



BROADCASTING

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NEWSPAPER

ARCH 18, 1963

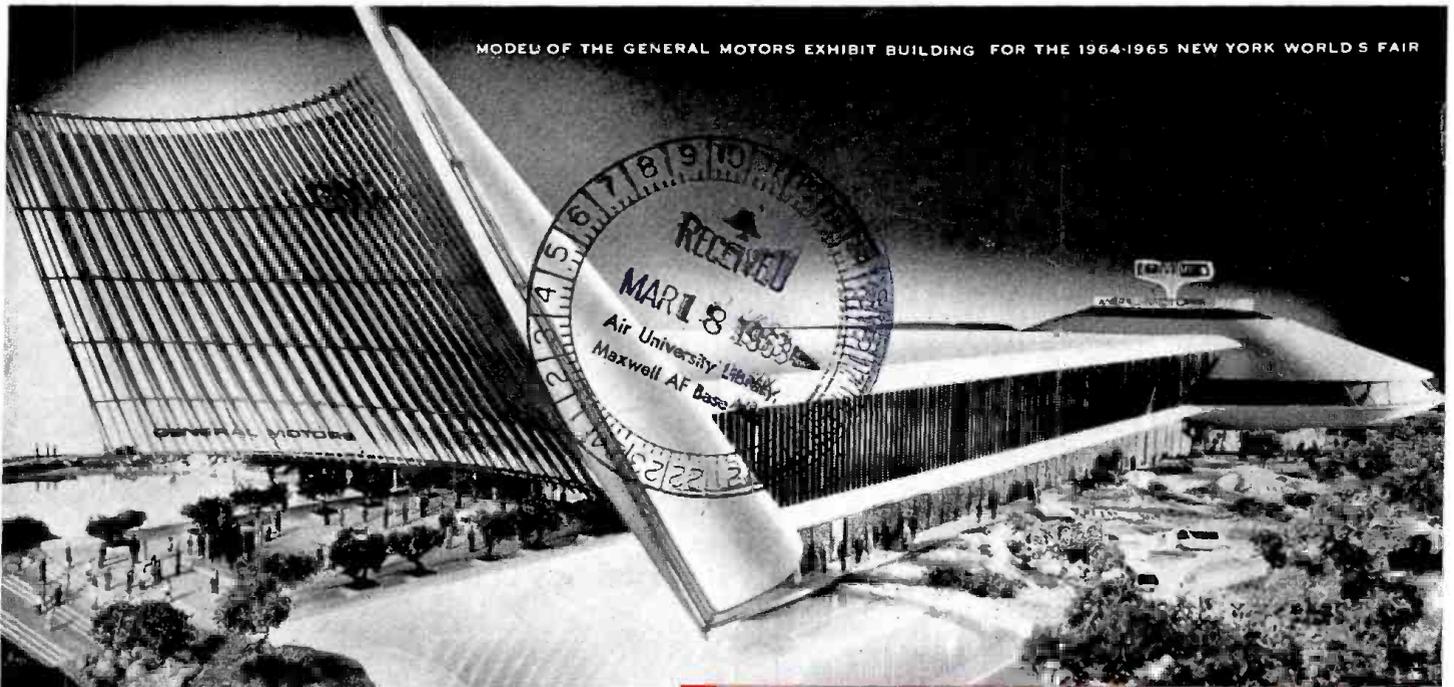
'63-'64 tv schedule offers bright promise in advertisers' eyes 27

Tempo of ratings hearings steps up; Nielsen, Pulse to get their innings 44

How the Ohio River links a vast industrial area—A SPECIAL MARKET STUDY 75

Local live programming not only criterion for renewal, FCC reminds staff 42

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MODEL OF THE GENERAL MOTORS EXHIBIT BUILDING FOR THE 1964-1965 NEW YORK WORLD'S FAIR

SPOT TV

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

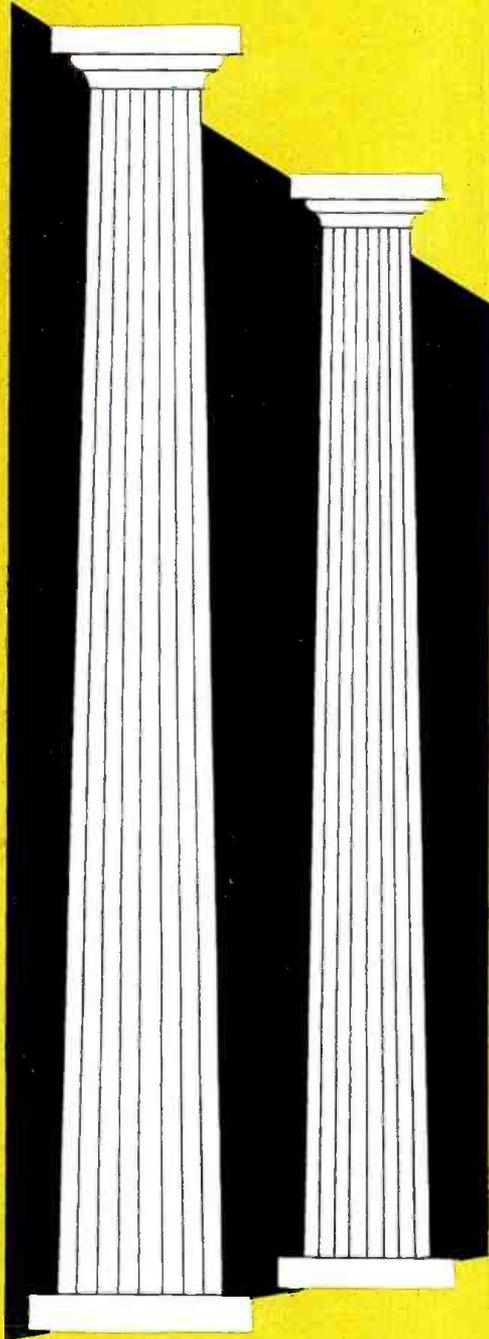
THE ORIGINAL STATION REPRESENTATIVE

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

Flexibility is one of many reasons why Spot Television is the largest growth medium in Advertising today. Frequency of sales message can be matched to markets. Timing can be keyed to short or long sales drives. Testing is efficient and economical. These quality stations offer the best of Spot Television in their markets.

- KOB-TV Albuquerque
- WSB-TV Atlanta
- KERO-TV Bakersfield
- WBAL-TV Baltimore
- WGR-TV Buffalo
- WGN-TV Chicago
- WFAA-TV Dallas
- KDAL-TV Duluth-Superior
- WNEM-TV Flint-Bay City
- KPRC-TV Houston
- WDAF-TV Kansas City
- KARK-TV Little Rock
- KCOP-TV Los Angeles
- WISN-TV Milwaukee
- KSTP-TV Minneapolis-St. Paul
- WSM-TV Nashville
- WVUE New Orleans
- WTAR-TV. Norfolk-Newport News
- KWTY Oklahoma City
- KMTV Omaha
- KPTV Portland, Ore.
- WJAR-TV Providence
- WTVD Raleigh-Durham
- WRoc-TV Rochester
- KCRA-TV Sacramento
- KUTV Salt Lake City
- WOAI-TV San Antonio
- KFMB-TV San Diego
- WNEP-TV. Scranton-Wilkes Barre
- KREM-TV Spokane
- WTHI-TV Terre Haute
- KVoo-TV Tulsa

WGN, a pioneer in Mid-America
Recipient of the 1962 Mike Award

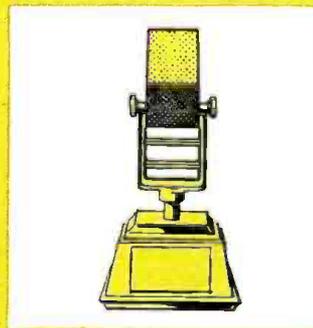


*Congratulates and
salutes the White Columns
on Peachtree*

WSB,

a pioneer in Dixie

...for distinguished contribution to the art
of broadcasting and in recognition of:
dedicated adherence to quality, integrity and
responsibility in programming and management.

