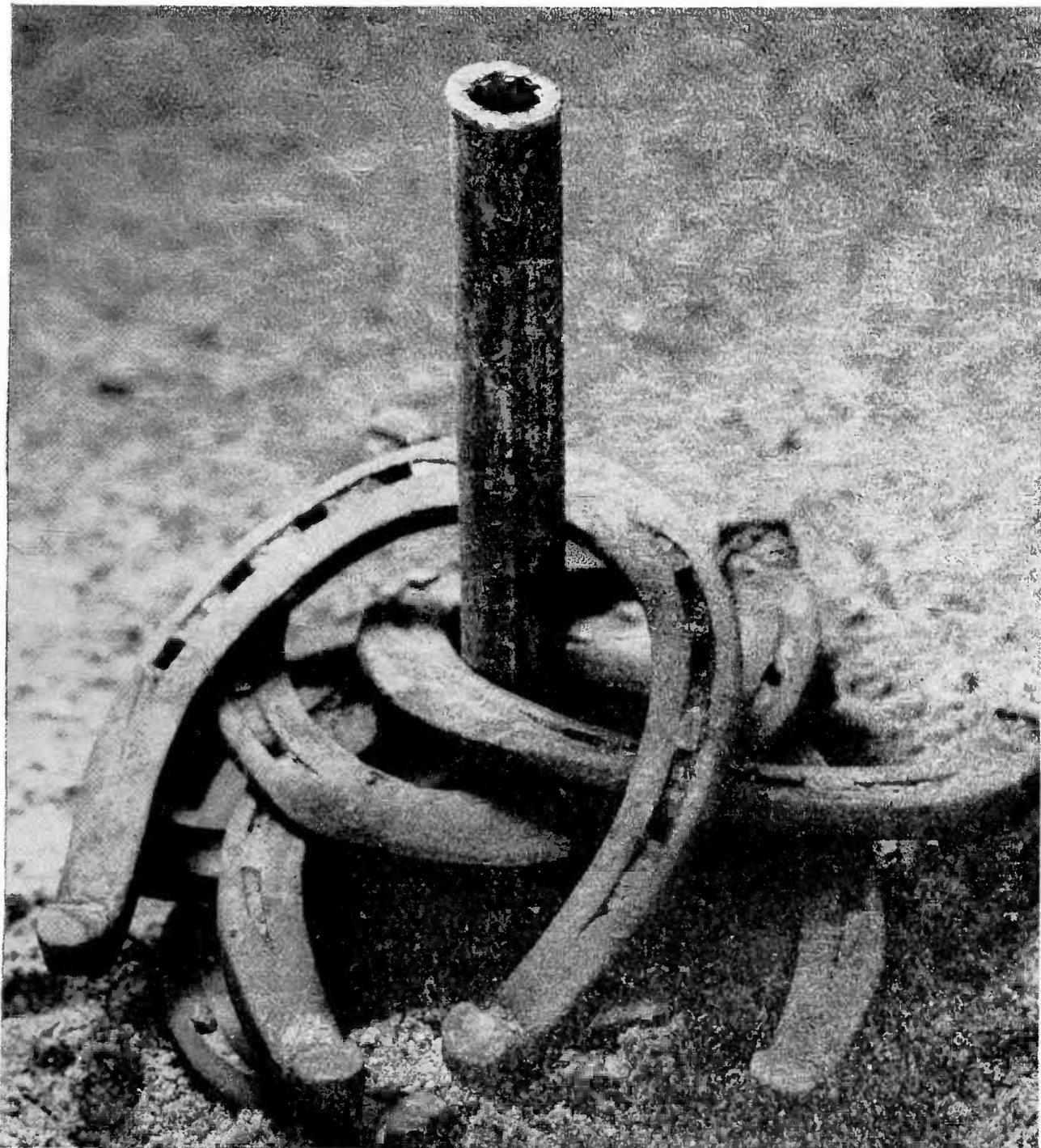
Foreign Relations Committee to defend the bill, said if the commission isn't able to protect the public interest, the answer isn't new legislation but "new people on the FCC" (At Deadline, Aug. 6, 1962).

**New Appointments** ■ The implication was that new people would be tougher administrators. And since then, the President has had the opportunity to make two new Democratic appointments—E. William Henry, who succeeded John S. Cross on Oct. 2, and Kenneth A. Cox, now chief of the Broadcast Bureau, who is due to replace T. A. M. Craven. Both are liberals who believe in broad regulation of the broadcasting industry.

The appointment of Mr. Cox was particularly chilling to sensitive broadcasters. As chief of the bureau, Mr. Cox favored adoption of a program reporting form that has been opposed by the industry. He has also played an important role in two controversial commission activities—its local-programming investigations in Chicago and Omaha and the staff inquiries into the programming policies of stations seeking renewal (BROADCASTING, Dec. 3, 1962).

(One commission official, however, feels Mr. Cox might not turn out to be quite the "tiger" some broadcasters expect. "It's one thing to make recommendations while a member of the staff," he said, "and another to deal with these matters as a member of the commission where he'll have to face practical realities.")

**Sheridan for Cox** ■ Another pending appointment of considerable importance is that of James B. Sheridan, now special assistant to the chairman, to



**COVERAGE** \* The whole market... three states... one million plus homes... one billion plus consumer dollars. TV 10... WJAR-TV has the big stake in the surging PROVIDENCE market... a 100% reach in one of only two markets in the country with almost total television saturation. WJAR-TV... exciting total homes leadership. WJAR-TV... the whole market. \* ARB TV Homes

**WJAR-TV**

NBC - REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED  
OUTLET COMPANY STATIONS IN PROVIDENCE - WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND - WJAR RADIO IN ITS 40th YEAR

## FCC WEATHER: NO CHANGE IN TEMPERATURE *continued*

succeed Mr. Cox as chief of the Broadcast Bureau. Mr. Sheridan, a veteran of 22 years with the commission, isn't expected to be as colorful as Mr. Cox. His associates say he'll take a quieter, more methodical approach to his work.

But he's regarded as being "every bit as interested in protecting the public interest" as Mr. Cox. To some, this means he'll follow "the Minow line." Other associates insist he'll follow no line. One colleague seemed to split the difference between these views, calling Mr. Sheridan "a pragmatic liberal"—one, apparently, whose concern with the public interest will not lead him into any clashes with windmills.

Even with the personnel that the attorney general felt wasn't aggressive enough (with the exception, presum-

and the communications satellite act, which, among other things, gives the commission unprecedented responsibility, and authority, for telecommunications regulation.

The commission this year is moving toward the solution of a number of technical problems. Most of its members expect the am freeze to be lifted in a matter of months after engineering regulations are tightened to slow down the am population growth. Similarly, the fm freeze should also be ended by summer, with the commission adopting its proposed table of allocations after some possible modifications to accommodate some of the views of those who favor a return to the commission's protected contour concept of station assignments. New rules probably will be



When the New Frontier loses FCC Chairman Newton N. Minow (r) with his resignation in May there will still be two Kennedy appointees on the commission—Commissioner E. William Henry (c) and Commissioner

Kenneth A. Cox (l). Although Chairman Minow has urged that Commissioner Henry be his successor, many believe the President may name a new commissioner both as a replacement for Mr. Minow and as chairman.

ably, of Mr. Minow) the FCC racked up an impressive record of enforcement in 1962: six stations lost their licenses either through revocation or denial of renewal, 29 others were involved in revocation or renewal proceedings, 19 were fined and 24 were given short-term renewals.

**Record on the Hill** ■ The commission also was active on other fronts. In Congress it won an important victory in the passage of the all-channel receiver law. The commission had to pay a stiff price for this act—a promise to forego deintermixture plans for at least five years. But the commission has high hopes the new law will foster the development of uhf television and, hopefully, lead to the establishment of a fourth network.

FCC support also was a factor in passage of the aid to educational-television act, which is expected to light up hundreds of etv channels across the country-

adopted to allow daytime broadcasters to sign on before sunrise. And unless it's blocked by Congress the commission expects to implement its decision to duplicate 13 of the 25 clear channels.

There are a number of other issues, however, about which predictions are harder to come by—station filing fees, vhf drop-ins, loud commercials, adoption of NAB commercial codes as an FCC rule, and option time.

**Programming Issue** ■ Transcending all of these issues is the question of the commission's interest in programming. This is expected to reach another critical phase when the commission completes work on its long fought-over program reporting form. Outgoing Commissioner T. A. M. Craven sees this as "the big issue" of 1963 (BROADCASTING, Feb. 4). The final shape the program form takes, he feels, will indicate if the commission intends only to determine whether broadcasters have

made the necessary effort to assess community needs, or if it intends to substitute its judgment for that of the station operator in deciding what programs should be carried.

The commission in the past 12 months has run into heavy criticism for its excursions into the realm of station programming—its hearings in Chicago last year and in Omaha last month, and its staff's letters inquiring into the programming policies of stations seeking renewal. The uproar over the local-programming hearings, particularly the one in Omaha, may have killed the FCC taste for any more road-shows. And the commission has already put a tighter reign on the staff's authority in renewal matters.

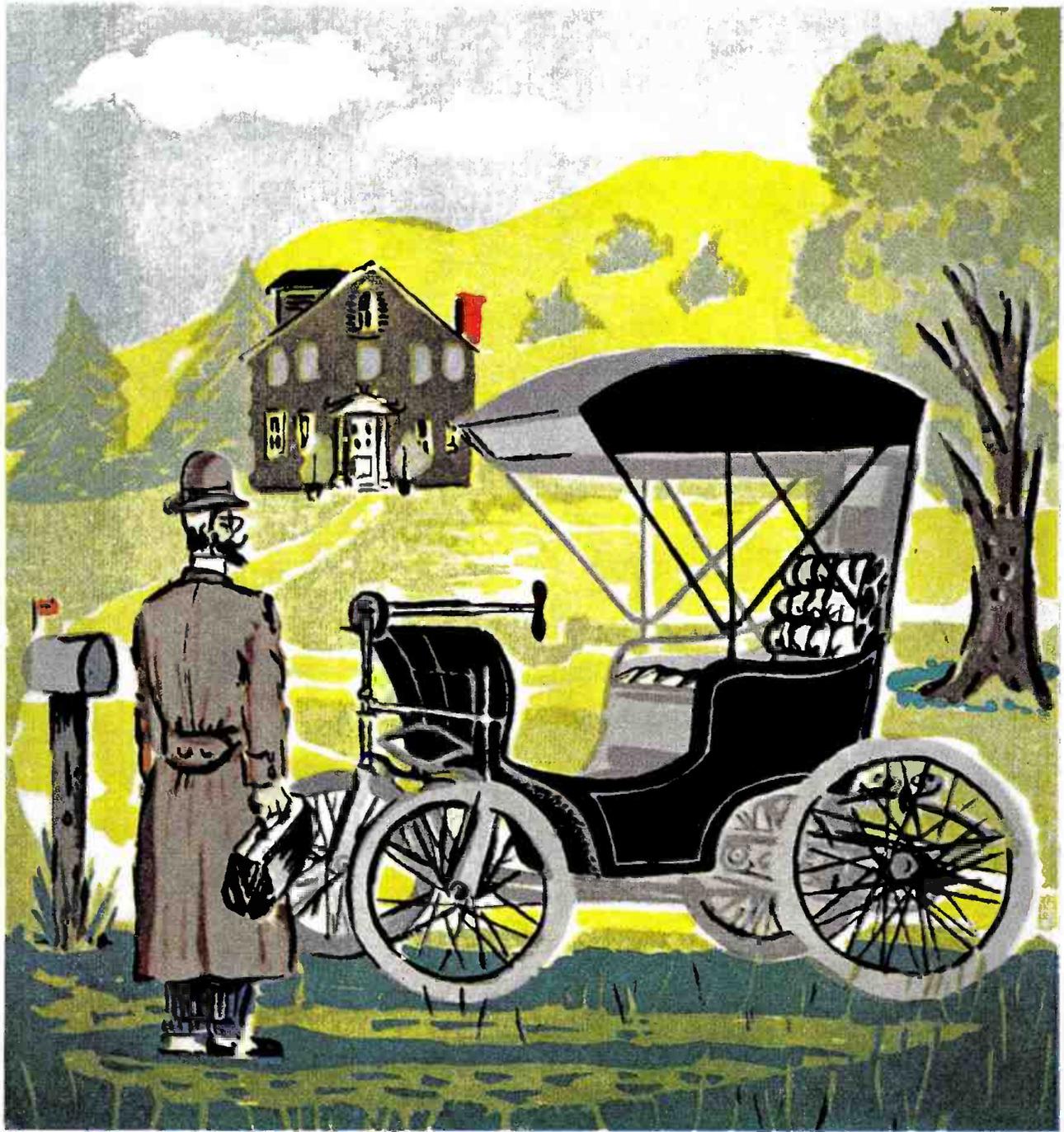
But the commission will continue to keep an eye on programming. "If we're to regulate broadcasting in the public interest," said one FCC official, "what alternative do we have?" Commission officials realize that there is a possibility of censorship in such an examination. But they are confident that they can stay well back of the line where program dictation, or censorship, begins.

To charges the commission has already crossed that line, officials have a short answer, in the form of a challenge: "Take us to court." This broadcasters are reluctant to do, and the last to try it, on programming grounds, lost. That was Suburban Broadcasting Co., which appealed an FCC decision denying its application for an fm grant in Elizabeth, N.J., because no effort was made to determine programming needs.

**No Hope in Congress** ■ There is little likelihood that broadcasters will find much sympathy on Capitol Hill for the view that the commission is overstepping its authority. The two most powerful senators in broadcasting matters are John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, and their two favorite administrators seem to be, respectively, Newton N. Minow and Kenneth A. Cox. Sen. Pastore never misses an opportunity to praise Mr. Minow's leadership of the FCC. Sen. Magnuson, who first brought Mr. Cox to Washington as a special consultant to the Commerce Committee in 1956, sponsored him for appointment to the FCC.

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is not so enamored of the New Frontier types. But neither is he aware of any feeling that members of Congress are disturbed by the commission's interest in programming. "If the commission steps too far out of line," he said the other day, "there might be some reaction. But as of now, there's no such feeling."

Congress this year is expected to deal



Just as community leaders at the start of the century turned from the horse and buggy to the automobile—slowly at first, then faster and faster—so today in the Sixties, more and more discriminating Detroiters every day are turning their radio dials to the modern, yet “sound and solid” listening provided by Detroit’s W-CAR. Good Music, hourly News—complete Market Report—and daily Sportscasts—all at Dial 1130 are carried throughout the Eastern Great Lakes area by W-CAR’s 50,000 watts.



**Any kind  
of one-night stand  
is easier**

### **Because Air Express delivers overnight...anywhere in the USA**

Props and costumes...TV tapes...musical instruments...whatever—Air Express will deliver them tomorrow...anywhere in the USA.

Here's how easy it is to assure dependable, on-time delivery of whatever must be sent in a hurry. Phone the local REA Express office for Air Express service. Then we'll pick up your shipment...put it on the first flight out...and our trucks deliver it where you want it the next day...anywhere in the USA.

Cost? Less than you think. For example, 10 lbs. travels 1,049

miles for only \$5.06.

Air Express alone can offer this service, because only Air Express has scheduled service between 2,500 airport cities... plus scheduled surface express connections with another 21,000 off-airline cities. And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail.

Specify Air Express always—for rush inbound or outbound shipments. Call your REA Express office for Air Express service.

**AIR EXPRESS**  
DIVISION



## FCC WEATHER: NO CHANGE IN TEMPERATURE *continued*

with a number of issues of interest to broadcasters. But no one expects the 88th Congress to be as productive, in communications legislation, as the 87th, which passed four major bills—FCC reorganization, the all-channel-receiver, aid-to-etcv, and communications satellite acts.

The major issue left over from the 87th involves liberalization of the equal-time section of the Communications Act. Congress will, as a minimum, suspend the act, as it did in 1960, to exempt candidates for president and vice president. But how much further it will go is problematical. Certainly there is virtually no sentiment at this point for outright repeal. With their own political fortunes at stake, there aren't too many members of Congress ready to give broadcasters that much freedom.

**Senate to Act First** ■ Sen. Pastore, who has backed liberalization of the political broadcasting law, will take the lead in Sec. 315 legislation this year. In preparation for hearings to be held by his subcommittee, the FCC staff is compiling a report on political broadcasting in 1960 based on a survey of all broadcast licensees.

The two major items in the FCC's legislative program are catv regulation and direct control over networks. Neither one seems to have much chance of enactment. Rep. Harris has spoken out against catv regulation, at the con-

vention of community antenna tv operators in Washington last summer (BROADCASTING, June 25, 1962), and his opposition alone should be enough to kill it. The other day, however, he seemed to soften his stand. "I'd want to see the proposed catv bill before taking a position on it," he said.

Sen. Pastore has practically assured the commission of a hearing on a proposal for network regulation, and the FCC can be counted on to make the strongest case it can for direct control of chain broadcasting, basing its case on its extensive study of network programming. But there doesn't seem to be the kind of interest in the proposal that's needed to push it through this year.

Another legislative proposal still under consideration by the commission would eliminate the "anti-Avco" amendment which prohibits the commission from ordering competitive bidding in station sales. The FCC hasn't yet agreed on the final form of its proposed bill, but most commissioners reportedly feel the agency should have more freedom of action in deciding how to proceed in station transfers.

**Other Issues** ■ These aren't the only issues likely to involve broadcasters on Capitol Hill this year. For more than a year, investigators of the House Regulatory Agencies Subcommittee have been gathering information on broadcast rating services. Their material is now

ready to form the basis of hearings that could, reportedly, produce charges of fraud, or ineptitude, on the part of some services. About all that's needed for the hearings to start is the setting of a date by Rep. Harris, subcommittee chairman. Another House subcommittee—the antitrust and monopoly unit—is scheduled to launch next month its long-heralded hearings on concentration of news-media ownership.

Still awaited, meanwhile, is the report of the Senate Juvenile Delinquency Subcommittee on its expensive investigation during the last Congress of sex and violence on television. The report, which Chairman Thomas J. Dodd (D-Conn.) has had in his possession for at least a month, reportedly says network officials have ordered programs spiced with sex violence to boost ratings, and recommends direct regulation of the networks by the FCC.

It appears, then, that broadcasters looking to Washington these bleak February days, hoping to find a break in the regulatory weather, will be disappointed. Congress will continue to probe broadcasters, the FCC to prod them. The commission, moreover, will also continue to crack down on stations that violate its regulations, to urge broadcasters "to do better," and to express deep interest in local programming. For although Mr. Minow, the leading actor on the FCC stage, may leave the show in mid-run, the script that's been written over the past two years isn't going to be changed.

## Advertising getting bigger and bigger, Doherty believes

What is the outlook for advertising in the next decade? According to Richard P. Doherty, president of Tv-Radio Management Corp., Washington, advertising expenditures by 1973 will be approximately \$18 billion to \$18.5 billion compared to 1962's \$12.45 billion.

Mr. Doherty, in a speech last week to the Television and Radio Advertising Club of Philadelphia, based his prediction on a projection of a Gross National Product (adjusted upward by expected cumulative inflation) by 1973 of \$815 billion to \$825 billion.

According to Mr. Doherty, all advertising in the past 10 years has stayed within a 2.2% to 2.4% range of the Gross National Product. He predicts that during the next 10 years, the U. S. will have an average annual economic growth rate of 3%. He qualifies this prediction with an allowance for cyclical variations. "During some periods, we should

experience certain years with a 4% to 6% annual expansion but, likewise, there will be some years of economic decline or periods [of] relatively no statistical achievement.

Mr. Doherty sees no reason for advertising's 2.2% to 2.4% ratio of total advertising to GNP "to be altered materially."

For the more immediate future, he predicts that advertising will approximate \$15.5 billion in 1968. (GNP for 1968 will be about \$685 billion to \$690 billion.)

**A Warning** ■ Mr. Doherty warned that his advertising predictions could be reduced if either one of two developments takes place: restrictive legislation against advertising in general or a given advertising medium, or an enlargement of the governmental sector (or percentage) of GNP due to an intensified cold war or hot war threats.

It's obvious to Mr. Doherty that expanded governmental economic

activity does not directly generate larger advertising expenditures "except to the extent that governmental economic activity and governmental spending indirectly stimulates consumer income and consumer goods production." In a war economy, the private consumption sector is reduced so that in World War II, advertising fell to 1.3% of GNP (compared to the 2.2% to 2.4% of recent years).

Mr. Doherty believes that, if advertising is to play a progressive role in the economic growth of the nation in the next 10 years, "drastic and substantial changes will be forced upon the advertising industry."

Advertising, Mr. Doherty concluded, "is a positive ingredient in the dynamics of American economic growth." If it is to serve its national purpose, "it must, itself, be dynamic, creative, aggressive and progressive and it must adapt itself to the habits and interests of the public."

# Successes this year; which will they be?

## THE HOT CAMPAIGNS OF 1962 SET MARKS FOR 1963 ADVERTISERS

What will be the big radio and television advertising success stories of 1963?

The field of prospective contestants for the honors is beginning to assemble, though it is still too early to tell which are apt to emerge at the end of the year with the winners' laurels.

In this contest there can be prizes for everyone, with rich purses—in the form of increased sales—not only for the winners, but even for the also-rans. A 10 or 15 or 30% sales increase can be as overwhelming for a little advertiser as for a giant.

The dark horses sometimes win the roses going away, as Lestoil did in television a few years back, and as countless advertisers have risen to prominence in radio down through the history of that medium. But the handicappers have to favor the known entrants, not because dark horses can't win, but because by definition they're largely unknown.

Thus in radio close followers of advertising planning rank these among the probably top spenders of 1963 and accordingly in contention for top returns in sales:

Pall Mall, Reynolds Tobacco and, in fact, practically all of the leading cigarettes; Humble Oil and Standard Oil of Indiana; Ford, Chrysler and General Motors; Budweiser, Carling, Bal-

lantine, Miller and Rheingold beers; Sterling Drug and Bristol-Myers; Campbell Soup, National Dairy and Accent; Tetley and Salada teas; Cream of Wheat cereal; Union Carbide and Du Pont, and American, Delta, TWA and United Airlines.

In television, authorities of the Television Bureau of Advertising attempted to sort out advertisers who seem apt to go deep into television in 1963 after relatively little or no tv activity in recent years.

**Tv Nominations** ■ Among their nominations are these: Georgia Pacific Lumber Co., John Hancock Mutual Life Insurance, Wheeling Steel, Upjohn's Unicap vitamins, Institute of Life Insurance (a deepening of its 1962 foray into television) and Borden Co. (probably for its food products, on the strength of tv successes for its Elmer's Glue).

The records of any year are resplendent with success stories for advertisers who have used television and radio, and 1962 had its share at all advertising levels, national spot, network and local items:

... Buick Div. of General Motors used local radio to improve product quality by improving employe morale.

... Bankers Life & Casualty Co., Chicago, reported additional gains from another year—its ninth—of sponsoring

*Paul Harvey and the News* on ABC Radio.

... Central National Bank of Cleveland picked up a quarter of a million dollars in new deposits in two weeks by using radio and television in combination when the local papers were closed by strikes.

... CandyGrams ran out of candy in 10 cities after a St. Valentine's Day television campaign (and 30 days later ran out of red ink into the black).

... Alberto-Culver stepped up the pace that now puts 98% of its advertising budget into television—and boosted sales from \$25 million in 1961 to \$55 million in 1962.

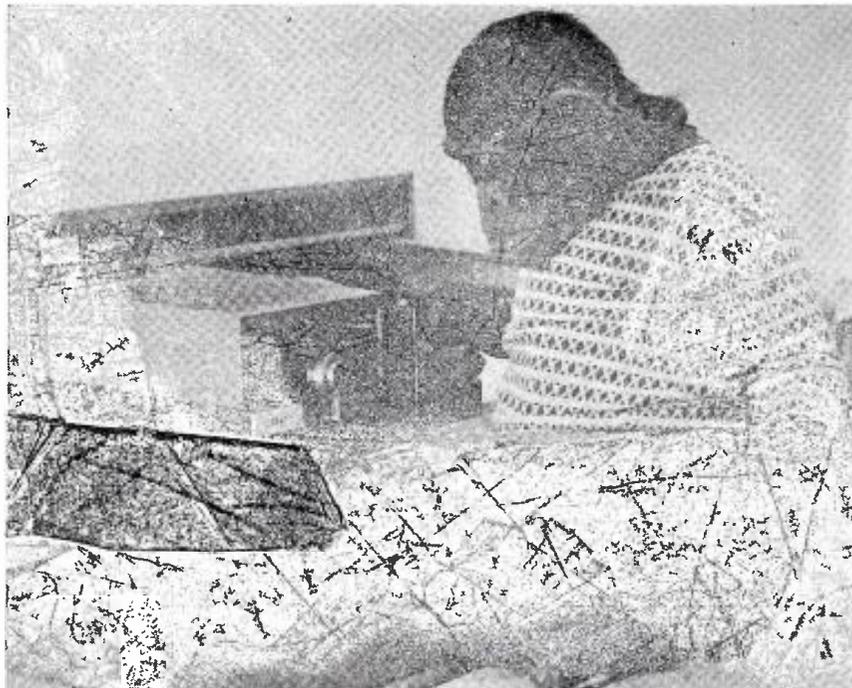
... Sunbeam Corp., after switching its advertising base from predominantly magazines to predominantly television, ran out of products so fast it had to enlist planes and helicopters to speed distribution.

Effectiveness of radio and television in reaching and moving people was demonstrated in many ways, noncommercial as well as commercial. Community chests, Red Cross chapters, other local organizations could cite their own successes to show that radio and television raised money, got out the vote, made streets cleaner, promoted traffic safety, passed bond issues, collected blood.

**Pascagoula Saga** ■ One of the strongest entrants in the noncommercial proof-of-effectiveness category thus far in 1963 is Ira B. Harkey Jr.'s *Pascagoula (Miss.) Chronicle*. WNEW New York learned that editor Harkey's paper, in the Gulf Coast town of Pascagoula (pop. 10,800), was faced with economic boycott locally because of its opposition to Mississippi Gov. Ross Barnett's handling of the James Meredith integration case at the U. of Mississippi.

The story was reported on WNEW's early morning *Klavan & Finch Show*, and Dee Finch said he would buy a subscription to the *Chronicle* and suggested listeners support editor Harkey. William B. Williams repeated the story several times on his late-morning show, and by the time he left the air more than 500 telephone responses had been logged.

Clark Hubbard, president of International Fiberglass Corp., volunteered to take the \$180 a week his company normally spends in the *New York Times*, then closed by strike, and put it into advertising in the Pascagoula paper. A 10-minute report was carried in an early-evening newscast and 250 more telephone calls came in. Several agencies reported plans to buy *Chronicle*



A chimpanzee demonstrates the simple procedures involved in the operation of a Xerox 914 office copier. The

commercial was shown on NBC-TV's 'Chet Huntley Reporting' (Tue., 10:30-11 p.m. EST).

*Same Story...  
Same Trend...*

**DOMINANCE  
DOMINANCE  
DOMINANCE**

**NIGHTS 6-10 PM SUN-SAT**

ARB DEC 62	HOMES (00)	METRO SHARE
KSLA-TV	535	44
Sta Y	402	30
Sta Z	410	26

NSI NOV 62	HOMES (00)	METRO SHARE
KSLA-TV	562	41
Sta Y	406	33
Sta Z	536	26

**AFTERNOONS 12-6 PM MON-FRI**

ARB DEC 62	HOMES (00)	METRO SHARE
KSLA-TV	337	53
Sta Y	117	20
Sta Z	169	27

NSI NOV 62	HOMES (00)	METRO SHARE
KSLA-TV	317	53
Sta Y	159	24
Sta Z	200	23

Mornings and post 10 pm periods tell the same story . . . KSLA-TV continues to dominate its market in metro and total homes as it has done for nine years.

**DOMINANCE  
EXCLUSIVE CBS COVERAGE  
IN THE SHREVEPORT TRADE AREA**

**KSLA-TV** 

SHREVEPORT, LOUISIANA

*Harrington, Righter and Parsons, Inc. National Representatives*

space for their clients.

Two weeks later came this testimonial from the clearly amazed editor Harkey:

"Through yesterday, we have received 528 new subscriptions directly in response to your stories about the *Chronicle*. Total cash and checks, \$2,-694.67.

"... heard from several old friends ... many letters from students, religious workers, writers. Much adulation that embarrasses me and I cannot read many of them at a sitting. Have been so snowed that I am unable to write my daily column for the editorial page.

"Most noticeable is fact that of all this mail there has not been a single hate letter. I expected some, at least one. So far, none.

"Please pardon me for having thought a few weeks ago that radio was a languishing field. Wow!"

### Radio 1962—Campaign 1: V-8 wows the market

Wowing the advertisers is an old story for radio. Among its notable users in 1962 were a vegetable juice that wanted to compete with tomato juices—and a tomato juice that kept its money on radio in fighting back. Other leading successes spanned many fields including automobiles, department stores, airlines and life insurance.

**V-8 Story** ■ By common consent one of the leading recent radio success stories is that of Campbell Soup Co.'s V-8 juice, which was having trouble establishing its individuality as contrasted to tomato juice.

While V-8 sales were good and the company satisfied with its magazine advertising for the product, consumer research showed that when people were questioned about the various juices they used, V-8 did not come quickly to mind. The biggest users of tomato juice were also the largest consumers of V-8 juice, the research indicated.

Campbell's agency, Needham, Louis & Brorby, New York, concluded there was need for more frequency in its V-8 advertising and a creative approach that was a "grabber."

A research team exposed homemakers to a new commercial along with three other food commercials in a 15-minute

entertainment segment. The commercial voiced the theme: While V-8 may look like tomato juice—"Wow! It sure doesn't taste like tomato juice." The women were asked to indicate what they thought was pleasing and displeasing about the commercials.

Another test in Harrisburg, Pa., was set up and Campbell scheduled 70 V-8 spots a week. Prior to broadcasting, 317 phone interviews were conducted to establish awareness of advertising for the product. A month after the commercials were aired, 452 phone calls were made to see if there had been any changes in awareness.

**Awareness Factor** ■ The calls indicated that awareness rose from 36% to 52% as a result of the radio message.

V-8 commercials are now scheduled on CBS Radio and NBC Radio as well as stations in about 200 markets, and Campbell reports that sales results are "excellent."

While V-8 was turning to radio to help it compete better with tomato juices, a tomato juice was being propelled along by nothing but radio. Bercut Richards Packing Co., Sacramento, Calif., has been using radio exclusively for its Sacramento Tomato Juice in the New York area for the past seven years—a come-again record that leaves no doubt of the company's esteem.

Through Lawrence C. Gumbinner, New York, Sacramento begins each season with 15 to 40 spots a week in 13-to-20 week cycles on New York stations having "good" grocery store merchandising plans. It comes back with a 15-to-18-week flight depending on supply of crop.

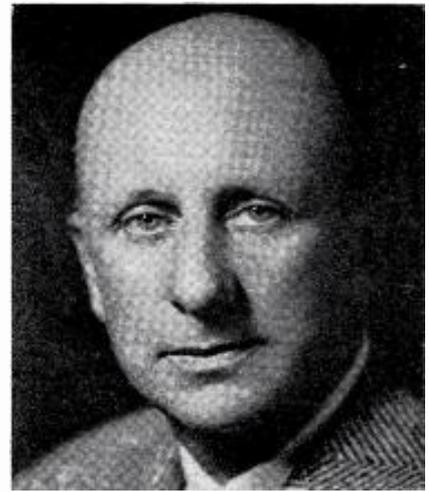
A series of off-beat commercials with sound effects for the pouring of tomato juice uses copy theme: "So rich it plops when you pour it."

### Radio 1962—Campaign 2: Delta ups its budget

Plopping money into radio can prove its richness for higher-priced goods and services, too.

**Delightful Jingles** ■ Delta Air Lines, which proclaims in its jingles that "It's delightful to fly Delta," apparently is most delighted with spot radio: It plans to spend an estimated \$300,000 more in the medium in 1963 than was spent in 1962.

Delta, with headquarters in Atlanta, has been moving slowly but surely into the ranks of national radio advertisers over the past few years and in 1962 invested \$1,191,999 in spot radio, according to George E. Bounds, director of advertising. This year will represent



Delta's George Bounds "radio is catching up"

its biggest splurge in the medium.

Though Delta spent the bulk of its \$5.4 million budget in newspapers in 1962 (\$3.2 million), Mr. Bounds noted in a recent interview that "radio is catching up." Delta also invested about \$200,000 in spot tv last year.

Through Burke Dowling Adams, Atlanta, Delta's spot radio campaigns are concentrated largely in 18 cities, though it uses the medium in 46 cities. Delta serves a total of 71 cities.

The spot commercials include jingles and background music with local announcer's copy. The sales points emphasized in the commercials for Delta are the airline's personal service, friendliness, dependability, convenience and comfort. Many of the Delta jingles were produced by orchestra leader Raymond Scott. The background music for many of the spots consists of Gilbert & Sullivan selections.

The commercials are scheduled between programs or within weather shows. Mr. Bounds reported they have utilized well-known sports names to advantage. These include golfer Arnold Palmer, football star Johnny Unitas and baseball luminary Stan Musial.

Delta's major markets, in which schedules are carried on several radio stations, are Atlanta, Chicago, Cincinnati, Dallas, Dayton, Detroit, Houston, Los Angeles, Memphis, Miami, New Orleans, New York, Orlando, Philadelphia, San Francisco, Tampa, Washington, D. C. and Jacksonville, Fla. During the newspaper strike in New York, Delta has been spending about \$7,000 a week on radio-tv there, a \$2,000 weekly increase over its customary spending in the market.

Delta tests the efficiency of its commercials by asking listeners to call the local district sales manager by name for additional information about a particular flight or service, and, according to



# Latest survey shows 84% of U.S. families save trading stamps

*Each year the public opinion and marketing research firm of Benson & Benson, Inc., of Princeton, New Jersey, conducts a survey on trading stamps. The surveys are independent, impartial and scientifically constructed, based on accurate cross-sections of people across the nation.*

## *Saving up 8% over 1961*

In 1962 one or more members of 45,864,000 families in the United States saved stamps for redemption. This is 84% of the total number of families. It represents an increase of nearly 5,000,000 families over 1961.

### **Sizeable gains with all occupations**

Stamps continued to grow in popularity with people of all occupations. Gains of anywhere from 5 to 15% over last year were registered in each of five major occupation groups covered by the survey, which ranged from professional and managerial to farm and farm labor.

### **Higher income groups biggest savers**

In households with wage earners making under \$3000, 75% saved stamps; in the \$3000-4,999 group, 85% saved stamps; in the \$5000-6999 group, 88% saved stamps, and where family income was \$7000 and over, 86% saved stamps.

### **All regions save stamps**

In the five major regions of the country, 78 to 87% of households saved stamps, with the highest percentages in West, Southwest and North Central regions. The Southeast was 78%; East, 83%; West, 85%, and Southwest and North Central, 87%.

### **Saving up 6% among farm families**

In the nation's farm areas 4,162,000 households saved stamps, a gain of 6% over last year. This was 77% of all farm families.

### **Large families are big savers**

Large families proved more inclined to save stamps

than small families. Ninety percent of households with five or more persons saved stamps.

### **Variation by age groups**

The greatest number of stamp savers were found in the 35-49 age group. Eighty-nine percent of the households polled in this category said they save stamps, an increase of 11% over 1961. Stamp savers in the 21-34 age group were at 85%, and in the 50 and over group at 78%.

### **Better educated people are bigger savers**

Persons with high school and college educations were bigger stamp savers than those with grammar school only. Percentages were 87% for high school, 82% for college, 80% for grammar school.

### **Legislative control not favored**

Despite major attacks by the commercial opponents of stamps, the vast majority of people continue to oppose legislation restricting trading stamps, with only 6%—the same figure as last year—saying they favored some legislative curb.



**AN AMERICAN WAY OF THRIFT  
SINCE 1896**

## SUCCESSSES THIS YEAR; WHICH WILL THEY BE? continued

Mr. Bounds, "The results often are immediate and highly satisfactory."

### Radio 1962—Campaign 3: Dodge keeps theme simple

In an even higher priced field, Chrysler's Dodge and Plymouth divisions both used radio to outstanding advantage in 1962—as have car dealers practically everywhere, on the local level.

Dodge used spot radio in a pattern it considers successful and will repeat this year: Various campaign flights throughout the year opened with spot tv and newspaper advertising, and several weeks thereafter, spot radio was used to hammer home the messages.