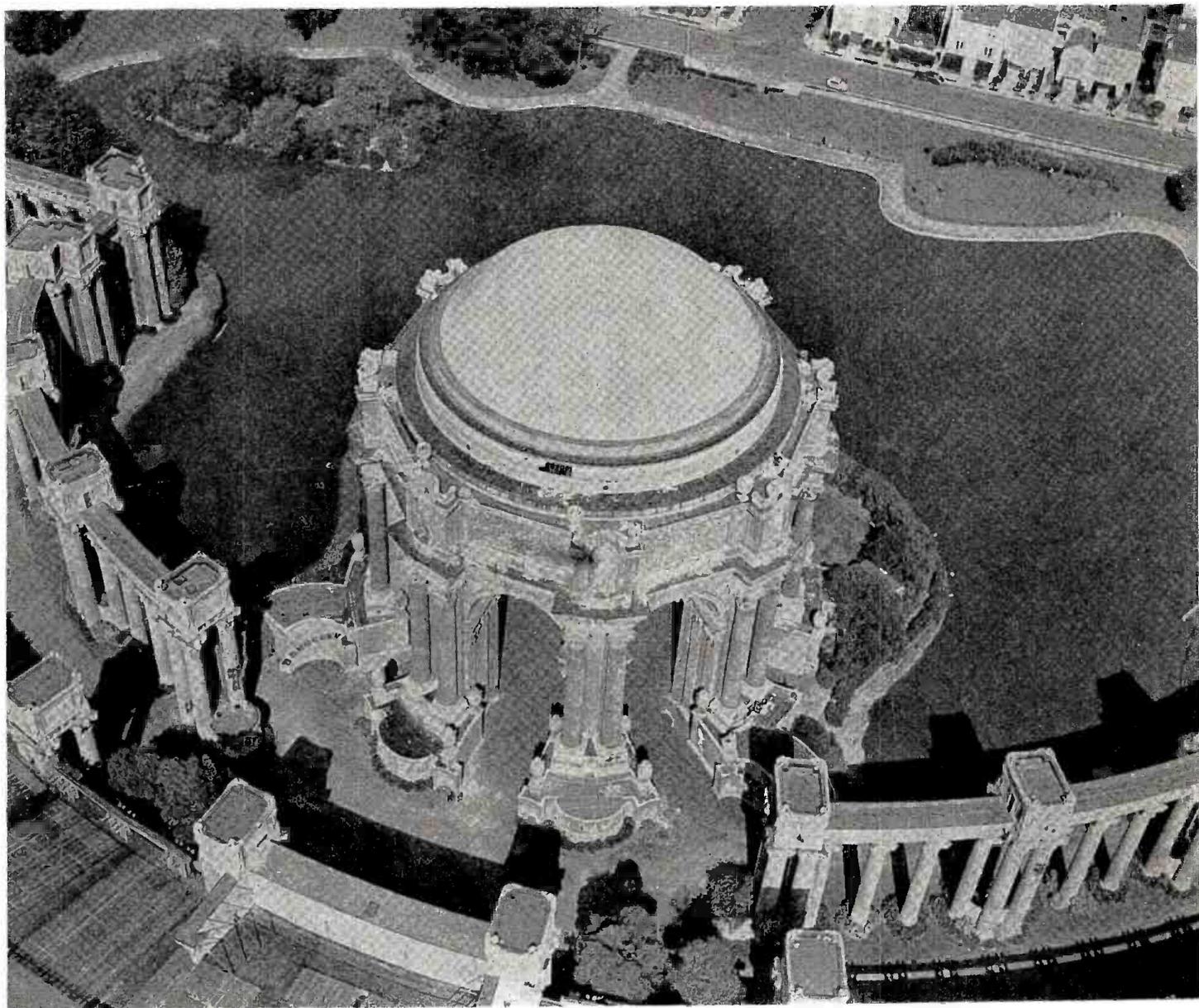


RECIPIENT OF THE BROADCAST
PIONEERS 1963 MIKE AWARD

Join the Broadcast Pioneers; wear your emblem with pride

For membership contact: Edward Voynow, Edward Petry & Co., Inc., 400 North Michigan Ave., Chicago 11, Illinois

If you lived in San Francisco...



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

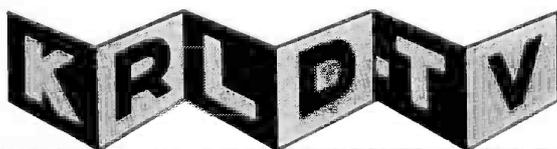
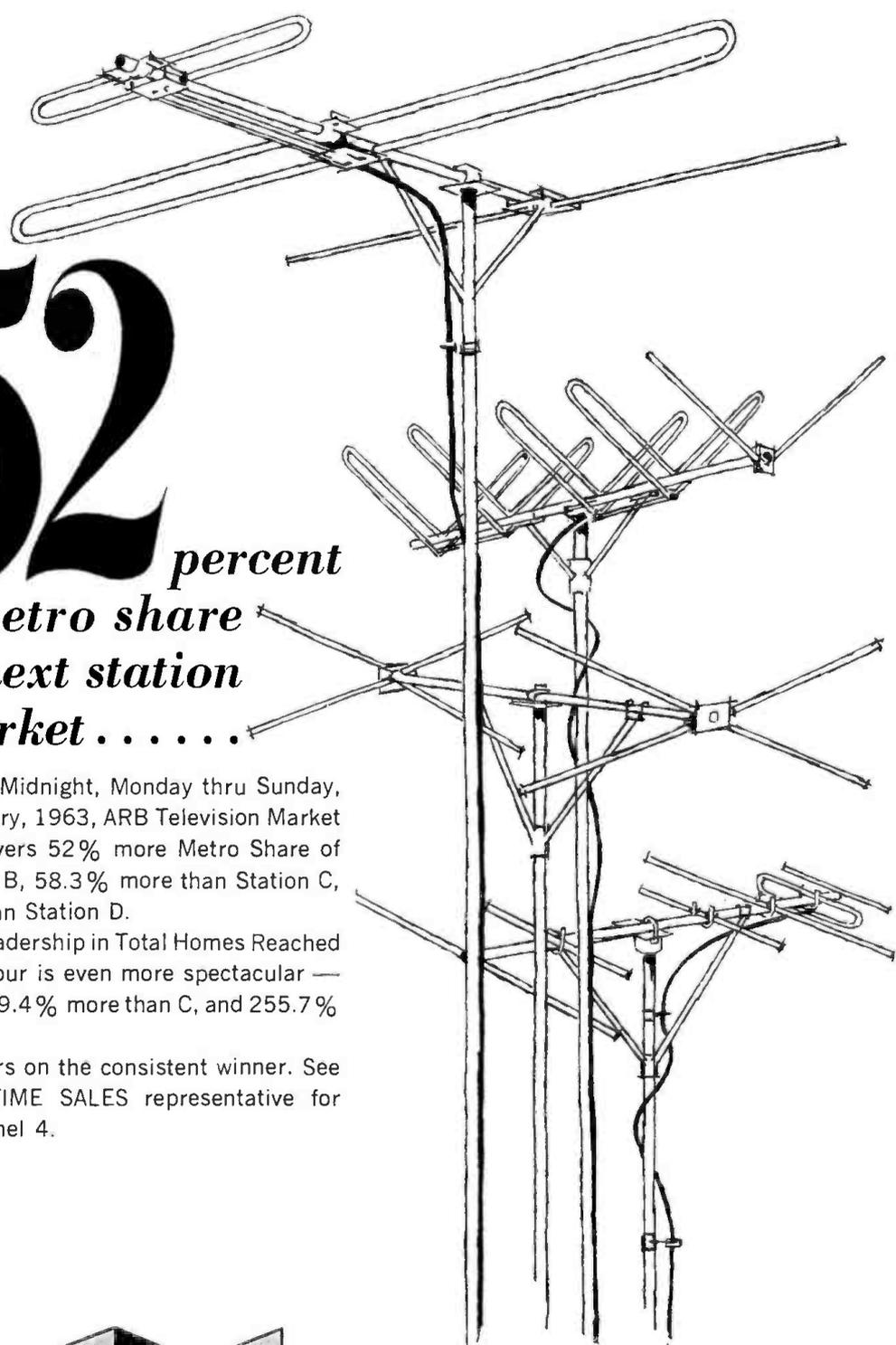
52 percent

*greater metro share
than the next station
in the market*

From 9:00 a.m. to Midnight, Monday thru Sunday, according to the January, 1963, ARB Television Market Report, KRLD-TV delivers 52% more Metro Share of Audience than Station B, 58.3% more than Station C, and 171.4% more than Station D.

And the margin of leadership in Total Homes Reached per average quarter-hour is even more spectacular — 62.6% more than B, 89.4% more than C, and 255.7% more than D.

Place your ad dollars on the consistent winner. See your ADVERTISING TIME SALES representative for availabilities on Channel 4.



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

Drop-in reverberations

FCC's 4-3 vote against sub-standard spaced drop-ins in seven two-station vhf markets continued to be lively topic last week (BROADCASTING, March 11). Supporters, including ABC, which stood to add affiliates in markets, plus prospective applicants, couldn't understand how FCC Chairman Newton N. Minow was persuaded to vote against his own plan, thus supplying one-vote margin of defeat. Mr. Minow previously had espoused plan whereby there would be automatic transition of drop-in outlets to uhf. Argument that swung him was that drop-ins would delay or even torpedo all-out move for development of uhf, evidenced by all-channel set legislation and government-industry uhf committee organized last week with the blessing of President Kennedy.

In some quarters, reaction to Minow vote was strong enough to question propriety of his voting at all in light of his imminent resignation which he has neither denied nor confirmed. There's no certainty, of course, that his successor, whoever he may be, would have voted differently but notion is that Mr. Minow should have disqualified himself in matter involving precedent.

Where are you?

It's toss-up whether *Car 54*, now in second season on NBC-TV, will find new berth on CBS-TV in 1963-64. Decision was close Friday. If show is accepted, plans are to place it in Wednesdays, 8:30 p.m. period, where CBS-TV now has penciled in *Real McCoys* for next fall. Program will not be renewed by Procter & Gamble and is being replaced by *Grindl* in its current period Sundays on NBC-TV.

Alberto-Culver to radio?

Within next week or so, Alberto-Culver may decide to venture significant test of radio in several markets. Radio research plan awaits final okay at top. A-C now spends virtually all its \$30 million-plus ad budget in tv. Firm tried to test radio once before during introduction of VO5 shampoo, but test was sacrificed when sudden change in total marketing strategy resulted in big tv blitz in radio research area.

Traffic with the enemy

At least some television network executives are getting wrought up about some of their stars appearing in ads for *Parade* magazine, which uses their pictures—some seemingly posed for the purpose—to claim *Parade* circulation exceeds their tv coverage in cer-

CLOSED CIRCUIT®

tain markets. Question network people are asking each other, and may soon put forcefully to their name talent, is whether performers making living in television have right to lend (or sell) their cooperation to project whose sole purpose is to sell against television—and which also, by inference if not directly, is belittling to the performers themselves.

Yo ho and a bottle of worms

Distillers of Puerto Rican rum would like to start selling more of their product at home (over 95% is exported) and have started campaign to get Puerto Rican stations to accept commercials for native product. This was one of major issues of contention at convention of Puerto Rico broadcasters last week. Many of island stations already are accepting hard liquor advertising and others are being pressured to do so.

Another hot Puerto Rican issue is what 14 San Juan am and fm stations regard as unfair competition for listeners and programming from Armed Forces Radio station there. Commercial stations are asking government to put operation off air on grounds area already is well served with broadcast signals. They say they are particularly hurt in sports coverage and national news. Armed Services outlet gets all top athletic events.

Quotas going up?

U.S. distributors of programs abroad may look forward to brighter days in exporting shows to United Kingdom, still most lucrative foreign market in terms of money but limited by 14% quota on product coming in from outside Britain. Memo quietly being circulated by tv division of Motion Picture Export Assn. of America reports on efforts of two leading British program contractors—Associated Rediffusion and Associated Television Ltd.—to raise quota on tv imports. Associated Rediffusion and ATV are seeking union support for this move, hoping labor will exert pressure on postmaster general to raise quota to 20% or to some “realistic” figure. If move is successful in UK, MPEAA looks for more favorable trading position in other parts of world.

Background to Associated Rediffusion and ATV moves to raise quotas in UK is this: Program contractors produce and sell their own programs but also buy U.S. programs for use on tv in UK. With coming of second BBC-TV network in summer of 1964 and another commercial network in

offing, program contractors realize they are not geared to produce this volume of programs and look to more imports from America.

S.F. or Miami?

Although Democrats say selection of 1964 convention site is still wide open, insiders expect it to be contest between Miami Beach and San Francisco. Miami Beach has offered \$600,000 to party, exclusive of “fringe benefits” but San Francisco told site committee last week it would top that figure (originally San Francisco bid \$350,000). What disposition of Republicans will be isn't indicated, but networks would prefer conventions in same city because of expense factor.

Rating ratings

If statistics fly fast—or loose—when two major rating firms take stand in House investigation next week (see page 44), investigators will have top statistician in their corner. Dr. Herbert Arkin, professor of statistics at City College of New York and consultant to Price Waterhouse & Co. accounting firm, joined subcommittee staff last week. Dr. Arkin has never worked with ratings, he said, because they are “so dubious, tenuous and contradictory that I've kept away from it.” Not enough money is spent to do proper sampling in most broadcast measurements, he has said.

House investigation of rating services hasn't ceased just because hearings are underway. Investigators have been flying around country at night, questioning witnesses on record during day. Surge of information is being wired, phoned and brought to subcommittee by broadcasters encouraged by hearing to step forward. Frustrating portion of complaints are invalid, checking has shown, but some new material is being turned up. Notably silent, sources say, are advertising agencies.

Catv countdown

Catv operators, who have been contacted by officials of National Community Television Assn., are said to be virtually unanimous in support of minimal legislation that would establish federal jurisdiction over catv systems, opposed to state or local regulation. Of several hundred operators contacted, it's reported fewer than dozen opposed proposal, now being whipped into form by NCTA attorneys with collaboration of attorneys in office of FCC Chairman Newton N. Minow (BROADCASTING, Feb. 18).



**WE'VE GOT
A WAY
WITH WOMEN**

*and it "brings home
the groceries" for
WJBK-TV advertisers*

Channel 2 rings the bell with the gals who make the cash register ring . . . the big-buying 18 to 3 year olds with the ever-hungry young families to feed. That's what makes Detroit's No. 1 station the No. 1 choice of food advertisers. The big name brand and the big local chains get immediate, traceable results on Channel 2. You can, too! Call your STS man.



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT STATIONS IN IMPORTANT MARKETS</i> STORER <i>BROADCASTING COMPANY</i>
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

**STORER TELEVISION
SALES, INC.**
Representatives for all
Storer television stations

WEEK IN BRIEF

Agency men view the new season's tv programs and see originality and innovations. The consensus is that ABC is the most daring in a break with the past and if successful may be expected to pull to front. See . . .

BIG BUYERS LIKE NEW LOOK . . . 27

Congressional committee questions basics of two rating services, hints less than proper field work in surveys made for clients. Harris group to hear Nielsen and Pulse this week in a continuation of the probe. See . . .

NIELSEN, PULSE NEXT UP . . . 44

Lorillard's heavy use of network television helps boost sales to over half-a-billion dollars for best year. Cramer tells financial experts the company beamed over 50 million tv commercials into homes during one week. See . . .

SALES PROVE AD IMPACT . . . 34

Staff gets word from FCC commissioners: Don't hold up licenses if the only question is the amount of local live programming in prime time. Licenses renewed for 70 Far West stations in a major policy decision. See . . .

FCC REINS-IN STAFF . . . 42

Florida Citrus Commission votes to terminate long-time association with Benton & Bowles; will seek new agency among Ted Bates, Lennen & Newell and Campbell-Ewald. The account involves \$5 million. See . . .

FLORIDA CITRUS DROPS B&B . . . 38

FCC ready to welcome newspapers in broadcasting if they apply for uhf television, Minow tells Celler committee at news concentration hearings. Group delves into cross ownership between newspapers and stations. See . . .

NEWSPAPERS WELCOME IN UHF . . . 62

Broadcasters and manufacturers gather in Washington to determine how best to put uhf across. Meeting throws suggestions out to ease expense of uhf operations, insure programming, meet technical headaches. See . . .

ORGANIZATION SESSION HELD . . . 119

Film producers faced with choice of how to pay writers' residuals—current practice of sliding scale based on original payment or flat 4% of gross after first run. The flat fee is mandatory after coming season. See . . .

HOW TO PAY RESIDUALS . . . 68

SPECIAL REPORT: OHIO VALLEY

An on-the-scene examination of this naturally blessed region, showing how water, minerals, human ingenuity and rivers have been blended into one of the world's great markets, teeming with big industries. See . . .

RIVER LINKS INDUSTRIAL AREA . . . 75

Few journalistic forays into the economy of West Virginia include an examination of its industrial progress. Mostly the accounts of conditions in the state focus with pity on small mountainous communities. See . . .

WEST VIRGINIA'S TWO SIDES . . . 92

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BROADCASTING

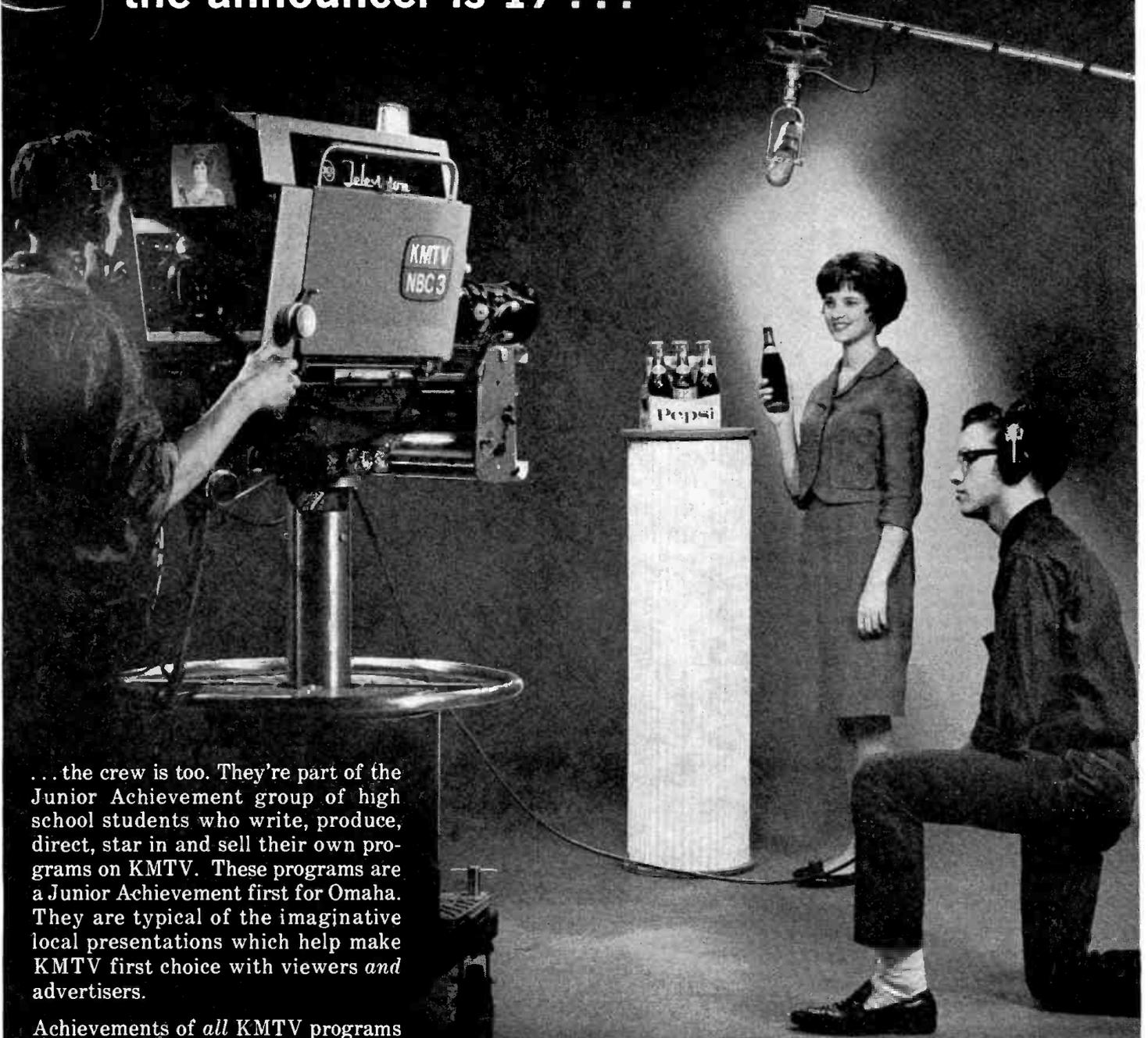
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

the announcer is 17 . . .