A. C. (Arnie) Thomson, advertising director for Dodge passenger cars, stressed that radio is not merely a "reminder medium," but provides reach and frequency that is vital in selling such a high-ticket commodity as an automobile. On radio, he said, Dodge tries to keep the sales theme simple and many of the spots center around the message: "Pick a size—Pick a price—Pick a Dodge."

Dodge's campaigns on radio were spread through the year, with flights in the winter, spring, early summer and fall. As many as 250 stations were used in the top 75 markets. Mr. Thomson estimated that Dodge allocated approximately \$1.5 million to spot radio last year. BBDO, Detroit, is the agency.

Musical jingles were the predominant commercial form and generally they were slotted on stations during peak traffic hours, during noon-time and Saturday morning and Sunday afternoon periods.

Mr. Thomson said sales for Dodge during the overall advertising campaign were "highly satisfactory," but noted it was difficult to single out any particular medium. But he emphasized that radio played an important part in Dodge's effort in 1962 and will continue to shoulder responsibility in 1963.

During 1962, radio money was concentrated in spot, Mr. Thomson said, but he added that the company in the past has used network and will consider using that medium in 1963 if the "appropriate program" can be bought.

During 1963, according to Mr. Thomson, Dodge's spot campaigns on both radio and tv will be set to the music of the popular song, "Accentuate the Positive." As in 1962, the various campaign flights will begin on tv and will be extended to radio.

"Our commercial messages as in the past will be simple and palatable," Mr. Thomson remarked. "We begin on tv this month and later we will continue

with radio. It's a pattern that we have found most worthwhile in the past."

**Geared to Success** — "Success" is the key word in the Plymouth radio advertising campaign this year, thanks to a drive that got into high gear in 1962.

Plymouth, whose sales were 39% higher in the first four months of the 1963 model year than in the same period a year ago and greater than



Dodge's A. C. Thomson jingles in peak traffic hours

any comparable four months since 1958, is emphasizing this success as well as successes in service and performance in a radio campaign from December through February, according to William A. Hammond, manager of Plymouth advertising.

The Chrysler division is putting about 15 to 20% of its advertising budget into the radio campaign, Mr. Hammond noted.

In February, the radio commercials tell the story of recent competitive tests against Ford and Chevrolet at Riverside, Calif., in which Plymouth won eight out of ten events, conducted by the nationwide Consumer Testing Institute.

A total of 720 radio stations are carrying one-minute and 30-second spot commercials on the competitive test. Plymouth is using more than 400 stations of the Mutual network, 200 CBS radio stations and 80 additional stations in 30 key markets.

The Riverside success story is related on radio in six different commercials by Lindsey Nelson, Bud Palmer, Sid Collins, Quentin Reynolds, Gabriel Heatter and Westbrook Van Voorhis.

In December, two commercials rotated on a concentrated schedule in 64 major markets emphasized Plymouth's sales story and its warranty service.

The first commercial described the '63 Plymouth as the "instant success car" of 1963 and noted that "In just 10 short weeks, 98,000 new Plymouths have been ordered." The second commercial called Plymouth's new warranty, "America's longest and best warranty—five years or 50,000 miles."

### Radio 1962—Campaign 4: Equitable sells security

The Equitable Life Assurance Society of the U. S., New York, is so pleased with the results of its use of spot radio last fall that it intends to almost double its ad budget in that medium in 1963 to over \$1.3 million.

The company turned to spot radio to "get close" to its field representatives in 137 offices throughout the U. S.—as explained in some detail by Equitable advertising, publications and press relations vice president Charles R. Corcoran (MONDAY MEMO, Feb. 11). Other Equitable officials leave no doubt that they, too, like the way radio works.

Rather than use stations in the recognized top markets, Equitable placed spots on some 400 stations in 130 markets where it has branch offices. The last 10 seconds of every spot—all were one-minute—gave the name and telephone number of the local Equitable manager.

The spots, directed at men, were placed in evening time with emphasis on adjacencies to news, weather and sports shows. The tone of the ads expressed a theme of security, each one beginning with "secure sounds," such as the noise of children playing, before breaking into the sales pitch. A survey of Equitable office managers, which solicited reaction to the choice of programs, stations and messages, brought "the most enthusiastic reaction to any advertising campaign we ever used," reports Goldie Dietel, advertising manager for the insurance company. The 16-week campaign cost Equitable \$709,000.

In 1963, the company plans 13-week flights of spot radio, one in the spring and one in the fall. At \$51,000 a week, it will be devoting over \$1.3 million to radio. In choosing stations for the business, Equitable says that heaviest consideration is given to recommendations of its local office managers.

### Radio 1962—Campaign 5: Salada's fresh approach

Salada Tea, a product of Salada Foods Co., Woburn, Mass., is in its third year as a spot radio advertiser and is currently putting "almost all" of its advertising budget in the medium with a six-week campaign on 74 radio stations in 43 markets in various parts of the country.

Spots are aired for the most part on

**NATURALLY...** There was this chick from Egypt (no mummy!) settin' by the Nile, lookin' sloe-eyed at the Pyramids, thumbin' through the latest papyrus-bound. A real looker! —Along comes this musclebound roamer from Rome in his convertible chariot. And, bingo! It's love! Everybody knew that Cleo was the one with the Tony.



*...but naturally*

And just as naturally as Antony fell in love with Cleopatra, the TV viewers of the rich Rochester, New York, area have fallen in love with WHEC-TV. Just as Cleopatra had what it took to change the course of history, WHEC-TV has what it takes to win the eyes, and ears and hearts of the majority of folks in and around Rochester. A quick look at the ratings (any of the ratings!) will show you what we mean. Better sign up for some WHEC-TV CHANNEL TEN-SPOTS RIGHT NOW!



**WHEC 10 TV**



ROCHESTER, NEW YORK

## SUCSESSES THIS YEAR; WHICH WILL THEY BE? continued

weekdays, and are especially heavy at the morning and evening rush hours. Frequency runs from 10 to 20 to 50 spots per station per week.

Salada first went into radio in the fall of 1961, hoping to reach a newer, younger group of tea drinkers by the use of humorous advertising. Stan Freberg, according to the advertiser, provided a "fresh approach" and a way to change Salada's image from that of an "old, staid company" to a "modern, progressive" firm.

Initially, Salada bought into about 20 markets, increasing to 26 in 1962. That total was expanded this year to 43.

The increased number of markets being used, however, does not represent a substantial increase in spending, a Salada spokesman noted. The firm has attempted this year to gain "more exposure with a little less frequency." Spot radio expenditures are reported at \$750,000-\$1 million annually.

The current radio drive will last six weeks. Another flight of six to eight weeks will follow in April, and another, scheduled for the summer, will promote iced tea.

A Salada spokesman said that store-level sales are "encouraging to us" and are "going up." The company is plan-

ning negotiations with Mr. Freberg for 1964 radio campaigns.

Salada's agency is Hoag & Provandie, Boston.

### Tv 1962—Campaign 1: Chico sells for Santa Fe

Beneficiaries of television's sales pull-and-push in 1962, like radio's ranged from big advertisers to small. They included products that sell for dimes and products that can't be bought (they're leased).

**Chico's Commercial** ■ All up and down the Atchison, Topeka and Santa Fe Railway these days you can overhear passengers and freight customers greeting company men with sing-song high voiced imitations of Chico, the little boy they've come to know and love on the railroad's television commercials: "Santa Fe—all the way!"

They will argue good-naturedly with Santa Fe men, too, for an explanation of whether the little cartoon spokesman is "Injun" or "Mexican." But it's to no avail. No one at Santa Fe has ever decided just who the little desert youngster really is and, anyway, no one is about to spoil the warmly human image with real-life specifics.

One thing Santa Fe officials are sure of however. The combination of Chico and television has produced a sure-fire formula for getting direct results at the ticket windows and freight offices all along the Santa Fe line. So the railroad is increasing its television spending accordingly.

This year the Santa Fe is spending \$1.4 million for tv spot programs and announcements—setting the pace for the entire railroad industry in the use of tv, according to Arthur A. Dailey, Santa Fe's general advertising manager in Chicago. It's an expenditure that's "more than that which is being spent in television by all the other railroads in the country combined."

1963's tv budget represents a jump over 1962's \$1 million tv investment and a considerable increase over the \$300,000 plus spent in each of 1960-61.

Last year Santa Fe's tv spending has grown to represent about 40% of the railroad's total advertising budget, Mr. Dailey recalled, but this year tv is "a good 50%" of the total. Santa Fe's agency is Leo Burnett Co., Chicago.

**Old TV Customer** ■ Santa Fe is not new to television. Its experience with the medium dates back to 1949. Most of this experience was confined to on-line market buys, however, from Chicago to the West. Today off-line markets like New York are Santa Fe targets too.

The railroad's successful major use of tv began with the current Chico campaign. It started as a test of the tv character in Chicago in 1961. Chico's friendly way caught the public heart right away, conveying Santa Fe's desire to serve. Chico first appeared as a Santa Fe spokesman in a *Life* magazine ad in 1946.

The cartoon announcements are used now as the commercials on Santa Fe programs in several markets as well as the straight spots for which Santa Fe buys only the very best high-rate prime-time program adjacencies available.

As of last fall, Santa Fe was buying tv at the rate of about 40 prime spots weekly, scattered among stations in San Francisco, Fresno, Los Angeles, San Diego, Phoenix, Houston, Fort Worth-Dallas, Kansas City, Chicago and New York. Some markets included program buys too.

Currently Santa Fe is adding more off-line markets to this list. These include Philadelphia, Cincinnati, Cleveland and Washington, D. C.

If the top, very best availabilities can't be obtained, Santa Fe waits until they are. "We don't buy tv just for the sake of buying tv," Mr. Dailey said. This also explains why Santa Fe has been in and out of the medium through the years, he indicated.

Although passenger-freight revenue



**THE SELLING POWER\***  
**BEHIND**  
**U. A.'s**  
**SHOWCASE FOR THE 60's**  
**IS SELLING**  
**FOR**  
**KHJ-TV, LOS ANGELES**



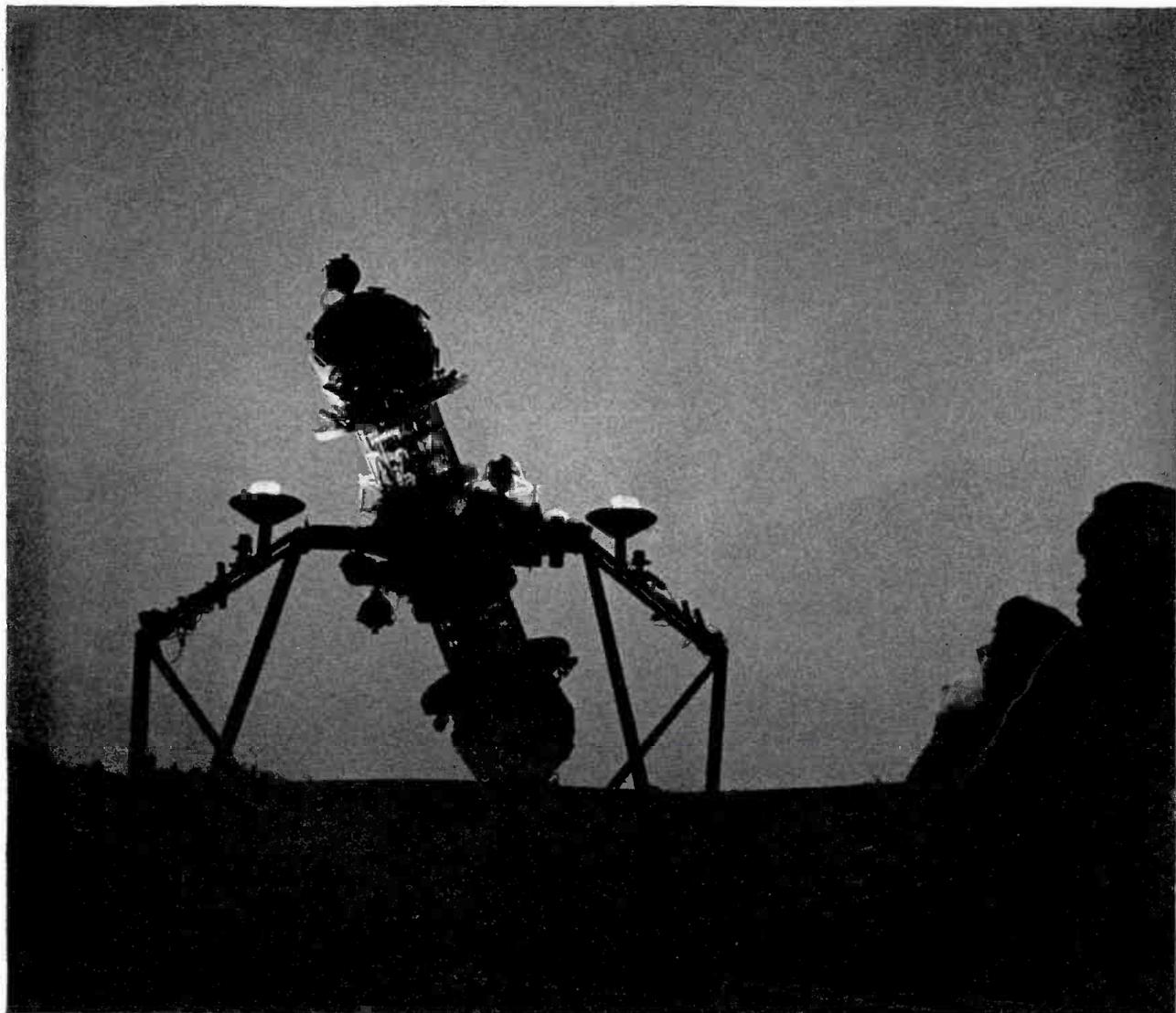
\* **TONY CURTIS** starring in "SWEET SMELL OF SUCCESS" one the 33 powerhouse stars in U. A.'s pre-sold "SHOWCASE FOR THE 60's"



NEW YORK 555 Madison Ave., MU 8-4700 ■ CHICAGO 520 N. Michigan Ave., 467-7050  
■ DALLAS 1905 South Center, Ri 7-8553 ■ HOLLYWOOD 1041 N. Formosa Ave. Ho 6-3429

# In Chicago

... the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



## In Chicago—WGN Television

*originates more color programming  
than any other station  
in the nation!*



— the most respected call letters in broadcasting

**WGN IS CHICAGO**

## SUCSESSES THIS YEAR; WHICH WILL THEY BE? continued

figures for the entire year 1962 are not yet available for analysis, Santa Fe can see the direct results of the impact of tv, Mr. Dailey stated. On the nights that Santa Fe is a sponsor of *Fahey Flynn and the News* at 10 p.m. on WBBM-TV Chicago, for example, he said, some 25-40 people phone right after the program to make firm reservations. Others visiting Santa Fe's ticket offices later mention tv too, he added, and this story is repeated all over the country where tv is used.

Direct orders for freight business can be traced to Santa Fe's New York tv exposure, Mr. Dailey said, while another railroad department has cited tv as helping win prospects for industrial sites along Santa Fe's tracks.

Santa Fe has been a radio advertiser for many years too, but it uses radio at the present time only on a local or regional basis to meet special needs, Mr. Dailey said.

### Tv 1962—Campaign 2: does everything for Bic

The advertising track that led to sales success for the Santa Fe did no less for Waterman-Bic's Bic ballpoint pen.

"Television has done everything for us." That's the summation of tv's effectiveness for Bic, according to Seymour J. Radzwiller, vice president and Bic account supervisor at the Ted Bates & Co. agency. And, said Mr. Radzwiller, this year Bic's tv advertising expenditures will "more than double" 1962's.

Last year's 31-market East Coast campaign would have billed at the annual rate of \$3.7-4 million if the campaign was national, the executive noted.

On Feb. 1 of this year a 13-week campaign began in 31 Eastern markets (similar to the 1962 drive). It will be followed on March 1 by a new, 39-market, 13-week schedule west to St. Louis.

Bic pens were first introduced in post-war Paris and became "best sellers" in many areas of the world. In 1960, Waterman-Bic asked Bates to introduce the ballpoints in the U. S.

Stressed in advertising copy were the durability and reliability of the point—made of tungsten carbide—even though the pens sold for 19 cents and 29 cents.

In the commercial, a Bic ballpoint is mounted in an electric drill and run through a piece of wallboard to demonstrate its strength. The copy theme: "Bic will write the first time every time."

The drill-test idea was received enthusiastically, it was noted, by dealers in point-of-purchase displays featuring Bic pens grouped around drills.

Now solidly established in the U. S., Bic's rate of sale in its price category

has reached 30% of the industry's rate.

### Tv 1962—Campaign 3: Swingline sells staplers

Another mass product that has made a name for itself through television is Swingline Inc.'s "Home-Handy 101 Staple Gun."

Owen Ward, Swingline's director of advertising, said the company's "highly successful" investment in spot tv in 1961-62 will "definitely" cause it to increase its tv budget in 1963—perhaps to twice the 1962 expenditure of \$200,000.

Swingline, a former all-print advertiser, needed to reach both jobbers and homemakers—and at the same time



Santa Fe's Chico  
"Santa Fe—all the way!"

wanted to match its advertising weight to sales potential by market and time of year.

In the fall of 1961, through its agency, Al Paul Lefton Inc., New York, Swingline tested tv in Houston and Minneapolis-St. Paul, using 11 late-night spots per week for eight weeks.

According to Mr. Ward, the initial test brought an increase in sales of 300% in the markets used, and Swingline increased its \$25,000 test campaign investment to \$200,000 in 1962.

Mr. Ward noted the company is now deciding on spot tv schedules for fall 1963 and spring 1964 and, he added, this year's tv may also be used for other Swingline products as well.

### Tv 1962—Campaign 4: department store sales

Use of local television by department stores, especially in the fashion field, received increasing attention during 1962 and contributed its share of successes. The upswing in fashion programming has resulted in quickened sales and also in improved relations

with suppliers and widespread prestige for the sponsoring stores.

A prime example of successful fashion programming was presented by D. H. Holmes, New Orleans department store, last Sept. 12, in prime time over WDSU-TV. A half-hour color film directed by the store's fashion coordinator brought immediate response from national sellers, style magazines and the store's customers.

According to a Holmes official, using local matrons and college girls rather than professional models and placing them in area settings such as the city's French Quarter, college campuses and a country estate, were essential ingredients for the show's success. The department store underwrote all production expenses of the film and was the sole advertiser in its television presentation. Sales pick-up at the department store following the show was largely due to an increasing number of teen-age customers, authorities reported.

Macy's New York is another of the growing number of department stores getting good mileage out of fashion promotion via tv. Macy's fashion department reported unit sales up three times and dollar sales up four times as a result of a single show last year.

Since 1960, Macy's has co-sponsored a semi-annual "line for line" show presenting its women's fashions. The store uses "name" personalities to emcee its shows and is currently negotiating for the services of Peter Ustinov to introduce its next program.

Macy's technique has been to telecast each of its fashion productions twice within the same week. In accordance with this pattern the next show is scheduled for initial appearance March 10 (11:15-11:45 p.m.) on WNBC-TV and reshowing March 15 (7-7:30 p.m.) over the same station. A Macy's official estimated that each of the 1962 programs had audiences in excess of 2 million, based on Nielsen share of audience figures.

### Tv 1962—Campaign 5: Xerox rents copiers

Then there is the case of Xerox Corp.'s 914 Office Copier, which can't be bought at all—it must be rented.

Xerox more than doubled its tv expenditure last fall when it bought into NBC-TV's *Chet Huntley Reporting* (Tue., 10:30-11 p.m.). Tv spending rose from \$500,000 to \$1 million annually when Xerox moved from *CBS Reports* (which it had sponsored the year before) to Huntley in fall 1962.

Xerox, now a two-year veteran of network television advertising, went into the medium in search of a selected audience—business executives and decision makers who would be interested



## KITTY CLOVER IS NUMBER 1 IN SALES IN EIGHT CITIES!

\*The copyrighted television show for children, Junior Auction, is proving its sales power for Kitty Clover Potato Chips in Kansas City, Springfield, Joplin and Columbia, Missouri, Wichita and Topeka, Kansas and Oklahoma City and Tulsa, Oklahoma.

For complete information, contact

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CANADIAN DISTRIBUTORS: Sterling Films Limited, King Edward Hotel, Toronto, Ontario.

**Also Number One in Sales in Leading Markets Coast To Coast.**

.....

***Sales Dynamite for bottlers, dairies, chain stores, meats, bakers, gasoline!***

in the Xerox 914 copier (BROADCASTING, June 18, 1962).

An inter-office memo at Xerox's agency, Papert, Koenig, Lois, noted that documentary or public service tv is an "ideal vehicle" for the 914 "in terms

of the selective audience reached, ability to demonstrate the machine and the corollary benefit of building a Xerox corporate image."

Bob Muir, Xerox account executive at Papert, Koenig, Lois, said last week,

"We consider that television is very important to our total media strategy."

He also noted that in the future, "tv will help educate the public" to the broader corporate nature of Xerox, in addition to advertising the 914 copier.

## Next season? More of the same for tv

### LITTLE NEW OFFERED ALTHOUGH PERCENTAGES VARY AS PLANS CHANGE

It's February and the voices of program salesmen at their persuasive best still ring loud and clear as pilots are screened in agency viewing rooms the length of Madison Avenue. The start of the 1963-64 tv season is still eight months away. There is plenty of time for changes to be made and there's no doubt that many will be. But the general outline of the new season is emerging with increasing clarity in the penciled notations on the program charts of the tv networks.

What does it show? First, that next season will look very much like the current one, only more so. Comedies have been doing very well this season, so they will be given 43% more evening network time next year, according to the winter book. Now, in the prime time period of 7:30-11 p.m., 11 hours and 30 minutes are devoted to comedy programming. Next season, if the final schedule bears out the advance plans, there will be 16 hours and 30 minutes of prime time comedy.

**Short Format** ■ Most of the comedy programs are half-hours, unlike the dramas, action-adventure programs and almost every other type of show except game shows, which like comedy adhere to the traditional 30-minute format. There are exceptions, however. Danny Kaye will be on for an hour each week

and Jerry Lewis for two hours (although there have been rumors that perhaps this is too long, even for so active a performer as he, and that his Saturday night performance may be cut to 90 minutes). Should the *George Gobel Show* become a part of the 1963-64 schedule, it would add another hour-long period to comedy's share of prime network time. Phil Silvers (CBS-TV) and Ethel Merman (Desilu pilot as yet unplaced) will stay with the traditional



half-hour length.

The anticipated flock of corn-cob comedy imitators of *The Beverly Hillbillies* has not materialized. Even the new series starring Bea Benaderet which will be spun off *TBH* for another CBS-TV half-hour spot, will not be cut from the same homespun cloth. And the winter book indicates that the veteran rural comedy series, *The Real McCoys*, won't be back in the fall, although there's

lots of time for changes between now and then. But there will be a wide variety of comedies, even without any more of the Chic Sale type. MGM-TV's *Harry's Girls*, which is due for an NBC-TV berth this year after failing to connect in two previous pilot seasons, will combine beautiful femininity with European scenery in relating the misadventures of a showman and his dancing girls. There's way-out comedy, such as Chertok's *My Favorite Martian* (slated for CBS-TV), and a Desilu pilot, as yet unsold, carries it a bit farther as *I Married a Martian*.

Dramatic programming is also on the increase, from 12 hours of prime network time a week this season to 19 hours next, if the present plans materialize, a gain of 58%. Much of the dramatic fare will be serious, designed to give the audience a measure of education while they are being entertained. CBS-TV, for example, has commissioned John Houseman to produce a new series based on incidents, both famous and little known, of American history.

**Less Adventure** ■ Action-adventure programming, unlike comedy and drama, is in for a drastic curtailment as evening entertainment on the networks during 1963-64, provided the agenda now drafted for next season is not changed to a major degree. The cur-



Mr. Scott



Mr. Jagger and Mr. Franciscus



Mr. Taylor



Kurt Russell and Mr. O'Herlihy

George C. Scott is a social worker in UA-TV's "East Side, West Side" (CBS-TV); Dean Jagger and James Franciscus are the young teacher and the veteran principal in MGM-TV's "Mr. Novak," (NBC-TV); Robert Taylor works for the

Dept. of Health, Education & Welfare in the Four Star series (NBC-TV); Dan O'Herlihy is the father and Kurt Russell the son in MGM-TV's "The Travels of Jaimie McPheeters" (ABC-TV).

# THE DEADLINES THAT NEVER END

News-makers and decision-makers are not clock-watchers for the news can and does break at any time. Total news coverage, therefore, is definitely out of the 9 to 5 job category. It's a demanding task for talented and dedicated professionals.

We have these people.

WCAU Radio News and the CBS News staff with its hundreds of reporters throughout the world, including the world's top correspondents, enjoy the challenges of reporting constant change; meet the deadlines that never end.

## OUR LOG:

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TOTAL NEWS COVERAGE...one of the major reasons why WCAU Radio is the information and entertainment center in Philadelphia

## WCAU RADIO

The CBS Owned Station in Philadelphia  
Represented by CBS Radio Spot Sales



## NEXT SEASON? MORE OF THE SAME FOR TV *continued*

rent season's prime time includes 22 hours and 30 minutes of action-adventure shows; next season's total time allotted to this kind of program is only 15 hours, a drop of 33%. And even in this type of show, producers are endeavoring to implant a moral or a lesson, to leave viewers with something to think about after the show has ended.

Educators will join the doctors and lawyers as tv heroes next fall. A college instructor and his dean are the leading characters of Revue's *The Young and the Bold* (which was titled *The Best Years* when the pilot was shown on Alcoa Premiere). And three pilots have been made for series with high school settings: MGM-TV's *Mr. Novak*, which NBC-TV will carry; Warner-Webb-Skelton's *Giant Step* for CBS-TV, and Screen Gems' *Turning Point*, which is not yet set despite the endorsement of the National Education Assn. Whether *Leave It to Beaver* will be around next season to represent the grade school set has not been finally decided.

Social workers also will come in for tv glorification. George Scott will portray one in UA-TV's *East Side, West Side* (CBS-TV); Dick Clark stars as a policeman working with juvenile delinquents in Daystar's *Kincaid* (ABC-TV); Robert Taylor works for the federal government's Dept. of Health, Education & Welfare in the series *Four Star* is producing for NBC-TV. *Four Star's Settlement House* is looking for a network address.

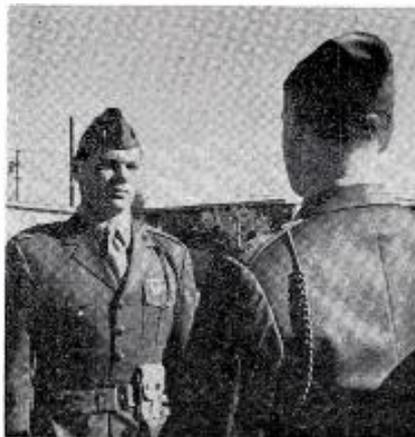
**Something New** ■ The outstanding innovation of the new season, ABC-TV hopefully expects, will be *Arrest and Trial*, 90-minute series being produced by Revue. Actually, it will be two 45-minute programs with two stars, Chuck Connors and Ben Gazzara. In the first half, the police will search for a criminal, capture and arrest a suspect; the second half will deal with his trial. District attorneys will get the limelight in Warner Brothers' *Ready for the People*, the man on the bench in *Four Star's The Judge* (spun off the *Dick Powell Theatre*). Neither of those has been scheduled yet, nor have two prison series pilots, Warner Brothers' *The Key* and Bing Crosby Productions' *The Warden*. *Perry Mason* and *The Defenders* will be back on CBS-TV next season, but it's a toss-up whether *Sam Benedict* will show up on NBC-TV's fall schedule.

There will be three 90-minute programs on the air this Fall: *The Virginian*, first series of this length, which continues on NBC-TV; *Wagon Train*, which is being extended from 60 to 90 minutes on ABC-TV, and *Arrest and Trial*, also on ABC-TV. All three are being produced by Revue, which con-

tinues to be unchallenged as Hollywood's top producer of tv programs, with 8 hours and 30 minutes of network prime time firm for fall and possibly as much more. Revue produces *The Jack Benny Show*, which continues on CBS-TV, and has five shows set for ABC-TV in addition to *Arrest and Trial* and *Wagon Train*: the hour-long college series, *The Young and the Bold*; *The Music Makers*, also 60 minutes, starring John Forsythe as the a and r man for a large record company; and three half-hour comedy series. These are: *McHale's Navy*, continued from this season; *Butterball Brown*, with a baseball setting, and *Lollypop Louie*, a sort of Damon Runyon character played by Aldo Rey.

**Astaire Leaves** ■ Revue will also produce this summer's replacement for Perry Como, *Kraft's Summer Theatre*, a 60-minute mystery series. Fred Astaire, host of ABC-TV's *Alcoa Premiere* and *Premiere*, will not return next season and the 60-minute weekly anthology series is likely to leave with him. This will be hard on Revue, which has used the series as a showplace for many pilots, including, this season: *The Lab*, a medical research series; *Hornblower*, the British naval hero of C. S. Forester's historical novels; *The Hat of Sergeant Martin*, about Marines in Latin America; *Blow Hard*, *Blow Clear*, *Nightfall* and *All Ashore*. *The Young and the Bold*, *The Music Makers* and *Lollypop Louie* and also *Alcoa* spinoffs.

The Hitchcock series, from which *Diagnosis: Danger* is a spinoff, is another Revue series whose return is doubtful, along with *Laramie* and *Wide Country*, both on NBC-TV this season. Revue is producing the daytime *Challenge Golf* series for NBC-TV, however, and is optimistic about the George Gobel comedy-variety program.



Gary Lockwood stars as Lt. Bill Rice in the MGM-TV series "The Lieutenant" scheduled on NBC-TV this fall.

MGM-TV is another hot studio, tv-wise this year. Two NBC-TV series, *Dr. Kildare* and its spinoff *Eleventh Hour*, are certain to be back in the fall, when they will be joined on that network by *The Lieutenant*, 60-minute series about the Marines in peacetime; *Mr. Novak*, also an hour, and the half-hour *Harry's Girls*. For ABC-TV, MGM-TV is producing the *Travels of Jamie McPheeters*, 60-minute series based on the Pulitzer Prize novel about a boy and his father during the gold rush days, and *The Human Comedy*, 30-minute program adapted from the motion picture of that title. This adds up to six hours of prime time for 1963-64.

Three other hour-long dramatic series: *Time of Decision*, *Sister Mike* and *The Mosaic*, and two half-hour comedies, *How to Make More Money than Men*, based on the Sheperd Mead book, and *Ship's Doctor*, have places on MGM-TV's future book, but none of these are expected to be included in the 1963-64 line-up.

**Selmur Shrines** ■ Another man-and-boy series on the ABC-TV agenda is Selmur's *Thunderhead*, whose pilot is being filmed in color although the 60-minute series will be made in monochrome, according to present plans. Selmur's *Combat*, currently in its first season on ABC-TV, and *Cousins*, a 30-minute comedy series (formerly called *Me and September*) with Chill Wills, will also be on the network season, giving Selmur two and a half hours of evening time. Selmur's *Day in Court* may be joined on ABC-TV with another half-hour, five-a-week daytime series, *General Hospital*, which would bring the total network time of this ABC-owned production company to seven hours and 30 minutes a week.

Daystar, whose *Stoney Burke* hour-long rodeo series currently on ABC-TV but not set yet for next season, has two new series which are on the ABC-TV fall agenda: *Mr. Kingston*, 60-minute suspense series starring Walter Pidgeon as the captain of an ocean liner, and *Please Stand By*, half-hour science fiction program, plus high hopes for *Mr. Kincaid*, the Dick Clark juvenile police officer series. Daystar pilots also include three *Stoney Burke* spinoffs: *Tack Reynolds*, with a stock car racing background; *Point of Entry*, the cooperation of Mexican and American police to prevent crime on the border, and *Mark Vickers*, a weapons expert called on to solve crimes in all parts of the world.

Desilu's *Greatest Show on Earth*, hour-long circus series, will be seen on ABC-TV this fall, but the studio's *The Untouchables* is not expected to return to that network for a fifth year. *The Lucy Show* will be back on CBS-TV for a second season. Desilu pilots include four 30-minute comedies: *Trader*

Brown, with Ethel Merman; *I Married a Martian*, *Careful*, *My Love*, and *A-OK O'Shea*. *Fair Exchange* returns to CBS-TV in March as a half-hour show after cancellation of the hour-long version broadcast last fall, but its future after this season is questionable.

**Loses One** - Four Star Television loses one hour, *The Dick Powell Theatre*, on NBC-TV, but gets back the time for its new Robert Taylor HEW series on that network. The half-hour *Lloyd Bridges Show* on CBS-TV and *The Rifleman* (also 30 minutes) on ABC-TV, both seem unlikely to return. *Saints and Sinners* lost its NBC-TV hour in January. Two other Four Star network shows, *Ensign O'Toole* and *McKeever and the Colonel*, both half-hour comedies, are broadcast before prime time. On Four Star's pilot list are three spinoffs from the *Dick Powell Theatre*: Amos Burke (millionaire police officer), *The Losers* (comedy Western) and *The Judge*; a half-hour comedy, *The World of Charlie Springer*; *Settlement House*, 60-minute drama.

Screen Gems will have *Hazel* back on NBC-TV for the third year and *The Donna Reed Show* back on ABC-TV for its sixth consecutive season; but a third SG half-hour comedy series, *Dennis the Menace* will not return to CBS-TV next fall, nor will *Route 66*. Fate of ABC-TV's *Naked City* is uncertain. The hour-long modern Western, *Empire*, is undergoing a change of structure in the spring, with its future beyond this season unknown. Two new half-hours: *Postmarked: Jim Fletcher* and *Archie* are slated for ABC-TV come fall. Other SG offerings include: *Wings for Hire*, an *Empire* spinoff, four half-hour comedies: *Rockabye the Infantry*, *The Farmer's Daughter*, *Grindl* and *Mr. Deeds Goes to Town*; also *Turning Point*, with Mike Connors as a high school teacher.

Twentieth Century-Fox has had only one series on the networks this season, *Dobie Gillis*, half-hour teen-age comedy, on CBS-TV, but the company has a number of programs it hopes to get into the 1963-64 schedules. They include *The Young Lions*, based on the novel; *Eden Hill*, formerly *Peyton Place*; *Cress Delehanty*, *12 O'Clock High*, suspense, and a Western, *The Unholy Three*, all hour-long.

Warner Brothers' *77 Sunset Strip* is scheduled to be back on ABC-TV for another season, while *Hawaiian Eye* will not be and *Gallant Men* is uncertain and it's too early to say what may happen to *The Dakotas*, which was a January replacement. All are hour-long shows, as are these which Warner Brothers is offering for next season: *Ready for the People*, *The Key*, *Giant Step* (high school drama which seems set on CBS-TV), and *Jetport*.

# DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE ESTIMATES

NOV/DEC 1962

NETWORK AND LOCAL TIME DAY PARTS	STATION AUDIENCE SUMMARY TOTAL HOMES	
	WJBF (NBC-ABC)	Station "A" (CBS)
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	33,200	14,000
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM	31,500	13,200
7:30 PM to 11:00 PM	36,000	20,200
11:00 PM to Midnight	7,300	4,100
<b>BROAD DAY-PARTS</b>	<b>WJBF (NBC-ABC)</b>	<b>Station A (CBS)</b>
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	12,300	8,400
12:00 Noon to 6:00 PM	16,500	10,300
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	12,900	5,400
12:00 Noon to 6:00 PM	16,500	10,900
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	39,700	19,100
10:00 PM to Midnight	14,300	9,000
6:00 PM TO MIDNIGHT	31,200	15,700
9:00 AM TO MIDNIGHT	21,600	12,000

AMERICAN RESEARCH BUREAU



CHANNEL

AUGUSTA, GEORGIA

call GEO. P. HOLLINGBERY COMPANY, national representatives.

## A NINE-YEAR RECORD OF STATION TRADING

### Dollar volume of trading

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
<b>Totals</b>	<b>\$954,139,471</b>	<b>\$400,949,096</b>	<b>\$350,440,062</b>	<b>\$202,750,313</b>

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving

joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-Tv."

## Radio stations hot item in sales market

### SLOW TV CHANGES BRING GRAND TOTALS DOWN SUBSTANTIALLY IN YEAR

Changing ownership of radio and tv stations in 1962 slid below 1961 levels, but despite this overall downward movement, transactions involving radio stations increased last year. Moving along at a good clip is 1963 which already has nine transactions on the books which involve \$1 million or more in purchase price.