. . . the crew is too. They're part of the Junior Achievement group of high school students who write, produce, direct, star in and sell their own programs on KMTV. These programs are a Junior Achievement first for Omaha. They are typical of the imaginative local presentations which help make KMTV first choice with viewers and advertisers.

Achievements of *all* KMTV programs are listed in the current ARB.* For example, ARB's Spot Buying Guide shows KMTV has more top-rated availabilities than the other Omaha stations *combined*.

For *greater* achievements in Omaha, see **Petry about KMTV!**

RATINGS HURT FREE ENTERPRISE?

Harris sees this result if Congress does not act

Friday testimony before House Special Subcommittee on Investigations put new light on ratings investigation, according to Subcommittee Chairman Oren Harris (D-Ark.).

Broadcast ratings don't have to be "a phony and a fraud to the public," Rep. Harris said after hearing Albert E. Sindlinger, president of Sindlinger & Co., Philadelphia. But, pleased chairman said, Congress would be jeopardizing free enterprise system if it permits industry to continue present "use" made of ratings without regard to accuracy.

Subcommittee begins third week of rating hearings today (Monday) with list of media, advertiser and performer witnesses (see page 44, 50), to be followed by The Pulse Inc. and A. C. Nielsen Co.

Without specifically criticizing other audience survey firms, Mr. Sindlinger said that his company over several years of research had determined that none of their methods give accurate results. He said Sindlinger has tried them all and uses telephone recall as the most effective. Sindlinger was the first to develop an instantaneous measurement—in 1948 with Radox, he said.

This consisted of permanent sample of 642 homes in Philadelphia, he said, but method was dropped after Nielsen representative learned location of sample homes from telephone company. He charged that permanent sample results could be rigged by locating and controlling homes involved. Also, Mr. Sindlinger said, permanent sample through use of diaries or Audimeters does not survey typical audience because respondents become "biased cooperators."

Two Clients ■ Sindlinger has 95 full-time employees and 380 field interviewers who take samples seven days a week and are closely supervised by home office, he said. Most of firm's surveys are taken for non-broadcasting clients with only 8% of revenue from radio-tv, he said. DuPont is only tv subscriber, paying firm \$4,000 weekly for measurements of *DuPont Show of the Week*, and ABC Radio, which cancelled Nielsen last summer, is only radio client, Mr. Sindlinger said. Firm does not make local measurements for stations.

Major fault lies with use made of ratings, he said. All five subcommittee members present praised Sindlinger presentation, which included 74-page appendix and 24 charts.

Rep. Harris told Mr. Sindlinger his testimony was "quite an indictment of the industry" but showed hope that broadcast ratings did not have to be "a phony and a fraud on the public."

Mr. Sindlinger told Rep. Paul Rogers (D-Fla.) that he would not object to federal licensing and uniform standards for rating services.

Ed Hynes, president of Trendex Inc., said his "relatively small" firm reports local radio listening and some national tv viewing through its telephone coincidental surveys but is not responsible for subscriber use in advertising.

Citing media ads in trade publications, subcommittee maintained that error variations in Trendex ratings showed many ad claims are unfounded in fact. There are "many uses" for which his reports should not be projected, Mr. Hynes said. Rep. John E. Moss (D-Calif.) described as "the most tortuous type of abuse the manner in which these are utilized."

Dr. Herbert Arkin, statistical consultant to subcommittee, criticized some common procedures used in telephone surveys and said some results could be off as much as plus or minus 30%.

Cox gets Senate approval to replace Craven on FCC

Kenneth A. Cox, FCC Broadcast Bureau chief, was confirmed as commissioner by Senate Friday. Action took place in executive calendar session. There were no objections.

Earlier in week, Senate Commerce

Millions at ABC-TV

ABC-TV in new selling spurt for next season has picked up added business which represents estimated \$16.2 million in billing. Advertisers include Best Foods for half of *Flintstones*; American Tobacco for alternate half-hour in *Combat*; A. C. Spark Plugs taking alternate half-hour of *Jaimie McPheeters*; Clairol, half of *Farmer's Daughter*; R. J. Reynolds Tobacco in *Wagon Train* and part of *McHale's Navy*; Sunbean in *Breaking Point* and *Combat*, and Minnesota Mining & Manufacturing in *The Fugitive*.

Committee approved Mr. Cox's nomination, with only dissent by Sen. Strom Thurmond (D-S. C.) (see page 64). Mr. Cox plans to take oath sometime this week.

He succeeds T. A. M. Craven for remainder of Mr. Craven's current term, ending June 30, and for full seven-year term beginning July 1. Mr. Craven reached mandatory retirement age of 70 last January.

FCC names tv outlets which win renewals

FCC on Friday released list of stations whose licenses were ordered renewed in action in which commission instructed staff to ignore "6 to 11 p.m." question of local live programming in prime time (see story page 42). List includes 64 stations, but officials indicated others might be added this week. They include:

Arizona—KIVA (TV) Yuma, KTAR-TV Mesa and KOLD-TV Tucson.
California—KCOP (TV), KTLA (TV), KNXT (TV), KNBC (TV) and KTTV (TV), all Los Angeles; KGO-TV, KPIX (TV), KRON-TV, all San Francisco; KFRE-TV, KJEO (TV), and KMJ-TV, all Fresno; KOGO-TV, and KFMB-TV, both San Diego; KSBW-TV Salinas; KSBY-TV San Luis Obispo; KVIP-TV Redding; KOVR (TV) Stockton; KNTV (TV) San Jose; KVIQ-TV and KJEM-TV, both Eureka; KERO-TV and KBAK-TV, both Bakersfield.

Washington—KIMA-TV, Yakima; KEPR-TV Pasco; KOMO-TV, KING-TV and KIRO-TV, all Seattle; KREM-TV and KXLY-TV, both Spokane.

Idaho—KBOI-TV Boise and KLIX-TV Twin Falls.

Oregon—KATU (TV), KPTV (TV), KOIN-TV, and KGW-TV, all Portland; KCBY-TV Coos Bay; KOTI (TV) Klamath Falls.

Texas—KFDA-TV and KVII (TV), both Amarillo; KLBK-TV Lubbock; KORD-TV El Paso; KPAR-TV Sweetwater; KOSA-TV Odessa; KONO-TV San Antonio; KGNS-TV Laredo; KFDA-TV Amarillo; KLTV (TV) Tyler.

Hawaii—KGMB-TV and KONA (TV), both Honolulu; KHBC-TV and KALU (TV), both Hilo; KMAU-TV, KALA (TV) and KMVI-TV, all Wailuku.

Nevada—KOLO-TV Reno; KLRJ-TV Henderson; KLAS-TV Las Vegas.

Wyoming—KTWO-TV Casper; KFBC-TV Cheyenne.

Utah—KSL-TV, KCPX-TV and KUTV (TV), all Salt Lake City.

New Mexico—KOB-TV Albuquerque.

Metromedia adds KLAC in \$4.5 million deal

Purchase of KLAC Los Angeles by Metromedia Inc. for about \$4.5 million is being announced jointly today (March 18) by Mortimer W. Hall, president of Hall Broadcasting Co., owner of station, and John W. Kluge, chairman-president of Metromedia. Transaction is subject to FCC approval.

Metromedia recently bought KTTV (TV) Los Angeles for \$10.4 million, subject to FCC approval (BROADCASTING, Jan. 2). Metromedia, through its Metropolitan Broadcasting Div., also owns

WEEK'S HEADLINERS

Charles C. Bevis Jr., assistant executive director of Assn. of Maximum Service Telecasters, Washington, D. C., appointed executive director of Assn. on Broadcasting Standards, newly formed group of over 50 standard broadcast stations. Mr. Bevis will assume his new position immediately at association's headquarters at 1741 DeSales St. in Washington. With over 25 years in broadcasting, Mr. Bevis is well known as radio and tv station manager. He was associated with NBC for 23 years, serving in various station and staff executive positions. Previous NBC assignments include general manager of stations: KOA Denver; WNBK (TV) (now KYW-TV) Cleveland; and WBUF (TV) (uhf outlet since relinquished by NBC) Buffalo, N. Y. He also served as general executive on staff of Charles R. Denny, who was at that time executive vp in charge of NBC-owned stations, Spot Sales, radio network and international divisions.



Mr. Bevis

Edward A. Grey, senior vp in charge of media operations at Ted Bates & Co., New York, joins McCann-Erickson, effective April 1, as senior vp in charge of tv programming and media for New York office. Mr. Grey, who began his advertising career in 1936, held various media department posts at Newell-Emmett Adv., Albert Frank-Guenther Law,

and former Biow Co. before joining Bates in January 1955 as media group supervisor. Later that year he was elected vp and associate media director, and in 1958, was elevated to senior vp and member of board of directors. **Harold Graham Jr.**, who has been vp in charge of tv programming at M-E, has been elected senior vp and manager of tv programming department.

William R. Baker Jr., honorary chairman of Benton & Bowles, New York, elected board chairman of The Advertising Council at organization's 19th Washington conference last week (see story, page 32). He succeeds **Leo Burnett**, chairman of Leo Burnett Co., Chicago, who remains on council board.



Mr. Baker

Michael H. Dann, vp, network programs New York, CBS-TV, appointed vp-programs, replacing **Hubbell Robinson**, who resigns as senior vp-programs. **Oscar Katz**, vp network programs at CBS-TV from 1959-1962 and vp-daytime programs since July 1962, named to new post of CBS-TV vp-program administration. Mr. Katz's appointment announced by Mr. Dann after resignation of **Alan D. Courtney** as vp-network programs, position he held since July 1962. Mr. Robinson's resignation is his second as network's top program executive in past four years (see story, page 29).

For other personnel changes of the week see FATES & FORTUNES

and operates WNEW-AM-TV New York, KMBC-AM-TV Kansas City, WTTG (TV) Washington, WHK Cleveland, WIP Philadelphia, KOVR (TV) Stockton, Calif., and WTVP (TV) Decatur and WTVH (TV) Peoria, both Illinois. Howard E. Stark was broker.

Greater Boston loses again in ch. 5 fight

FCC last Friday denied request by Greater Boston Tv Corp. that commission reconsider its grant to WHDH-TV Boston of four-month license to operate ch. 5 (BROADCASTING, Oct. 1, 1962).

Commission has granted until March 26 for filing of applications in competition with WHDH-TV's renewal application (AT DEADLINE, Feb. 4). Greater Boston was unsuccessful applicant for ch. 5 in original 1957 hearing.

Print loss is tv's gain, House counsel testifies

Major national advertisers raised their spending on tv by 8% over a five-year period, while they reduced newspaper buying by 5%. This information was placed in record of House news concentration hearing (see page 62) by Stuart Johnson, counsel for committee, at Friday session during re-examination of Stanford Smith, general counsel of American Newspaper Publishers Assn.

Johnson said 49 of top 100 national advertisers, responding to committee questionnaire (BROADCASTING, Jan. 28), indicated that in 1957 they put 39.78% of their money in tv and ran this up to 47.4% in 1961. During same period spending in newspapers went down from 23% to 18.08%.

DuPont awards to Smith, WFMT(FM) and KVOA-TV

WFMT (FM) Chicago, KVOA-TV Tucson, Ariz., and Howard K. Smith, ABC news commentator, were announced today (Monday) as winners of Alfred I. duPont radio & tv awards for 1962.

Awards will be presented at banquet in Washington, D. C., next Monday (March 25). Dean Gilbert Seldes of Annenberg School of Communications, U. of Pennsylvania, will be principal speaker.

NL&B executives gather 150 strong in Chicago

Some 150 top executives of Needham, Louis & Brorby, Chicago, and key officials of agency's New York, Hollywood and Toronto offices gathered at Chicago's Pick-Congress Hotel Friday-Saturday for first mass reorientation-updating session to be held by agency in its history.

Fall broadcast plans also were previewed. Chicago offices were closed Friday. NL&B's tv-radio billings are about \$24 million, over half of total handled by agency.

MBS announces three for affiliates board

Roger Beane, WSSV Petersburg, Va. (District 3); Gene Trace, WBBW Youngstown, Ohio (District 5); and Sherwood R. Gordon, KSDO San Diego (District 11) have won special run-off election for Mutual Affiliates Advisory Committee.

Contests in three districts had originally been tied. Mutual notified stations of vote Friday (March 15).

Results in other districts were announced last week.

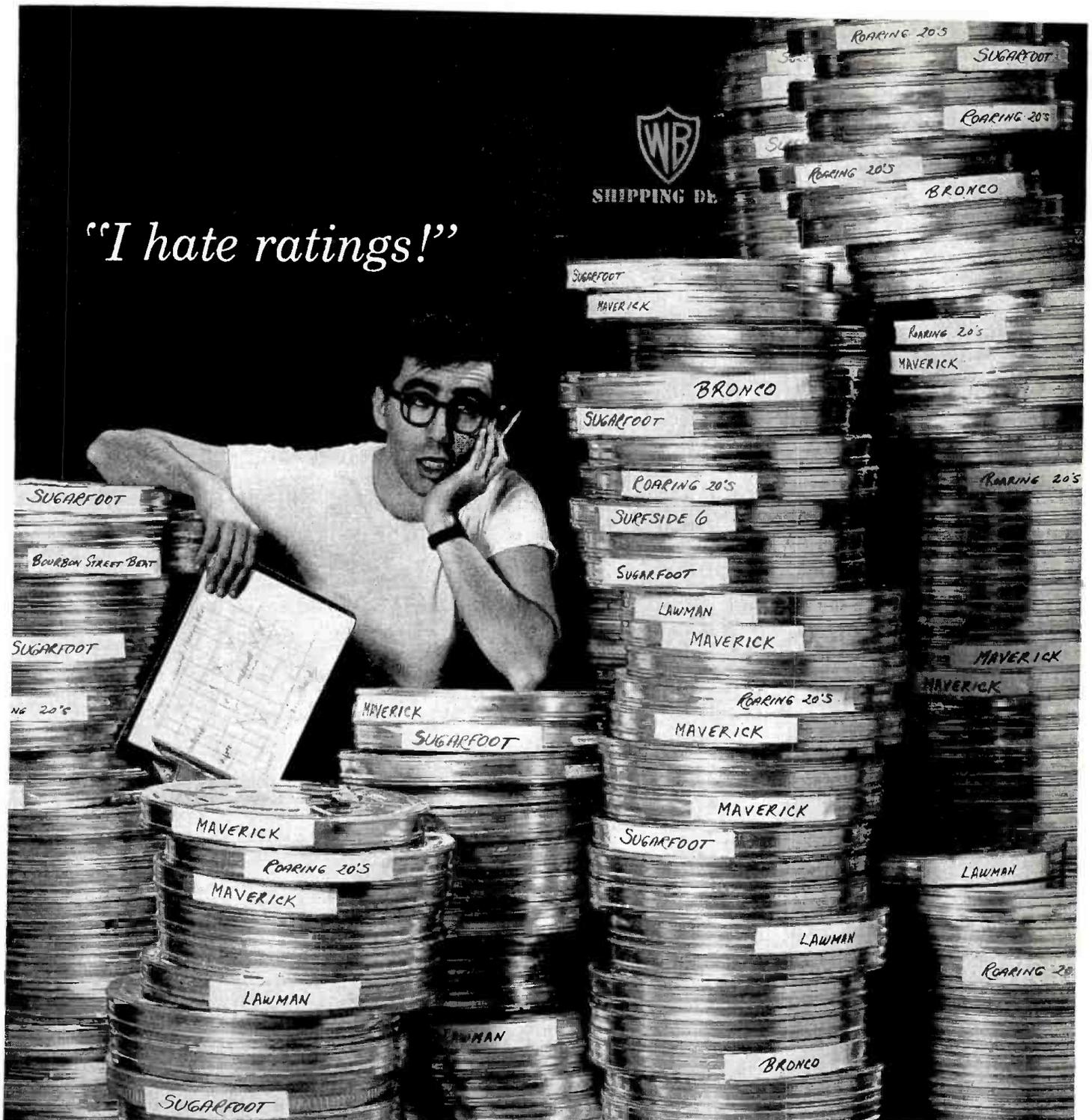
SAG seeks 6% of gross for movies on pay tv

Proposal that actors employed in theatrical movies released to pay tv be given 6% of worldwide gross (less distribution expenses not to exceed 40%) will be made by Screen Actors Guild in negotiations to start March 25, SAG said yesterday (March 17).

Guild will also ask for advance of 75% to be paid at time of first release of any movie to pay tv. Present contract calls for producer to pay SAG 6% of world gross from use of theatrical pictures on free tv, less 40% distribution costs, but without advance payment.

Japanese color for \$295

Japanese-made 16-inch color tv set is to be introduced in U.S. next fall to sell at \$295 by Majestic Electronics Inc., Los Angeles. Made by Toshiba, set already is on market in Japan.



"I hate ratings!"

These shipping orders—they're getting longer and longer. So I calls up the Traffic Manager and says, "Look, old buddy, what goes with the shipping sheets?" He tells me that ever since the ratings came out, stations are ordering up these Warner Bros. TV shows like they was the only ones around. "No wonder," he says. "Maverick's right up there among the top ten off-network shows in markets like Los Angeles, Sacramento, Baltimore, Dallas-Fort Worth, Tampa, Indianapolis and others.

Shows like *Surfside 6*, *The Roaring 20's* and *Bourbon Street Beat* are reaching more homes in many markets than network competition—in prime time yet." Then he gives me the back-buster. It's gonna be even worse when the March ratings show what that western strip—*Maverick*, *Bronco*, and *Sugarfoot*—does. Brother... do I hate ratings!



WARNER BROS. TELEVISION DIVISION

666 Fifth Avenue, New York 19, N.Y. Circle 6-1000



Visit us in the Park View Room
Pick-Congress Hotel March 30-April 3

MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN

a whopping

69%

increase in
three years

WTVY's total homes reached from 6 P.M. to 10 P.M. has increased steadily each year as shown in the following figures taken from the year-end ARB Reports.

25,500 in 1962

20,000 in 1961

17,800 in 1960

15,100 in 1959

WTVY operates on Channel 4 at full power from Alabama's tallest tower, 1549 feet above sea level.

WTVY serves nearly 200,000 homes in three states with the best CBS, ABC and local programming.

add up the
facts about

WTVY

DOTHAN, ALA.

then call:

THE MEEKER CO., National Reps, SOUTH-EASTERN REPRESENTATIVES, Southern Rep; or F. E. BUSBY at 205 SY 2-3195.

DATEBOOK

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

*Indicates first or revised listing

MARCH

*March 18—Western States Advertising Agencies Assn. dinner meeting, Sheraton-West Hotel, Los Angeles. Bob Klein and Alan Barzman, principals of Klein/Barzman, commercial production firm, will speak. Ted Neale Jr. is program chairman. Marvin Cantz, WSAAA president, will preside.

March 18—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 18—Special hearing on import duties on video tape (see story, this issue). U. S. Tariff Commission, 9th & F Sts., N. W., Washington, D. C.