Radio sales in dollar volume reached a three year peak in 1962. There were 306 radio stations which completely changed hands (24 more than in 1961) and the total dollar volume was \$59,912,520, up 8% over 1961's radio trading volume of \$55,532,516. This was the best year since 1959 when 436 radio stations changed ownership and the amount involved reached \$65,544,653.

Always sensitive to the general economy, station sales in the aggregate slipped back somewhat from the previous year. For all types of sales in 1962, the total reached \$101,742,903—about \$27 million below the 1961 figure which was the peak volume year of the past nine years.

Dollar volume for tv only sales slumped to \$23,007,638, down about \$8 million from peak 1961's \$31,167,943.

The sale of combined radio-tv outlets plummeted to a nine-year low:

\$18,822,745, compared to the 1961 total of \$42,103,708 and a one-fourth of the top year in the nine-year period, 1956's \$65,212,055.

**Washington Climate** ■ One of the key elements in the softening of the station sales market was the climate in Washington—particularly the get tough attitude of the FCC.

This factor specifically is seen as holding down greater activity in the buying and selling of broadcast properties in 1963—although all indicators show that this year should be equal to 1962.

According to station brokers, who eat, drink and sleep station sales, these are some of the government factors which have adversely affected the buying and selling market:

The three-year rule. Fines. Revocation proceedings. Chicago and Omaha type hearings. More and more program

controls.

Even worse in the view of some is the FCC's consideration, according to rumor, of reinstating an Avco-type rule which would, as it did for a few years up to 1952 when it was outlawed by Congress, open up station transfers to bidders who can match the price arranged by the seller and a specific buyer.

None of the brokers are actually pessimistic about 1963; after all, it is in the nature of their business that they be sanguine. The consensus is that 1963 will be as good as 1962. And, if it weren't for the FCC and Newton N. Minow and all that he stands for, 1963 would be better than 1962.

There is general agreement, however, the day of the eight-figure, multi-station sale may be well past. Tv, according to those who think this way, has now reached a period of stability and maturity where ownership is interested less in station turnover than in long term investment.

Or, as broker Howard Stark puts it: "Like all new businesses, tv has run the gamut. First stations were owned by individuals willing to take a chance. Then, as they grew in size, complexity and dollar volume, a corporation took over. And now, as tv has boomed to its present billion dollar annual level,



## CLOBBER COMPETITION

Competition is no longer a knock down, drag out race between television and radio. With the advent of the 60's and the installation of computer techniques in more and more media buying offices, few sophisticated buyers make their choice of one over the other. The trend is an intelligent blend of both, with the dollars going where the numbers are. Today, more than ever, when the choice narrows down to *which* of the radio stations available will be selected to carry the largest share of the radio broadcast budget, it is of major importance that you assure your advertiser of an audience that dominates your market.



Mr. Oberfelder

KRAM, Las Vegas, Nev. reports, "Surrounding Sound is all you claim it to be. Easy to implement, great to hear. Improves the

sound of existing programming. Production uses nearly unlimited."

*The Broadcaster* by Surrounding Sound puts a wholly new concept of dimension and presence into sound whether it be voice or music. The station that enriches and enhances its signal by the use of the technological advances made possible exclusively through Surrounding Sound will go a long way toward capturing the lion's share of the listening audience, regardless of the format of the programming.

So rich, so full, so real is this remarkable concept which enfolds the listener with the beauty of true-to-life sound that those stations now making full use of Surrounding Sound have gained recognition as first in choice of audience approval and, naturally, first in choice of sponsor approval.

E. Z. Jones, exec. v.p., WBBB, Burlington, North Carolina, says, "Entirely satisfied with new dimension given WBBB by Surrounding Sound. Has operated perfectly since March 15, 1962. Audience and press reception amazing. Competition has tried unsuccessfully to imitate installation. Meets with approval of entire staff! Select the dimension you want, then listen to the difference on an auto or small handset and you'll know why we like Surrounding Sound."

**Clobber Competition!** Now, you, too, can give your ratings a hypo with Surrounding Sound. Move your rating right to the top whether your call letters represent a "power-

ful" 250 watt or a clear channel with 50,000 watts of sheer muscle. The zest, the appeal, the concert tone that your programming will gain when Surrounding Sound goes out through your transmitter will captivate an ever increasing share of your potential audience. You'll deliver more homes, more cars, more portables than your competition . . . and your reps will capture the profitable contracts. Surrounding Sound will enable you to **clobber competition** . . . but good!

Do fringe areas present a problem? Surrounding Sound puts beef into your signal safely . . . Stan Wilson of KFJZ Ft. Worth, Texas writes: "Feel Surrounding Sound has given us best technical sound in our history. Modulation definitely improved. Recommend it highly." D. A. Burton of WLBC, Muncie, Indiana says, "We are exceptionally pleased with the distinctive high fidelity sound obtained through Surrounding Sound equipment."

*The Broadcaster* by Surrounding Sound makes any studio an all-out production and sound laboratory. Each and every trick of the trade can be embellished, amplified and made more potent. Your engineers will discover an entire new repertoire of unusual effects that can put solid sell into your commercials! Controlled delay? Reverbs? Progressive decay? You name it . . . or dream it up . . . and Surrounding Sound will make it possible with punch, force and vigor and appealing novelty.

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The Broadcaster  
By Surrounding Sound

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It's attention getting, it's audience holding . . . it's sheer magic out of an electronic black box that puts your listener smack dab in the solid center of pleasing sound, then holds him there because he's spellbound by depth, beauty and fidelity. Old records come to life with sparkle and brilliance; new recordings gain dimension and presence. News broadcasts sound more authoritative, commercials ring out with the authentic touch of sincerity.

### AN OPEN INVITATION TO ALL BROADCAST MEN



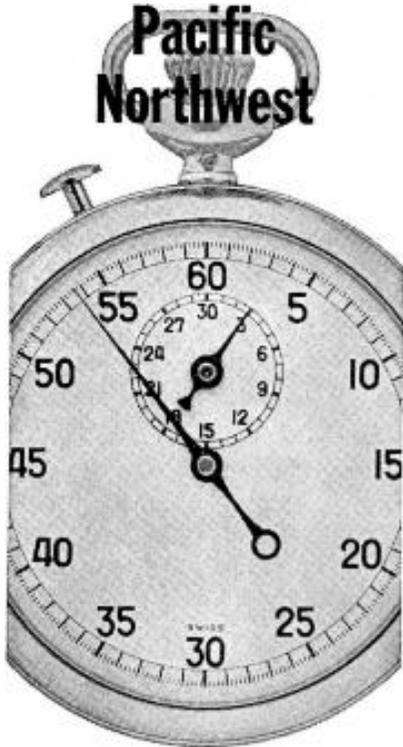
Mr. Spencer

To describe the total effect made possible when the Broadcaster by Surrounding Sound is installed in your station is almost impossible. There is no substitute for an actual listening session. Should business (or pleasure) bring you to Los Angeles, you are cordially invited to visit with us and judge for yourself the sheer enjoyment in sound with which you can thrill your listeners. If you're a foresighted businessman like Ernie Spencer, pres., KWIZ, Santa Ana, California, you, too, will be impressed by the dynamic possibilities of holding and increasing your audience. A 30-minute demonstration convinced Spencer that Surrounding Sound was the soundest means of facing increased competition with a powerful weapon. On February 15th, three weeks after his initial contact with the versatility of this unit, KWIZ is providing the richness, the fullness and the beauty of Surrounding Sound to its listeners.

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Milton Brucker, President  
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GREAT INDEPENDENT  
Studios in Seattle and Tacoma**

**Number of stations changing hands**

	Radio Only*	Combined Radio-TV	Tv Only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
Totals	2,878	144	220

\*Note: In computing the number of stations in the trading an am-fm facility was counted as one radio unit;

an am-only or fm-only transaction similarly was counted as one radio unit.

stations are owned by chain broadcasters, whose interest is in the long haul."

**Three-Year Rule** ■ Of most concern to brokers is the impact the three-year rule has had on sellers. Apparently buyers are still in good supply. James D. Blackburn of the Blackburn & Co. brokerage firm is concerned about this regulation which requires a hearing if a station is sold by an owner who has held the station for less than three years. Not only does this interfere with the broadcaster's freedom to dispose of his property, Mr. Blackburn contends, but it is in many instances unfair.

For example, Mr. Blackburn knows of one broadcaster who owns a small market tv outlet. He has owned it for only one year, and in that 12-month period he dropped \$50,000. "But, because he hasn't held the station for three years, he's going to have to lose money for another two years until he can sell it without having to undergo a three-year hearing," Mr. Blackburn says. The broadcaster, Mr. Blackburn adds, doesn't feel that he can persuade the FCC to waive the regulation in his case.

The three-year rule, however, is not without its defenders. Ray Hamilton, of the Hamilton-Landis broker organization, feels it has served one useful purpose:

"It has driven the 'ribbon clerks' out of the business," he says.

**Impact on Finances** ■ All brokers agree that the FCC's activities have had a definite effect on the availability of funds for broadcast investment. Whereas in previous years financial in-

stitutions were excited about the growth potential of broadcasting, particularly television, they now have cooled somewhat. This is due, not only to the FCC's more stringent regulatory policies, but also to the fact that television, the glamour sector of broadcasting, has reached maturity.

Edwin Tornberg, who heads his own brokerage firm, explains that this has become evident among small business investment company lending firms. They have grown skeptical of broadcast investments, he says, whereas a year or two ago they were extremely interested in them. Now, Mr. Tornberg recounts, "the SBICs are reticent about commitments in broadcasting."

A contrary view is expressed by Mr. Stark. He points to the increasing interest in recent years of insurance companies in putting money into broadcasting. This, he acknowledges, is specifically directed to major market television properties, and emphasizes the long-term investment potentials of television.

This whole trend toward long term holdings and investment paints in clear outline the changing picture in station sales—less and less turnover in ownership.

Buyers are still plentiful, according to brokers, but many sellers have lost their enthusiasm. Many station owners feel that now is not the right time to sell.

For one thing property values have leveled off and broadcasters feel they ought to hold on to their stations until an upswing is discernible.

Countering this general attitude, how-

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nel all transistorized self powered stereo/monophonic mixer featuring: 4 balanced microphone inputs, 2 balanced hi-level inputs and 2 balanced recorder outputs. Other features include individual level controls and channel 1 or 2 selector switches, cannon XL receptacles and switch for bridging of center staging solo mike. Complete with carrying case: \$175.

**Sony C-37A Condenser Microphone**—Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ±2 db 20-18,000 cps • Signal to noise—more than 55 db for signal of 1 micro-bar at 1000 cps. Complete with CP-3 Power Supply, carrying case and 30 feet of cable: \$295.

**Sony C-17B Condenser Microphone**—A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim 1¼" diameter size minimizes visual problems. Complete with CP-3 Power Supply, carrying case and 30 feet of cable: \$350.

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## The case for 'escape entertainment' on television

The critics who deplore the prevalence of escape entertainment on television are going to have to go right on deploring, because there is going to be more, rather than less, of this type of program fare in the months ahead, in the expert opinion of Sheldon Leonard.

The word "expert" is used advisedly. Mr. Leonard is executive producer (and co-owner with Danny Thomas) of T & L Productions, whose three current shows (*The Danny Thomas Show*, *The Dick Van Dyke Show*, *The Andy Griffith Show*) are all firmly set for another season in prime evening time on CBS-TV. T & L's new series, *The Bill Dana Show*, is also set for next season on NBC-TV. Four prime time shows is enough to qualify anyone for the title of "expert," but Mr. Leonard has an even greater qualification; he has the unique distinction of having directed the pilots for 10 tv series, all of which were sold.

"The desire for the kind of entertainment that will let us forget for a little while the myriad pressures of today's world is a symptom of the kind of world we live in," Mr. Leonard said last week. "It is a response to our current social climate, just as the Renaissance was a response to the set of social conditions that prevailed at that time."

The coming tv season is likely to see more far-out comedy programs, Mr. Leonard expects. The top rating achieved by the *Beverly Hillbillies*, the rural family who struck it rich and moved to a mansion in Beverly Hills without changing their country ways, proves the public appetite for entertainment that is closer to fantasy than to realism and we can look for many other examples in the 1963-64 season.

"These new shows won't neces-



Mr. Leonard

sarily try to imitate the *Beverly Hillbillies* formula exactly, but they will latch on to the underlying idea of putting a group of people into incongruous surroundings." A good example might be a program dealing with the adventures of a man from outer space transported to Earth, such as *My Favorite Martian*, which has just been purchased by CBS-TV on the strength of a Leonard-directed pilot.

"There are many types of escapist entertainment," Mr. Leonard commented, "all of them waiting for the proper presentation on tv to start new viewing trends." As an example, he cited the James Bond detective novels, reported to be favorite relaxation reading for President John F. Kennedy. "Here is the fantasy approach, the gentleman detective with *savoir faire*, not the brutally sordid Mike Hammer approach, although, come to think of it, that isn't too realistic either. But it does lack the true escapist attraction that is inher-

ent in James Bond."

**Location filming** ■ Mr. Leonard also anticipates "an increasing flight from the sound stages to film stories in the locales they are supposedly taking place, as is done in *Route 66* and *Naked City*. Too much of television is designed as if we were still in the era of the seven-inch screen, when closeups were all the viewer saw and attention paid to backgrounds was a waste of time. Producers should remember that the tv screens are bigger now and backgrounds can be seen and enjoyed. That's why we did eight Danny Thomas shows in Europe last summer."

Costume drama, period programming, is just waiting for tv to discover that it has a wide appeal, Mr. Leonard said. "It's tremendous escapist entertainment. Look at the success 'School for Scandal' is having on Broadway today. Remember 'The Scarlet Pimpernel' and 'Monsieur Beaucaire' and innumerable Douglas Fairbanks pictures. It would be just as great on television and you don't even have to wait for color, although that will help, of course."

The first responsibility of any form of entertainment, any medium of communications, "is to survive," Mr. Leonard declared, "and you can't survive without an audience. No matter how important your message, it doesn't mean much if nobody hears it. But we can't sit back complacently with pure escapism and say smugly that we're giving the public what it wants. We've got to do better than that. To not only survive but to progress, television has got to give the viewers not what they want but what they don't know yet that they want. Like 'School for Scandal' on Broadway, we can appeal to escapism without degrading our standards."

ever, is the feeling among some station owners that the present plateau in station values may plummet. When the FCC cracks the am freeze, there may be a surge of additional stations in markets that now make for profitable station operation under cover of the numbers restriction. Many feel the same is true for tv as the FCC seemingly pushes along with drop-ins and the promotion of uhf outlets.

**Highlights of 1962** ■ Despite the less than boom approach to 1963 and the reasons given for the drag in 1962, the year just passed continued to see well-rounded prices paid for good tv and

radio properties. Like:

■ \$10.6 million for 50% of WTAE (TV) Pittsburgh by the Hearst Corp. which already was a half owner.

■ \$10 million for WINS New York, by Westinghouse.

■ \$6¼ million for 63% of KENS-AM-TV San Antonio by the Harte-Hanks Newspaper interests which owned 37% and which later sold off KENS for \$700,000.

■ \$6¼ million for KOGO-AM-TV San Diego by Time-Life Broadcast Inc.

■ \$5,720,820 for 51.4% for the *Honolulu Star-Bulletin*, which includes KGMB-AM-TV Honolulu, KHBC Hilo

and KMAU-TV Wailuku. This move was by a group of Honolulu businessmen who bought out the Farrington interests in the publishing company.

■ In the \$2-3 million range, the following stations changed ownership—K CRA-AM-FM-TV Sacramento, Calif., bought for \$2.8 million by the estate of the late Ewing C. Kelley; WNTA-AM-FM Newark, N. J., bought by Communications Industries (Lazar Emanuel) and WNCT (TV) Greenville, N. C., bought by Roy H. Park, each for \$2.5 million; WLWA (TV) Atlanta, bought for \$2¼ million by the Fairbanks interests (WIBC Indianapolis) in an ar-



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electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "FourStar" one year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.



## RADIO STATIONS HOT ITEM IN SALES MARKET *continued*

rangement which saw WIBC withdraw from its battle to secure the Crosley-operated WLWI (TV) channel in Indianapolis; WEAU-TV Eau Claire, Wis., bought by the *Appleton* (Wis.) *Post-Crescent* for \$2.1 million; KFAC-AM-FM Los Angeles, bought by the Cleveland Broadcasting interests (Ray T. Miller) for \$2 million.

■ In the \$1-2 million class—KODE-AM-TV Joplin, Mo., bought by James S. Gilmore Jr., for \$1,850,000; WDOK-AM-FM Cleveland, bought by Transcontinent Television Corp. for \$1.4 million; KYA-AM-FM San Francisco, by Golden West Broadcasters (Gene Autry), for \$1¼ million; WAPA-TV San Juan, P. R., by Screen Gems Inc. for \$1.5 million; WHAM and WHFM (FM) Rochester, N. Y., by Communi-

cations Industries, for \$1.3 million; and a trio of Kansas area stations [KCKT (TV) Great Bend, KGLD (TV) Garden City, and KOMC (TV) McCook, Neb.], by George M. Brown and associates (KARD-TV Wichita), for \$1 million.

Other major station ownership transfers: KGHL-AM-TV Billings, Mont., bought by Paul Crain and associates, for \$745,000, after which KGHL was sold to George Hatch interests for \$204,285; KFBB-TV Great Falls, Mont., by Harriscop Broadcasting group for \$610,000; KEX Portland Ore., by Gene Autry's Golden West Broadcasters for \$900,000; KTVT (TV) Fort Worth, Tex., by WKY Television System, for \$800,000.

**Three Threes** ■ Interestingly, in three

cities a trio of stations changed hands during 1962:

In Chicago, WGES (now WYNR) was bought by Barton and Gordon McLendon for \$2 million; WAIT by Maurice Rosenfield and associates, for \$1 million; and WHFC Cicero and WEHS (FM) Chicago by record distributors Louis and Phil Chess for \$1 million.

In Louisville, WAKY went to Fred Gregg and associates for \$1,350,000; WINN to Garvis Kincaid for \$500,000, and WKYW to Producers Inc. for \$305,300.

In Tulsa, KAKC was bought by Public Radio for \$575,000; KRMG by the Swanco group for \$500,000 and KFMJ by the Oral Roberts organization for \$300,000.

**New Group** ■ Through the purchase of four tv stations in 1962 (three in North Dakota), Producers Inc. became a major group owner. A combination of Ferris Traylor and family and the Polaris Co., a diversified investment company, Producers Inc. bought WTVW (TV) Evansville, Ind. (in which Mr. Traylor had an interest), for \$514,800; KXGO-TV Fargo for \$390,000; KCND-TV Pembina for \$190,200 and KNOX-TV Grand Forks for \$90,279. Pending FCC approval is its latest purchase, that of KXOA Sacramento, Calif., for \$750,000.

**New Year Deals** ■ These levels are still being maintained in 1963. The following stations have been sold and are awaiting FCC approval:

■ KTTV (TV) Los Angeles, bought by Metromedia for \$10 million.

■ WREC-AM-TV Memphis, purchased by Cowles Magazines & Broadcasting, for \$8 million.

■ WDBO-AM-FM-TV Orlando, Fla., bought by The Outlet Co. (WJAR-AM-TV Providence, R. I.) for \$6 million.

■ WREX-TV Rockford, Ill., sold to Gannett Co. for \$3,420,000.

■ KSYD-TV Wichita Falls, Tex., purchased by Paul Harron and associates for \$2,350,000.

■ WMAZ-AM-FM-TV Macon, Ga., bought by WMRC Inc. (owner of WFBC-AM-TV Greenville, S. C., and of WBIR-AM-TV Knoxville, Tenn.) for \$2,094,750.

■ KKTU (TV) and KFMH (FM) Colorado Springs, and KGHF Pueblo, both Colorado, bought by Tele-Broadcasters, for \$1 million.

And already approved by the FCC a short month ago were the transfers of KOAT-TV Albuquerque and KVOA-TV Tucson to the Steinman Stations group for \$3,250,000 and of KCPX-AM-FM-TV Salt Lake City, to Screen Gems Inc. from Columbia Pictures for \$2,400,000—but Columbia Pictures owns 89% of Screen Gems.

These indicate a pretty good start for 1963 in station sales.



### Oregon governor reports to people on tv

*A Report to the People* by Oregon Gov. Mark O. Hatfield (R) is being carried bi-weekly on a six-station statewide tv network. The program, which originates in the studios of KOIN-TV Portland, began Monday, Jan. 14, and will continue for the duration of the current state legislative assembly, probably until mid-spring.

The series is similar to one conducted four years ago by Gov. Hatfield's predecessor, Gov. Robert Holmes (D).

The opening program dealt with the governor's inauguration and the opening of the legislature. Last Monday's (Feb. 11) program had Gov. Hatfield in an informal conversation with three newsmen. Subsequent shows will deal with items of legislative interest and talks with

department heads.

A request for equal time to present the Democratic-controlled legislature's point of view on the governor's comments was given a qualified reply by C. Howard Lane, managing director of KOIN-TV.

Mr. Lane told State Sen. Walter Pearson "if specific programs necessitate, in our judgment, the application of the principle of fairness, we will be glad to make time available to responsible representatives of the legislature so that their viewpoint can be represented." To date, no such rebuttal programs have been presented.

Other stations carrying the governor's program are: KVAL-TV Eugene, KCBY (TV) Coos Bay, KPIC (TV) Roseburg, KBES-TV Medford, KOTI (TV) Klamath Falls.

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*Leasing of the transatlantic photo cable circuit is another step in AP's consistent policy of utilizing the most advanced technical means to bring the best possible news and photo report to its members.*

## Radio-tv rescues Cleveland charity drive STRIKE-BOUND NEWSPAPERS HAD POSED PROBLEM

Even without newspapers, Clevelanders have out-done themselves in supporting one of the city's major charities. Television and radio got the lion's share of the credit.

The event was the Cleveland Press Charity's annual mid-America boat show, held Jan. 22-28 with proceeds going to local charities through the Cleveland Welfare Federation. With Cleveland newspapers closed by strikes—as they have been since late last year—the customary heavy newspaper promotion was out of the question.

Local stations marched into this breach. Storer Broadcasting's WJW-TV offered to (and did) originate its daily one-hour *Dale Young Time* from the boat show, in addition to giving advance and concurrent promotion. Other stations got behind the show by contributing extensive schedules before and during the event.

The result: attendance this newspaperless year reached 115,600, as against 104,300 a year ago when the newspapers were operating.

Richard O. Overmyer, associate di-

rector of the welfare federation, wrote to WJW-TV specifically but spoke of Cleveland broadcasters generally when he said the fund "is deeply indebted to the radio and television industry . . . many thousands of Clevelanders will have a happier Christmas next year because of the exhibition's success, made possible by your foresight and spirit of civic responsibility."

### Drive starts March 1 for Radio Free Europe

Radio Free Europe's 1963 fund drive for \$11 million begins March 1. Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, will serve as chairman of the "Broadcasters for Radio Free Europe" committee.

Committee members include S. L. Adler, Paramount Tv Productions; John P. Blair, Blair & Co.; Leonard Golden-son, American Broadcasting-Paramount Theatres; Payson Hall, Meredith Broadcasting; Robert F. Hurligh, Mutual; Robert W. Sarnoff, NBC; Loyd C. Sig-

### Follow that Leader

A "playful and gentle" lioness named Leader padded about the streets of Chattanooga, Tenn., for 9 hours after escaping from new owners at WFLI in that city. She was finally found unharmed in an alley late at night.

WFLI bought Leader, a 50-pound, 5-month-old cub, as a promotional gimmick to go with a lion's roar on station breaks. Ron Dailey, WFLI disc jockey, was driving her to a high school for a personal appearance when Leader escaped, and lion-hearted Bill Hall and Bill Warren were assigned the task of tracking her down.

mon, Golden West Broadcasters; Frank Stanton, CBS; R. Peter Straus, WMCA New York, and John F. White, National Educational Television & Radio Center.

### L.A. disc jockeys play for benefit of charities

Giving their all for charity, Los Angeles disc jockeys both bowled and played basketball yesterday (Feb. 17). The bowling took place at 5-6 p.m. before the cameras of KTTV (TV) for the benefit of the Los Angeles County and Bud Baker Memorial Heart funds. Ira Cook, personality at KMPC, was chairman of the event, third annual competition in honor of Bud Baker, who died of a heart attack Sept. 21, 1959, while conducting a contest at the Los Angeles County Fair.

The basketball game pitted a dee-jay team from KFVB against one composed of record industry promoters. It was staged in the city's Memorial Sports Arena, with the proceeds to go to Radio-Television, Recording & Advertising Charities of Hollywood.

### KPRC entertains admen with listeners' valentines

More than 200 Houston agency executives were entertained last Thursday (Feb. 14) with a Valentine Day party at the KPRC studios.

Brightening their day were the returns from the station's annual contest, in which more than 2,000 listeners submitted home-made and, in some instances, hand-carved valentines.

Since no store-bought articles were acceptable, the KPRC listeners spent two weeks fashioning the clever, imaginative and sometimes very warm valentines,



### KFDM takes agency men duck huntin'

KFDM Beaumont, Tex., used a rare sales decoy recently when it invited a group of agency men to a weekend duck hunt. Here, receiving a "real" decoy for a prize is hunter Charles Cooper, account ex-

ecutive, Glenn Advertising, Dallas. Others in picture (l-r): Howard Teitler, Dr. Pepper Co.; John Butler, Peters, Griffin, Woodward, KFDM's rep; Larry Cugini, Grant Adv., Dallas, and Mrs. Lynne Dower, PGW.

# IF IT CONCERNS RADIO OR TELEVISION LOOK IN THE JUST PUBLISHED . .

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## Mohammed replaces Mogubgub

When Fred Mogubgub left the film-making company Ferro Mogubgub & Schwartz last October he took his name along with him and left a gaping hole in the company's title.

In search of a name as catchy as Mogubgub to fill the gap, the firm held a competition inviting contestants to submit three syllable names beginning with the letter M to form a

new corporate title. Out of such entries as Martini, Mao Tse Tsung, Motherhood and Moglumglub emerged the winner, Mohammend, submitted by Robert T. Wolf of the Benton & Bowles agency.

FM&S is still FM&S, but now it's Ferro, Mohammed & Schwartz. It's located at 249 East 49th St., New York.

which they sent to their favorite air personalities.

Jack Harris, vice president and general manager of KPRC, called the response the most amazing in his years in the business.

## Drumbeats . . .

**How to sell** ■ Weverka & Assoc., advertising and p.r. agency, Beverly Hills, Calif., has issued a 16-page booklet: "How to Sell your Products with a Limited Ad Budget," which the agency describes as "an attempt to assist advertisers in evaluating the worth of their present advertising efforts and to serve as a guide to their future advertising investments."

**Tv 'feeds' radio** ■ A radio time salesman, Peter Allen of Blair Radio, New York, can crow at tv's expense. His wife, Dorothy Allen, appeared as a contestant on NBC-TV's *Concentration*; and in two days on the show she won a mobile home trailer that sleeps eight; two air purifiers with range hood; a championship-size pool table; a pedigreed cocker spaniel; two cases of dog food; a tv-hi fi console; a \$500 gift certificate to a store of her choice, and a Polaroid Land Camera.

**Music . . . music . . . music** ■ In less than three months after the premiere of *Stoney Burke* on ABC-TV (Mon., 9-9:30 p.m.), three companies have issued records on the theme music of the series. The companies which have issued the recordings, based on the music composed by Dominic Frontiere, are United Artists Records, Roulette Records and Capitol Records.

**TIO presentation** ■ The Television Information Office is distributing a 25-minute color slide presentation, "Television: Advertising," to its station members, for showing to community groups and station personnel. The presentation is the fourth and last in a series designed as community educational aids for broadcasters. The other three are "Television: Dimensions," "Television: Programming," and "In the Public Interest."

**Award** ■ The American Municipal Assn.'s "International" award has been presented to KTVU (TV) San Francisco-Oakland for furthering international understanding through its "Bridge to the Orient" films, which depicted the sister-city ties between Oakland and Fukuoka, Japan, and San Francisco-Osaka. The award was presented by Oakland Mayor John C. Houghron.

**Theory substantiated** ■ WWDC Washington personality Carroll James tested his theory that people *do* listen to commercials by using a recent recording by the Boston Pops Orchestra. He held a contest asking listeners to identify every commercial in an orchestral medley of familiar commercial jingles. In the hundreds of letters received, at least 90% of the commercials were identified correctly.

**Keller award to WBZ** ■ *World Without Sight*, a documentary aired on WBZ Boston last November, was given the annual Helen Keller Award by the American Foundation for the Blind.

## Mid-season CBS-TV promotion

According to CBS-TV, a new mid-season program promotion campaign the network and its affiliates are planning—and which is about to get underway—is "probably the most extensive ever undertaken by a network at this time of year."

The network has distributed promotional aids packed in a 10-pound kit to affiliates. Included are trailers, slides, glossy prints, photographs, on-the-air announcement copy, and other such materials. The promotion is in behalf of CBS-TV's nighttime schedule.

## Book marks WFGA-TV's fifth

WFGA-TV Jacksonville, Fla., has produced a 26-page color booklet commemorating the station's fifth anniversary. Affiliated with NBC and ABC, WFGA-TV shows over two-thirds of all local and network shows in color.

Two pages of the booklet are devoted to the station's activities at Cape Canaveral where it originated the first live telecast. WFGA-TV has since originated more network and pool programs from the Cape than all other stations combined.

## INTERNATIONAL

## BBC's second tv network to start in 1964

### WILL USE 625-LINE TRANSMISSION SYSTEM

The BBC's second television network, to be known as BBC2, is now planning to start operations in April 1964. It will use the 625-line transmission system.

Weekly program output on BBC2 will start at about 25 hours of new programming. BBC-TV's present program production is about 60 hours a week. It is provided by 10 outside broadcast units, five regional production studios, eight major studios in London, the news operation in Alexandra Palace and regional news rooms and the world's largest tv film unit at Ealing

Film Studios. BBC-TV programming is supplemented with syndicated film programs.

To start BBC2 with a 25-hour weekly schedule at least three more London studios will be needed, and a fourth will have to be found to expand the schedule to 30 hours a week. BBC2 plans to expand to 30 hours after about 15 months.

Color tv, which will start before the end of 1964, will be developed at a slower pace than originally planned. BBC-TV's first color tv studios at Television Center will begin operation in

late 1965, and more color tv studios are planned for 1967.

Two thirds of Britain's population will be able to receive BBC2 by 1966.

## Holland discusses commercial television

The Dutch government has endorsed the introduction of a second tv network in Holland. The proposed network would be operated on a commercial basis in contrast to the existing service which is non-commercial. It would be forced, however, to provide a considerable part of its air time to a non-commercial broadcasting organization.

The government plan is opposed by

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**STATION "B"**

**35,900 HOMES**

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7 Days a Week**

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**Edward Petry & Co., Inc.**



\*NOV.-DEC. 1962 ARB



### 'Mr. Piper' has Canadian preview

At a preview held at Lakeshore Studios in Toronto, Canada, Bruce Attridge (l), supervisor of children's programs for the Canadian Broadcasting Corp., and David Cleo, assistant superintendent of curriculum for the Dept. of Education (province of Ontario), watch *Mr. Piper*, a new half-hour series filmed in color. A total of 39 films were shot at Lake-

shore by U. S. distributor Independent Television Corp. in an agreement that included ITC, Pied Piper Films Ltd. and Allan Wargon Ltd. The series already has been sold to the Canadian Broadcasting Corp. (for both the English and French networks) and to Associated Television Ltd. for tv showing in the United Kingdom.

existing broadcasting organizations in Holland. The discussion is expected to go on (partly in the courts) for some time, but the government has indicated it is convinced that by 1969 not two but three independent tv networks will exist in Holland. It's still undecided who would run the additional Dutch tv networks. There are several business groups indicating interest in commercial tv. Among them is an organization of 47 Dutch publishing houses.

Total weekly on-air time for the commercial (second) tv network in Holland would be about 30 hours at the start. Out of the total, 20 hours will be devoted to normal commercial tv while 10 hours will go to non-commercial programs handled by non-profit organizations.

No date has been set for introduction of the additional Dutch tv services.

### Site picked for CBC building

A site has been chosen in Montreal for a \$10 million headquarters for the Canadian Broadcasting Corp., to be built by 1968. The 25-acre site is bounded by Dorchester St. East, Papi-neau, Craig and Wolfe Streets. It is to be cleared of all buildings by the

city of Montreal by Oct. 1. The Canadian government will pay Montreal \$4,160,000 for expropriation and services on the property. The new headquarters will be an administrative center for CBC's Quebec provincial operations. CBC now has several properties in use in Montreal, including a former 17-story hotel.

### Annual license fee needed by BBC

BBC Director-General Hugh Carleton Greene said in London that BBC needs the proceeds of a \$14 annual license fee now or a \$16.80 one in 1965. Speaking to the Parliamentary Press Gallery Lunch Club, Mr. Greene thought that the government now recognized that the only right way of financing BBC was by the license fee.

"What we need to get us through the end of the 1960's is the full proceeds of a [\$14] license as from April 1, 1963."

The present annual fee payable by every household with a tv set is \$11.20 but the government keeps \$2.80 of this as tax.

The director-general said that if BBC gets all the money of the current fee it

could carry on until 1965 with the aid of its borrowing powers. At that point BBC would need a \$16.80 license because of the delay and the extra costs involved in borrowing.

### Reds add 700 hours to radio propaganda

The weekly "foreign radio service" broadcasts from 13 Communist-ruled countries have increased 700 hours to approximately 4,000 hours in 63 languages, according to the president of Free Europe Committee Inc., John Richardson Jr.

The Communist broadcasts even include Esperanto, Mr. Richardson said in an address to the New York State Publishers Assn.

The work of Radio Free Europe since its was organized in 1949 has kept the Soviet Union off balance in the latter's program to dominate the minds of Europeans, Mr. Richardson said, and so has justified the wisdom of its founders.

The "quicken pace" of West European "unity" and the "conflicts apparent" in the world Communist movement now offer Radio Free Europe its "greatest challenge and opportunity," he said.

Mr. Richardson said the Soviet Union now broadcasts 1,300 hours weekly of radio programs abroad and Red China broadcasts 700 hours; others, in order: East Germany, Cuba, Czechoslovakia and Poland (tied for fifth place), Romania, Bulgaria and Hungary. The extent of Communist monitoring of Radio Free Europe leaves "no doubt" that the Communists "deeply respect and fear our influence, our ability to break their internal monopoly of communications," Mr. Richardson said.

Mr. Richardson said Radio Free Europe is the "single most important" channel of communication to Communist-dominated countries.

### CBC schedules free political broadcasts

The Canadian Broadcasting Corp.'s English and French language television and radio networks will each provide five hours of free time for political broadcasts for the April 8 Canadian general election. Total of twenty hours will be divided into fifteen minute periods to provide 28 periods for the Conservative Party, 24 for the Liberal Party, and 14 each for the New Democratic and Social Credit parties.

During last June's general election 26 hours of free time were provided. Distribution of the time was arranged by the CBC and the four political parties and was approved by the Board of Broadcast Governors.

# Vast wasteland

London on the Thames? Paris on the Seine?  
Nope. Cedar Rapids, on the Cedar.

Now do you think we shoot buffalo from  
train windows?

The battleship anchored in the river is  
Municipal Island, with the county court-  
house and City Hall. Top center complex  
is Quaker Oats plant (right of dam),  
world's vastest oatery.

X marks WMT Radio's studios, surrounded

by 105,000 city folk. Although residents of  
the nation's wealthiest agricultural state,  
they help the state produce industrial in-  
come that's twice as great as farm income.  
They also help make WMT Eastern Iowa's  
habit.

The WMT Stations • CBS Radio and TV  
for Eastern Iowa

National Representatives, The Katz Agency  
Affiliated with K-WMT, Fort Dodge •  
WEBC, Duluth



Photo courtesy Des Moines Sunday Register

# DATELINE: Television in Japan today by Sadao Mazaki

## 'Miracle' is the word used by this commercial tv company

There's been something of a "miracle" in the way the number of Japan's tv sets have increased over the past 10 years following the start of tv in that country. At mid-year of 1962, for example, the total of registered tv receivers already had reached 11,223,000, or second in set count only to that of the United States.

Impressive as this figure might appear, it actually is conservative and hardly as accurate or realistic as the 15,263,000 total used by set manufacturers and exporters to indicate set totals.