March 19—Hollywood Ad Club luncheon meeting on color tv at NBC color studios in Burbank, Calif. Jack M. Williams, RCA Sales Corp. vp for advertising and sales promotion, will discuss color tv. Luncheon will be followed by a tour of the color studios. Door prize is a color tv set.

March 20-22—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.

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—Southern California Broadcasters Assn. luncheon, 12 noon, Michael's restaurant, Hollywood. Dan Scully, account executive at Leo Burnett Co., Chicago, will discuss Kellogg's radio advertising.

March 21-22—Third annual Washington conference on Business-Government Relations in Marketing, sponsored by the School of Business Administration of American U., Shoreham Hotel, Washington, D. C. General theme is "Business and Government—Partners in Marketing in the Free World."

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—Massachusetts AP Broadcasters Assn. meeting, Boston.

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 23-24th annual convention of the Intercollegiate Broadcasting System, Gould Student Center on the campus of New York University in the Bronx, New York City. Fred Ruegg, vice president in charge of station administration, CBS Radio, will talk on "Seven Secrets of Success-Characteristics of a No. 1 Station." This convention follows the IRTS conference, March 21-22.

*March 25—Hollywood Ad Club Shirtsleeves

session on "Creative Media Selling," 12 noon to 2:30 p.m., Hollywood Roosevelt. Emil Reisman, advertising manager, Gallenkamp Shoe Stores, chairman. Rick Clark, Relaxacizor; David Blair, Bullock's department store; Robert Forestal of McNaughton, Laub, Forestal and Jeff Rogers of Honig-Cooper & Harrington will report on successful advertising ideas contributed by media salesmen. Jack O'Mara, TvB western manager, will preside.

March 25-28—Institute of Electrical & Electronics Engineers, international 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 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., White Plains, N. Y., will speak at the evening conference banquet on "Developing a Climate Conducive to a Growing Economy."

*March 29—The Chicago chapter of Sigma Delta Chi (The Headline Club) dinner meeting, 6:30 p.m. (cocktails 5:30), Sheraton-Blackstone Hotel. Pierre Salinger, White House news secretary, will speak on managed news and other press-government friction.

March 29—Advertising Women of New York Foundation, World's Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Lanin's orchestra from 8:00 p.m. to 2:00 a.m.

*March 23-24th annual convention of the Assn. of Background Music Operators, Conrad Hilton Hotel, Chicago.

March 29-30—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Sheraton-Chicago Hotel. Host organization, Chicago Federate Advertising Club, extends welcome to broadcasters. Speakers include AFA Board Chairman George Head, National Cash Register Co. and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

March 29-30—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla. WEDU (TV) Tampa-St. Petersburg (educational ch. 3) is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harley, NABE president, and Richard Hull, of Ohio State U., NABE board chairman.

*March 31—Board of directors meeting, Institute of Broadcasting Financial Management, 9 a.m., Blackstone Hotel, Chicago.

March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

*March 31—Annual meeting of the Assn. of Professional Broadcasting Education, Chicago. Dick Mendenhall, editorial director of WSB-AM-FM-TV Atlanta, Ga., and Worth McDougald, head of radio-tv sequence at the University of Georgia's School of Journalism, will speak.

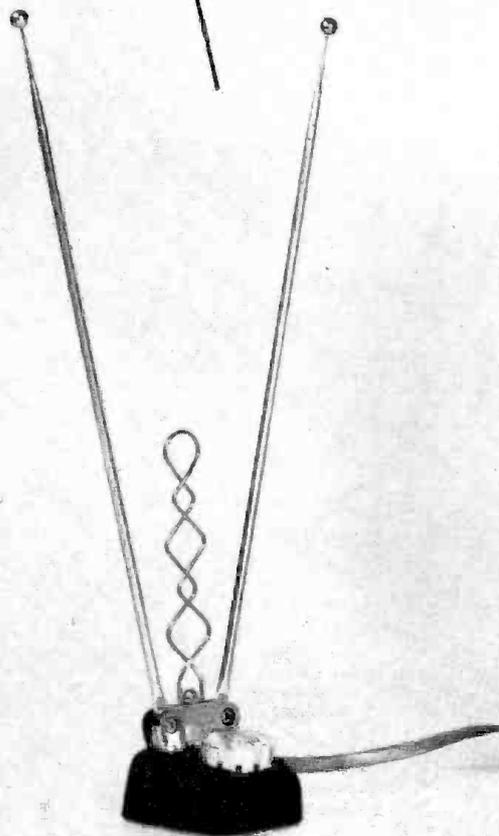
March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and establish-

"I get
your signal,
baby..."

"Shhh! People
are watching!"



More people are always watching WJXT. With a striking lead of 307% more homes outside the metro area and 27% more homes inside Jacksonville itself . . . with 46 out of the top 50 breaks . . . WJXT is the only efficient way to reach the total North Florida/South Georgia regional market.

Represented by *TvAR*

WJXT



JACKSONVILLE, FLORIDA

**POST-NEWSWEEK
STATIONS** A DIVISION OF

THE WASHINGTON POST COMPANY

RADIO WILS LANSING

1320

3 TIMES THE AUDIENCE*
3 TIMES THE ADULTS**

(* JAN.—MAR. '62 HOOPER)

Anyway you slice that whooping big HOOPER it comes out three times the audience... and, three times the adults of the 2nd station... Like this:

Local Time	WILS	2nd STATION
7 to 9 a.m. Heavy traffic period with adult and teen audience	66.6%	21.1%
9 to 4 p.m.** Housewife time. Teenagers not home.	59.7%	18.4%
4 to 6 p.m. Drive time period with adult and teen audience	61.1%	14.2%
7 'til Noon total	63.6%	21.0%
Noon 'til 6 total	59.5%	15.4%

(Hourly average and total % from Jan.-Mar. '62 Hooper)

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.

14 (DATEBOOK)

ment of special press rates for wire services.

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

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

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

April 2—Premium Advertising Conference, conducted by Premium Advertising Assn. of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers' Exposition is "Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion." Featured speakers are Dr. Arno Johnson, vice president and senior economist at J. Walter Thompson Co.; Stanley Goodman, president of Sales Promotion Executives Assn.; Richard F. Tomlinson, president of Food Field Reporter and Food Topics; Daniel L. Goldy, U. S. Dept. of Commerce; and William Dunham, president of Premium Advertising Assn. of America.

April 3—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

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

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

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta. News clinic featuring specialists in various phases of broadcast news coverage. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus, Los Angeles.

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

April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences. Shirley Temple Black will be hostess and honorary chairman of the two-day event, which will be attended by representatives of the participating countries, ATAS members, guests from allied fields and educators and students. Countries represented will be El Salvador, Canada, Japan, the Republic of China, the Philippines, Venezuela, New Zealand, Ecuador, Australia, Guatemala, Chile, Mexico, Colombia, the Republic of Korea, Panama, Indonesia and Peru. Each country will present two to five entries to represent typical and significant tv programming. The exact site for showing the entries has not yet been selected.

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,

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER

Sol Taishoff

Editorial

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Publications and Circulation

DIRECTOR OF PUBLICATIONS
 John P. Cosgrove

CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANT: David Cusick, Edith Liu, Burgess Hess, German Rojas, Eugene Sheskin.

Bureaus

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

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

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

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

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, March 18, 1963

You'd expect to pay a nickel for such a nail

This tempered-steel nail will penetrate
poured concrete.

①

It is shown three times actual size
to clarify the details.

②

Notice the lengthwise fluting
on the shaft: it prevents splitting,
whether you are driving into
concrete or wood.

③

The fluting gives the nail
a screw-like grip. It won't pull out.

④

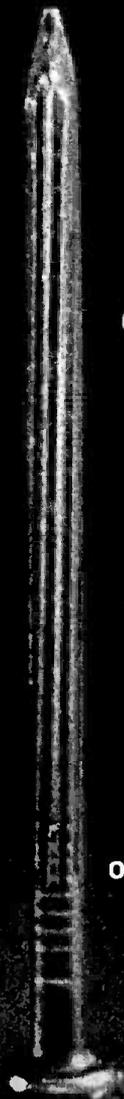
The head will not split off. See how it is
shaped to countersink itself
on the final blow of the hammer.

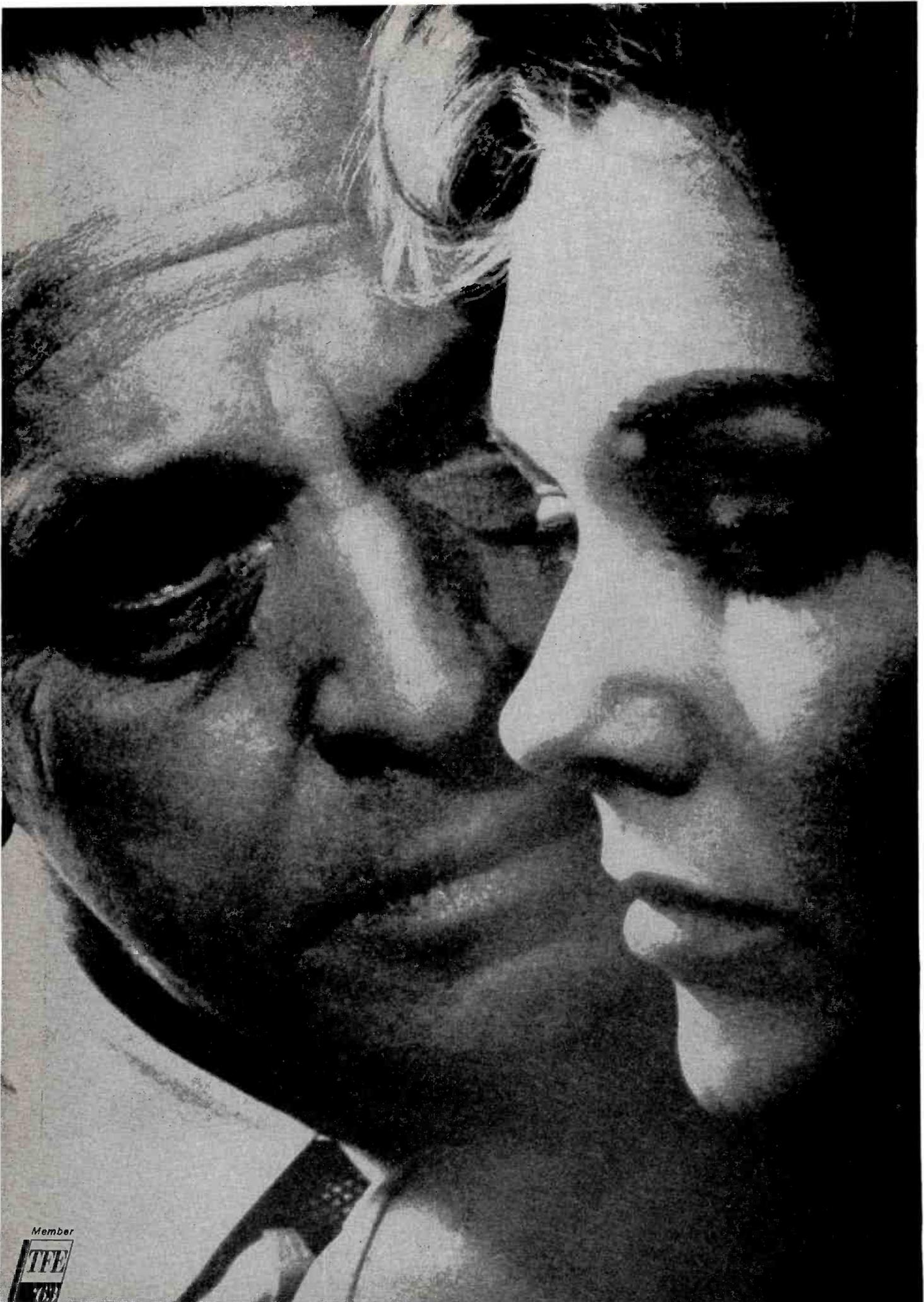
⑤

Good as it is,
you can buy a pound of these nails for 49¢.
There are approximately 100 in a pound.

MORAL:

There is no such thing as a dull product.
Only dull approaches to interesting products.
What's your problem?





Member
TFE
788

Powerful!

"MIDDLE OF THE NIGHT". . .

Kim Novak and Frederic March head an inspired cast in this intense drama that prize-winning author Paddy Chayefsky fashioned from his own Broadway success. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48's.

Already sold to: WCBS-TV New York, KGO-TV San Francisco, WTPA Harrisburg-Lancaster, WGAN-TV Portland, Maine, WCAU-TV Philadelphia, WBBM-TV Chicago, WOOD-TV Grand Rapids-Kalamazoo, KENS-TV San Antonio, WJHG-TV Pensacola-Panama City, WAPI-TV Birmingham, WALB-TV Albany, Ga., WSyr-TV Syracuse, WBAY-TV Green Bay, KHSL-TV Chico-Redding, KGMB-TV Honolulu, KLAS-TV Las Vegas, KPHO-TV Phoenix, KGW-TV Portland, Oregon, WRGB Albany-Schenectady, KMOX-TV St. Louis, KTVT Ft. Worth-Dallas, WOKR Rochester, N. Y., WEEK-TV Peoria, KARD-TV Wichita, WLOS-TV Asheville, WHO-TV Des Moines, WWL-TV New Orleans, WKBN-TV Youngstown, WLBW-TV Miami, KOVR Stockton-Sacramento, KMBC-TV Kansas City, Mo., KMJ-TV Fresno, WDAU-TV Scranton-Wilkes-Barre, KLYD-TV Bakersfield, WJAR-TV Providence, KOGO-TV San Diego, KTNT-TV Seattle-Tacoma.

The **COLUMBIA POST-48's**
are distributed exclusively by

SCREEN  GEMS, INC.

WIBC

The Friendly Voice of Indiana

Indianapolis - Ever Growing!



LEADS IN PROGRESS

WIBC's Jim Shelton and Easy Gwynn are seen before a photo of the nearly completed Northwest High School where they'll soon originate programs in WIBC's 13-year-old series of broadcasts from area high schools. Northwest is but one of 10 new schools opening in metropolitan Indianapolis this year. Nineteen more will receive major additions.

Expanding education in Indianapolis is just one of the many signs of solid growth. New commercial, industrial and government buildings are evident in all sections of the county. Apartment, home and shopping center construction abounds. This growth reflects a healthy, diversified economy with 330,000 gainfully employed.

LEADS IN AUDIENCE

WIBC long has dominated the radio scene in Indianapolis and Indiana. Thirty-eight daily newscasts, consistent editorials, music and personalities with widest popular appeal are combined in programming that has earned for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

* 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

workshop on international advertising. Hotel Plaza, New York.

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

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

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

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

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

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

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

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

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

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

April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

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

OPEN MIKE

K&E's justifiable crowing

EDITOR: We're proud to have produced the world's best radio commercial (BROADCASTING, March 4). One copy of this issue just doesn't seem to be enough to go around. Please send two additional copies for our files.—Alice M. Liddell, media director, Kenyon & Eckhardt, Boston.

(The radio spot for Hood Banana Split ice cream, K&E client, was judged the best radio spot in the Hollywood Advertising Club's International Broadcasting Awards.)

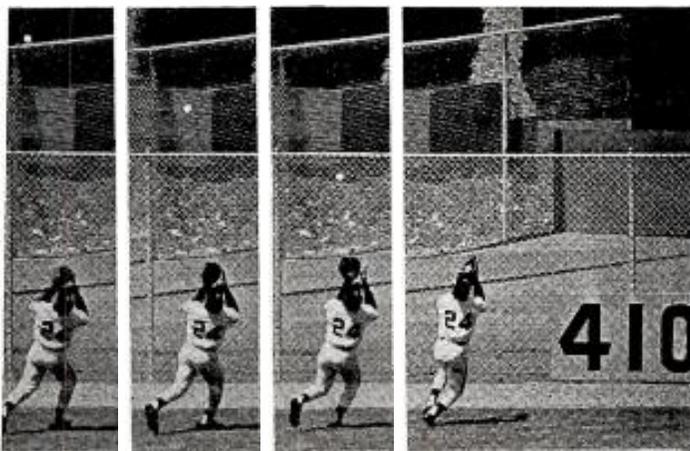
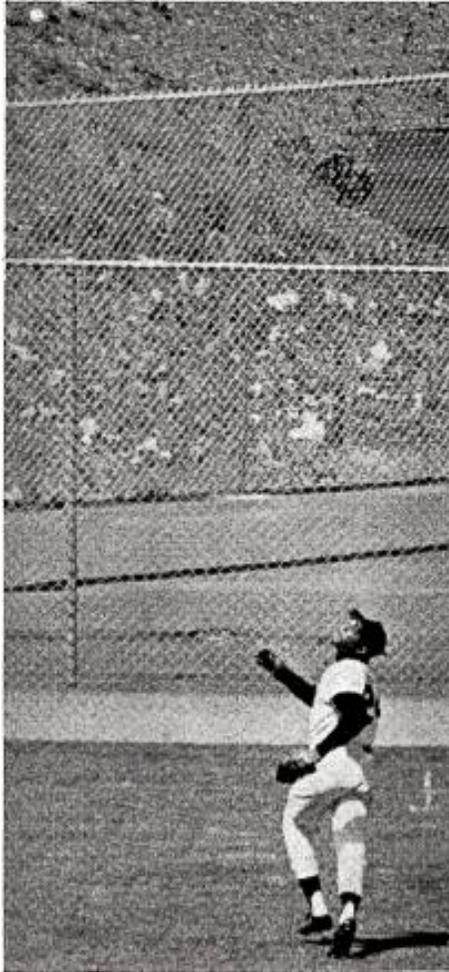
Honors to salesmen

EDITOR: Our friends in the insurance business can show us a thing or two about honoring their salesmen. I refer specifically to the "Million Dollar Round Table."

Has it ever been suggested to you

BROADCASTING, March 12, 1963

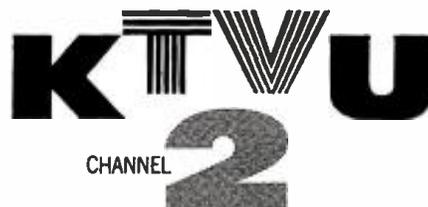
SPORTS...



Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

Live and direct. That's what sports fans in the San Francisco-Oakland market expect (and receive) from KTVU. And sports is what they watch in growing numbers. Over 1,250,000 viewers per average minute watched the Giants-Dodgers games on KTVU last September. Northern California's top sports events are seen on KTVU—Seals Ice Hockey, Warriors NBA Basketball, the Bing Crosby Golf Tournament, College Basketball, Wrestling and Roller Derby—all are live and direct on KTVU. Just another reason why KTVU is the nation's **LEADING** independent television station.

The Nation's **LEADING**
Independent TV Station



SAN FRANCISCO • OAKLAND



Bill Anderson



Terry Gibbs



Bill Snyder



Billy Taylor

AND MANY OTHERS
at the
**SESAC
CELEBRITY
SUITE**
906-A

Continuous Live Entertainment

NAB CONVENTION
March 31st - April 3rd
Conrad Hilton. Chicago

that perhaps BROADCASTING Magazine could have a "25-Year Radio Round Table," with strict membership requirements?

I'm only 39, [but] I have been in radio continuously for 23 years and I'm proud of the time sales made in that period.