They arrive at this higher figure by a compensating formula—multiplying the "official" registration figure by 1.36. The formula was constructed after a study of the peoples' habits.

In Japan, the government supports its own broadcast system (NHK) and in the financing imposes a compulsory levy of 300 yen (\$.84) per month on each television set.

The study of set registration indicated many new set owners fail to register or otherwise conceal ownership to avoid the government levy. Hence the formula used for estimating sets.

Though an estimate, these figures usually are considered more reliable than ones with which Americans are advised to work. It is also the basis on which we would recommend that Americans question the source when presented with figures said to represent total tv set counts in Japan.

**Second to U.S.** ■ Set growth continues. Last July, Japan produced 390,000 receivers, of which some 30,000 were earmarked for export, and the remaining, larger number absorbed by domestic purchases, or an increase in Japan of some 12,000 sets each day.

One projection had total sets in Japan at the 17 million level by Christ-

mas of 1962. This compares to 70 million in the U.S.

The growth of set ownership in Japan must be viewed also from the point of view of the growth in broadcasting facilities, in coverage and audiences.

**Government Regulation** ■ Television business in Japan consists generally of the government-owned Japan Broadcasting Corp. (NHK) and a group of commercial tv companies. This situation is somewhat comparable to that of Great Britain with its government-supported British Broadcasting Corp. and the Independent Television Authority.

NHK operates 126 stations, including some 36 educational outlets. The commercial companies number about 45 (or 98 stations).

Though commercial tv resembles that of the U.S., there is a basic difference in that the Japanese government permits a company to own but one station. This bar on group ownership means that the commercial stations are independently controlled and operated.

Network ownership of the kind U.S. broadcasters are familiar with does not exist, though for programming there is a dependency by necessity of quite a few of the smaller stations on the major outlets which are for the most part located in Tokyo and Osaka.

The major "network systems" or key stations include the following Tokyo-Osaka combinations, the identification for the first station in each case is for Tokyo and the second for Osaka: NET-MBS, NTV-YTV, TBS-ABC, and FTV-KTV. In practice, local stations in such areas as Nagoya, Fukuoka, Sapporo among other places, affiliate usually with one or more of these key systems in policy matters.

The system has evolved in Japan wherein a "sponsor's network" is per-

haps more descriptive than would be the term, "station's network," of the network function in that country.

It is interesting to note, that sponsorship on only two stations—but the key ones in Tokyo and Osaka—can represent coverage of nearly half of the country's total population. From the point of view of purchasing power, the total coverage figures add up to about 4.5 million in Tokyo and another 3 million in Osaka.

**Japan's Advantage** ■ In terms of audience, the advertiser in Japan might have advantage over that in the U.S.: the advertiser's commercial on television reaches homebodies—unlike the typical American with money to spend, the Japanese usually are not away from their homes for any time span during leisure hours. They do not follow the pattern of considerable dining out, of weekend traveling, of theatre going and the like. Moreover, each home in Japan is more likely to have a larger family in number than in the U.S.

A basic advantage to advertisers in the U.S. is the relative low cost of time charges, particularly in regard to purchasing power. For example, the time charge on an Osaka station, with a coverage of 3 million tv homes, approximates that of a station located in Seattle.

Meantime, the number of sets is on the increase and expected to reach 20 million in Japan soon and by the time of the Olympics in Tokyo (1964) the total should be at 25 million.

Japan is active in international tv. The timely success of Telstar made possible a simultaneous telecast in Europe and in the U.S.A. Worldwide networking is no longer a dream.

In Japan, MBS, in cooperation with NET, has stepped into the international picture by being an active member of "Worldvision," sponsored by ABC International in the U.S. It is our hope that we can play a role, as a key station operation in the Far East, in the exchange of programs, and of sales.

MBS, in fact, is leading a broadcast movement now underway in Japan, to open the eyes of others around the world. MBS (Mainichi Broadcasting System) established its own office in the United States in 1960, and was followed later by TBS (Tokyo Broadcasting System) and then by others. It's expected that this year will see eight stations based in Tokyo and Osaka opening offices or appointing a representative to serve them in the U.S.

We are convinced that the television business now has its feet in international and worldwide operations.

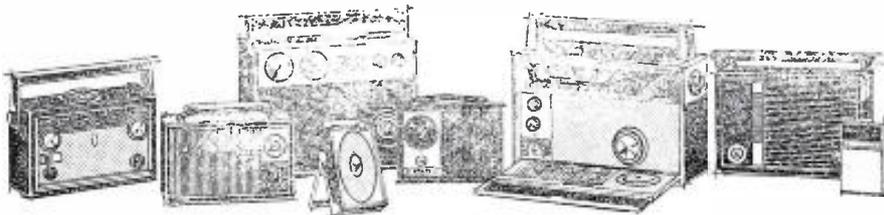
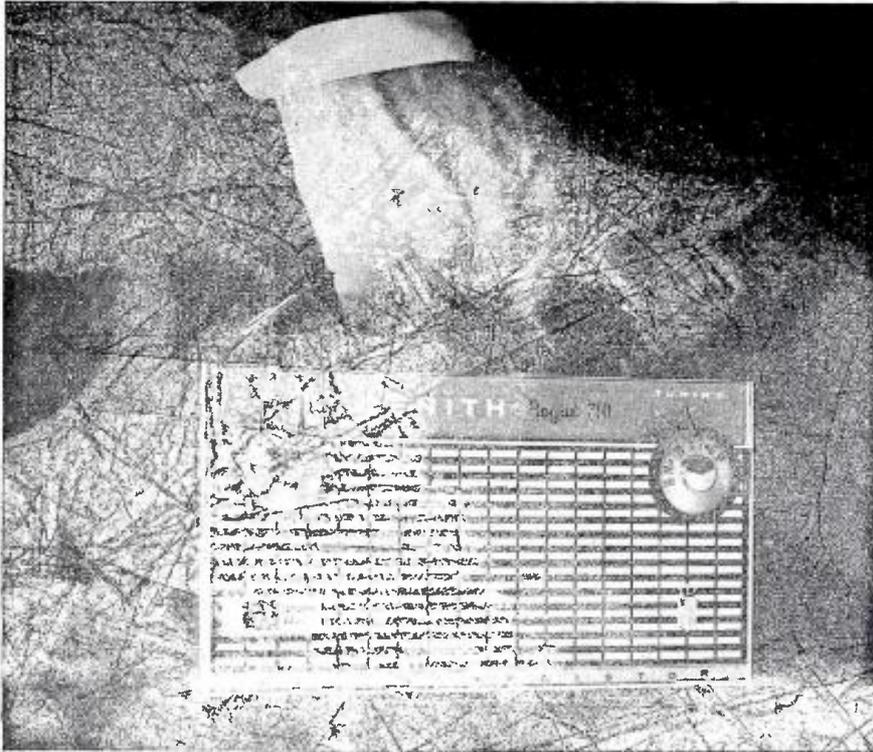
Sadao Mazaki, 40, chief of the tv programming bureau of Mainichi Broadcasting System, Osaka, is a former reporter of seven years with the 'Mainichi Newspapers' (one of Japan's largest), which has its main office in Tokyo. Mr. Mazaki joined Mainichi Broadcasting, which is closely affiliated with the newspaper, in mid-1959 as assistant chief of the programming bureau's news department. He was appointed chief of the tv programming department in 1961, and became No. 1 programming executive last November.



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And this makes a difference you can *hear* in any Zenith radio you buy.

To be sure, it costs more to build a radio this way, but you get a lot more radio for your money.

If quality is important to you, as it is to most people—choose a Zenith. The same power goes in . . . but so much more comes out!

**ZENITH**

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Zenith Radio Corporation, Chicago 39, Illinois • Specifications subject to change without notice.

# 12 countries enter IBA commercial contest

## HOLLYWOOD AD CLUB HAS OVER 1,400 ENTRIES

Producers of broadcast commercials in 12 countries outside the United States have entered 174 tv and radio commercials in the third annual International Broadcasting Awards competition of the Hollywood Ad Club. This is roughly one-eighth of the 1,400 entries, 1,000 of them for tv.

Among nations which entered commercials in the IBA competition, Great Britain leads with 92. Canada ranks second with 36, followed by Japan with 10. Other countries are: West Germany, 9; Australia, 7; Spain, 6; Jamaica, W.I., 4; New Zealand, 3; Ceylon, Kenya, East Africa, and The Union of South Africa, 2 each, and the Philippines with one entry.

Preliminary judging is now under way in London, Toronto, New York, Chicago, and Hollywood. Final judging will take place in Hollywood Feb. 21-22. Awards will be presented to the winners Feb. 26, at the awards dinner in the Hollywood Palladium.

Henry J. Kaiser, chairman-founder of Kaiser Industries and Kaiser Foundation Hospitals, has been named the recipient of the new "IBA Free Enterprise Award," which will be presented at the banquet by Thomas W. Sarnoff, NBC West Coast Division vice president, and

general chairman of this year's IBA. Mr. Kaiser will also address the dinner, speaking on "Free Enterprise—the True Foundation of a Free World."

## Canadian set sales show increase in '62

Sales of made-in-Canada radio and television receivers were up in the first 11 months of 1962 against the same period in 1961, according to figures released by the Dominion Bureau of Statistics. Domestically produced radio receiver sales totaled 600,914 units against 540,382 in 1961, while Canadian-made tv receiver sales totaled 390,812 units compared with 325,502 in the January-November 1961 period.

The major increase in radio receiver sales was in automobile sets, while there was a drop in domestic portable set sales. Transistor receivers were largely imported as the Dominion Bureau of Statistics reported 371,804 units valued at \$4,224,667 in the first seven months of 1962.

## Pearson to rep in U.S. for All-Canada stations

Canadian tv and radio stations represented in Canada by All-Canada Radio & Television Ltd. have appointed Pearson National Representatives, New York, to handle that function in the U. S. Announcement of the appointment was made last week by All-Canada President J. Stuart Mackay and Joseph Savalli, president of Pearson.

Of 43 stations on the All-Canada list, 23 have signed the agreement and 20 are "tentatively committed."

Pearson offices in San Francisco, Los Angeles, Dallas and Atlanta will be directly active in representing the Canadian stations.

## New Canadian tv plans April start

CJPM-TV Chicoutimi, Que., is to begin operations April 1. The station is owned by lumberman John Murdock and his sons Craig and Paul. It will operate as an independent station on ch. 6 with 68 kw video and 34 kw audio. Its beginning schedule will be 70 hours a week with about 20 hours of programming provided by CFTM-TV Montreal.

Paul J. Audette, former manager of CKRS-TV Jonquiere, Que., is general manager of CJPM-TV. Claude Blain, previously with CKRS-TV and CKTM-TV Three Rivers, Que., is assistant general manager. Paul L'Anlais Inc., To-



## Help to Nigerian tv

S. O. Adebo, Nigerian Ambassador to the United Nations, receives a desk model of Telstar presented by AB-PT President Leonard H. Goldenson. ABC International Television, whose affiliates include WNTV (TV) in western Nigeria, has negotiated with eight U.S. program distributors for 38 series to be programmed on the Nigerian outlet. Among the programs are *The Defenders*, *The Lucy Show*, *Dennis the Menace*, *Leave It To Beaver*, *One Step Beyond*, *The Eleventh Hour*, *You Are There* and *Robert Herridge Theater*. The latest count of ABC International affiliates is 35 stations in 18 different countries.

ronto, represents the station in Canada. Forjoe & Co., is U. S. representative.

## Canadian women's habits

A survey of the listening and viewing habits of the wives of members of the Toronto Sales Research Club, made early in February, showed that in case of a disaster 75% of the women would turn to radio for information; 50% of the ladies tune in afternoon television dramatic shows, mostly from Buffalo, N. Y., and they listen on an average of 3 hours daily to radio during the daytime, with news a principal interest.

The survey was made by Andy McDermott of Radio & Television Sales Inc., Toronto station representation firm, before taking part in a panel discussion at the Toronto Sales Research Club.

## MGM makes Mexican sale

MGM-TV has concluded its first major license deal in Mexico with the sale of four series and 187 cartoons and short subjects to Telesistema Mexicana network.

The series licensed by Telesistema are *The Eleventh Hour*, *Zero One*, *The Thin Man* and *Father of the Bride*. Short subjects are 52 *Our Gang* comedies and the 135-subject MGM cartoon library.

IN TAMPA-ST. PETERSBURG

# WYOU

↑ captured 34% of the Total Negro Audience in 720 hours

— from "Zero"

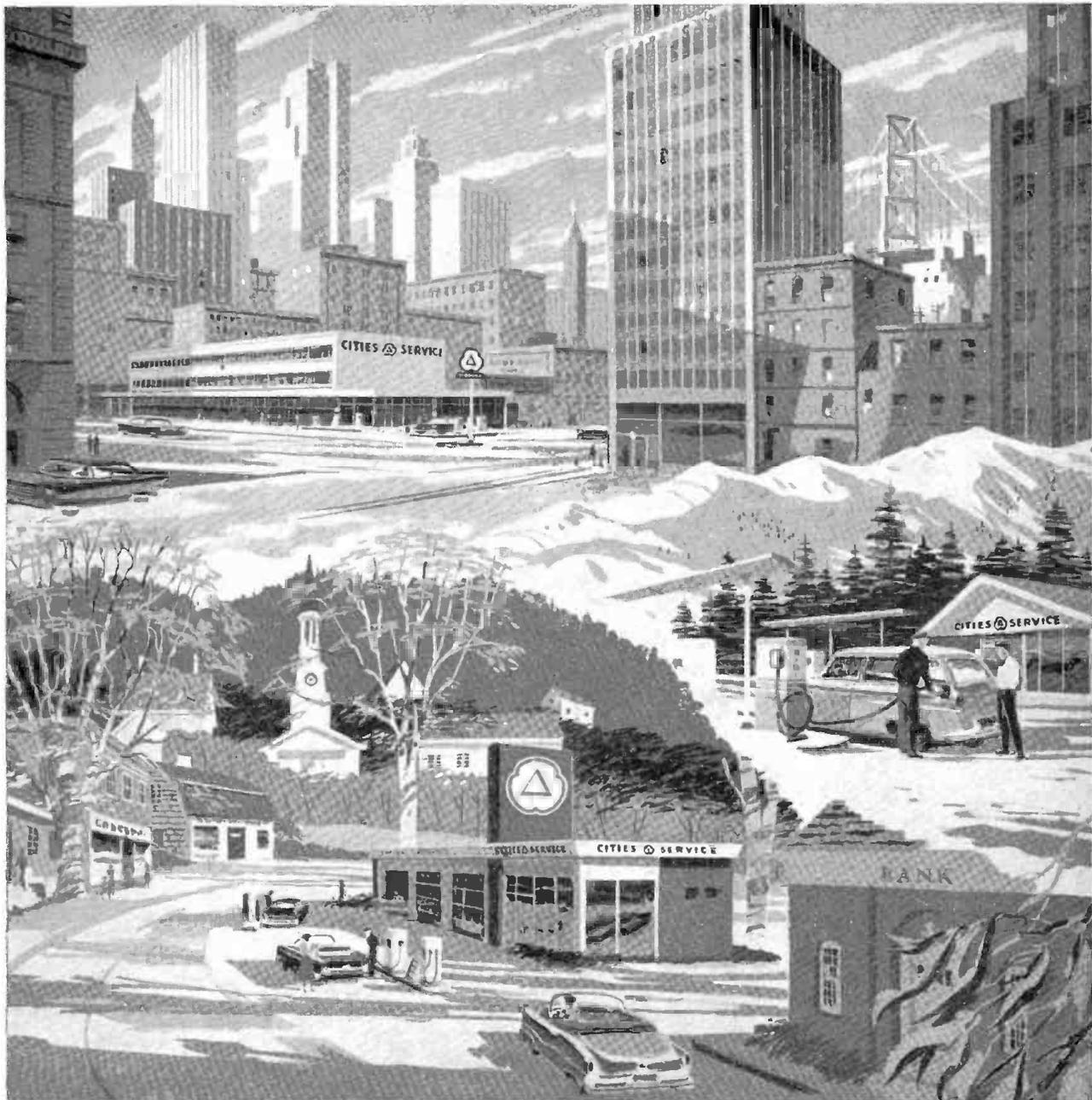
Oct. 1—WYOU began broadcasting to the Negro audience of the Tampa-St. Petersburg area. 720 hours later a Negro Pulse was begun in the market. The amazing results of this survey proved the outstanding personalities and fresh new sound of WYOU had immediately captured 34% of the Total Negro Audience in this 14 station market. Probably a new world's record.

WYOU is a McLendon Ebony Station and —

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 Dealers waiting to serve you...with  
 the best in petroleum products.



**CITIES SERVICE**

*Out front in Quality...Out front in Service, too!*

## Rise in film imports predicted for Japan

The outlook is optimistic in 1963-64 for U. S. distributors exporting tv films to Japan, the Tokyo office of the Motion Picture Export Assn. reported last week.

Irving Maas, MPEA vice president in Tokyo, said the Japanese finance ministry had notified him on Feb. 4 that a decision would be made shortly on the country's policy for the fiscal year beginning April 1. Mr. Maas noted that for the fiscal year which ends on March 31, Japanese tv film buyers could spend \$3.3 million for the purchase of programs from overseas sources, which are largely American.

He said he has been assured that the import budget for 1963-64 will be "greatly increased," adding that in recent months the Japanese finance ministry has been considering an increase to approximately \$7 million for the next fiscal year.

The association has been attempting to persuade the Japanese finance ministry to eliminate restrictions on tv remittances, Mr. Maas added. He stressed that dollar allocation has risen steadily from \$1.1 million in 1959-60 to the current \$3.3 million.

## Canadian tv penetration is 89%

There are 4,157,700 television households in Canada, equivalent to 89% of all households in Canada, according to an estimate of the Bureau of Broadcast Measurement, Toronto, Ont., based on its fall survey. The new estimates show that in Quebec province 93% of all households have television. Lowest concentration is in Newfoundland with 66% tv penetration.

In metropolitan Montreal with a population of 1,967,400 and 518,300 households, 95% or 492,400

households have television. In metropolitan Toronto with a population of 1,664,800 and 439,000 households, 95% or 417,100 of the households have television.

In metropolitan Vancouver, Canada's third largest city, with population of 812,400, there are 218,900 or 91% of all households with television equipment. In metropolitan Winnipeg the population is 485,100 and 93% or 121,600 households have television.

The provincial breakdown:

Province	Total households	Television households	% with tv
Alberta	368,500	305,600	83
British Columbia	479,000	395,600	83
Manitoba	244,700	207,700	85
New Brunswick	135,600	115,100	85
Newfoundland	92,900	61,000	66
Nova Scotia	178,400	155,000	87
Ontario	1,684,500	1,551,100	92
Prince Edward Island	24,600	20,200	82
Quebec	1,233,400	1,143,500	93
Saskatchewan	251,200	202,900	81

## Columbia Records buys French record company

Columbia Records, a division of CBS, has introduced Disques CBS in France, according to Goddard Lieberman, president. Columbia acquired control of Arteco, an independent record firm in France, which currently markets its catalog under the Odeon label. All products will be transferred to the CBS label.

Bernard Taylor, director general of Arteco, has been appointed to a similar position with Disques CBS. Mr. Taylor reports to Peter de Rougemont, vice president, European operations, CRI International.

Columbia Records first introduced its label overseas in May 1962 in England and Ireland. It now has agreements with foreign record firms in Japan, Latin America, Greece, Spain, The Netherlands, Denmark, Norway, Sweden, Finland, Italy, Belgium and Luxembourg.

## Women want membership on Canada's BBG

One of the last briefs to be presented to Premier John Diefenbaker at Ottawa before dissolution of the Canadian Parliament on Feb. 6, was one from the National Council of Women, asking for the appointment of four women to the Board of Broadcast Governors.

One of the four would be a permanent member of the BBG if the National Council of Women's brief is ac-

cepted. The other three would be members of the BBG who attend only the six or seven meetings of the full 15-member board held annually.

At present there is only one woman on the BBG, Dr. Mabel Connell of Prince Albert, Sask. There were two women members when the BBG was formed in 1958. There are three permanent members of the BBG, Chairman Dr. Andrew Stewart, Vice-Chairman Carlyle Allison and former broadcaster Bernard Goulet.

The National Council of Women represents 700,000 members across Canada.

## Abroad in brief...

**CBS-TV sponsor** - Clairol Inc., Toronto, Ont., has started partial sponsorship of two half-hour afternoon programs on CBS-TV. The 52-week contract started on Feb. 5, on *The Loretta Young Show* and the Canadian program *Scarlett Hill*, both on five times weekly basis. Agency is Foote, Cone & Belding (Canada) Ltd., Toronto.

**CKCO joins ABC** - CKCO-TV Kitchener, Ont., is first Canadian television station to become an associate member of the Audit Bureau of Circulation.

**Representative appointed** - Owners of WBNB-TV St. Thomas, Virgin Islands, and its new radio sister, WBNB-AM, have appointed Mrs. Fredi Selden, 300 E. 51st St., New York, as U. S. national representative. WBNB operates full-time on 1000 kc with 1 kw. New York telephone is Plaza 9-5063.



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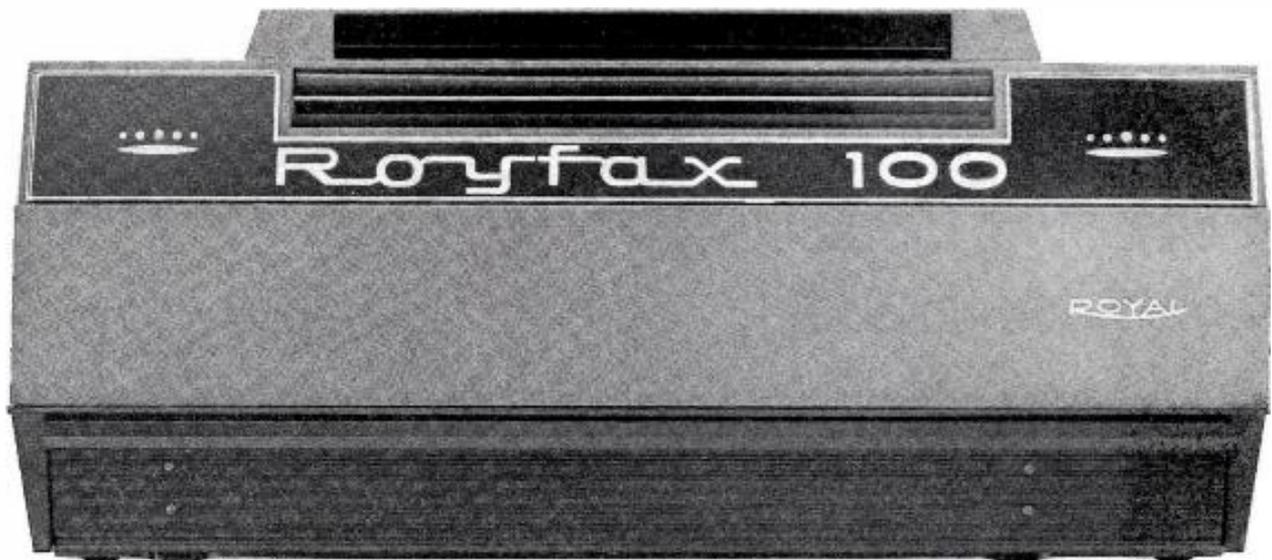
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# WHAS TO JOIN ABC RADIO

Is the sixth 50-kw station to affiliate with network during the past year

WHAS Louisville, one of the country's best-known radio stations, joins ABC Radio as an affiliate on March 4, Robert R. Pauley, president of the network, announced last week.

WHAS had been a CBS radio affiliate for 28 years but turned independent a few years ago in protest against that network's then-new "Program Consolidation Plan." Mr. Pauley said WHAS is the sixth 50 kw station to join ABC Radio in less than a year, and he forecast that within the next six months, three additional 50 kw outlets would sign up.

The station operates on 840 kc and is owned by WHAS Inc., of which Victor Sholis is vice president and director. WHAS Inc. is owned by the *Louisville Courier-Journal* and *Times*. Mr. Sholis said the WHAS management has been "impressed by the aggressive manner in which ABC manages its radio network." He added that the affiliation will "enable us to expand pro-

gram services to our listeners."

Mr. Pauley said the signing of WHAS places ABC Radio "another important step closer" to its goal of a "balanced" network. He explained this to mean a network composed of both 50 kw and smaller stations to bring programming to the widest number of people.

## Changing hands . .

**ANNOUNCED** ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WLLH-AM-FM** Lowell-Lawrence, Mass.: Sold by Gerald Harrison and associates to Arnold S. and Daniel M. Lerner and Joseph M. Mufson for \$275,000. Buyers own WADK Newport, R. I. WLLH is a fulltime station operating on 1400 kc with 500 w daytime and 250 w nighttime. WLLH-FM is on 99.5 mc with 12.2 kw. Broker was Blackburn & Co.



Victor Sholis, vice president and director of WHAS Louisville, signs an affiliation contract with ABC radio. Looking on are James H. Topmiller Jr. (l), WHAS sales director and Earl Mullin, ABC vp in charge of station relations for the radio network.

## depth perception: the facts as seen through our eyes

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Financial 6-6460

**ATLANTA**

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John G. Williams  
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Jackson 5-1576

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G. Bennett Larson  
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9465 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-8151

## Kudos for NAB's public service school

Praise and thanks poured into the NAB last week from non-profit organizations which participated in the association's first institute on public service broadcasting in Washington 10 days ago (BROADCASTING, Feb. 11).

It was so well received that a spokesman for the Assn. for Professional Broadcasting Education has asked the NAB to promote and sponsor similar seminars across the country in cooperation with state associations. Typical of the comments was that of William B. Bloom of the Department of Agriculture who wrote the NAB: "Each of us who attended came away with a much better understanding of the problems associated with public service broadcasting."

The institute, directed by NAB Manager of Public Relations John M. Couric, was designed to help public service institutions in seeking free time from commercial stations; to understand the problem involved, and to prepare spots and programs for airing.

Louis G. Buttrell of the National Foundation, wrote the NAB that "all of us felt it was an outstanding program. The institute was one of the best

planned, best executed and most interesting programs I have ever attended. The information it provided for those of us who work regularly with broadcasters was invaluable." William Ruder, president of the New York public relations firm of Ruder & Finn and principal speaker at the institute banquet, said the idea "was absolutely superb."

"For the first time around, the public service institute was a bell ringer," wrote Frank X. Kelly of the American Legion. "The program provided much valuable information for those of us who are just becoming involved with the broadcast media," said Rita A. Bunin of the American Nurses Assn.

NAB President LeRoy Collins noted the institute was one of many public relations projects in this area and said the NAB would "continue the momentum" started by the institute with varied activities. "We are pleased that it was so successful," he said. "We regard our continuing liaison with public service, charitable and civic organizations as one of the major areas of NAB public relations activity."

## WCBS-TV sets ad rates for early morning shows

WCBS-TV New York, which will start around-the-clock telecasting on Feb. 26, last week released information on costs to advertisers. Feature films will be carried in the early morning period, beginning at approximately 3:30 a.m. and continuing until about 5:45 a.m. each day.

The station will schedule two feature films each morning, although on some weekend mornings there may be three, since sign-on time presently is 5:45 a.m. on weekdays and 7:15 a.m. on Saturdays and Sundays. Various forms of sponsorship are available, including full sponsorship of the complete early morning period or a minimum of 1/12 sponsorship, which provides two commercial minutes during each daily presentation.

Twenty-four commercial minutes are offered each morning.

The rates to advertisers decline, depending on the number of days and the percentage of sponsorship. For example, an advertiser wishing to buy the entire time period, seven days a week, would spend \$1,080 each night; four to six days, \$1,320 per night and one to three days, \$1,560 per night. On the other hand, an advertiser buying 1/12 sponsorship, entitling him to two commercials per night, would spend \$170 per night if he buys one to three days; \$150 per night for four to six days and \$130 per night for seven days.

If completely sold out, the schedule will bring in to WCBS-TV revenue ranging from approximately \$7,000 to \$14,000 weekly.

# A new trade group is formed in Washington

## ASSN. ON BROADCASTING STANDARDS DEFINES GOALS

A new trade organization, the Assn. on Broadcasting Standards Inc., was formed by executives from 50 regional radio stations at a meeting in Washington Feb. 8 (CLOSED CIRCUIT, Jan. 28). E. K. Hartenbower, vice president-general manager of KCMO Kansas City, is president of the new group, which plans to establish Washington offices with a full-time executive secretary.

The association's purpose, as defined at the first meeting, is "to assist the appropriate government authorities and the industry in assuring optimum radio service for the people of the U. S. and to follow the intent of Congress in the Communications Act." Membership has been extended to any am station "with a sincere desire to carry out this purpose" but the organizers were representatives of Class III regional stations. A spokesman for ABSI said that its appeal would fall primarily within that class of stations.

The association will study am engineering problems and represent the industry in technical matters before the FCC and Congress. Two of the first problems facing the association, and discussed at the organizational meeting,

are the FCC's pre-sunrise rulemaking and daytime stations' demands for 6 a.m. to 6 p.m. operation and (2) moves by clear channel stations for operation with powers in excess of 50 kw.

George Comte, vice president-general manager of WTMJ Milwaukee, was elected vice president of ABS. Frederick Houwink, vice president-general manager of WMAL Washington, was elected secretary and Andrew Haley of the Washington law firm of Haley, Bader & Potts, general counsel. Messrs. Hartenbower, Comte, Houwink and Haley make up the association's executive committee and have been commissioned to hire an executive secretary. Several names are being considered and a selection is expected in the near future, it was announced.

**Office Space** - Temporary office space for the association has been donated by WMAL and Mr. Houwink said that interested broadcasters should correspond with him at the station, 4461 Connecticut Ave., N.W., Washington 8, D. C. The following were elected directors of ABSI, in addition to the members of the executive committee:

Lionel F. Baxter, Storer Broadcasting

## ATTRACTIVE WESTERN BUYS!

Full time radio station in attractive far west market. Land and building valued at \$50,000.00 included in sale. Making money on gross of \$70,000.00-plus and showing good annual increases. Priced at \$140,000.00 on basis of \$40,000.00 down and a payout running approximately 13 years. *Another H & L Exclusive.*

★ ★ ★

Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing \$7-8,000.00 monthly and capable of doing much better. Priced at \$175,000.00 with \$50,000.00 down and balance over ten years. *Another H & L Exclusive.*

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Mr. Wright was appointed chairman of an engineering committee to work with the firm of Jansky & Bailey Inc., Washington, in formulating the association's technical positions and presentations. In addition, former FCC commissioner John S. Cross was retained as a special engineering consultant to the association.

Mr. Houwink was named chairman of the finance committee and directed to prepare a budget and schedule of membership dues. ABSI will hold its second membership meeting April 1 in Chicago in conjunction with the NAB convention.

## Austin catv franchise is second in 2 weeks

A second franchise for a community antenna tv system has been granted by the Austin, Tex., city council—just two weeks after another company, in which

WITH  
**49%**  
Share

## WSBT-TV Takes The Puzzle Out of South Bend TV Buys

Monday thru Sunday, 9:00 A.M. to midnight, WSBT-TV has 49% share of the South Bend-Elkhart Metro Market!\* WSBT-TV carries all of the area top 10 shows and 34 of the leading 50\* in this 3-station market.

In addition, WSBT-TV's new tower-power combination covers areas that no other South Bend station can reach. Get the details from Raymer.

\*Nov.-Dec. ARB.



Paul H. Raymer, National Representative



## Discount chain uses simulcast to fight blue laws

The crowds turned out on a Sunday for a one hour simulcast on WCHS-AM-TV Charleston, W. Va. The remote originated at Heck's Inc., a discount house, which used the time to interview patrons about a proposed Sunday closing law.

Fred Haddad, president of the

discount chain, said he used the simulcast "to reach the greatest possible audience. We also felt that this was a good way to bring our story to the attention of the legislators." Mr. Haddad also gave the stations a check to pay for equal time for proponents of the blue laws.

Vice President Lyndon Johnson's wife has an interest, received a non-exclusive grant (BROADCASTING, Feb. 4).

The latest successful bidder was Tv Cable of Austin Inc., owned by John Campbell, operator of a catv in Mineral Wells, Tex. Earlier, Capital Cable Co. signed a contract with the Austin city council to install a community tv system. Capital is a subsidiary of Midwest Video Inc., which operates a group of systems with headquarters in Little Rock, Ark. (see story, page 46).

LBJ Co., licensee of KTBC-TV, Austin's only tv station, has an option to purchase 50% of Capital Cable. Mrs. Lyndon B. Johnson is the principal owner of LBJ Co.

## Hartke, Sanberg to speak at presidents' conference

Sen. Vance Hartke (D-Ind.) will be the featured speaker at the NAB's annual Conference of State Broadcasters' Assn. presidents in Washington next week. Sen. Hartke, a member of the Senate Commerce Committee and its Communications Subcommittee, will speak at the first day luncheon of the Feb. 26-27 conference in the Shoreham Hotel.

Glenn B. Sanberg, executive vice president of the American Society of Assn. Executives, also will address the state presidents and other delegates on "The Importance of Associations" during the second day. Other portions of the program, which will feature NAB

staff executives and state presidents, were published earlier (BROADCASTING, Feb. 4).

Joseph W. Goodfellow, vice president and general manager of WRC-AM-FM-TV and president of the Maryland-D. C. Assn. of Broadcasters, is chairman of the conference. Howard Bell, NAB vice president for planning and development, is conference coordinator.

## Oklahoma association plans FCC 'seminar'

Oklahoma broadcasters are going back to school to learn the facts of life about the FCC and its rules and regulations.

The Oklahoma Broadcasters Assn. has scheduled a two-day seminar, March 9-10, in cooperation with the U. of Oklahoma, at Norman. Guest "lecturers" will include Vincent Wasilewski, executive vice president of the NAB, Kenneth A. Cox, chief of the FCC Broadcast Bureau who is awaiting Senate confirmation as an FCC commissioner, and Clee Fitzgerald, Stillwater, Okla., attorney for OBA.

Commissioner-designate Cox will make the featured address and will conduct classes on "Introduction to FCC Rules and Regulations" and "Program Logging." William S. Morgan, general manager of KNOR Norman and president-elect of OBA, said the studies will be devoted to federal requirements "that control daily operations of commercial radio stations." He said the seminar is

designed to give station managers and key personnel a practical, in-depth understanding of communications law.

Jack Sampson, vice president-general manager of KOMA Oklahoma City, is chairman of the seminar. Because of its importance, he said, broadcasters from other southwestern states, advertising agency personnel and leading educators and students have been invited to attend.

## BFC adopts '63 budget of \$586,070 for radio-tv

The Broadcasting and Film Commission of the National Council of Churches has adopted a 1963 budget of \$586,070, exclusive of designated funds for production. The BFC works with the three television networks on religious programming, and has, in addition, three non-network tv programs, three network radio programs, and four children's tv programs.

Robert C. Currie Jr., associate executive director for programs, speaking at BFC's annual meeting Feb. 7-8, said "The availability of time and facilities for our broadcasts is something staggering to behold. Above all we must be prepared to take bold and far-reaching steps."

## NBC protests its Moscow walking papers

### SEEKS HELP FROM STATE DEPT. AND KHRUSHCHEV

Expulsion of NBC News correspondent Russell Jones from Moscow by the Soviet government and an order to close the NBC News bureau there last week brought immediate protest from NBC President Robert E. Kintner.

In a telegram sent Feb. 12 to Secretary of State Dean Rusk, Mr. Kintner decried the action of Soviet authorities and requested State Dept. assistance in re-establishing the bureau. In another telegram to Soviet Chairman Khrushchev, Mr. Kintner called the punitive action unwarranted and said that its effect could "only be damaging to relations between the U. S. and the Soviet Union."

Leonid Zamyatin, director of the Soviet foreign ministry's press department, who issued Mr. Jones his walking papers, told the correspondent the action was a result of the "anti-Soviet" nature of NBC-TV's *White Paper* documentaries, "The Death of Stalin" and "The Rise of Khrushchev" broadcast respectively on Jan. 27 and Feb. 3.

According to the Soviet news agency "Tass," the step was taken in connection with "a recent series of malicious anti-Soviet broadcasts by (NBC) which

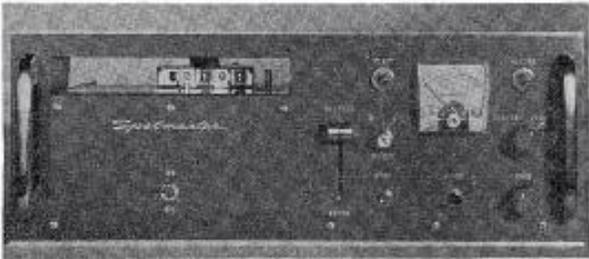
grossly distorted Soviet reality" and which were meant to "arouse in the U. S. population hostility toward the Soviet Union."

Meanwhile, William R. McAndrew, executive vice president, NBC News, announced the network intends to continue its four-part *White Paper* series on Soviet politics. Next program in the group is "Who Goes There?—A Primer on Communism" to be broadcast on March 1. Final program in the series, "Encyclopedia of Communism" will be shown on April 10 as a 90-minute evening show.

In Washington, the State Dept. press officer, Lincoln White, said: "The United States government deplores the expulsion of NBC's correspondent from the U.S.S.R. The act is obviously an attempt by the Soviet Government to exercise indirect censorship on an American communications network."

NBC was not alone in its protest. CBS News President Richard S. Salant also voiced concern with the Soviet move. In a cable to Mr. Zamyatin, Mr. Salant said that CBS News was distressed to learn of the affair and that it represented "a serious blow to the

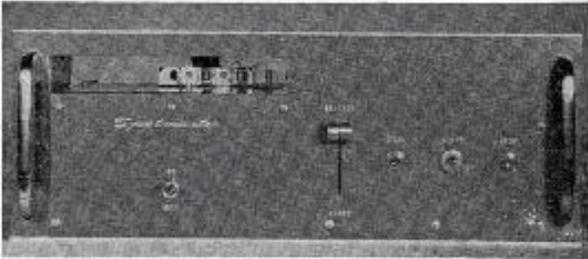
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500R combination recorder-playback unit



*Spotmaster*



505R playback unit

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Engineered for heavy-duty precision programming—as is all Spotmaster equipment—the 500R combination recorder-playback unit and the 505R playback unit are furnished complete with rack chassis slides ready to mount in your rack. Each unit slides in and out of the rack for ease of head and capstan cleaning, as well as other routine maintenance. All connections are made by use of convenient plugs in common use in all broadcast stations. Amplifiers and other components are conveniently placed for ease of servicing. The Model 500R is a complete recorder-playback unit and mounts in only 7" of rack space, as does the matching playback unit, Model 505R. Playback units may be mounted in multiple to provide complete facilities in one rack. Plug-in remote control and cue-trip amplifiers for automatic sequential switching available as optional extras on all playback units. Also available for immediate delivery, are the standard best selling 500 and 505 compact monophonic units. For information on our complete line of cartridge equipment contact:

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## Another NBC newsmen gets temporary heave-ho



Robert Asman (l), producer of "This Is NBC News," and correspondent Ray Scherer (r), host of the pro-

gram, look at the once full—now blank film which arrived from Pakistan last week.

Expulsion appeared to be the keynote for NBC newsmen last week. Almost coincidentally to the expulsion of its correspondent from Rus-

sia (see story, page 123), Welles Hangen was ordered to leave Pakistan.

Mr. Hangen had asked Pakistan

Foreign Minister Zulfikar Bhutto if someone had tampered with 3,400 feet of film the newsmen shot during an interview with Pakistan President Mohammed Ayub Khan.

When the film arrived in Washington for use on *This Is NBC News*, it was discovered that not only was the film completely exposed, but the magnetic sound track had been erased.

The newsmen, noting that the shipment had been held up for two days and that NBC representatives in Karachi had not been permitted to ship the film to Washington, complained to Minister Bhutto. The minister then ordered Mr. Hangen to leave the country.

However, the Pakistan government later in the week rescinded the order, after Mr. Hangen apologized to Minister Bhutto, and arrangements began for another interview.

The controversial film dealt with the Pakistani position in negotiations with India over the Kashmir dispute. Minister Bhutto reportedly had told Mr. Hangen earlier that he feared President Ayub Khan had given away important Pakistani bargaining points during the interview.

kind of free reporting on which must rest the chances of greater international understanding." A copy of this cable was also sent to Soviet Ambassador to the U. S. Anatoly Dobrynin.

Rep. Bob Wilson (R-Calif.), chairman of the Republican Congressional Committee, wired President Kennedy Tuesday (Feb. 8) his concern that NBC had been ordered out of the Soviet Union. "I am hopeful you will use the influence of your high office to combat this obvious intent to 'manage' the news," Rep. Wilson stated. This was just one source of irritation to NBC last week. In Pakistan an interview disappeared from film (story above).

## ADVICE AND PROPHECY

### Better radio program types may return if buyers found

Don't get nostalgic and wish back the old radio days; some of the programming was pretty bad. Radio's better program forms, however, may return, if advertisers express interest in them.

The advice and prophecy was offered Feb. 9 by William Kaland, national program manager of Westinghouse Broadcasting, at the first in a series of three workshops, scheduled by the New York chapter of the American Women in Radio & Television.

Harold Fair, tv-radio vice president of Bozell & Jacobs Advertising, advised radio programmers to consider audience needs and requirements in program planning. Advertiser support will follow, he added.

A third panelist at the "Radio.. Now!" workshop session, Mary McKenna, vice president, research and sales development, Metromedia Inc., emphasized the need for better audience measurement of radio—measurement of "who *within* the family listens" to various programs.

Later, she said that WNEW and six other New York radio stations are participating in a homes-by-income-bracket and people-by-age-group radio research project in cooperation with The Pulse Inc.

Other speakers at the AWRT workshop (which included two other panels, "My Money—Whatever Became of It?" and "Don't Make Waves") included Sylvia Dowling, Benton & Bowles; Beverly Smith, McCann-Marschalk; Allan Kalmus, The Kalmus Co.; Gerald Dickler, attorney; Betty Furness, radio-tv personality, and Margaret James, Brooklyn review staff, Bureau of Internal Revenue.

March 9 and April 6 are the dates for the other two AWRT panels, which will be held, at 10 a.m., at McCann-Erickson Inc.'s offices, 485 Lexington Ave., New York.



## CAMART OPTICAL FX UNIT AND PRISMS

For 16mm — 35mm — TV Cameras  
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More than 27 variations in optical effects, montages, and distortions with expensive opticals. Images may be photographed in still motion or forward and reverse rotation.

Complete unit consists of a four surface prism, mount revolving housing and camera base assembly.

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# Advance registrations pouring into NAB

## FILM EXHIBITORS ADDING TO RUSH FOR FLOOR SPACE

The "biggest ever" NAB convention is in prospect for Chicago March 31-April 3 as advance registration of delegates and reservation of space by exhibitors is coming into NAB Washington headquarters in near record numbers.

Adding to the "big" label this year is the return of film exhibitors who are associate members of NAB after an absence of several years.

Everett E. Revercomb, NAB secretary-treasurer and convention manager, said that 760 broadcasters had pre-registered as of last Thursday (Feb. 14) for the convention in Chicago's Conrad Hilton Hotel. Registration in Washington closes March 18 with early signing delegates getting preference in convention hotel accommodations and luncheon and banquet tickets. Also, it costs \$30 to register in Chicago and only \$27.50 for early signers.

The engineering exhibit in the Hilton's huge basement showroom already has attracted 56 manufacturers of broadcast equipment, Mr. Revercomb said, assuring a record allotment of floor space. The 1962 exhibit, requir-

ing 28,000 square feet of floor space, was the largest ever assembled, he said.

Tv program producers and syndicators will show their wares in the Pick-Congress Hotel, with 17 reserving space to date. Beginning in 1964, the film people will return to the main NAB exhibit hall for the first time since 1955. They have continued to run their own exhibits in conjunction with the convention but not as an official part of the NAB show. They have, however, maintained hospitality suites over the years and will continue to do so, the NAB said.

Sydney Metzger, RCA space scientist, will address the April 1 luncheon session of the Broadcast Engineering Conference, running concurrently with the convention and under the auspices of the NAB. Mr. Metzger, in RCA's Astro-Electronics Div. at Heightstown, N.J., was in charge of the development of radio equipment for Project Score and Tiros, the weather satellite.

He also was manager of communications systems for Project Relay, RCA-built communications satellite which now is in orbit. Speakers for the April

2 and 3 engineering luncheons are expected to be named this week.

Both separate and joint sessions for radio and tv engineers are planned, according to George Bartlett, NAB manager for engineering. Highlight of the conference will be the presentation of the 1963 Engineering Achievement Award to Dr. George R. Town, dean of engineering at Iowa State U. (BROADCASTING, Feb. 4).

## Equipment problems delay WOOK-TV

WOOK-TV (ch. 14) Washington, D.C., the first television station programmed primarily for a Negro audience, was beset by a variety of technical and ethnic problems last week. By week's end, however, the station was hopeful all difficulties would be cleared away.

The technical difficulties—in the station's transmitter—prevented WOOK-TV from meeting its advertised on-air target date of Monday, Feb. 11. And by Thursday the station was still not broadcasting.

The ethnic problems involved the complaints of prominent Washington community Negroes, including representatives of the Urban League and the



## AMST directors plan Chicago meeting during NAB convention

Members of the Board of Directors and the staff of the Assn. of Maximum Service Telecasters Inc. met at New Orleans on Feb. 8. Plans were made for the annual membership meeting, which will be held in Chicago at 9:30 a.m. on Sunday morning, March 31, at the Conrad Hilton Hotel. Present at the meeting were (l. to r., front row): Lester W. Lindow, executive director, AMST; John H. DeWitt, president, WSM-TV Nashville; Lawrence H. Rogers II, executive vice president, Taft Broadcasting Stations, Cincinnati; Jack Harris, president of AMST and vice

president of KPRC-TV Houston; Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N.C.; C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., New York; Harold V. Hough, vice president, WBAP-TV Fort Worth; (second row) James M. Moroney Jr., vice president, WFAA-TV Dallas; Harold C. Stuart, president, KVOO-TV Tulsa, Okla.; Roger W. Clipp, vice president, Triangle Stations, Philadelphia; Edgar F. Czarra Jr., Covington & Burling, Washington; Carter M. Parham, president, WDEF-TV Chattanooga;

C. Howard Lane, president, KOIN-TV Portland, Ore.; Ernest W. Jennes, Covington & Burling, Washington; Howard T. Head, A. D. Ring & Assoc., Washington; A. Louis Read, executive vice president, WDSU-TV New Orleans; Ward L. Quaal, executive vice president, WGN-TV Chicago; Joseph B. Epperson, engineering vice president, Scripps-Howard Broadcasting Co., Cleveland; D. L. Provost, vice president, The Hearst Corp., New York; Carl J. Meyers, vice president, WGN-TV Chicago; Edgar B. Stern Jr., president, WDSU-TV New Orleans.

# Bishop Sheen proposes a 'Science Sunday'

## TELLS WASHINGTON MEDIA GROUP TO PUSH THE IDEA

A Science Sunday, a re-awakening of love of country and using television to educate the world, were offered to the Catholic Apostolate of Mass Media, as contributions the group could make to the media.

The ideas came from Bishop Fulton J. Sheen of New York, National Director of the Society for the Propagation of the Faith, at the second annual CAMM Communion breakfast in Washington, Feb. 10.

Bishop Sheen likened radio and television to the Old and New Testaments, respectively, and referred to television of today as the Roman roads were to the spread of Christianity in the early centuries—"a means of prolonging The Word."

The idea for a Science Sunday, the Bishop explained, is to publicly thank God for "these great blessings of our technical, material civilization."

The second suggestion of piety was offered with particular relationship to patriotism. Bishop Sheen asked in rhetoric, "Why is it that we do not have in our national media anything that awakens a strong love of this great country of ours? . . . Can it be that we are united more when there is a hate outside than by a love inside?"

He asked for a national program to remind us of "our history, our liberties, our rights and our great heroes."

He suggested tv's use in helping educate the world, "Because we do not always bring in through mass media

the best influences."

The bishop concluded his talk by reminding CAMM members that America "is on the kind of a way of the Cross—carrying the burden of a starving, hungry world. And the long arm of Providence is reaching out to the shoulders of the United States and saying, 'Take that burden. Carry it! Bear it! Bear it in a way that is morally responsible.'"

"And we may take it up, for we are carrying a nobler burden than we know, we are carrying even a greater burden than we deserve."

Bishop Sheen was introduced by FCC Chairman Newton Minow, who referred to the speaker as one who has "truly irrigated the wasteland." Chairman Minow was introduced by Robert E. Lee, FCC commissioner and CAMM president.

Vincent Wasilewski, NAB, was named chairman of the program com-

National Assn. for the Advancement of Colored People, that the new tv station would carry the segregation problem to the airwaves.

The Negro leaders, who said they feared the station would show the Negro "in the tap-dancing, shouting type of program" followed in Negro radio programming, carried their protest in person to FCC Chairman Newton N. Minow.

At a meeting in the chairman's office Tuesday, which was also attended by Commissioner Robert E. Lee, the leaders said they shouldn't be forced to rely on segregated stations for Negro representation on television.

**National Problem** — They also made it clear they weren't concerned only with WOOK-TV. They said they considered the problem to be national.

The chairman reportedly told them

that if they wanted to raise the question nationally, they could request the commission to institute an appropriate rule-making. Regarding WOOK-TV, he suggested they discuss the matter directly with station management.

The Negro leaders took his advice and met with Richard Eaton, president of United Broadcasting Co., licensee of WOOK-TV—and reportedly, got some satisfaction. Mr. Eaton sought to assure them that the station would not program anything "distasteful" to them.

Moreover, John Panagos, vice president of UBC, said Mr. Eaton and the Negro leaders have agreed to "sit down every five or six weeks to see if anything on the station was distasteful."

Although the technical problems were still unsolved as of Thursday, Mr. Panagos said it was "hoped" the station would be able to get on the air with its premier program—a five-hour "musical extravaganza"—by Friday or Saturday (Feb. 15 or 16).

## Staying in touch is media responsibility

Gene Wilkey, vice president and general manager, KMOX-TV St. Louis, last week called on mass media to keep in touch with the people of America as well as with developments and new trends abroad.

Mr. Wilkey spoke to the St. Louis Rotary Club on Feb. 14. In his talk, Mr. Wilkey reviewed current "challenges" in communication.

One, he said, is an obligation of mass communications media to act as a "receiver" to watch and listen to what's going on in the world.

Another challenge is the necessity of "remaining free," he said noting

the current relationship of government and broadcasting and suggesting that inevitable effects of increased government regulation could be an "increasing uniformity."

Mr. Wilkey also warned that a challenge presents itself to mass communications media in pressing toward "higher cultural ground" by raising sights at a rate that doesn't outdistance the capacity of people served. Thus, a companion challenge is for the mass communications media in the U. S. "to stay popular . . . to keep in touch with the public." By accepting what is the popular regard for entertainment on tv or in newspapers, media then won't assume "a complete intellectual collapse is just around the corner."

## Communication, response sought in Chicago survey

WBBM-TV Chicago is conducting a survey to evaluate its ability to "communicate to specific parts of its audience and get a significant response." During a recent half hour of the station's *Late Show*, devoted to films of Chicago's transportation facilities, viewers were asked questions about their personal transportation problems.

Prior to the show, ballots with various transportation questions were printed in four Chicago newspapers and other ballots distributed to commuters. Ten of these printed questions were asked during the program so viewers had to watch the show to answer properly.

WBBM-TV has given the returned ballots to psychologist, Dr. Gary Steiner. He will feed their results to computers to ascertain viewer habits and a public analysis of commuting problems.

### KMPC spots on KGBS

It's not very often that one radio station buys time on another radio station in its own home town, or that the other station will agree to sell time to a rival who wants to woo its listeners. But it has happened—and in the highly competitive community of Los Angeles, where KMPC, which broadcasts around the clock, is using announcements on KGBS, a daytime station, to invite KGBS listeners to switch to KMPC after KGBS signs off.

The deal was set by Loyd C. Sigmon, executive vice president of KMPC, and Wendell B. Campbell, vice president and general manager of KGBS.



At CAMM breakfast (l to r): FCC Commissioner Robert E. Lee, CAMM president; Rev. Leonard F. Hurley,

moderator of the apostolate; Bishop Fulton J. Sheen, and FCC Chairman Newton N. Minow.

mittee which also includes Joseph E. Baudino, Westinghouse Broadcasting Co., and Thomas H. Wall, Dow, Lohnes & Albertson.

The breakfast and speech were carried live on WTTG (TV) Washington and was re-broadcast yesterday (Feb. 17) on WNEW-TV New York.

## Advertising 1980: will it be legal then?

### FONDREN WARNS AGAINST ANTI-ADVERTISING TRENDS

The FCC's Omaha tv probe is just another step along the road toward "advertising 1980" when businessmen may have to get together to find ways to have advertising made legal once more. This was the warning sounded by Lee Fondren, station manager-sales director, KLZ Denver, in a talk Tuesday before the Broadcast Advertising Club of Chicago.

The present trend not only by the FCC but also by other government agencies and Congress itself, Mr. Fondren cautioned, would seem to indicate that by 1980 there will be no advertising at all. By that date it would appear all advertising will have been eliminated through progressive lawmaking and regulating "in the public interest." Program control and advertising control go hand in hand, he indicated.

Mr. Fondren first warned of this trend in his talks under the same title of "Advertising 1980" while he was president of the Advertising Assn. of the West in 1961-62.

Speaking as though he were in 1980 and reminiscing, Mr. Fondren "recalled" how broadcasters went along with government suggestions to clean up programs and air more and more noncommercial features "until one day the balance was lost. Between the increasing demands for more and more free time for culture and the pressure to reduce the number of commercials on the air, there wasn't enough money from commercial time left to support the good education features."

Still recalling in "1980," Mr. Fondren said that "most of us failed to

see in these developments the foretelling of things to come for all mass media." If total destruction of advertising "as we knew it" was not the goal, he continued, "then whittling away at its foundations must have been."

Getting back into 1963, Mr. Fondren emphasized that the only way to stop the trend is to tell the truth about advertising to congressmen and senators "when you find the time and place" to do so.

### Tv information shows now in 3rd, 'active' stage

Television informational programming has entered a "third stage" in its development and advertisers are showing their confidence with sponsorship.

John Karol, CBS-TV vice president, outlined the changes in what he calls "non-fictional" programs in a speech Feb. 12 before the Advertising Club of Terre Haute.

Mr. Karol noted the list of advertisers backing CBS-TV information and news programs and commented, "more and more advertisers are becoming increasingly aware of the fact that non-fiction programs cannot only be as compatible as any other type but can also bring many corollary values of public awareness and goodwill to the sponsoring company."

The three-stage development of news-information on tv as depicted by Mr. Karol: In tv's early years, news was reported as a "kind of illustrated slide lecture" (and in many instances still is), a second stage was entered with

the *Great Debates* of 1960 and the addition of "non-fiction" programming as a permanent part of prime nighttime schedules on the networks, and a third stage which he describes as a "product revolution."

Mr. Karol said the essence of the new stage is a shift to an "active, aggressive search for new forms of non-fiction programming." Examples, he said, would include the White House tour on tv that "created" a non-fiction broadcast using the presence of the tv camera and such programming as the five-part treatment of the American economy (*Money Talks*).

### Media reports...

**Awards given** ■ The All-American Conference to Combat Communism has given 1962 Vigilant Patriot Recognition Awards to WRCV-TV Philadelphia; ABC-TV; Mutual Broadcasting Co.; WONE Dayton, Ohio, and WAEB Allentown, Pa. The awards, given for outstanding service in informing the public about the threat of communism, will be presented at ceremonies in Washington, D. C., on May 11.

**New Texas fm** ■ KLUE-FM Longview, Tex., will begin operations Feb. 24 on 105.7 mc with 6.2 kw. The new fm, companion station of KLUE Longview, is owned by Radio Longview Inc., the stockholders of which also own KMHT Marshall, Tex. KLUE-FM will operate from 6:30 a.m. to 11 p.m. and will carry news programs from MBS and the Texas State Network.

**KNX agency** ■ KNX Los Angeles/CBS Radio Pacific Network has appointed Davis, Johnson, Mogul & Colombatto Inc., Los Angeles its advertising agency.

**New WNEM-TV studios** ■ WNEM-TV Saginaw-Bay City-Flint, Mich., dedicated its new studios and sales offices Feb. 8 in the Pick Durant Hotel at Flint. Phone: CE 5-3555. Saginaw-Bay City offices and studios continue at 5700 Becker Rd., Saginaw. Phone: PL 5-8191.

**Baseball chatter** ■ WLIB New York, Negro-oriented radio station, will start broadcasting interviews with Negro baseball players on March 1. WLIB will carry the interviews, taped at various training camps in Florida, twice a day. Sportscaster Cliff Evans has scheduled talks with 37 Negro players on 20 major league teams.

**BPA agency** ■ Infoplan, public relations service of Interpublic Inc., New York, will serve as volunteer publicity agency for the Broadcasters' Promotion Assn. for 1963. Steve Libby, manager of Infoplan's tv program publicity department, will be press representative for the BPA account.

## SYNCOM GOES UP—BUT DOESN'T WORK

### NASA baffled as to reason for the malfunction

There's a Syncom in space, but it's not talking. Or at least it ceased operating about five hours after it was injected into the first of a two-step orbit and as of Thursday night the communications satellite was still voiceless.

The so-called stationary satellite was launched successfully in the first half-hour of Thursday morning. At 6 a.m., a small rocket inside the satellite was fired to stabilize Syncom into a 22,300 mile high equatorial orbit over the Atlantic Ocean. It was at this point that communication was lost.

Late Thursday, National Aeronautics & Space Administration officials acknowledged they were baffled as to the cause of the malfunction. Since telemetry had ceased, there was no way to determine whether the satellite was in the proper orbit or not (it's too small for ordinary radar to locate). There was speculation, also, that the satellite perhaps was correctly in orbit but its attitude (position in relation to the earth) was wrong. This would place the transmitting antenna in a position facing away from earth.

Syncom, an acronym for synchronous communications, is the latest in a series of space communications experiments undertaken by the federal space agency. It is also considered the ultimate, since its assigned orbit would cause it to revolve around the earth exactly in time with the earth's rotation. To a person on earth this would make it appear to hover over the same point continuously. To cover 90% of the world, only three Syncoms would be required; communication satellites in lower orbits would require 30-40 satellites to maintain continuous operation.

The 86-pound Syncom was built for NASA by Hughes Aircraft Co. It is

the fourth space relay unit to be launched. The first was the Echo balloon, considered a passive relay since radio signals are reflected from its 100-ft. surface; the others, all active relays, were Telstar, built by AT&T which paid for its launching, and Relay, built for NASA by RCA.

## Radio, tv set sales report banner '62

The best year since 1956 in the sale of tv receivers—and a record year in radio sales—were reported last week by Electronic Industries Assn. in announcing distributor sales and production figures for tv and radio for the 12 months of 1962.

Output of tv receivers at the manufacturer level was the highest since 1956. Radio production fell just short of the record peak set 15 years ago.

In December, distributor sales of radios to retailers reached 1,587,590, the record month for last year. Television sales for the final month of 1962 totaled 635,973, the year's second highest month.

Sales and production figures for 1962:

DISTRIBUTOR SALES					
Television			Radio		
Period	Totals	(No. uhf)	Totals	(No. fm)	
1962	6,301,340	—	11,757,093*	—	
1961	5,774,561	—	11,225,010	—	
PRODUCTION					
1962	6,471,160	598,446	19,161,906**	1,227,081	
1961	6,177,797	370,977	17,373,846	915,297	

\*Excluding auto radio sales.  
\*\*Includes 7,249,857 auto radios in 1962 compared to 5,568,345 in 1961.

## Uhf mobile measurements announced by FCC

A report on the mobile field strength measurements made by FCC engineers during the uhf test in New York City last year was made public by the commission last week.

The measurements show, Daniel B. Hutton, FCC engineer in charge of the mobile surveys, says, that television signal strength drops faster with distance on uhf than it does on vhf; that where signals are weak, uhf is less subject to man-made noise than vhf; that high vhf-band signal variations resemble uhf variations more than they do low vhf-band variations; that the difference between winter and summer propagation of tv signals on either vhf or uhf on the av-

erage is less than plus or minus 1 db.

Included are measurements taken from a ch. 77 translator, installed on the George Washington Bridge by Adler Electronics Inc. The translator, which rebroadcast the ch. 31 uhf signals received from the Empire State Bldg., operated with a visual peak power of approximately 1.65 kw, using 16 stacked dipoles with a reflector. The translator signals were received for measurement as far as 20 miles from the bridge, Mr. Hutton says.

The document is Research Division Report No. R-6302 and is entitled: "Report on Mobile Field Strength Measurements, New York City uhf-tv project."

## Demodulator success likened to crystal set

A major breakthrough in laser technology was announced last week with the development a laser demodulator by the National Engineering Science Co. and Douglas Aircraft Co. The demodulator is the element of a receiver that strips off the intelligence impressed on the carrier frequency.

Instead of radio frequencies, lasers use "coherent" light beams and are said to be capable in principle of carrying 100 million television programs on one pencil-thick laser beam. The demodulator development has been likened to the introduction of the crystal set in the early days of radio broadcasting.

## RCA makes transistor advance

A new semiconductor device, capable of amplifying electric voltages in a manner analogous to a pentode vacuum tube, has been developed by RCA.

Called a metal oxide semiconductor transistor, it is made of silicon and should make possible, Dr. James Hillier, RCA Labs. vice president, said, portable, battery-operated, high speed computers; lightweight, high performance communications systems, and a new generation of tactical and industrial equipment. The new solid-state element is the result of a two-year research effort sponsored jointly by the U. S. Air Force and RCA.

## Technical topics...

**New Sony office** - Sony Corp. of America opened new executive offices on Feb. 11 at 580 Fifth Ave., New York. Among the departments in the new offices are sales, advertising and accounting. Warehousing and service facilities will continue at Sony's old offices at 514 Broadway, New York.

### RCA set sales up

Record January sales of home instruments were announced by RCA Sales Corp. last week. Dollar volume in the home instrument category, up 23% over the same month a year ago, was led by a 45% increase in sales of color television equipment.

Combined sales of color and black-and-white tv sets were 28% ahead of January 1962.

Radio sales for the first month were up 10% with fm/am and fm receivers setting new records.

**BROADCAST ADVERTISING**

**James R. Alderdice**, vp in charge of account services for Jack Wyatt Co., Dallas-New York advertising and pr firm, elected executive vp. He will supervise all creative activities, graphic arts, public relations and client services for company. Prior to joining Wyatt in March 1961 as account supervisor, Mr. Alderdice served as international advertising manager for Collins Radio Co.



Mr. Alderdice

**William G. Ohmey**, executive vp of Beecham Products Inc. (Brylcreem), Clifton, N. J., has resigned and will announce his future plans shortly. Mr. Ohmey was active in planning Beecham's advertising program, which is involved heavily in television.

**Ernest J. Hodges**, senior vp of Guild, Bascom & Bonfigli, San Francisco, has been given roving assignment to agency's New York, Hollywood and Seattle offices, as part of move toward decentralization of agency's services. Mr. Hodges, who has been supervisor of

Ralston and Foremost Dairy accounts, will be spending extended periods in Hollywood and New York.

**Compton S. Jones**, veteran Washington advertising executive, has established his own firm, Compton Jones Assoc., in Bethesda, Md. Until recently executive vp of S. G. Stackig Inc., Mr. Jones previously was with Ketchum, MacLeod & Grove and J. Walter Thompson in Washington. New firm will offer marketing services to technical companies and has retained representatives in both New York and Los Angeles.

**Martin Ryan**, director of market planning at North Adv., Chicago, promoted to media director of that office. Mr. Ryan will report to Reggie Schuebel, vp in charge of radio-tv in North's New York office.



Mr. Ryan

**Frank J. Harvey**, manager of advertising controls for General Foods Corp., named chairman of advertising administrative control committee of Assn. of National Advertisers. Mr.

Harvey succeeds **Raymond E. Wilson**, administrative assistant for advertising and sales promotion of Shell Oil Co.

**Louis Benito**, president of Louis Benito Adv., Tampa, Fla., elected chairman of board of governors for Southeast Council of American Assn. of Advertising Agencies. He succeeds **Howard G. Axelberg** of Atlanta. Other officers elected: **Elliott Hall**, Lowe & Hall Adv., Greenville, S. C., vice chairman; and **Montague L. Boyd Jr.**, D'Arcy Adv., Atlanta, secretary-treasurer.



Mr. Benito

**F. Michael Carroll**, formerly with Compton Adv., Chicago, joins Earle Ludgin & Co., that city, as account supervisor.

**John E. Brady**, former senior marketing executive at Pepsodent Div. of Lever Bros., New York, joins Papert, Koenig, Lois Inc., that city, as supervisor on National Airlines account.

**J. Williams D. Wright**, formerly with Van Sant-Dugdale Co., Baltimore, joins

# NEW!

## MODEL TCA3

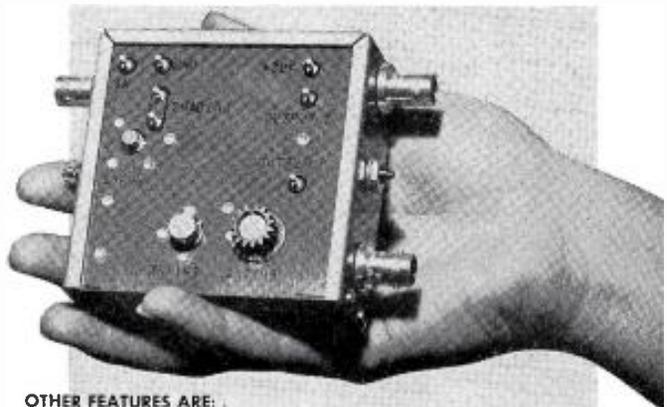
### CAMERA AMPLIFIER

Model TCA3 is a compact, completely transistorized camera amplifier that replaces vacuum tube preamplifiers now used in all image orthicon cameras. The TCA3 quickly mounts within available space in camera... vacuum tube amplifier need not be permanently disabled.

Operating voltage is obtained from 285-volt source within camera and is regulated within the TCA3. A built-in protective device protects unit if high-voltage blocking capacitor at the image orthicon anode short circuits. Signal connectors are BNC type, as well as solder-terminals. Dimensions: 3 1/4 x 3 1/4 x 1 1/4 inches.

The TCA3 has been fully on-the-air tested for over a year. It is factory guaranteed to give years of completely trouble-free service and is priced below all present vacuum tube models.

Your inquiries for additional information will receive our prompt attention.



**OTHER FEATURES ARE:**

- STEERING CONTROL
- HIGH FREQUENCY PERKING CONTROL
- 600 LINE DEFINITION
- NON-MICROPHONIC NOISE
- PROVISION FOR HORIZONTAL SHADING THROUGH PRESENT CAMERA SHADING CONTROL
- SIGNAL-TO-NOISE BETTER THAN VACUUM TUBE AMPLIFIERS
- GAIN AND FREQUENCY RESPONSE EQUAL TO PRESENT VACUUM TUBE MODELS
- SECOND OUTPUT TO FEED CAMERA VIEW-FINDER
- OUTPUTS TERMINATED TO MATCH 50 OHM CAMERA CABLE, WITH 0.8 VOLTS PEAK-TO-PEAK INTO CABLE AND 0.8 VOLTS PEAK-TO-PEAK INTO VIEW-FINDER FROM 50 OHM SOURCE



NOTE: SEE THE TCA3 AT BOOTH 3E AT THE NAB CONVENTION

**INTERNATIONAL NUCLEAR CORPORATION**

608 NORRIS AVE. • NASHVILLE 4, TENNESSEE



## Dallas reps elect new officers

The Broadcast Representatives Assn. of Dallas goes into its second year with a new slate of officers. **Clyde Melville** (standing-r), president of the Clyde Melville Co., will serve as president. Other officers include (seated left to right) **Robert Dalchau**, H-R Representatives, secretary; **Steve Beard**, The Blair Co.,

member of board of directors; and **Frank Carter**, John Blair & Co., vice president. Standing (l-r) are **Barney Broiles**, Edward Petry & Co., member of board of directors; **David Rutledge** (past president), The Katz Agency, member of board of directors; **Tom Murphy**, The Bolling Co., treasurer; and Mr. Melville.

N. W. Ayer & Son, Philadelphia, as account executive.

**Willis J. Davis**, since 1955 with tv-radio commercial production and creative staffs of Needham, Louis & Brorby, Chicago, promoted to executive producer of agency. Mr. Davis also becomes officer of company in his new position.

**Newton Frank**, former group research manager for household products division of Colgate-Palmolive Co., New York, joins Fuller & Smith & Ross, that city, as senior project director.



Mr. Frank

**Raymond M. Anrig**, former vp and account executive at Charles W. Hoyt Co., New York advertising agency, joins S. A. Schonbrunn & Co. (Savarin and Medaglia D'Oro coffee), Palisades, N. J., as advertising manager.

**William J. Slattery**, chief product advertising manager for John H. Breck Inc. (hair preparations firm), Springfield, Mass., promoted to newly created position of product manager. In his new assignment, Mr. Slattery will be

130 (FATES & FORTUNES)

responsible for overall marketing of specific number of Breck preparations and will direct sales, advertising, promotion, packaging and research for these preparations.

**Larrane Early**, former media analyst and buyer for Robert Edward Lee Agency, Hollywood, appointed media supervisor of Grant Adv., that city.

**Harry Kinzie**, vp-creative director of MacFarland, Aveyard & Co., Chicago, promoted to senior vp and coordinator of creative functions of tv-radio, art and copy departments. Also promoted to senior vps were **George Stokes** and **Cecil Sanders**, both formerly vp-account supervisors. **Earl Collings**, copy chief, elected vp. **Hays MacFarland Jr.**, vp-account executive, named assistant to president.

**Peggy Greenfield**, former copy group head at McCann-Erickson, San Francisco, joins creative department of Fletcher Richards, Calkins & Holden, that city.

**Mrs. Edith Roberts**, pr director of Kettering Family Foundation for last five years, joins pr staff of J. Walter Thompson Co., Chicago.

**Natalie Gast**, formerly with Ziff-

Davis Publishing Co., New York, appointed assistant pr director of Newman-Martin, advertising and marketing agency, Bloomfield, N. J.

**Robert A. Flynn**, former associate editor of *Modern Lithography*, joins public relations department of N. W. Ayer & Son, New York.

**William T. Schoyer** named pr director for Pittsburgh office of Fuller & Smith & Ross.

**Robert L. Barta**, account executive at Buchen Adv., Chicago-New York agency, elected vp. Mr. Barta has been with agency 16 years.



Mr. Barta

**David W. Gifford**, former sales manager of WHIM-AM-FM Providence, R. I., named director of newly created department of business development and research at Bo Bernstein & Co., advertising and pr agency, that city.

**David B. Grimm**, former vp and secretary of Thomas Advertising, Peoria, Ill., joins Geyer, Morey, Ballard, New York, as account executive in Racine, Wis., office.

**David E. Grant** appointed creative director of Phillips-Ramsey Inc., San Diego advertising and pr firm.

## THE MEDIA



Mr. Sherrill

**H. V. Sherrill**, senior partner of Shields & Co., New York investment banking firm, elected chairman of board of directors of Chris-Craft Industries (formerly Nafi Corp.), Oakland, Calif., succeeding **Paul V. Shields**, who died Dec. 24, 1962. Mr. Sherrill, who joined Shields & Co. in 1948, was named partner in 1950. He has been a director of Chris-Craft Industries since 1956, and a director of Chris-Craft Corp. since that company's acquisition by Nafi in 1960. Chris-Craft Industries, world's largest builder of motor boats, owns KCOP (TV) Los Angeles and KPTV (TV) Portland, Ore.

**Richard L. Beach** named general manager of WSCH (FM) Hartford.

**John Condon**, assistant manager, promoted to manager of KTAC Tacoma, Wash., succeeding **Jerry Geehan**, who assumes duties of general manager of all Tacoma Broadcasters' operations.

**John R. DiMeo**, manager of KAYO Seattle, joins KPUG Bellingham,

BROADCASTING, February 18, 1963

Wash., as executive vp and general manager. **James Tincker**, KPUG station manager, will remain with station in that capacity.

**Joe Lobaito**, sales manager of WHRV Ann Arbor, Mich., resigns to accept post of general manager of KMAQ Maquoketa, Iowa. He replaces **Dennis Voy**, who was drafted into military service.

**Sidney Kaufman**, manager of broadcast operations for CBS-TV, appointed to newly created post of manager of CBS-TV network operation in Washington, D. C. Mr. Kaufman will be in charge of operations department component which services CBS News requirements in Washington. **Ralph O. Briscoe**, assistant controller of CBS, elected controller. Mr. Briscoe joined CBS in 1958 as member of corporate budget section.



Mr. Smith

**Robert S. Smith**, vp and director of programs for WOR-AM-FM-TV New York, named vp and general manager. Mr. Smith joined WOR-AM-FM as program manager in 1956. He became program manager for WOR-TV in 1958 and was elected vp and director of programs for both stations in 1959. Prior to joining WOR, Mr. Smith was program manager of WINS New York.

**Frank Engelfried**, account executive, promoted to sales manager of WALB-TV Albany, Ga.



Mr. Piano

**Vic Piano**, a vp in the radio division of Peters, Griffin, Woodward, New York, resigns to open his own radio-tv representative company, Vic Piano Assoc., effective March 1. Headquarters will be at 211 E. 53rd St., New York. Mr. Piano has been with PGW since 1959 and earlier was director of promotion-research and sales development for The Meeker Co. for six years and was with WSB-AM-TV Atlanta for six years.

**Clark D. Vilas**, account executive with Ward-Griffith Co., joins KNBC-TV Los Angeles as administrator for advertising and promotion.

**Joseph S. Rank**, account executive at Blair-TV, Los Angeles, transferred to New York office in same capacity.

**Ben Falber Jr.**, vp and operations director of WTHI-TV Terre Haute, named vp in charge of public information for 1963 United Fund Campaign of Vigo County (Indiana). **Tipton C.**

### ARF's technical vp



Dr. Brophy

**Dr. James J. Brophy**, noted Chicago physicist, elected vp for technical development at Armour Research Foundation of Illinois Institute of Technology. Dr. Brophy had been serving as director of technical development since 1961, when Dr. Richard J. Humphreys resigned to become president of Cooper Union College in New York. Dr. Brophy is best known for his work in fields of semi-conductors and solid state physics.

**Kindel**, WTHI-FM staff announcer, transfers to WTHI news department as assistant to news director. **Richard Laughlin**, **Arthur Motycka** and **Jack Wellman** join fm outlet as announcers.

**Joseph P. Constantino**, promotion director of KTVU (TV) San Francisco-Oakland, named general chairman of 1963 Broadcasters' Promotion Assn. convention to be held Nov. 17-20 at Jack Tarr Hotel in San Francisco.

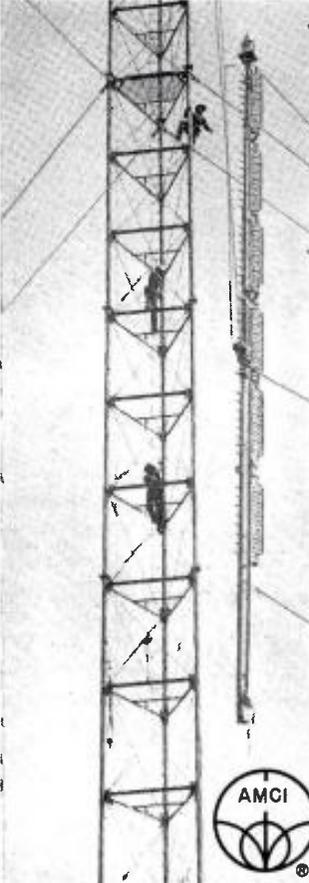
Other BPA convention appointments include: **George Rodman**, KGO-TV, facilities chairman; **Dick Robertson**, KRON-TV, program chairman; **Bob Nashick**, KPIX (TV), special events; **Ron Wren**, KGO-AM-FM, local publicity; and **Bill Sweeney**, KFRC, all San Francisco, local membership. Sacramento, Calif., coordinator is **Tony Bachman**, KXTV (TV); Los Angeles coordinator is **Don Allen**, NBC.

**John R. Long Jr.** of Springfield, Tenn., former State Commissioner of Insurance and Banking, joins WSIX Inc. (WSIX-AM-FM-TV Nashville) as assistant to Louis R. Draughon, WSIX president. Mr.



Mr. Long

Long will represent broadcasting company in pr capacity and serve as administrative assistant to Mr. Draughon, who has been connected with stations since WSIX was established in Springfield in 1927. In 1947 Mr. Long was elected mayor of Springfield and served for an unprecedented six consecutive two-year terms. He served in state senate in 1951 and 1953, representing 15th Senatorial District. Mr. Long was appointed in 1959 to four-year term as State Commissioner of Insurance and Banking by Gov. Buford Ellington.



## AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.

**ALFORD**  
Manufacturing Company  
299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

**Robert Bickerton**, formerly with tv sales staff of All-Canada Radio & Television Ltd., Toronto, named manager of company's new office at 333 N. Michigan Ave., Chicago.



Mr. Wardlaw

**J. P. (Pat) Wardlaw Jr.**, general manager of KIST Santa Barbara, elected president of A-Buy, an association of 10 California radio stations offering group rates. He succeeds **Bob Blum**, KEEN San Jose. Other officers elected: **Frank McLaurin**, KSRO Santa Rosa, vp, and **Herb Wixson**, KBIS Bakersfield, treasurer. Appointed to serve on advertising committee were Messrs. Blum and McLaurin, **Ted Snider**, KPAY Chico, and **George Hemmerle**, manager of San Francisco office of George P. Hollinbery Co.

**Arthur L. Newsham**, merchandising manager of WDAS-AM-FM Philadelphia, named to newly created position of sales service manager. **Carl Helm** joins station as assistant merchandising manager.



Mr. Parry

**Harold Parry**, sales manager of WCKY Cincinnati and former sales vp of WSAI-AM-FM, that city, joins WZIP-AM-FM Cincinnati as vp in charge of sales. Earlier in his career, Mr. Parry served as sales manager of H. H. Neilsen Co., account executive at WCPO-TV Cincinnati, and advertising-promotion manager for G.E. Supply Co.

**Glenn Walden** appointed chief engineer of WFSU-TV Tallahassee, Fla. **John Milner**, WSUN-AM-TV St. Petersburg, and **Alan May**, WEDU (TV) Tampa, join WFSU-TV as assistant chief engineer and studio engineer, respectively.

**William M. McCormick**, president of WNAC-AM-TV Boston and Yankee Network, accepted two-year appointment last week as member of WTBS Foundation of Massachusetts Institute of Technology. Mr. McCormick will advise MIT undergraduates and professors on operation of their new fm station.

**Michael Peshkur** and **Robert Kanner**, engineers at WMCA New York, appointed studio supervisor and maintenance supervisor, respectively.

**Sheila Case**, sales promotion writer at WBBM Chicago, named educational director. Miss Case will be responsible for educational and religious activities

## AP changes

**Bill McFarland**, former information manager of Seattle's World Fair, named regional membership executive for broadcasting for Associated Press in Washington, Oregon and Idaho. He succeeds **Howard Graves**, who became chief of Albuquerque bureau. Other AP changes are: **Daniel De Luce**, former war correspondent, named executive assistant in news production and planning; **Robert Eunson**, chief of San Francisco bureau, promoted to general executive and director of Asian services; **William J. Waugh**, Atlanta bureau chief, assigned to San Francisco, replacing Mr. Eunson; **Ronald Autry**, chief of New Haven bureau, succeeds Mr. Waugh in Atlanta; **Dorman Cordell**, of Atlantic City, N. J., replaces Mr. Autry in New Haven; **Nathan Polowetzky**, business editor, New York, named assistant general news editor; **James Tomlinson**, chief of Newark bureau, succeeds Mr. Polowetzky as business editor in New York, and **Irwin Frank**, of St. Louis, appointed chief of bureau in Newark.

of station's public affairs department.

**Bea Agnetti** appointed director in program department of WMAQ-AM-FM Chicago.

**Joseph R. Spadea**, manager since 1953 of Detroit office of Henry I. Christal Co., radio representative, and previously associated with CBS for many years, named manager of Detroit office of Meredith Publishing Co., succeeding **Ken Zosel**, who moves to Meredith's home office in Des Moines, Iowa, as advertising manager of *Better Homes & Gardens*.

**Wallace J. Jorgenson**, managing director of WBTW (TV) Charlotte, N.C., elected vp; **Paul B. Marion**, managing director of WBT-AM-FM Charlotte, to assistant vp; **J. William Quinn**, managing director of WBTW (TV) Florence, S. C., to assistant vp; **William H. Melson Jr.**, personnel and allied services manager, to assistant vp; and **Dallas L. Robbins**, business manager, to assistant secretary-treasurer. Jefferson Standard Broadcasting Co. owns and operates WBT-AM-FM, WBTW (TV) and WBTW (TV). Mr. Jorgenson joined company



Mr. Jorgenson

in 1948 as sales representative. He served in various executive positions within sales department until 1961 when he was named WBTW's managing director. Messrs. Quinn and Robbins joined Jefferson Standard Broadcasting in 1949; Mr. Marion in 1952, and Mr. Melson in 1951.

**Edward Papazian**, former director of media for radio-tv at Gray & Rogers, Philadelphia advertising agency, joins The Katz Agency's new Philadelphia office as manager of television division.



Mr. Papazian

**David J. Kelly**, news director of KDKA-AM-FM Pittsburgh, named news director of KDKA-TV.

**Vin Maloney** named news director of WEEI-AM-FM Boston.

**Rex Morgan** appointed director of news and special events for WFIL-AM-FM-TV Philadelphia. **Les Crystal**, who has been WFIL news director, joins NBC-Chicago as documentary writer-producer.

**Tony Sargent**, newscaster and former UPI reporter in Chicago, joins CBS News in Washington as newsman.

**Edward E. Benham**, chief engineer of KTTV (TV) Los Angeles for eight years before leaving station year ago to become manager of engineering for Crowell-Collier Broadcasting Corp., returns to KTTV as head of engineering department. Mr. Benham originally joined KTTV before station went on air in 1949. With Crowell-Collier he headed engineering for KFVB Los Angeles, KEWB San Francisco, and KDWB Minneapolis.



Mr. Benham

**Mary I. Devlin**, former deputy secretary of Commonwealth of Pennsylvania, joins WPEN-AM-FM Philadelphia to work on special projects for station and its advertisers.

**Martin (Red) Mottlow**, formerly with WGN-AM-TV Chicago, joins news staff of WIND, that city. Before his association with WGN, Mr. Mottlow was with WLOL Minneapolis.

**Mort Crim**, former newscaster at KFAB-AM-FM Omaha, joins news department of WLS Chicago.

**Clure Mosher** named sports director of WCKT (TV) Miami, Fla.

**Steve Fox**, promotion director of KHOW Denver, appointed promotion-

merchandising director of KOA-AM-FM-TV, that city, succeeding **Mick Schafbuch**, who accepts post with KOA-AM-FM sales staff.

**Thomas E. Carroll**, business manager of WFBM-AM-FM-TV Indianapolis (Time-Life Broadcast station), appointed assistant business manager of Time-Life Broadcast, New York. Mr. Carroll joined Time Inc. in 1953 in comptroller's department.



Mr. Carroll

**Fred Brady**, formerly with KMPC Los Angeles, joins KLAC, that city, as traffic coordinator in commercial department.

**B. Mitchell Reed**, former air personality with KFWB Los Angeles, joins WMCA New York, in similar capacity. **Jim Harriott**, air personality, resigns.

**Deane Johnson**, formerly with KWMT Fort Dodge, Iowa, named program director of KOMA Oklahoma City, Okla.

**Bob Lyons** appointed program direc-

tor of WINN Louisville, Ky.

**Herb Kelly**, columnist with *Miami News*, joins WCKR, WIOD (FM) Miami, Fla., with his *Show Scene* program.

**Sydney A. Abrams** appointed merchandising director of KIRO-AM-FM-TV Seattle.

**Dana Crowell** and **Del Doyle** join KIXZ Amarillo, Tex., as traffic manager and continuity director, respectively. **Mike Davenport** joins station's announcing staff.

**Ken Barnes**, formerly with KUSM St. Joseph, Mo., joins KOOL-AM-FM Phoenix as disc jockey.

**Dale Kelly**, formerly with WPOP Hartford, Conn., joins WOLF Syracuse, N. Y., as air personality and music director.

**Ivan Shaner** named promotion director of WHAT-AM-FM Philadelphia.

**Al Pruitt**, air personality with WDNC Durham, N. C., joins WPTF Raleigh, N. C., in similar capacity.

**Hugh Smith**, former news editor of WHAS Louisville, Ky., appointed news

director of KVTU (TV) Sioux City, Iowa.

**Leo Willette** named director of public affairs for WLW-TV New Orleans.

**Bill Calder**, formerly with KPRC Houston, joins KHJ-AM-FM Los Angeles as disc jockey.

## PROGRAMMING

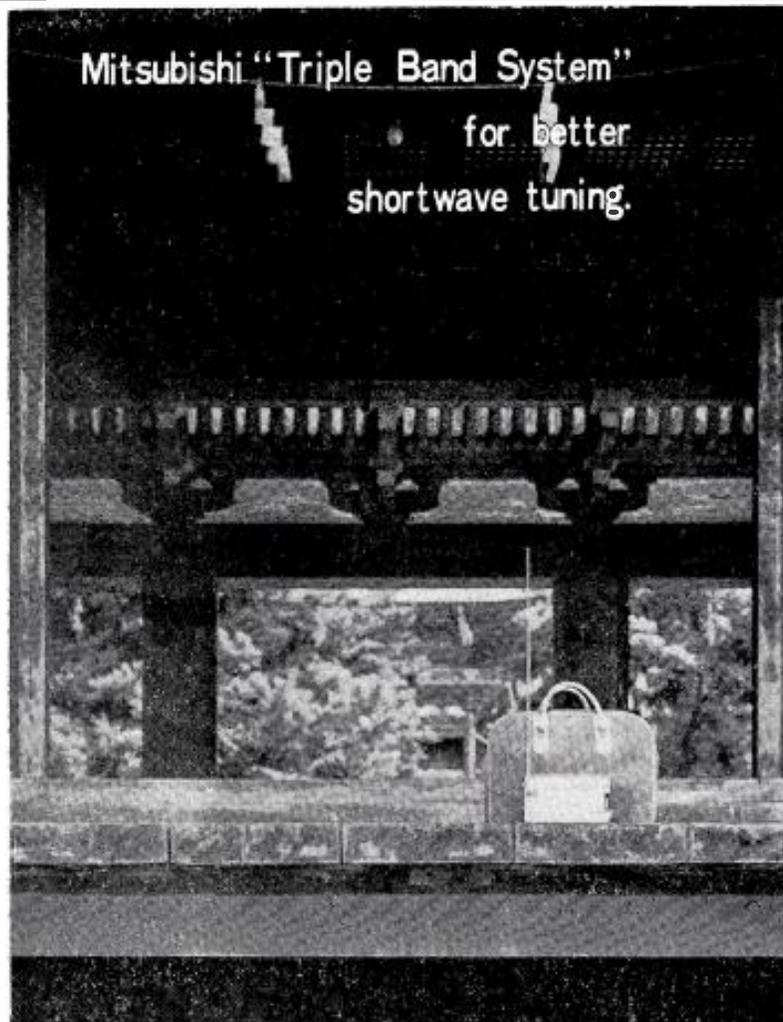
**Phil Williams**, executive vp of John Scott Fones Public Relations Co., New York, joins production firm of Louis de Rochemont Assoc., that city, as vp in charge of planning.

Mr. Williams previously was with *March of Time* and *Fortune* divisions of Time Inc. for 15 years. Earlier he served as assistant director of tv for 20th Century-Fox Television Productions; sales manager for United Artists Television; and vp of syndication sales for ABC Films.

**Herbert W. Browar** elected vp in charge of production for Filmways Tv Production, New York. He has been with corporation since its inception in



Mr. Williams



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1: 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system" of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

 **MITSUBISHI ELECTRIC  
MANUFACTURING COMPANY**  
Head Office: Tokyo Building, Marunouchi, Tokyo  
Cable Address: MELCO TOKYO

1959. In addition to his new responsibility, Mr. Browar will continue to serve as associate producer of *Mr. Ed* tv series.

**Arnold Perl** has been signed to long-term contract by Herbert B. Leonard, executive producer of *Route 66* and *Naked City* series, to provide three original scripts for both shows for production next season.

**Alan Landsburg** named series producer of *The Biography of . . .* for Wolper Productions, Hollywood, replacing **Jack Haley Jr.**, who assumes fulltime producership on organization's "Legend of Marilyn Monroe" and other hour-long tv specials. Mr. Landsburg, elevated from producer on *Biography*, takes over supervision of four associate producer-writers and seven half-hour documentaries currently in work. Wolper Productions, headed by David L. Wolper, executive producer, produces the biographical skein for Official Films.



Mr. Landsburg

**Tyler McVey**, well-known actor, re-elected to his third term as president of Los Angeles local of American Federation of Television & Radio Artists.

Other officers: **John M. Kennedy**, first vp; **Ted de Corsia**, second vp; **Don Rickles**, third vp; and **Vincent Pelletier**, fourth vp. **Alice Backes** was named recording secretary, and **Stanley Farrar**, treasurer.

## EQUIPMENT & ENGINEERING

**Douglas Y. Smith**, vp and general manager of RCA's electron tube division since 1954, named to newly created post of vp and general manager of RCA's electronic components and devices. He'll be responsible for management and direction of electron tube and semiconductor and materials divisions and continue as electronic tube division's executive head. Mr. Smith, who joined RCA in 1930 as engineer, has had prominent role in both monochrome and color tv picture tube development and in introduction of thimble-size nuvistor electron tube. His climb at RCA included posts of manager of Lanchester, Pa., manufacturing plant in 1944, manager of sales operation in 1951 and vice presidency three years later. **Dr. Alan M. Glover** continues as vp and general manager of semiconductor and material division, reporting to Mr. Smith.



Mr. Smith

**John A. Henning** named manager of quality standards for Allied Radio Corp., Chicago. Prior to joining electronic parts distributor, Mr. Henning was senior associate with management consulting firm of Cresap, McCormick & Paget, Chicago and New York, and before that treasurer of Wright, Campbell & Suitt, Chicago advertising agency.

**Joseph E. Baker** appointed manager of distributor sales for industrial products division of Adler Electronics, New Rochelle, N. Y. Mr. Baker formerly was field sales engineer in this division which markets uhf tv broadcasting systems and educational tv systems.



Mr. Baker

**Robert Cobler**, former director of engineering for Skeleton Studios, joins Acme Film Labs, Hollywood, as technical consultant. Mr. Cobler's initial project will be development of color display unit capable of reproducing high-quality color tv film recordings from original source or video tape.

**Albert Floersheimer Jr.**, former pr director of Theatre Owners of America, New York, rejoins Walter Reade-Sterling, that city, as director of advertising and publicity. Mr. Floersheimer

served with Walter Reade as vp-advertising, publicity and exploitation from 1947 to 1955 and as vp for catering from 1955 to 1957.

**Nicholas F. Pensiero**, administrator for staff marketing at RCA, appointed to new post of manager of marketing services for company's defense electronics products.

**Richard Tschudin**, production manager of Filmways of California, elected vp. He will be succeeded by **Les Guthrie**. Filmways also appointed **George Viera** and **Bud Townsend** to head staff of directors. **George Foley** joins Filmways as cinematographer.

**Gabriel Scognamiglio**, free-lance artist, joins Gerald Schnitzer Productions, Hollywood, as art director. Mr. Scognamiglio has been associated with MGM, Universal-International, Warner Bros., Paramount and Brauberger-Richebe Studios in Paris.



Mr. Scognamiglio

**Ronald Kaiser**, formerly with William Morris Agency and Murray-Wood Productions, named Screen Gems' studio representative in New York.

**Lars McSorley**, eastern publicity manager for Allied Artists Pictures Corp., appointed New York press representative for Samuel Bronston Productions.

## INTERNATIONAL

**Darrell E. Longmore**, board chairman of McKim Adv. Ltd., Toronto, and **C. D. Dennis Jr.**, executive vp, have retired, but remain as consultants. Mr. Longmore has been with McKim for 39 years, became president in 1953

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and board chairman in 1960. Mr. Denis joined McKim in 1949, became manager of Montreal office in 1953 and executive vp in 1960.

**Lt. Col. James A. Klein, USA (Ret.),** former Army information specialist and pr officer, appointed assistant manager of Radio Liberty's network facilities in West Germany.

## DEATHS

**George M. Nixon, 56,** director of engineering development for NBC, died Feb. 10 at Terrace Heights Hospital, Holliswood, N. Y. Mr. Nixon, who joined NBC in 1928, was instrumental in designing NBC's early radio studios and had been contributing to development of color tv in recent years.

**Thoburn H. Wiant, 51,** vp and administrative manager of Young & Rubicam, Detroit, died Feb. 6 following long illness. Mr. Wiant joined Y&R in 1945 as pr director of Detroit office. He was elected vp, administrative manager and account supervisor in 1958.

**D. Milton Gutman Sr., 63,** owner and president of Gutman Adv. Co., Wheeling, W. Va., died Feb. 11 of cardiac failure in Ohio Valley General Hospital.

**Mrs. Lesley H. Stowe,** wartime broadcaster and commentator with CFRB Toronto, died Feb. 8 in that city.

**William D. George, 56,** radio scientist with National Bureau of Standards Boulder Labs., Colorado Springs, Colo., was killed in an automobile accident in Switzerland Feb. 12. Mr.

George was attending meeting of International Radio Consultative Committee (CCIR) in Geneva.

**Herbert L. Blount, 38,** contract manager and electronic engineer with Alexandria, Va., office of RCA, was killed Feb. 5 in an automobile accident on Maryland's Eastern Shore. Mr. Blount, an employe of RCA for 15 years, had been with firm's home office in Camden, N. J., before moving to Virginia.

**John Ullrich, 57,** radio-tv specialist in pr department of Gray & Rogers, Philadelphia advertising agency, died Feb. 6 at Bryn Mawr Hospital, that city. Prior to joining Gray & Rogers six years ago, Mr. Ullrich had been production manager of WHYY-TV (educational ch. 35) and director-producer at WCAU-TV and WFIL-TV, all Philadelphia.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 7 through Feb. 13 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv stations

##### ACTIONS BY FCC

**Sterling, Colo.—Frontier Bestg. Co.** By memorandum opinion & order, granted cp for new tv on vhf ch. 3 (60-66 mc); ERP 27.7 kw vis., 16.6 kw aur. Ant. height above average terrain 784 ft., above ground 604 ft. P. O. address 2923 E. Lincolnway, Cheyenne, Wyo. Estimated construction cost \$148,500; first year operating cost less than \$40,000; revenue more than \$40,000. Studio and trans. locations both 9.3 miles east of Sterling post office. Geographic coordinates 40° 36' 59.7" N. Lat., 103° 01' 50.3" W. Long. Type trans. RCA TT5-A, type ant. RCA TF-6AL. Legal counsel Koteen & Burt, Washington, D. C.; consulting engineer Robert C. Pfannenschmid, Pueblo, Colo. Principals: Cheyenne Newspapers Inc. (24.4%), estate of Tracy S. McCracken and family (20%), F. R. Ricketson Jr. (17%) and others. McCracken family controls Cheyenne Newspapers. Applicant also owns KFBC-AM-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb. Grant is subject to final action on Frontier's application for renewal of license of KFBC-TV. FCC denied petition by May Bestg. Co. (KMTV Omaha, Neb.) opposing trans. move. Comr. Lee dissented. Action Feb. 13.

**\*Orono, Me.—U. of Maine.** Granted cp for new tv on vhf ch. \*12 (204-210 mc); ERP 299 kw vis., 150 kw aur. Ant. height above average terrain 990 ft., above ground 500 ft. P. O. address c/o Frank Borda, Orono. Estimated construction cost \$709,700; first year operating cost \$182,750. Studio location Orono; trans. location 6.8 miles S.E. of Bangor on Hog Hill. Geographic coordinates

44° 43' 51" N. Lat., 68° 40' 38" W. Long. Type trans. RCA TT-25DH, type ant. RCA TW-9A10-P. Legal counsel Dow, Lohnes & Albertson, consulting engineer Jansky & Bailey, both Washington, D. C. Principals: board of trustees. Action Feb. 8.

##### APPLICATIONS

**Toledo, Ohio—Springfield Tv Bestg. Corp.** Uhf ch. 79 (860-866 mc); ERP 727 kw vis., 314 kw aur. Ant. height above average terrain 989 ft., above ground 1,049 ft. P. O. address c/o William L. Putnam, Box 2210, Springfield, Mass. Estimated construction cost \$699,900; first year operating cost \$545,000; revenue \$360,000. Studio location Toledo, trans. location Oregon, Ohio. Geographic coordinates 41° 40' 35" N. Lat., 83° 23' 35" W. Long. Type trans. RCA TTU-25B, type ant. RCA TTU-52H. Legal counsel McKenna & Wilkinson, Washington, D. C.; consulting engineer George R. Townsend, Springfield, Mass. Principals: Roger L. Putnam (23.4%), William L. Putnam (4.48%) and others. Other Springfield stations: WWLP (TV) Springfield. WWOR (TV) Worcester and new tv in Pittsfield, all Massachusetts.

**Victoria, Tex.—Guadalupe Valley Tele-casting Inc.** Uhf ch. 19 (500-506 mc); ERP 4.34 kw vis., 1.96 kw aur. Ant. height above average terrain 218 ft., above ground 214 ft. P. O. address c/o Dwight W. Strahan, pres., Box 1775, Victoria. Estimated construction cost \$34,434; first year operating cost \$12,000; revenue \$12,000. Trans. and studio locations both Victoria. Geographic coordinates 28° 48' 55" N. Lat., 97° 00' 20" W. Long. Type trans. Continental Electronics PA-714; type ant. RCA TFU-6B. Consulting engineer Guy C. Hutcheson, Victoria. Prin-

cipals: Dwight W. Strahan (99%) and Inelda J. Strahan & John R. Womack (each 5%). Mr. Strahan is businessman; Mrs. Strahan is housewife; Mr. Womack is accountant Ann. Feb. 13.

#### New am stations

##### ACTIONS BY FCC

**West Chester, Pa.—Edgar G. Shelton Jr.** Granted cp for new am on 1520 kc, 250 w-D. P. O. address 1735 DeSales St., Washington 8, D. C. Estimated construction cost \$25,800; first year operating cost \$75,000; revenue \$90,000. Mr. Shelton, sole owner, also owns pr firm. Initial decision looking toward grant became effective Feb. 7.

**Midland, Tex.—Mid-Tex Radio.** Granted cp for new am on 1510 kc, 500 w-D. P. O. address Box 46, DeRidder, La. Estimated construction cost \$17,125; first year operating cost \$36,000; revenue \$48,000. Principals: Cyril W. Reddoch (50 2/3%), Ralph L. Hooks (33 1/3%) and C. Winsett Reddoch (16%). Principals are also owners of KREH Oakdale, La., and KFYN Bonham, Tex., and Cyril W. Reddoch and Mr. Hooks own KSTV Stephenville, Tex. Action Feb. 6.

#### Existing am stations

##### APPLICATIONS

**KAAA Kingman, Ariz.—Cp** to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 13.

**WKAM Goshen, Ind.—Cp** to change hours of operation from daytime to unl. using power of 250 w, 1 kw-LS and install DA system (DA-N). Ann. Feb. 13.

**WBGN Bowling Green, Ky.—Cp** to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 13.

**WNAG Grenada, Miss.—Cp** to increase

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daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 13.

KTDO Toledo, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 13.

## New fm stations

### APPLICATIONS

Belgrade, Mont.—Christian Enterprises Inc. 96.7 mc, ch. 244, 2.88 kw. Ant. height above average terrain 95 ft. P. O. address 21 N. 27th St., Billings, Mont. Estimated construction cost \$10,872; first year operating cost \$5,900; revenue \$5,900. Principals are board of directors of non-profit organization (no stock issued); Harold Erickson, pres. Christian Enterprises owns KGVW Belgrade, KGLE Glendive and KURL Billings, all Montana. Also see Billings application below. Ann. Feb. 13.

Billings, Mont.—Christian Enterprises Inc. 97.1 mc, ch. 246, 15.9 kw. Ant. height above average terrain minus 30 ft. Estimated construction cost \$17,677; first year operating cost \$5,900; revenue \$5,900. For other information see Belgrade, Mont., application above.

## Existing fm station

### APPLICATION

KEFM (FM) Oklahoma City, Okla.—Cp to increase ERP from 2.9 kw to 3 kw; increase ant. height above average terrain to 154.5 ft.; change ant.-trans. and studio locations and change station location to Midwest City, Okla. Ann. Feb. 13.

## Ownership changes

### ACTIONS BY FCC

KOCO-TV Enid, Okla.—Granted assignment of license and cp from Cimarron TV Corp. to Capital City Investment Co., large corporation with no majority stockholder which wholly owns Cimarron. No financial consideration involved. Action Feb. 12.

WAKU Latrobe, Pa.—Granted assignment of license from Keith W. Horton (33 1/3%), Mark K. Taylor (33 1/3%) and others, d/b as Tayloradio Corp., to Charles C. Rutledge & Kenneth R. Chapin (each 40%) and John J. Stewart (20%), tr/as Westmoreland Bestg. Corp. Consideration \$65,000. Mr. Rutledge is program director of WTRU Muskegon, Mich.; Mr. Chapin is gen. mgr. of WKCW Warrenton, Va.; Mr. Stewart is salesman at WELL Battle Creek, Mich. Action Feb. 13.

KJET Beaumont, Tex.—Granted assignment of license from Leon S. Walton (100%), d/b as Golden Triangle Bestg. Co., to Edward E. McLemore and R. Thomas Gibson (each 50%), tr/as KJET Inc. Consideration \$205,000 and \$20,000 for agreement not to compete. Mr. McLemore and Mr. Gibson share ownership of KZEY Tyler, Tex. Action Feb. 13.

KHUL (FM) Houston, Tex.—Granted assignment of license from Edgar B. Younger Jr. (100%), d/b as B-M-R Bestg. Corp., to Charles Temple & Ted Norman (each 45%) and Elizabeth Ann Moore (10%), tr/as NorTemp Bestg. Corp. Consideration \$44,117. Mr. Temple is sales manager of KFJZ Ft. Worth, Tex.; Mr. Norman is station manager of KFJZ-FM; Mrs. Moore is housewife.

Chmn. Minow and Comr. Bartley dissented. Action Feb. 13.

WWRJ White River Junction, Vt.—Granted assignment of license from Emily S. Storkerson (49%), Philip C. (26%) & Shirley Z. (24.5%) Smith and John M. Storkerson (.5%), d/b as White River Enterprises Inc., to Lee Nolan (74.8%), Frederick M. Daley Jr. (25%) and Jean S. Nolan & Raffaele M. Terino (each .1%), tr/as Green Mountain Radio Inc. Consideration \$35,000. Mr. Nolan is announcer at WITN-TV Washington, N. C.; Mr. Terino is attorney; Mrs. Nolan is housewife. Action Feb. 8.

### APPLICATIONS

WARI Abbeville, Ala.—Seeks acquisition of positive control of licensee corporation, Abbeville Radio Inc., from James F. Crawford (42 shares now, 11 after transfer) by John V. Mizell (42.8% now, 53.9% after transfer). Consideration \$3,100. Other ownership remains stable. Ann. Feb. 7.

KBLF Red Bluff, Calif.—Seeks assignment of license from Victor Muscat (75%) and Clay McGowan (25%), d/b as Victor Industries Corp. of California, to Walter B. Lake & Robert F. Dennis (each 30%), Willard Baumgarten (25.8%), Charles B. O'Neill (8%) and Adair S. Wingerd & James H. Hastings (each 3.2%), tr/as North Sacramento Valley Bestg. Co. Consideration \$120,000. Mr. Lake is part owner of Daren F. McGavren Co., radio-tv rep company; Mr. Dennis is majority owner of advertising agency; Mr. Baumgarten is gen. mgr. of KBLF; Mr. O'Neill owns brake-lining plant; Mr. Wingerd is employed at Mr. Dennis's agency; Mr. Hastings is attorney. Ann. Feb. 12.

WRIZ Coral Gables, Fla.—Seeks acquisition of positive control of permittee corporation, Sioux Bestg. Corp., by Kenneth L. Wood by purchase of stock in Dominion Enterprises Investment Corp. (70% owner of Sioux); Mr. Wood (49.7% before transfer, 50.3% after) will get stock from his wife, Jean M. Wood (1.3% before, 0.7% after). No financial consideration involved. Ann. Feb. 13.

WPEX-FM Pensacola, Fla.—Seeks relinquishment of positive control of licensee corporation, Mello-Tone Inc., by Earl D. Hutto (52.6% before transfer, 40.66% after) through sale of unissued stock by licensee to L. T. France (30.12%) and Louis Nacsa Jr. (1.26%); other ownership remains proportionately stable. Consideration is payment of notes. Ann. Feb. 7.

WTCX (FM) St. Petersburg, Fla.—Seeks transfer of licensee corporation, Trans-Chord Inc. (20,000 shares issued), from Harry C. Offutt Jr. (19,700 shares), Marian V. Offutt (295 shares) and James T. Vocelle (5 shares) to Murray Carpenter (100%). Consideration \$50,000. Mr. Carpenter is past owner of several broadcast stations. Ann. Feb. 7.

KHAI Honolulu, Hawaii—Seeks assignment of license from Robert Sherman (100%), d/b as Royal Bestg. Inc., to George M. Mardikian, B. Floyd Farr and George D. Snell (each 33 1/3%), tr/as Royal Hawaiian Radio Inc. Consideration is assumption of debt. Three principals also own KEEN-AM-FM San Jose, KCVR-AM-FM Lodi, both California, and KVEG Las Vegas, Nev. Ann. Feb. 7.

WREX-TV Rockford, Ill.—Seeks transfer of control of licensee corporation, Greater

Rockford TV Inc. from over 50 stockholders to WREX-TV Inc. (100%), solely owned by Gannett Inc., also large corporation. Consideration \$3,420,000. Gannett Newspaper stations are WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDMN Danville, Ill. Ann. Feb. 7.

WREX-TV Rockford, Ill.—Seeks assignment of license and cp from Greater Rockford TV Inc. to WREX-TV Inc. (Contingent on grant of above application). No financial consideration involved. Ann. Feb. 7.

WMFT Terre Haute, Ind.—Seeks transfer of control of licensee corporation, Citizens Bestg. Inc. (180 shares issued), from Thomas S. Land & Bryan Davidson (each 79 shares) and Murrell J. Log (22 shares) to George A. and Martha L. Foulkes (100% as joint tenants). Consideration \$80,000. Mr. Foulkes, local businessman, until recently was employed by WTHI-AM-FM-TV Terre Haute. Ann. Feb. 13.

KHAL Homer, La.—Seeks assignment of license from Drs. Thomas M. Deas & Joe F. Rushton and William M. Bigley (each 33 1/3%), d/b as Claiborne Bestg. Corp., to Gene Humphries, Horace E. McLain and Quinton M. Ghorrmley, tr/as Homer Radio Co. Consideration \$32,000. Mr. Humphries has 50% interest in KVIN Vinita, Okla. Ann. Feb. 13.

WGPR (FM) Detroit, Mich.—Seeks assignment of cp from Ross Mulholland (100%) to Mr. Mulholland (100%), d/b as W.G.P.R. Inc. No financial consideration involved. Ann. Feb. 11.

KAWE-AM-TV Carlsbad, N. M.—Seeks transfer of control of licensee corporation, Voice of the Caverns Inc., from Edward P. Talbott (50.5%), deceased, to his widow, Lucile R. Talbott (50.5%). No financial consideration involved. Ann. Feb. 13.

WOTT Watertown, N. Y.—Seeks assignment of license from James M. Johnston (58.33%), Frances G. Taylor (39.16%) and William E. Stevens (2.51%), d/b as Thousand Islands Bestg. Inc., to Earl L. Cump (62.50%), Rev. Roland W. Renkel (31.25%) and William E. Sullivan (6.25%), tr/as CRS Enterprises Inc. Consideration \$135,000. Mr. Cump owns construction firm; Rev. Renkel is Lutheran pastor; Mr. Sullivan is salesman for WLYH-TV Lebanon, Pa. Ann. Feb. 13.

KGRO Gresham, Ore.—Seeks assignment of license from Daniel M. McPeak (100%), d/b as Gresham Bestg. Co., to John E. Grant & George O. DeWitz Jr. (each 40%) and Marion McKeown (20%), tr/as Action Bestg. Consideration \$72,500 less liabilities. Mr. Grant is gen. mgr. of KLIQ Portland; Mr. DeWitz is mgr. of KGRO; Mrs. McKeown is KGRO's assistant office mgr. Ann. Feb. 12.

KSLM Salem, Ore.—Seeks transfer of control of licensee corporation, Oregon Radio Inc., from Lou C. McCormick (65.4%), executrix of estate of Glenn E. McCormick, deceased, to Lou McCormick Paulus (34.6% before, 100% after transfer), one in same person as Lou C. McCormick. No financial consideration involved. Ann. Feb. 12.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Tri-County Bestg. Inc. to increase power of WIFM Elkin, N. C., on 1540 kc, D, from 250 w to 1 kw with 500 w-CB; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Feb. 13.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Onondaga Bestg. Inc. for new tv on ch. 9 in Syracuse, N. Y., and denying competing applications of Veterans Bestg. Inc., Syracuse TV Inc., W.R.G. Baker Radio & Tv Corp., WAGE Inc., Syracuse Civic Tv Assn. Inc., Six Nations Tv Corp., Salt City Bestg. Corp., and George P. Hollingbery. Action Feb. 7.

### OTHER ACTIONS

■ By report & order, commission denied petition by Richard B. Steuer for reconsideration of commission action of Nov. 8, 1962, which denied his proposal to shift ch. 3 from Sterling, Colo., to Cheyenne, Wyo. Steuer does not now allege any facts not otherwise known to commission and considered in making its decision to leave ch. 3 at Sterling. Comr. Lee dissented. Action Feb. 13.

■ By memorandum opinion & order, commission denied petition by KCMC Inc. (KTAL-TV), Texarkana, Tex., for stay of

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 13

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,748	71	113	474
FM	1,055	30	130	286
TV	515	65	77	107

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 13

	VHF	UHF	TOTAL TV
Commercial	486	94	580
Non-commercial	47	21	68

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,748	1,055	515
Cps on air (new stations)	71	30	65
Cps not on air (new stations)	113	130	77
Total authorized stations	3,932	1,215	664
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	196	13	51
Total applications for new stations	473	286	105
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	369	112	51
Licenses deleted	0	2	0
Cps deleted	1	1	1

<sup>1</sup>Includes 3 stations operating on unreserved channels.

request by Charles County for enlargement of issues to add "strike" issue to applicant Dorlen; (3) granted Dorlen motion to strike Charles County pleading; and (4) on own motion, added issue to determine whether Dorlen application was filed for principal or incidental purpose of obstructing or delaying establishment of am facility at La Plata. Board Member Pincock absent; Board Member Nelson dissented and issued statement. Action Feb. 8.

■ Granted petition by Denver Area Bcstrs. (KDAB), Arvada, Colo., and extended to Feb. 13 time to file oppositions to motion to enlarge issues filed by Lakewood Bcstg. Service Inc. (KLAK), Lakewood, in proceeding on Denver's am application, et al. Action Feb. 8.

■ Granted petition by Mountain View Bcstg. Co. for waiver of hearing and extension of time to file statement to extent of extending to March 8 time to file statement to mitigate or justify circumstances and conduct complained of in order to show cause why license for WBMT Black Mountain, N. C., should not be revoked. Board Member Pincock absent. Action Feb. 8.

■ By memorandum opinion & order in proceeding on applications for new am stations of Eastern Bcstg. System Inc., Brookfield, Conn., Colonial Bcstg. Co. and George F. O'Brien, both New Milford, Connecticut, and Fairfield Bcstg. Co. Easton, Conn., in Docs. 14186 et al., directed hearing examiner to proceed to resolve issues 11 through 14 concerning character qualifications as to applicant Fairfield and issue partial initial decision on those matters; parties wishing to file exceptions must do so with Review Board within 30 days after release of partial initial decision. (Pending before Review Board is joint request by applicants for approval of agreement looking toward dismissal of Colonial, Messrs. O'Brien, and Fairfield applications; payment by Eastern, Colonial, and Mr. O'Brien to Mr. Fairfield of \$12,000 [one third each] as partial reimbursement of expenses incurred by latter in processing its application; grant of Eastern application and assignment of that cp to new corporation in which Eastern will own 40% and Colonial and Mr. O'Brien each 30%.) Action Feb. 8.

■ Granted petition by Greenville Bcstg. Co., Greenville, Ky., and extended to Feb. 25 time to file exceptions to initial decision in proceeding on its am application and that of Hayward F. Spinks, Hartford, Ky. Action Feb. 7.

■ Granted petition by Broadcast Bureau and extended to Feb. 18 time to file exceptions to initial decision in proceeding on application of Stuart W. Epperson for new am in Winston-Salem, N. C. Action Feb. 7.

■ Granted petition by Prince William Bcstg. Corp. (WPRW), Manassas, Va., and extended to March 8 time to respond to petition to enlarge issues filed by Easton Bcstg. Inc. (WEMD), Easton, Md., in proceeding on their am applications, et al. Action Feb. 7.

■ Granted motion by Denver Area Bcstrs. (KDAB), Arvada, Colo., and extended to Feb. 7 time to file oppositions to motion to enlarge issues filed by Lakewood Bcstg. Service Inc. (KLAK), Lakewood, in proceeding on Denver's am application, et al. Action Feb. 6.

■ Scheduled oral argument for March 7 in proceeding on am application of WFYC Inc. (WFYC), Alma, Mich. Action Feb. 6.

■ By memorandum opinion, held in abeyance ruling on petition by respondents Connecticut Tv Inc. and Springfield Tv Bcstg. Corp. for extension of time to file petition for review of interlocutory ruling by hearing examiner in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., pending service of instant pleading upon other parties as required by Sec. 1.44 of rules; if required proof of service is not filed within 5 days, petition will be dismissed. Action Feb. 5.

■ Granted petition by 1540 Radio Inc., Richmond, Va., and extended to Feb. 12 time to reply to opposition to petition to reopen record filed by Eliades Broadcast Co., Hopewell, Va., in proceeding on their am applications. Action Feb. 5.

### ACTIONS ON MOTIONS

■ Commission granted petitions by Ralph D. Epperson and Valley Bcstg. Co. to extent of extending from Feb. 15 to March 18 time to file comments and from March 18 to April 17 for replies in matter of revision of fm broadcast rules, particularly as to allocation and technical standards. Action Feb. 7.

Dec. 18, 1962, grant of application of KTBS Inc. for mod. of cp to increase ant. height of KTBS-TV Shreveport, La., an additional 200 ft., to 1,780 ft. Pending petitions by KTAL-TV for reconsideration and to vacate order and deny KTBS-TV application will be considered at later time. Action Feb. 13.

■ By order, commission granted motion by WIDU Bcstg. Inc., Asheboro, N. C., and extended time to Feb. 11 to file opposition to application for review of Review Board ruling filed by Al-Or Bcstg. Co., Mebane, N. C., in proceeding on their applications for new am stations. Action Feb. 8.

■ By order, commission granted petition by South Texas Telecasting Inc. (KVDC), and extended time to Feb. 14 to file replies to exceptions to initial decision in Corpus Christi, Tex., tv ch. 3 proceeding. Action Feb. 8.

■ By memorandum opinion & order in proceeding on applications of City of Jacksonville, Florida-Georgia Tv Inc. (WFGA-

TV), and Jacksonville Bcstg. Corp. for new tv stations on ch. 12 in Jacksonville, Fla., in Docs. 10833-5, denied motion by Florida-Georgia Tv Inc. to strike notice of appearance filed by Jacksonville Bcstg. Corp. Action Feb. 7.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on applications of Charles County Bcstg. Inc. and Dorlen Bcstrs. Inc. for new am stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-9, (1) denied Dorlen's petition to enlarge issues to determine whether grant of Charles County application would be likely to cause economic injury to Dorlen's WSMD (FM) Waldorf and, if so, whether such injury is likely to cause WSMD to cease operations and thus deprive Charles County, Md., of its only full-time local service; (2) denied

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By Chief Hearing Examiner  
James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: March 13 and April 17: Norristown Bcstg. Inc. (WVAR), Norristown, Pa.; March 12 and April 17: Chisago County Bcstg. Co., Lindstrom, and Brainerd Bcstg. Co. (KLIZ), Brainerd, both Minnesota; March 11 and April 10: Clinch Mountain Bcstg. Co., Lebanon, Va.; March 12 and April 18: Magic City Bcstg. Corp. (WBHM), Birmingham, Ala.; March 14 and April 22: Golden Triangle Bcstg. Inc. (WEEF), Mt. Oliver, Pa. Action Feb. 8.

■ Scheduled prehearing conference for March 12 and hearing for April 8 in consolidated am proceeding on applications of Pekin Bcstg. Co. (WSTV), Pekin, Ill., et al. Action Feb. 8.

■ On own motion, amended order of Jan. 25 to provide that introduction of evidence in investigatory proceeding concerning McLendon Corp. (WYNNR), Chicago, Ill., shall commence in Chicago on March 19, in lieu of March 5, and scheduled prehearing conference for 2:00 p.m., March 18; all sessions will be held in Room 705, U. S. Customs Bldg., 610 S. Canal St., Chicago. Action Feb. 5.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Feb. 21 and March 12: Accomack-Norhampton Bcstg. Inc. (WESR), Tasley, Va., and Chesapeake Bcstg. Corp. (WASA), Havre de Grace, Md.; Feb. 27 and March 21: Radio Ashland Inc. (WNCO), Ashland, Ohio; Feb. 28 and March 19: Jasper County Bcstg. Corp., Rensselaer, and Mel Wheeler, Plymouth, both Indiana. Action Feb. 4.

By Hearing Examiner Basil P. Cooper

■ Pursuant to rulings of Hearing Examiner at Feb. 7 hearing conference in proceeding on applications of Prattville Bcstg. Co. and Billy Walker for new am stations in Prattville, Ala., in Docs. 14878-9, granted petition filed by both applicants to amend applications to reflect current financial condition of parties and to specify with more particularity source of funds to be used for construction and initial operation of proposed stations. Action Feb. 7.

■ Granted motion by Ridsen A. Lyon and continued Feb. 7 hearing to Feb. 28 in proceeding on his application for new am in Charlotte, N. C. Action Feb. 6.

By Hearing Examiner James D. Cunningham

■ Ordered, subject to decision of commission's Review Board on respondent's petition for review of hearing examiner's ruling and order of Jan. 7, reopening record for additional evidence in matter of revocation of license and SCA of Carol Music Inc. for WCLM (FM) Chicago, Ill., that further hearing will be held in Chicago on April 2. Action Feb. 6.

■ On own motion, continued further hearing from Feb. 11 to Feb. 25 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action Feb. 5.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by WBUX Bcstg. Co. (WBUX), Doylestown, Pa., and accepted its late filed findings in proceeding on its am application. Action Feb. 6.

By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau, extended from Feb. 12 to Feb. 26 time to file proposed findings and from March 1 to March 15 for replies in consolidated am proceeding on applications of Greenwich Bcstg. Corp., Greenwich, Conn., et al. Action Feb. 7.

■ Granted motion by Semo Bcstg. Corp. and continued Feb. 11 hearing to March 11 in proceeding on its application and Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., respectively. Action Feb. 5.

By Hearing Examiner Millard F. French

■ On own motion, scheduled hearing conference for 2:30 p.m., Feb. 6, in Largo, Fla., tv ch. 10 proceeding. Action Feb. 5.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to rulings made at Feb. 11 further prehearing conference in proceeding on applications of Service Bcstg. Corp. and Z-B Bcstg. Co. for new am stations in Kenosha, Wis., and Zion, Ill., respectively, in Docs. 14794-5, among other procedural announcements, continued from Feb. 11 to Feb. 18 date for mutual notification as to

witnesses to be produced for cross-examination. Action Feb. 11.

■ Granted motion by International Bcstg. Corp. and continued Feb. 13 hearing to Feb. 28, at time and place heretofore specified, in proceeding on its application and those of Jesus Vargas Candelaria and Mauricio Alvarez-Martin for new am stations in Carolina and Bayamon, Puerto Rico, respectively. Action Feb. 6.

■ Scheduled further prehearing conference for Feb. 11, and continued Feb. 25 hearing to March 13, at time and place originally scheduled, in proceeding on applications of Service Broadcasting Corp. and Z-B Bcstg. Co. for new am stations in Kenosha, Wis., and Zion, Ill., respectively. Action Feb. 4.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further prehearing conference for Feb. 12 in proceeding on application of Bay Shore Bcstg. Co. for new am in Hayward, Calif. Action Feb. 6.

■ In proceeding on am application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y., granted request by respondent Dutchess County Bcstg. Corp. and extended from Feb. 6 to Feb. 13 time to notify hearing examiner as to necessity for cross-examination, and ordered that, unless hearing examiner is notified by close of business on Feb. 13, parties will have been deemed to have waived objections to admission into evidence of exhibits exchanged on Jan. 30 and Feb. 2, respectively, and any request for further hearing in connection therewith. Action Feb. 6.

By Hearing Examiner Isadore A. Honig

■ By memorandum opinion & order in proceeding on applications of Blue Island Community Bcstg. Inc. and Elmwood Park Bcstg. Corp. for new fm stations in Blue Island and Elmwood Park, both Illinois, respectively, and Mrs. Evelyn R. Chauvin Schoonfeld for renewal of license of WXFM (FM) Elmwood Park, in Docs. 12604 et al., (1) denied motion by Broadcast Bureau requesting Blue Island's application again be placed in pending file, and (2) held in abeyance further proceedings including fixing of dates for filing additional proposed findings and conclusions on remaining issues to be covered in them, together with legal arguments relative to problems created by changes in fm rules, pending submission seasonably by Broadcast Bureau of petition for review of examiner's instant denial action. Action Feb. 11.

■ Granted petition by respondent WLBE Inc. and extended certain procedural dates, and rescheduled March 5 hearing for March 13 in proceeding on application of Dixie Radio Inc. for new am in Brunswick, Ga. Action Feb. 8.

By Hearing Examiner Annie Neal Huntting

■ In proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc. for new am stations in Newton and Dedham, both Massachusetts, respectively, in Docs. 13067-8, recessed hearing at end of Feb. 7 session and scheduled resumption of hearing for Feb. 18. Action Feb. 8.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued Feb. 25 further hearing to March 18 in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, both North Carolina, respectively. Action Feb. 5.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and extended from Feb. 4 to Feb. 11 time to file proposed findings in proceeding on applications of Tri-City Bcstg. Co. and Radiocasters for new am stations in Belpre and Marietta, Ohio, respectively. Action Feb. 5.

■ On own motion, postponed pending further order Feb. 8 prehearing conference and April 16 hearing in matter of revocation of license of Eugene and David P. Slatkin d/b as Mountain View Bcstg. Co. for WBMT, Black Mountain, N. C. Action Feb. 5.

By Hearing Examiner Jay A. Kyle

■ Continued Feb. 19 hearing to April 11 in consolidated am proceeding on applications of Olney Bcstg. Co., Olney, Tex., and James R. Williams, Anadarko, Okla. Action Feb. 12.

■ On own motion, continued Feb. 15 prehearing conference to March 13 in consoli-

dated am proceeding on applications of WNOW Inc. (WNOW), York, Pa., and Radio Assoc. Inc. (WEER), Warrenton, Va. Action Feb. 11.

By Hearing Examiner Forest L. McClenning

■ Upon informal request by parties in Grand Rapids, Mich., tv ch. 13 proceeding in Docs. 14407 et al., extended from Feb. 13 to March 11 time to file proposed findings and from March 11 to April 11 for replies. Action Feb. 7.

By Hearing Examiner Chester F.  
Naumowicz Jr.

■ By order formalized certain agreements reached at Feb. 6 hearing in proceeding on application of Pinellas Radio Co. for new am in Pinellas Park, Fla., and scheduled certain procedural dates, and resumption of hearing for April 10. Action Feb. 7.

■ In proceeding on applications of Reliable Bcstg. Co. and Blue Ridge Mountain Bcstg. Inc. for new am stations in Calhoun and Ellijay, both Georgia, respectively, in Docs. 14673-4, pursuant to agreements reached at Feb. 5 prehearing conference, scheduled certain procedural dates, and hearing for April 23. Action Feb. 5.

By Hearing Examiner Herbert Sharfman

■ Received in evidence copy of balance sheet as of Dec. 31, 1962, of WRSA Inc., Troy, N. Y., as Exhibit 3, in proceeding on its am application which is consolidated for hearing in Docs. 14617 et al. Action Feb. 11.

■ Granted petition by Mid-Cities Bcstg. Corp. and further extended from Feb. 8 to Feb. 18 time to file initial proposed findings and from Feb. 25 to March 4 for replies in proceeding on its application and La Fiesta Bcstg. Co. for new am stations in Lubbock, Tex. Action Feb. 5.

■ Pursuant to agreements reached at Feb. 5 prehearing conference in proceeding on applications of Southern Radio and Tv Co., Lehigh Acres, and Robert Hecksher, Fort Myers, both Florida, (1) scheduled certain procedural dates, and (2) granted petition

Continued on page 145

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## RADIO

### Help Wanted—Management

Wanted-immediately. Experienced sales minded manager for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 92B, BROADCASTING.

Baltimore . . . Sales manager. Proven sales background. Unusual opportunity for the right man. Write fully please. Box 176B, BROADCASTING.

Sales manager. Major market east coast radio station seeks hard hitting sales manager. Proven producer has a solid five figure income waiting. Rush full details and photo. Box 178B, BROADCASTING.

Immediate opening for general manager of a Texas radio station. Wonderful opportunity for manager or assistant manager that is stuck in his present job. Send full details in first letter to Box 199B, BROADCASTING.

Local sales manager for upper midwest full time medium market in group operation. Excellent account list, substantial draw and good opportunity for professional growth. Box 205B, BROADCASTING.

General manager—new am-fm Highland Park, Illinois. First local service for north shore communities. Require experienced dynamo for top level operation. Write qualifications salary. Eli Fink, 135 South LaSalle, Chicago.

### Sales

A top flight, successful fm station on the air for 2½ years in northern California with one successful time salesman needs a second man. Permanent position, salary plus commission. Good living conditions. Million and half population in prime coverage area. Reply full details—first letter, but only if two years' successful sales experience in radio. Box 79B, BROADCASTING.

Sales opportunity . . . prove you can both carry big billings and manage a sales staff and you'll earn \$10,000 the first year in California medium market. Only real radio men need apply. Reply to Box 122B, BROADCASTING.

Small independent group in Minnesota is expanding sales department. Needed experienced radio time salesman for single station market. The right man will receive substantial active account list plus generous salary. Personal interview required. Box 171B, BROADCASTING.

"KALO in Little Rock, Arkansas, is looking for two top radio salesmen who want to make money. KALO is the newest, swinging, up-tempo, wide awake radio station that is going places and doing things. Our new Program Director is Jim Gaines of WLWE in Richmond, Virginia. We have brought in such names as Johnny Rollaine from St. Louis and Billy Dee from Florida. If you are looking for a golden opportunity to get in on the ground floor where your results and efforts will be paid off in green stuff, then either contact the General Manager or the Commercial Manager at once. No booze hounds, skirt chasers, or executive administrators wanted. What we want are really down-to-earth solid citizens who know they can sell and want an unlimited opportunity to make money. If this is your desire, then get on the band wagon now."

## Help Wanted—(Cont'd)

### Sales

A rare sales opportunity with an outstanding station. The person we want is alert, aggressive, responsible, intelligent. He wants a station that offers "something better" in broadcasting. He wants an organization that is young, aggressive, respected. The position is Account Executive with KPEN, San Francisco, America's foremost fm station. It offers remuneration far above broadcast averages, with greatest growth potential. Applicants must be prepared to come to San Francisco for interview. Contact Gary Gielow, KPEN, 1231 Market Street, San Francisco.

\$\$\$ here's your chance to make money with a growing station. The surface hasn't even been scratched if you have at least a year of sales experience and a proven sales record, write or call Bob Dollinger Sales Manager, WCNT, Centralia, Illinois.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

### Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$110 weekly. Box 326R, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania location. Tell all in first letter. Box 87B, BROADCASTING.

Personality dj: No kooks. If you can keep a lively pace, deliver a selling spot, like pop music (not junk), run a tight board, and will let us run the station, let's talk. Top rated station, eastern market. Send tape, photo and background. Box 111B, BROADCASTING.

Experienced announcer with 1st phone, good commercial delivery, for solid midwest station operation. Permanent, pleasant surroundings, many company benefits. No maintenance or technical work required. Send resume to Box 113B, BROADCASTING.

Morning man? Personality? Handle humor? If you have all three qualifications and can work a pleasant pop format, this major midwest market station is looking for you. Send us aircheck, photo and background. Box 173B, BROADCASTING.

All around announcer idea man, production, sales support good voice and habits. 150,000 western New York. Box 181B, BROADCASTING.

Experienced first phone announcer needed for new eastern station. Going on air soon. Box 102B, BROADCASTING.

Tight dj with 1st phone. Night man wanted. Some r&r. If you like mountains and out of doors we may have the 1st phone home you want. Box 229B, BROADCASTING.

Announcer with varied experience and first phone ticket Texas network station. Box 224B, BROADCASTING.

Immediately opening experienced announcer permanent, general announcing, new, sports, KFFA, Helena, Ark. Contact Sam W. Anderson, Phone Hickory 4-2381.

## Help Wanted—(Cont'd)

### Announcers

Good music station needs one experienced announcer, with copy writing experience. City of 6,000. Salary open. Send complete resume and tape to Manager, Radio Station KMAQ, Maquoketa, Iowa.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Want experienced, mature announcer. Prefer family man wanting security, opportunity to become integral part of good community in which to raise your children. Good recreation on dozens of nearby lakes and excellent working conditions with responsible radio men who now enjoy these advantages. Salary dependent on your needs and experience. Station is soundly established, owners-operated features good music/local news format. Paul King, WAWK, Kendallville, Indiana. Phone 347-2400.

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-sounding personalities and aggressive newsmen. Please send tape and resume to Program Director of WIRL.

DJ, 1st phone, St. Louis area. \$115 week to start. Contact Chuck Norman, WGNU Radio, Granite City, Illinois.

Announcer-engineer. Salary flexibly. Base \$75. WHMC, 207 Brooks, Gaithersbury, Md.

Mature, experienced announcer, first phone. WJIL, Jacksonville, Ill.

Capable morning man. Our listeners like to wake up to good music—a cheerful voice, authoritative news well prepared. What else can you do? Play by play, farm programs, sell? Send tape (Prefer air Check) and resume to V. J. Kaspar, WIL0 AM-FM, Frankfort, Indiana.

Indiana am daytimer and fm fulltimer needs first ticket announcer. Possibility of becoming pd for right man. Salary open. No maintenance but no applications without first ticket. Contact Frank Haas, WMRI, Marion, Indiana. Phone North 4-7396.

Immediate opening for announcer with 1st ticket. Maintenance required. Salary open. Station part of 6-station chain. Tape and resume to WNAG, Box 920, Grenada, Mississippi.

Announcer with some experience for all-around work in small station. Some office experience helpful. WNJH, Hammonton, New Jersey.

WSBT-am-fm-tv has opening for young staff announcer with 1 or more years experience. Working knowledge of good music necessary; tv experience helpful. Prestige station, salary plus talent, excellent insurance, health care and pension programs. Send resume, picture and tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Accustomed to lion's share of ratings in a hotly competitive top 40 market? So are we and constantly looking for stable professionals to keep our 50 kw on top of the rest. Non-returnable resume, tape, pic. Jim Ramsburg, WPTR, Box 1540, Albany, N. Y.

Immediate opening for staff announcer. Popular music news operation. Send photo, tape resume, salary requirements to WFSR, Bath, New York.

## Help Wanted—(Cont'd)

### Announcers

Announcer with or without first phone. Experience necessary. Send tape and recent photo to: WLOH Radio Station, P. inceton, W. Va.

WWIZ, Lorain, Ohio wants announcer with 1st phone. Good pay, excellent chance even if you have little experience. Write, wire, phone Joe Leonard.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent board operator, have good voice. Send complete resume, late photograph and tape to: Executive Vice President, McLendon Broadcasting Company, Suite 980, Milner Bldg., Jackson, Mississippi.

You will soon receive a letter from Lynn Publications in San Francisco. Read it!

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

### Technical

Engineer-announcer strong on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't wait . . . this could be your break. Box 35B, BROADCASTING.

First class ticket holder wanted to head up engineering department for established Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, in high class facilities, permanent position, top salary for top man. Write Box 55B, BROADCASTING, with details of training, experience, references, availability for interview.

Wanted-chief engineer for WBIG, 5 kw, in Greensboro, N. C. Must be qualified for all phases of technical maintenance including directional. Must be able to assume responsibility for technical department. Salary open. Phone 272-6125 or write P. O. Box 1807.

Chief engineer experienced with directional antennas. Some mike work. Immediate placement at KIOX, in Bay City, Texas, near gulf coast and Houston. Write giving qualifications to KIOX, Box 1391, Bay City, Texas.

Have immediate opening for chief engineer for 1 kw am non-directional daytimer, and 3 kw fm. Write or phone WASA, Havre de Grace, Maryland. 301-939-0800.

1st class board operator some maintenance and announcing. Steady. WSBC, 2400 W. Madison, Chicago 12.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis, 17, Minnesota.

### Production—Programming, Others

Program director wanted for high class Illinois fulltime operation. Fine opportunity for creative, imaginative man who is expert with music and can supervise sparkling, up-beat programming. Better than average pay for right man, plus many valuable extras, plus future raises. Write Box 1B, BROADCASTING with details of experience, references, availability for interview.

Opportunity for ambitious newsman to gather, write, and air news in authoritative manner. Prestige single market central Ohio station. Excellent facilities. Send resume and tape. Box 31B, BROADCASTING.

Looking for a step up. Better pay. Top rated station in major midwest market has immediate opening for qualified newsman. Send air check photo resume. Box 124B, BROADCASTING.

Experienced, persuasive copywriter for network station large market southwest. Box 226B, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Newsman wanted, beginner preferred. Previous announcing experience or announcing school, good voice, good references, typing are essential. Salary's low, but as you and station progress, so does money. Small town midwest. Box 217B, BROADCASTING.

Modern radio newsman needed by growing group. Fill vacancy forced by promotion. No rip and read. Must know how to dig and air news. Send news tape and resume. Box 147B, BROADCASTING.

Program director, with ideas and energy for bright sound, community conscious. New England network affiliate. Not top 40, write fully. Box 172B, BROADCASTING.

Program director at 5,000 watt station. Applicant must have ability to handle production and complete supervision of station, also play by play sports. Best of references requested. Send resume, including photo and audition to Greeley N. Hilton, Manager, WBUX, Lexington, N. C.

Newsman—have immediate opening for qualified experienced newsman, must be able to gather, write and air news in factual authoritative manner for 5,000 watt midwest independent which has earned reputation as prestige news station. Resume, photo, tape and references first letter to WMIX, Mt. Vernon, Illinois.

## RADIO

### Situations Wanted—Management

Want station to manage, buy into, strong sales, experienced, employed. Box 116A, BROADCASTING.

Ratings on the slump? Tired of noisy gimmicks? "Local" news builds audience, adds prestige. News director seeks management in major market willing to spend the \$\$\$ to create and build going operation with emphasis on news, not noise. Box 177B, BROADCASTING.

Attention New York state . . . small market, manager, sales manager, strong on sales and promotion. Available immediately. Best references. Contact Box 107B, BROADCASTING.

General manager: Strong sales, programming, promotion, personnel. Currently successful in northwest market. Desire change to greater potential. Thirties, family. Interested only northwest, west and west coast, as full charge general manager. Top man for top market. Box 131B, BROADCASTING.

A real hustler, proven, seasoned sales producer. Most recent position commercial sales manager, but will consider regular sales with chance of advancement. Will be available after March 15th. West or southwest preferred, other areas considered. Box 197B, BROADCASTING.

Owners: Mature manager, presently employed, wants permanent location in southwest. Thirteen years experience in medium and metro markets . . . all phases . . . strong on sales and public relations . . . prefer medium market . . . nominal salary . . . share profits. Stock option. Full information first inquiry. Box 228B, BROADCASTING.

Attention west Texas. Sales manager, 9 years experience, including news and announcing. Good sales record, best references, civic minded. Box 233B, BROADCASTING.

## Sales

Seven years experience as chief announcer. Last four at 1,000 watt, three tower directional. Want chance to announce sell, or chief sell, at directional. Excellent references prefer midwest. Age 33, family man. Box 203B, BROADCASTING.

Seasoned salesman. Impressive record. Thorough knowledge radio. College town preferred. Box 204B, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Boston P.D., 8 years experience station manager, news, programming, seeks good music news announcing, tv, radio in northeast. Top quality voice, references. Box 91B, BROADCASTING.

DJ, newscaster. Smooth delivery. Pleasant personality. Reliable. Ambitious. Available immediately. Box 130B, BROADCASTING.

Relaxed Florida veteran broadcaster will work in the deep south for a no panic operation. News, promotion, production experience. Pay me in hamhocks and turnip greens. Box 174B, BROADCASTING.

Announcer, 15 years, good news coverage. Local and national. Proficient in all fields of music except "rock and roll." Must seek new position, preferably in west, has mature, authoritative delivery. Full recommendations of present employer. Box 175B, BROADCASTING.

Top 40 dj, 1st phone. Now employed by top rated station in large southwestern market. \$100 per week minimum. Box 183B, BROADCASTING.

Dj with cheerful voice, first phone, Negro, good sales record. Box 184B, BROADCASTING.

Sports play by play, reporting, writing, commentary. Radio and/or tv, 26, employed, excellent references. Box 185B, BROADCASTING.

Top man with good music, commercials, authoritative news; 1st ticket. Larger market, \$600 min. worth it. Box 141B, BROADCASTING.

News, dj announcer. Experienced, hard worker, will travel to any area. Have tape and resume. Box 317A, BROADCASTING.

I am a nut! Controversial, I sometimes offend people. I like top 40 music. Box 188B, BROADCASTING.

Announcer and happy dj. Experience have 3rd phone. Authoritative delivery. Box 189B, BROADCASTING.

Sportscaster seeks return to baseball announcing. Has big time football-basketball experience. "Name" references furnished. Box 190B, BROADCASTING.

Heavy sports, play by play announcer, d.j., single, 27, college graduate. Draft free. Experienced, reliable, want better radio. Currently employed but available, tape and resume on request. Box 193B, BROADCASTING.

Announcer 1st phone available immediately. Musical background in opera, classics. Box 212B, BROADCASTING.

Negro announcer, first class training, no experience. Need first job, willing worker. Box 213B, BROADCASTING.

Announcer-newsman, 28 college grad. One year commercial experience, first phone. All locations considered. Available immediately. Box 214B, BROADCASTING.

Available now experienced first phone in south. Family, will work combo—no tapes. Box 218B, BROADCASTING.

Young-experienced d.j. emphasis on local news gathering, writing and reporting. Married. 3 years college (speech, journalism political science). 2 years experience. Prefer Michigan area. Contact immediately George Gardner, Jr. Phone 886-2871. Detroit. Box 222B, BROADCASTING.

Will relocate. Young, happy sound. Modern tight board. Prefer southwest. Box 225B, BROADCASTING.

1st phone announcer. 5 years experience radio-tv. Family man, western states. No rock-roll. Box 230B, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Top N.Y.C. jazz, dj, personality available immediately for the right station, for the right nite people. Own library, 1000 up to date albums, \$175 minimum a week. Top markets only. We'll capture the nite people in your area with beautiful jazz and swingin' pops. Box 232B, BROADCASTING.

Adult morning man sold solid desires challenging opportunity northeast or Florida. 8 years experience. Excellent references. Family-veteran. Please specify opening. Jerry Anthony, 620½ West Washington, Bradford, 368-6503, Pennsylvania.

College grad., radio-tv major, language minor. 3rd class license, 2 years experience on campus fm and tv. Needs job after March 10, 1963. Will furnish resume, etc. upon request. Sam Scott, 502 South College, Warrensburg, Mo.

News, dj, 2 years all phases. Radio tv experience. Single, college education, top credit and top references. Stable, sober. Dick Harris, 1215 East First St., Mitchell, South Dakota. 996-7172. Need job now!

### Technical

Engineer, construction and maintenance in radio and tv. Experience as chief. Good references. Northeastern area, but can relocate. Box 194B, BROADCASTING.

Operations supervisor, 13 years network and local television experience, amiable, aggressive and capable of assuming responsibility, desires permanent and challenging position in south or southwest. Box 196B, BROADCASTING.

Transmitter operator position two years experience, 1st phone car. Box 202B, BROADCASTING.

First phone, announcer, sales, some maintenance. Gettys, 927½ E. Westfield Boulevard, Indianapolis.

Chief engineer; experience covers power to 50 kw—directional antenna systems—station construction—station operation. Now in Washington-Baltimore area—will relocate. Box 337A, BROADCASTING.

Chief engineer. 10 years experience. Good announcer, directional and construction experience. Box 208B, BROADCASTING.

Experienced in, engineering, announcing, production, programming, and selling. Seeking position in small or medium market. No drifter. References. Box 231B, BROADCASTING.

Engineer-announcer desires position. Prefer midwest. 10 years experience. Now chief at KREK, Sapulpa, Oklahoma. Ken Vineyard, Box 1228, Sapulpa, Oklahoma.

### Production—Programming, Others

Five years radio, seeking sports and related work. Will consider all offers. Box 273A, BROADCASTING.

Want format programming results? Top experience, references. Skilled. Educated. Reliable. Offered major market comic dj bits but don't like megatropolis. Medium markets. Box 179B, BROADCASTING.

Traded major for minor market for overall experience. Now have it in film, production, programming and administration. Also have family, degree and references. Presently operations-production manager. Will move for \$9600. Box 78B, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Photographer—5 years news experience including tv newsreel. Desires position on TV news staff. Box 187B, BROADCASTING.

Newsman-sportscaster—twenty years experience—newscaster, editor, reporter, play by play all sports. Prefer California or Pacific northwest. Box 192B, BROADCASTING.

Dedicated and creative program director and dj, looking for am or fm outlet. Apply proven adult programming to your operation, without a stereo-typed sound. 1st ticket. Presently employed in Chicago radio. Box 206B, BROADCASTING.

Satisfied when you tune in your own station? 10 years experience. Box 207B, BROADCASTING.

Top flight music director with wide knowledge of classical and best pop music and first class air personality, presently employed, desires position as music director with progressive fine arts station or one with KABI format. 10 years experience in all phases of radio. Finest references. Box 211B, BROADCASTING.

Newsman, one year experience local news gathering, writing and airing, plus regular board shift and announcing. First class ticket. College. Full details gladly furnished upon request. Box 215B, BROADCASTING.

Newsman—five years experience, university graduate, current salary \$130. Box 219B, BROADCASTING.

Program or operations manager, 29, family man. Presently news director. Formerly 8 years as program director. Want southeast preferably medium market or will accept management of small market station. Minimum \$8,000. Box 221B, BROADCASTING.

Farm director, radio and/or tv. For resume write John Merrifield, 10495 Nadine, Huntington Woods, Michigan.

When two or more stations in same market are playing same music, one that comes out tops invariably has the best production. It does make the difference. The addition of a top flight production man to your staff could prove a wise investment. Let my tape prove I'm your man. Now operations manager, Florida west coast. Like production in major programming in medium. First phone, college degree. Any format. 41 Wallace Ave., Sarasota, Florida.

## TELEVISION

### Help Wanted—Technical

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 198B, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 201B, BROADCASTING.

Chief engineer for full power vhf, midwest network affiliate. Must be able to administrate and direct operation for 15 man staff. Starting salary around \$10,000. Send full details in first letter to Box 121B, BROADCASTING.

Need studio engineer with basic knowledge and drive for optimizing operation. Opportunities for right man. Oklahoma. Send full particulars to Box 135B, BROADCASTING.

Radio telephone first with TV experience. Video audio switching, transmitter operation. Maintenance experience helpful. Box 170B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance necessary. Box 235B, BROADCASTING.

Several experienced studio engineers required for vacation period (April 1-Oct. 31) for major station in middle east. Salary good and according to experience. Box 238B, BROADCASTING.

Engineer first class license. Immediate opening television transmitter-switcher shift. Call Carl Anderson, KREY-TV, Montrose, Colorado.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 195B, BROADCASTING.

Person with photographic knowledge to work in photo and film department. State age, qualifications and military status. WNEM TV, Sagano, Michigan. Atten: Mr. Pete Jonas.

## TELEVISION

### Situations Wanted—Announcers

Mature, qualified, employed television announcer. All phases, nine years. Strong news, commercials. Married. Box 56B, BROADCASTING.

### Sales

Tv salesman billing ¼ million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

### Technical

1st ticket, desires to learn tv transmitter operation and maintenance presently employed California. Will consider other areas if good opportunity permanent position. Box 127B, BROADCASTING.

If there is a station in the deep south with a chief engineer looking for a hard working technician, I'd sure like to talk with him. I have lots of working experience with transmitter, microwave and associated equipment. There's no hurry, so if you're just planning to add to your staff how about writing me? Box 200B, BROADCASTING.

TV maintenance engineer desires supervisory position. 13 years experience. Available June 1st. Box 227B, BROADCASTING.

### Production—Programming, Others

TV newsman experienced in digging, shooting, writing and airing. Regular airing required. Box 110B, BROADCASTING.

News. On-camera; editorials; credits; 14 years. West (present employment), or midwest. Reply wire or airmail. Box 149B, BROADCASTING.

Newsman—10 years reporter, writer, newscaster—radio, newspaper background. Seeks television operation where can gather, write, film and broadcast news. Box 162B, BROADCASTING.

Top producer-director, major market, now interested in program manager—assistant program manager, smaller market. Box 180B, BROADCASTING.

Radio-television sports and newsman desires to move south, 5-years experience in midwest markets, gathering, writing, airing news and sports. Plus top play by play. 1st phone. Box 191B, BROADCASTING.

Film editor of award winning network news program desires to relocate. Resume on request. Box 216B, BROADCASTING.

Program manager. Fourteen years experience in television broadcasting. Available immediately. Box 234B, BROADCASTING.

## WANTED TO BUY

### Equipment

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Martines, Rios, Nucleo Radio Mil Insurgentes Sur, 1870 Mexico City.

Wanted Ampex model 1080 Modulator/demodulator, for video tape, or related equipment to up-date VR-1000. T. A. Barr, WAFG-TV, Huntsville, Alabama. Phone 539-1783.

## Wanted to buy—(Cont'd)

### Equipment

Wireless mike and receiver broadcast frequency. Must be perfect condition. KROX, Crookston, Minnesota.

250 watt x-mitter in good condition. Ithaca College, Tv-Radio Department, Ithaca, New York.

### For Sale

### Equipment

RCA BTF-10B, 10 kilowatt fm transmitter, \$6500. Box 32B, BROADCASTING.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, California.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Telemar 2-3527.

Continental 1 kw UHF transmitter, Filterplexer, 400 foot tower, UHF Andrew 3¼", 50 ohm Coaxial line, 1 channel 34 antenna. M. N. Bostick, KWTK-TV, Waco, Texas.

Automation. Used Schafer 1200 System (current model). Take over payments with approved credit. Box 295A, BROADCASTING.

Kinescope recorder GPL Model FA303, including console on casters, recorder deck, Acme 35mm camera with mounting, H.V. condenser unit, power interlock, deflection unit, yoke, electric shutter, pulse counter, monitor control and power supplies. \$7,400.00. V. Kemper, EUE, 513 West 54th St., N. Y. 19, N. Y.

1 Andrews 4-Bay antenna with brackets, in excellent condition. 93.7, can be returned. \$500.00 Box 182B, BROADCASTING.

2-RCA Ball bearing VTR headwheel panels. Newly reconditioned, warranty transferable. \$1,200 each. Contact Chief Engineer, WTVD, Durham, North Carolina.

Ampex 450 tape player. 3 ¾ IPS, self reversing. ½ track, takes 14" reels. Engineering Department, Box 12157, Fort Worth, Texas.

250 watt x-mitter in good condition. Ithaca College, Tv-Radio Department, Ithaca, New York.

Wireless mike and receiver broadcast frequency. Must be perfect condition. KROX, Crookston, Minnesota.

RCA 50-B 50 kw am transmitter. Excellent condition. \$15,000 cash. 639 Madison, Memphis, Tennessee. JA 7-2614.

Gates BC-250 GY transmitter. Used under five years. 1340 kc. Complete with tubes, \$700. You crate and ship. Contact Manager, WDSR, Lake City, Florida.

For sale: Remote custom built trailer. 12 by 6 feet, with console, will handle three microphones, has two 45 turn tables, one three-speed turn table, and public address system, combination air conditioner and heater. Reasonable. Call or write, WASA, Havre de Grace, Maryland. WE 9-0800.

Fairchild 16mm Automatic film processor. Fast negative developing of news and commercial film. Clean and smooth running, simple operation. \$300.000. KJEO TV, Fresno, California.

Collins 300G Transmitter 250 w—excellent condition. Some extra tubes—\$600. WMBH, Joplin, Missouri.

## MISCELLANEOUS

Thomas Patrick Stanton, formerly of St. Louis Missouri. Please send us your address and telephone number so we may contact you regarding a matter of mutual interest. Box 108B, BROADCASTING.

Resumes by Ph.D. currently in television industry. Fast service. Details armed. Thayer, 808 Eighth, Laurel, Maryland.

Pepping up farm show? Washington correspondent fifteen years (M.A. degree) will provide daily, weekly, farm news reports, features by phone, tape. Box 59B, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Humorous material for radio and television wanted. Please send samples and prices to Chistes, Apartado Postal 2516, Mexico, D.F.

## Business Opportunities

Want to become part-owner of a radio station with small down payment—remainder monthly? Write in confidence. Box 239B, BROADCASTING.

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Station making money wants someone to buy 1st mortgage. 10 year pay-out. Box 163B, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting. 1 Main Street. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

## INSTRUCTIONS—(Cont'd)

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.

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.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

"Are you cold?" Do you need a first phone? Sunny Florida—Gulf Beaches—and a FCC First Class Radio-Telephone License in five (5) weeks "Guaranteed." Latest teaching methods. Connected with modern commercial station. Next class March 5. Radio Engineering Institute of Florida, Inc., Commercial Court Building, Box 1058, Sarasota, Florida.

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.

## RADIO

### Help Wanted—Management

#### WANTED: GENERAL MANAGER

for midwestern Radio-TV operation located in medium sized, stable city and area. Must have business acumen and sales-organizational ability. Must have at least five years background as a station manager or in the top administrative part of management. Good, livable salary. Write in detail giving references and salary ideas.

Box 101B, Broadcasting

#### FM STATION MANAGEMENT/SALES

Unusual opportunity with leading West Coast market FM operation. Ideal chance to grow with established broadcast group. Salary, plus. Immediate.

Box 114B, BROADCASTING

## Sales

#### SALES REPRESENTATIVES

for nationally known manufacturer of Tape Cartridges systems and related radio & TV studio equipment. Can be worked in conjunction with present employment. Radio engineering programming or sales background necessary. High straight commission. Direct leads furnished. Send background resume. All replies confidential.

Box 209B, BROADCASTING

**Help Wanted—(Cont'd)**

**Announcers**

EXPERIENCED, BRIGHT PERSONALITY WANTED BY 5,000 WATT CENTRAL VIRGINIA AREA STATION

Chance for TV work. Middle of the road music format. Good opportunity to settle down in a progressive operation. Rush tape, photo and full resume.

Box 210B, BROADCASTING.

**Production—Programming, Others**

**FEMALE CONTINUITY WRITER**

Must add to department . . . qualified female continuity writer for local and regional accounts . . . by March 1st. 35 hour, 5 day week . . . Good salary, insurance, pension plan, vacation and many other benefits. Send resume, photo, samples and salary requirements to Jim Luck or Cal Bollwinkel.

**WOWO**  
WESTINGHOUSE—Fort Wayne, Ind.

**TELEVISION**

**Help Wanted—Management**

**WANTED: EXECUTIVE ASSISTANT**  
Unusual opportunity with major western television station. The man we are looking for is a junior executive at a major market station—or a senior executive at a medium market station—he is 35 or under—college educated—has a knowledge of business law—has at least five years experience in television management—is ambitious and wants the opportunity to learn and progress with a successful major station. Send complete education and experience resume and salary requirements to  
Box 116B, Broadcasting

**ASSISTANT TELEVISION PROGRAM MANAGER**

Major Western Market.  
Need at once experienced television program man. Must have five years experience as program manager or assistant program manager in a major market. Include complete background and salary requirements.  
Reply to Box 117B, Broadcasting

**Technical**

**ENGINEERING ASSISTANT**  
Major northeastern AM-FM-TV stations are looking for a man who wants to move up. Excellent opportunity if you can handle responsibility at studios and transmitters. Good salary and fringes, also relocation allowance.  
Box 39B, BROADCASTING

**TELEVISION**

**Situations Wanted**

**Production—Programming, Others**

**"TOP TV TALENT"**

10 years top rated Children's shows. 17 years AM-TV experience. 12 years TV in top 15 Markets. Weather, news, writing, production qualified for TV Program Director. Video tapes on request.  
Box 220B, BROADCASTING.

**For Sale**

**Equipment**

**KINE-SCOPE RECORDERS—**  
Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #75 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.  
Box 71B, BROADCASTING

**INSTRUCTIONS**

**RADIO-TV ANNOUNCING COURSES**  
**ENGINEER & 1st FONE COURSES**

Active Placement Service.  
Attention Managers: A few Outstanding Announcers now available for radio-tv.

**KEEGAN TECHNICAL INSTITUTE**  
"Since 1947"  
207 Madison, Memphis, Tenn.

**EMPLOYMENT SERVICE**

Looking For a **JOB?**

Sherlee Barish  
BROADCAST PERSONNEL  
16 East 52nd Street, New York, N.Y.

**MISCELLANEOUS**

**DUE BILLS**  
Save on business & pleasure trips. Hotels, motels & resorts will exchange accommodations for advertising. Your cost, 15%. Write for details to:  
Gamble Coker, Inc.  
155 E. Ontario, Suite 3  
Chicago 11, Illinois.

**WEST COAST AIRCHECK SERVICE**  
Programming problems? Receive airchecks on two top coast stations of your choice every two weeks. For demo tape & details write:  
STAN MAJOR ENTERPRISES  
1122 South Cardiff Ave.  
Los Angeles 35, Calif.  
CR 6-8376

**WANTED TO BUY**

**Stations**

**WANTED RADIO STATION**  
in small or intermediate market in Northeast. Financing arranged, we are ready to buy.  
Box 186B, BROADCASTING.

**For Sale**

**Stations**

**LARGE EASTERN**  
Metropolitan market-daytimer. Excellent potential, can go full-time. Absentee owner. \$175,000, very small down payment.  
Box 223B, BROADCASTING.

**NORTHEAST—SINGLE**  
\$135,000—29% down  
7 years to pay out  
**HASKELL BLOOMBERG**  
Station Broker  
208 Fairmount Street  
Lowell, Massachusetts

**MIDWEST FM FOR SALE,**  
in growing market. Now Class A, under new rules, applying for Class B, 50,000 watts. Have proof of public acceptance. Billing increasing monthly. Extra good real estate included.  
Box 236B, BROADCASTING

**EASTERN MAJOR SUBURBAN MARKET**

Daytimer with superb coverage is now in black and has tremendous profit potential. Asking \$300,000 with one-half down; balance over five to six years.  
Box 237B, BROADCASTING

**STATIONS FOR SALE**

**SOUTHWEST.** Full time. Billing \$70,000. Profitable! Priced at \$90,000 including real estate. 29% down.  
**UPPER MIDWEST.** Exclusive full time. Three year annual average billing close to \$90,000. Priced at \$150,000. 29% down.  
**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollywd 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

Fla	medium	power	150M	terms
Pa	metro	daytimer	200M	50M
N.C.	metro	daytimer	125M	terms
Fla	major	daytimer	238M	29%

S.E. small VHF-TV 500M terms  
And others.

**CHAPMAN COMPANY**  
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

by Southern and continued March 13 hearing to April 9. Action Feb. 5.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Valparaiso Bcstg. Co. for leave to amend its application for new am in Valparaiso, Ind., which is consolidated for hearing in Docs. 14806 et al., (1) to show change in source and amount of funds available to William H. Wardle, one of principals of such applicant, to assure that he can fulfill his commitment to advance funds for construction and operation of proposed station and (2) to show updated letter from Maywood-Provido State Bank, setting forth terms upon which it has agreed to make loan of \$25,000 to partnership. Action Feb. 8.

■ Granted motion by Tenth District Bcstg. Co. and extended from Feb. 8 to Feb. 15 time to file reply findings in proceeding on its application and Seven Locks Bcstg. Co. for new am stations in McLean, Va., and Potomac-Cabin John, Md., respectively. Action Feb. 8.

#### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of Feb. 12

KGMI-FM Bellingham, Wash.—Granted mod. of SCA to include transmission of trans. telemetering information on subcarrier frequencies of 41 and 67 kc.

KBHB Sturgis, S. D.—Granted license and specify main studio location and remote control point.

KEEL Shreveport, La.—Granted licenses covering installation of new alternate main nighttime trans.; installation of present nighttime trans. as aux. trans. daytime; and increase of daytime power and installation of new trans., and changes in daytime DA system and in nighttime DA pattern (specify 2 main trans.); conditions.

KOCY Oklahoma City, Okla.—Granted licenses covering change in ant.-trans. and studio locations and changes in ant. system; and use of old main trans. as aux. trans. only.

WWPA Williamsport, Pa.—Granted license covering use of old main trans. as aux. trans. at main trans. site, with remote control operation.

KFLY Corvallis, Ore.—Granted mod. of license for remote control operation; condition.

WBNE Charlotte Amalie, St. Thomas, V. I.—Granted mod. of license to change studio location; remote control permitted.

WSJS Winston-Salem, N. C.—Granted mod. of license for remote control operation; conditions.

KBIM-FM Roswell, N. M.—Granted mod. of SCA to add subcarrier frequency of 67 kc (retain operation on subcarrier frequency of 41 kc).

WVLK-FM Lexington, Ky.—Granted mod. of SCA to change programming on subcarrier frequency of 42 kc (retain operation on subcarrier frequencies of 42 and 67 kc).

WMID Atlantic City, N. J.—Granted cp to install old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted.

KJAY Sacramento, Calif.—Granted mod. of cp to change name to Radio Sacramento Inc.

WEFA (FM) Waukegan, Ill.—Granted mod. of cp to change ant.-trans. and studio locations, type trans. and make changes in ant. system; delete remote control.

KFI Los Angeles, Calif.—Granted request and cancelled license for aux. trans.

KIRO Seattle, Wash.—Granted request and cancelled license for use of aux. trans.

KWSC Pullman, Wash.—Granted request and cancelled license for aux. trans.

■ Granted licenses for following stations: WGSB Geneva, Ill.; WEAC Gaffney, S. C.; KCKW Jena, La.; WBNE Charlotte Amalie, St. Thomas, V. I.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WMOG Chattanooga, Tenn.; KOCY Oklahoma City, Okla. ■ Granted mod. of cps to change type trans. for following vhf tv translator stations: K13DY, K11EI, K09EC, Kettle River Services Assn., Ferry, Wash., and make changes in ant. system; K11FK, Navajo Tribal Council, Ganado, Ariz.

■ Following stations were granted extensions of completion dates as shown: WJMR New Orleans, La., to May 15; KRGN (FM) Las Vegas, Nev., to July 29; KCLB (FM) Carlsbad, Calif., to April 15; WELW Willoughby, Ohio, to April 8; WRYM-FM New Britain, Conn., to Aug. 1.

#### Actions of Feb. 11

KGUD Santa Barbara, Calif.—Granted license.

WVLN-FM Olney, Ill.—Granted license covering change of type trans.

WKAI Macomb, Ill.—Granted license covering use of old main trans. as aux. trans. daytime only and as alternate main trans. during critical hours at main trans. site, with remote control operation.

WJOL-FM Joliet, Ill.—Granted license covering changes in transmission line and installation of new ant. and trans.

WMKE (FM) Milwaukee, Wis.—Granted license covering changes in trans. location, ant. height and ant. system; delete remote control.

WNOB (FM) Cleveland, Ohio.—Granted license covering change in type trans., ant. height, ant. and ERP.

WLNC Laurinburg, N. C.—Granted mod. of license to change name to George W. Phillips, tr/s Laurinburg Bcstg. Co.

KYOS Merced, Calif.—Granted mod. of license to change studio location and remote control point; condition.

KRSI-FM St. Louis Park, Minn.—Granted mod. of SCA to use subcarrier frequency 67 kc for presentation of news and store-casting (retain operation on 41 and 67 kc).

KMLB-FM Monroe, La.—Granted mod. of SCA to make changes in transmitting equipment.

WIIE Indianapolis, Ind.—Granted cp to install new alternate main trans. at main trans. site; remote control permitted; condition.

KRYS Corpus Christi, Tex.—Granted cp to change ant.-trans. location and install new trans.

KCKN-FM Kansas City, Kans.—Granted mod. of cp to change type trans. and type ant.; remote control permitted; condition.

WICC Bridgeport, Conn.—Granted request and cancelled cp to increase power.

WPEN Philadelphia, Pa.—Granted request and cancelled licenses covering use of aux. trans.

KWVR Enterprise, Ore.—Granted extension of authority to operate 6:00 a.m. to 6:00 p.m. weekdays and 8:00 a.m. to 12:00 noon Sundays for period ending May 15.

KELE (FM) Phoenix, Ariz.—Granted extension of authority to remain silent for period ending May 1.

■ Granted licenses for following stations: WMUS-FM Muskegon, Mich.; WLIP-FM Kenosha, Wis.; WDOC-FM Prestronsburg, Ky.

■ Granted licenses covering installation of new trans. for following stations: WHAI-FM Greenfield, Mass.; KDB-FM Santa Barbara, Calif.; WHAI Greenfield, Mass.

■ Following stations were granted extensions of completion dates as shown: WEMP-FM Milwaukee, Wis., to July 19; WCTM (FM) Eaton, Ohio, to March 1; KUDY Spokane, Wash., to July 1; \*KRVS (FM) Lafayette, La., to April 30; KCRA-FM Sacramento, Calif., to July 15; WCUE Cuyahoga Falls, Ohio, to April 1; WKJB-FM Mayaguez, P. R., to Aug. 8; KBOX-FM Dallas, Tex., to June 30; KREP (FM) Santa Clara, Calif., to Sept. 3; WOCE-FM West Yarmouth, Mass., to July 23; KJML (FM) Sacramento, Calif., to April 1; WBZE (FM) Wheeling, W. Va., to April 15.

#### Actions of Feb. 8

WRSW Warsaw, Ind.—Granted request for mod. of pre-sunrise operation condition attached to June 20, 1962, grant of cp to increase daytime power to 1 kw, to extent of authorizing operation with 500 w between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WKMF Flint, Mich.—Granted cp to make changes in DA pattern.

KVKM Monahans, Tex.—Granted cp to make changes in DA system (decrease height).

#### Actions of Feb. 7

KAAB Hot Springs, Ark.—Granted license covering use of present aux. trans. as main trans.

WFMK (FM) Mount Horeb, Wis.—Granted cp to increase ERP to 3 kw and ant. height to 280 ft., install new trans. and ant. and make changes in ant. system.

WLOB-FM Portland, Me.—Granted extension of authority to remain silent for period ending March 31.

KTHE Thermopolis, Wyo.—Granted extension of authority to operate sign-off at 7:00 p.m., except for special events, for period

ending May 1.

KBRR Leadville, Colo.—Granted extension of authority to operate sign-off at 8:00 p.m. for period beginning March 1 and ending April 30.

WMFP (FM) Ft. Lauderdale, Fla.—Granted extension of authority to remain silent for period ending April 1.

KAAB Hot Springs, Ark.—Granted request and cancelled license covering use of aux. trans. (day).

■ Following stations were granted extensions of completion dates as shown: WKTA (FM) McKenzie, Tenn., to March 31; WTX New Orleans, La., to June 1.

KXRJ Aberdeen, Wash.—Granted request for mod. of pre-sunrise operation condition attached to June 13, 1962, grant of cp to increase daytime power to 5 kw, to extent of authorizing operation with non-DA with 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

#### Actions of Feb. 6

KNDQ (TV) Yakima, Wash.—Granted cp to change ERP to 250 kw, vis. and 134.9 kw aur., change type trans., redescribe trans. location and change ant. height to 950 ft.

K13AK Heber, Utah.—Granted cp to change frequency to ch. 13 for vhf tv translator station.

K76AX Romeo, La Jara, Manassa, Antonito and Alamosa, all Colorado.—Granted cp to replace expired permit to make changes in uhf tv translator station and specify type trans.

K02DE, K13DG Glenwood, N. M.—Granted mod. of cps to change frequency to ch. 2 and type trans.; and change primary tv station to KVOA (ch. 4) Tucson, Ariz., and type trans. for vhf tv translator stations.

K07FL, K09FQ, K11FQ Thompson Falls, Mont.—Granted mod. of cps to change frequencies to ch. 7, 9 and 11, respectively, principal community to include Thompson River area, Mont., type trans. and make changes in ant. system for vhf tv translator stations.

■ Granted cps to change type trans. for following stations: K82AH, Renville County Tv Corp., Olivia, Minn., and make changes in ant. system; K71AG, K79AK, Citizen's T. V. Inc., Milton-Freewater, Ore.; K75AW, Phillips County Tv Assn. Inc., parts of Phillips County, Mont., and make changes in ant. system; K13BH, K05AJ, Hot Springs Tv Club, Hot Springs, S. D.

■ Granted mod. of cps to change type trans. for following stations: K77BG, North Tillamook T. V. Translator, Inc., Rockaway and vicinity, Ore.; K10AN, Heart Butte T. V. Club, Heart Butte, Mont.; condition.

#### Actions of Feb. 4

K75AC, K70CT Farmington, N. M.—Granted cps to change ERP to 155.3 w, redescribe trans. location, change type trans., make changes in ant. system and equipment, and change primary stations to KOAT-TV (ch. 7) and KOB-TV (ch. 4), respectively, both Albuquerque, N. M. for uhf tv translator stations.

#### Rulemakings

##### FINALIZED

■ By report & order, commission finalized rulemaking in Doc. 14779 and assigned ch. \*16 for noncommercial educational use in Cotati, Calif., and deleted that commercial channel from Pittsburg. This stems from petition by Sonoma State College Foundation Inc. of Cotati. Action Feb. 13.

##### PROPOSED

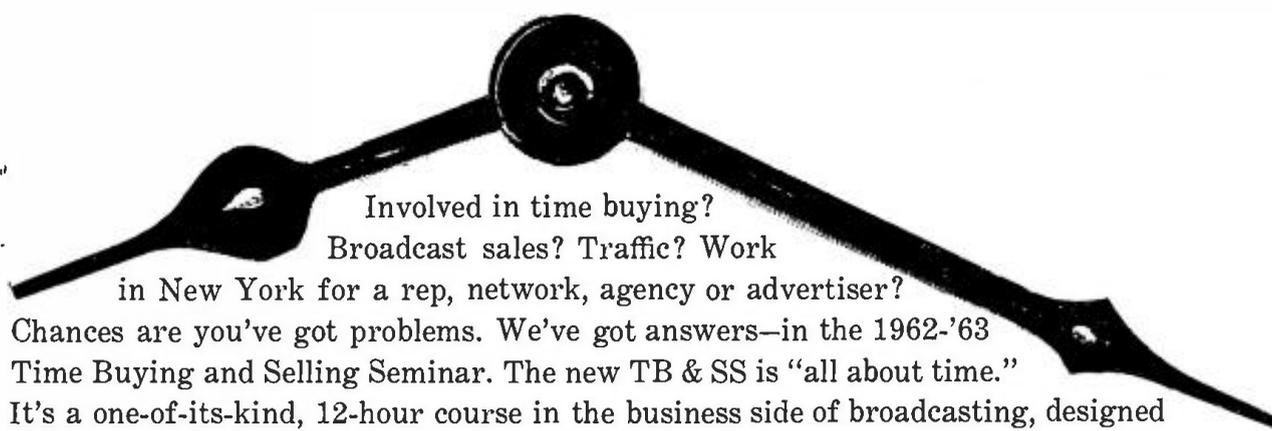
■ Commission proposed amending Sec. 1.307 of rules so as not to accept applications to build or acquire broadcast stations unless applicant, if he has full quota of stations, first actually disposes of one of his holdings. Action Feb. 13.

#### PETITIONS FOR RULEMAKING FILED

KGRN Grinnell & KNIA Knoxville, both Iowa—Mitchell Bcstg. Co. Request institution of rulemaking proceeding looking toward revision of Sec. 3.93 relaxing requirement for first class operator to be on duty at all times for stations which operate with DA, 10 kw or less with certain conditions. Received Feb. 1.

Monterey Peninsula College, Monterey, Calif.—Request institution of rulemaking proceeding so as to reserve ch. 35, Salinas-Monterey, for educational use. Received Feb. 6.

# All about time... in 12 hours



Involved in time buying?  
Broadcast sales? Traffic? Work  
in New York for a rep, network, agency or advertiser?  
Chances are you've got problems. We've got answers—in the 1962-'63  
Time Buying and Selling Seminar. The new TB & SS is "all about time."  
It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed  
to help make your work easier and provide the know-how that can mean faster advancement.  
¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling.  
Sessions: Eight, 5:30 to 7:00 p.m., every Monday starting February 25. Instructors: Indus-  
try executives representing advertiser, rep, agency and network operations. ¶ Enrollment  
is limited to 75. So use the coupon below *today* to reserve your place. (The check you send is  
tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you  
prefer to first see a program listing the Seminar subjects, call Claude Barrere, International  
Radio and Television Society, PL 8-2450.

**Enroll me immediately in the Spring '63 IRTS Time Buying and Selling Seminar (Fee: \$15)**      Check enclosed   
Please bill me

Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_

## OUR RESPECTS to John Edward McArdle

### Independent tv stations aren't 'must' buys

During his undergraduate days at Syracuse U., John E. McArdle specialized in portrait painting in the fine arts curriculum. Away from his studies, he won renown as an amateur boxer, capturing the Eastern Intercollegiate Conference championships in 1943 as a light heavyweight and in 1947 as a heavyweight.

Mr. McArdle, who is vice president and general manager of WNEW-TV New York, cannot be certain today that these aesthetic and athletic inclinations exerted a significant influence on his career in advertising and broadcasting, but he explains with a quick smile:

"I knew, of course, there wasn't too much of a future in boxing. And you can get hurt. Portrait painting is a most difficult way to earn a living. It's a long road. Since I married before I got my degree, I realized I had to get out into the business world quickly.

"My ambition was to get into the advertising field because I felt my art training would be of help, particularly in the publications area. And I believed I could make it in the sales end because I enjoy meeting people and am considered a pretty persuasive speaker."

**Trucker** ■ Following his graduation from Syracuse U. in February 1948, Mr. McArdle accepted a position with his father's trucking business in Jersey City, although he still had his sights set on an advertising sales post. This goal was to elude him for several years as he acquired sales background with Hallmark Cards Inc. from 1949-52 and with a printing company in New York from 1952-53.

His first advertising sales assignment was with the Ziff-Davis Publishing Co. in 1953. Mr. McArdle had made several attempts to break into television, and in May 1954 he was hired by Matthew (Joe) Culligan, currently president and chief executive officer of Curtis Publishing Co. and then sales manager of NBC-TV's *Today-Home-Tonight* unit. He transferred to NBC Spot Sales in 1956 and the next year joined the sales staff of Metropolitan Broadcasting's WABD (TV) New York, now WNEW-TV.

After 10 months in New York, Mr. McArdle was assigned to Metropolitan's Washington, D. C., station WTTG (TV) as general manager. He remained there for three years and in May 1961 he was re-assigned to New York as vice president and tv sales manager of Metropolitan. In September 1961 he was named vice president and general manager of WNEW-TV.

Mr. McArdle cuts an impressive

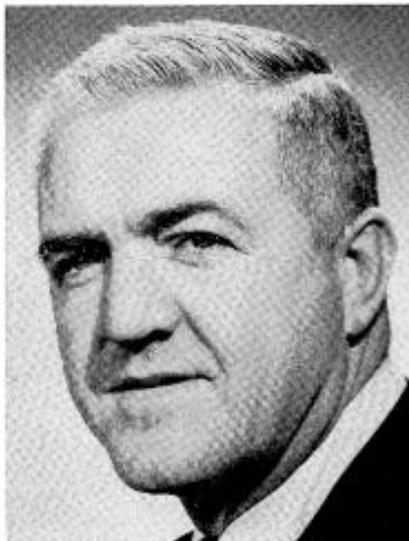
figure. He stands six feet, three inches, and carries more than 200 pounds well on a ruggedly built frame. His distinctive appearance is enhanced by prematurely gray hair, set off by a ruddy complexion. He is an articulate, self-assured person who has amassed a vast knowledge of television in the comparatively short time he has been active in the medium.

John Edward McArdle was born on Manhattan's West Side on July 11, 1922, but was reared in New Jersey, largely in Jersey City. He was graduated from St. Peter's Preparatory School in Jersey City in 1940 and entered Syracuse that fall. He was active in various extra-curricular activities at college, in addition to boxing, and was president of the senior class and a member of the junior and senior honorary societies.

**Army Stretch** ■ In 1943, at the conclusion of his junior year, Mr. McArdle enlisted in the U. S. Army. He served in the Corps of Engineers and was released in August 1946 as a first lieutenant following occupations duty in Japan. He returned to Syracuse after his Army tenure to receive a Bachelor of Fine Arts Degree in February 1948.

Mr. McArdle finds an independent television operation, as is WNEW-TV, "extremely exciting" and "a challenge." He spends most of his time on selling functions and observes:

"When selling for an independent station, you have to practice a kind of 'commercial brinksmanship.' Without a network providing dollars and programs you have to do it all yourself. An in-



WNEW-TV's McArdle  
Commercial brinksmanship

dependent station is never a 'must buy.'"

Mr. McArdle is delighted that 1962 was "substantially ahead" of 1961, both in terms of sales and audience, and reports that this "momentum is carrying on into the first part of 1963."

**WNEW-TV's Programming** ■ The station's programming philosophy, according to Mr. McArdle, is to offer a well-balanced schedule of entertainment and public affairs-cultural programming. He believes WNEW-TV is among the largest users of off-network programs, pointing out that there is a substantial audience which has not viewed such series during their network cycles.

"Our other plusses," Mr. McArdle said, "include our strong schedule of children's programs featuring Sonny Fox, Sandy Becker and Fred Hall, and shows such as *Mickey Mouse Club* and *Felix The Wizard*. We are also proud of such programs as *Open End*, the *Boston Symphony Specials*, The Columbia U. series, the *Festival of Performing Arts* and special documentary and public affairs shows."

This programming approach has been "most successful" for WNEW-TV, Mr. McArdle asserts, and adds:

"We're happy to say that we are now the third station in the area—only behind two of the network-owned stations. That statement is based on recent ARB figures. Our strongest sales point is to hammer away to advertisers that by using WNEW-TV they can reach 100% of the market."

**Better Taste** ■ Mr. McArdle acknowledges that he would like to see a higher level of program tastes reflected on the part of viewers, but points out that this upgrading of taste must begin when the viewer is young and in school.

Mr. McArdle is a "big family" man. He and his wife, the former Joyce Wind of Whiteboro, N. Y., whom he met at Syracuse U., have seven children. They are Kathleen, 14; Christine, 13; Patrick, 12; Timothy, 10; Terence, 6; Mary Ellen, 4 and John, four months.

The family home is in Greenwich, Conn., where Mr. McArdle attends St. Mary's Church and is on the membership committee of the new Burning Tree Golf Club being built in Greenwich. He is a member of the International Radio & Television Society, the Mayor's Committee of Industrial Leaders for Youth and a director of the New York Alumni Club of Syracuse U. and CARTA.

Mr. McArdle is a sports buff and likes to play and attend games—with his wife and children.

## Time to step on the gas

**T**HE extensive evidence collected in the Perspective section of this issue indicates that radio and television revenue is riding an ascending curve. Absent a severe downturn in the general economy, 1963 will be a better year for broadcasting than 1962, as 1962 was a better year than 1961.

But these business prospects, however promising, give little reason for complacency. Both radio and television need better selling if they are to maintain, let alone improve, their shares of advertising revenue. Both are targets of sales efforts by rival media that are getting more intense every day.

Magazines and newspapers are caught in a cost-profit squeeze from which they can obtain relief only by enlarging their revenues.

The targets at which magazines are shooting are network advertising and national spot. The newspapers are shooting at the whole range of radio and television business sources.

In addition to being targets for the print media, radio and television are unavoidably engaged in intra-family competition. Especially in the area of national advertising radio and television sell against each other, as indeed they must.

Survival in all this competition will depend upon enlightened and energetic salesmanship, by stations and their national representatives, by networks and by the sales promotion cooperatives, RAB and TvB. The improvement of selling must start with improvement of selling tools. Research that goes far deeper than mere head-counts of the audience is now essential.

Both radio and television possess great strengths as advertising media. Each must spend more time and money than either is spending now to discover and explain its individual advantages.

No business can expect to ride a rising curve unless it provides most of its own propulsion.

## News game

**T**HERE is an important—almost frightening—significance to broadcasters in an observation made the other day by President Kennedy on the Cuban crisis. It was all but ignored by the newspaper and magazine press and by the columnists; and was underplayed by radio and television.

As we reported last week, the President told a news conference that the administration felt obliged to use television to convey the "truth" about Cuba to the people. This was the two-hour telecast on Feb. 6 by Secretary of Defense McNamara and an intelligence officer calculated to refute contentions that there are offensive weapons in Cuba.

Mr. Kennedy cited a story in a "prominent" newspaper which played up on Page 1 a report of a congressman about the presence of missiles in Cuba, which had no "supporting evidence." The statement of the Secretary of Defense, which the President said gave "very clear details," was on Page 10.

"I think it is important that the American people have an understanding and not compel, because of these various rumors and speculations, the Secretary of Defense to go on television for two hours to try to get the truth to the American people and in the course of it give a good deal of information which we are rather reluctant to give about our intelligence gathering facilities."

No elaboration is needed to assess the tremendous responsibility the administration places upon broadcasting. It also explains why the administration, through the FCC and

otherwise, is keeping the pressure on television. It yields a clue as to the salient reason for the Celler committee inquiry on concentration of ownership in newspaper field to begin March 13. FCC Chairman Newton N. Minow, as the first witness, will testify on the influence of newspapers over the radio and television stations they own. This buttresses the notion that the administration regards broadcasting as the most important and sensitive of the mass media, which must not get into "improper" hands.

## Sauce for the goose

**T**HE Russians are up to their old tricks. Because Kremlin propagandists, acting on the advice of their embassy propagandists in Washington, didn't relish the recent NBC-TV specials on Stalin and Khrushchev (which we thought superb), the Soviet government has ordered NBC to close down its Moscow bureau.

The reason given, as reported by Tass, is that the programs were "anti-Soviet" and had the "obvious purpose" of arousing in the United States hostility toward the Soviet.

If this had been the first time the Soviet had thrown out an American newsman it would be big news. CBS had its bureau closed in 1958 after it telecast a Stalin special. The *New York Times*, *Time* magazine and other news media in recent years have suffered the same fate only to be permitted back in when it suited the convenience of the totalitarian overlords.

Our State Department has "deplored" the action against NBC as an attempt to "exercise indirect censorship." But we do not recall any recent State Department protests against the anti-American propaganda broadcasts emanating from Russia and calculated to humiliate and undermine the good name of the United States throughout the world.

Worthy of note is the fact that Tass announced the expulsion of NBC. Tass is a part of the Soviet foreign office. Tass has two newsmen accredited in our congressional press galleries—aside from those stationed in other large U. S. centers. (U. S. newsmen are practically confined to Moscow.)

Isn't it about time that we retaliated by closing down the Tass bureau in Washington (and perhaps in other places) because of the lies and distortions published by the Soviet press and transmitted over their broadcast facilities supplied by reporters who work directly for the Soviet government?



Drawn for BROADCASTING by Sid Hix  
"WOF-TV sent it over. A fifth of scotch for me and a quart of grade A oil for the computer!"



So KPRC-TV  
has the jump  
on us.  
So their signal leaps  
out in a 75 mile  
radius 7 days a week.  
So they're faster  
than us.  
And smoother than us.  
And better-looking than us.  
And more accurate than us.  
And better salesmen  
than us.  
But I ask you:  
can they offer  
anything to match  
a mother's love?\*

\*No, but we try . . . with  
five plans, 10 plans  
and 20 plans . . .  
and the world's most  
considerate coddling!  
Find out for yourself  
by calling any

Edward Petry & Company man.

**KPRC-TV**

Houston's Channel 2 Station





# ADVERTISING GOES FURTHER ON **NBC RADIO**

THE LARGEST WEEKLY AUDIENCES IN NETWORK RADIO ARE REACHED BY NBC ADVERTISERS. THROUGH 1962, THEY AVERAGED 7 OF THE TOP 10 PLACES IN NRI.