How about helping us get more class in the wonderful radio business.—*Walter H. Stamper, commercial manager, WAPO Chattanooga, Tenn.*

Back to Oct. 15, 1931

EDITOR: . . . I would like to apprise your readers of the fact that our institution is pressing forward in the accumulation of materials dealing with the broadcasting industry. We are particularly desirous of obtaining for our collection a complete file of your magazine. And the assistance that either you or your readers can give will be warmly appreciated and of enormous use in the years ahead.—*Arthur Knight, curator, Hollywood Museum, 8833 Sunset Blvd., Los Angeles 69.*

(Except for a few bound volumes that are a permanent part of our library, there are no extra complete files for the 32½ years we've been publishing. However, we pass along the request in the hope that some of our readers may be able to help Mr. Knight).

What's so funny?

EDITOR: With regard to your March 4 story on the NAB's annual conference of state association presidents, the picture captions infer that these distinguished gentlemen and their invited guests were discussing our problems and matters pertaining to broadcasting.

By the facial expressions in the pictures, I deduce that some pretty good jokes and stories were told at the conference, in addition, of course, to the transaction of business matters.—*George Weiss, president, WBBQ-AM-FM Augusta, Ga.*

Dissents on Belden report

EDITOR: Eagle Pass, Tex., is one of the Mexican-American markets described in your Feb. 28 issue. How the [Belden] report can take such a little sampling and get any information whatsoever on the listening and buying habits of the Mexican-American people is beyond me. A sampling of Los Angeles and San Antonio gives no indication of the people along the Mexican border where the [Spanish-speaking] population runs as high as 70%. We have been operating border stations for ten years and living and dealing with these people very closely. We think they are the finest, most loyal listeners that any radio station could have.

The survey showing 83% of the

homes having radios and 87% of the homes having television is absolutely absurd. Also, we find that our local advertisers prefer English to Spanish advertising by a 60-40 ratio.—*E. J. Harpole, general manager, KEPA Eagle Pass, Tex.*

Provides all the answers

EDITOR: I want to congratulate you on the professional job that has been done in compiling such a wealth of referable data in the 1963 YEARBOOK.

Our broadcast people keep this YEARBOOK on top of their desk for quick and handy reference to answer the myriad of questions that arise on a most frequent basis.

Because of its wide editorial scope it is constantly referred to in answering such questions as station ownership, NAB codes, ownership transfers, audience composition, etc.

If I could suggest one area of improvement, it would be in the area of added technical details which you handle so professionally.—*Marion Harper Jr., president, Interpublic Inc., New York.*

Another for radio drama

EDITOR: I have to express 100% agreement with John Stolz (OPEN MIKE, March 4) that radio drama is not out of place if properly programmed. For a long, long time I have felt the same way. Drama could serve a definite purpose in today's radio.

There must be a number of masters stacked in dusty storage rooms. I know the writers are available and the actors are ready and willing to help revive a part of broadcasting that has been missing too long.

Sponsors are receptive to the idea of radio drama. The question is: are the broadcasters ready to leave what has become the beaten path and program something different.—*Ken Bichl, president, Cleveland local, American Federation of Television & Radio Artists.*

Straightening the record

EDITOR: In your March 4 CHANGING HANDS, there are several mistakes. KAVE-AM-TV was sold to John Deme. The majority stockholder is Mrs. Edward Talbott since Edward Talbott passed away Jan. 19. And the stockholders of KAVE-AM-TV have no interest in KROD-TV, which is a Trigg-Vaughn station.—*Tom Wiseheart, vice president & general manager, KAVE-AM-TV Carlsbad, N.M.*

(The references to Mr. Talbott as chief stockholder as well as the inclusion of KROD-TV in the item were picked up from an erroneous release from the broker.)



Close



Closer



Closest to the Dallas, Ft. Worth market.

A circle of admiring faces. Indicative of the very special way children (and their approving mothers) think of Jerry Haynes. He's WFAA-TV's "Mr. Peppermint," now in his third year of making big sponsors and little viewers happy. He's one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.

WFAA-TV

Television packs power into personal salesmanship

"Believability" may have become an overworked word in these skeptical times in the intensely competitive world of advertising and marketing.

But we at Norge have never been more convinced of the *selling power* of a personality who possesses this elusive trait and can communicate it to television viewers. This conclusion comes from our experience as a participating sponsor of *Lunch With Ernie*, the ABC-TV noontime program which stars Tennessee Ernie Ford.

The results have been extremely gratifying not only to us but also to Norge dealers and distributors throughout the country. They prove once again that effective selling is still very personal, very individual—one speaking to just one other, though the listener may be multiplied millions of times through the magic of our newest medium.

Ad Battleground ■ In the appliance industry consumer confidence in the quality and performance of the product is absolutely essential. It is no easy task to convey this quality of reliability to a viewer who is bombarded with competing claims throughout the day.

Norge has been a broadcast advertiser for many years, going back to the early days of radio. The use of the broadcast media is an important part of our overall marketing planning.

The appliance industry generally has been a heavy user of both radio and television, particularly at the local level. Norge is no exception. A substantial percentage of our marketing dollar goes into the broadcast media where Norge now spends more than \$1 million a year, including cooperative money.

Until the fall of 1962 Norge for several years had confined its television activity on behalf of our appliance line to spot schedules. These were productive. But we also were aware of the benefits of association with a program on a continuing basis where this continuity enhances our product story.

This opportunity came several months ago with the *Ernie Ford Show* as it was then called. At that time the program was seen in most markets from 11:30 a.m. to noon. It seemed to us that both the time period and the format were made-to-order for us to reach our prospect, the homemaker, in an excellent atmosphere.

Personal Touch ■ Even more important, however, was the personality who was to be the star of the program. Norge then had only recently offered a two-year parts and service warranty through our dealers as evidence of our faith in the quality and reliability of our automatic washers. We felt that we

had to be associated with a performer whose own reputation would authenticate the story that we wanted to tell.

Perhaps more than any other personality, we believe, Tennessee Ernie Ford not only met but exceeded this qualification. In making our decision we took into consideration Mr. Ford's integrity in his approach, not only to the program but also to the products to be advertised on that program. We knew that a part of his standard procedure is to use and analyze the products himself to test product claims before accepting commercial assignments. We considered, too, Mr. Ford's previous association with quality products of other well-known and respected manufacturers.

We became a participating sponsor for an initial 13-week period in the fall and renewed our sponsorship this February for another 13-week period through May in 173 markets. Our participation in the program and Mr. Ford's own unique way of presenting Norge appliance commercials have been most important, we believe, in helping to produce the sales gains which we have enjoyed.

Selling Climate ■ Now called *Lunch With Ernie* and in the 12-12:30 p.m. period, the program has steadily built a loyal audience. The free-and-easy format and Mr. Ford's relaxed handling of audience and guests, we think, provides an atmosphere that increases the viewer's receptivity to our commercials.

While some advertisers would prefer their commercials delivered "as is," Norge prefers that Mr. Ford handle our commercials in his own refreshing way. For example, we certainly don't object to his saying "sloshing around in there" in place of "agitation" when he describes automatic washer features. We also have benefitted from occasional sketches that Mr. Ford has built around our products, sometimes just

preceding our scheduled commercial for an automatic washer or dryer.

Mr. Ford's obvious enthusiasm for the products has had a marked effect on the enthusiasm of our dealers and on all of us as well. Many of our distributors and dealers have purchased tie-in spots in local station availabilities to get extra impact from the national program in their own communities.

We also have prepared program-related ad mats for use as drop-ins in local newspaper advertising and have provided dealers with tie-in window banners and other in-store materials. We strive to obtain the fullest merchandising profit possible.

At Norge we also have called attention to our participation in this program through an extensive trade advertising schedule. Although our ads do not quote Mr. Ford or imply his personal endorsement of our appliances, they do employ his vernacular to emphasize how effectively he is selling Norge products on behalf of our dealers.

Dealer Response ■ Norge distributors and dealers are enthusiastic about our association with the show. Mr. Ford has made kinescopes for use at distributor-dealer meetings and his "appearance" via such film was a highlight of a recent Norge dealer trip to Spain. These filmed chats with the distributors and dealers employ the same friendly approach that is so effective with the viewers of the program.

Our participation in *Lunch With Ernie* currently is emphasizing our matching "Touch 'n' Wash" washer and "Touch 'n' Dry" automatic dryer. These two new laundry appliances feature simplified controls as contrasted to a multiplicity of buttons. During the next few weeks Norge refrigerators will be the subject of our commercials. And we know they'll move, too. They can't miss with the power that tv packs into personal selling.



James D. (Dan) Dougherty is vice president in charge of domestic appliance sales for the Norge Div. of Borg-Warner Corp., Chicago. He directs the national sale of Norge home appliances through 87 independent distributors and 10,000 retailers. He joined Norge in 1954 and has been national refrigerator sales manager, field sales manager and district sales manager for Montana, Oregon and Washington. Before joining Norge he was with F. B. Connelly Co. of Oregon, Portland.

Why buy St. Louis?

DIVERSIFICATION . . . the most highly-diversified major market in the nation . . . delivering consistent, stable purchasing power!

WAGES . . . a steadily-employed labor force, earning wages 22% higher than the national average . . . more sales potential for you!

GROWTH . . . 2,126,000 sales prospects in the metropolitan area alone — a 45% increase since 1930 . . . new, growing families with new, growing needs!

BUYING POWER . . . \$4,748,209,000 in net effective buying income . . . a 67% increase in ten years!

DYNAMIC DEVELOPMENT . . . the largest, most dynamic urban-redevelopment plan in the nation . . . a rebirth of civic energy that has won the attention of the nation!

PENETRATION . . . the nation's easiest major market to penetrate, through the "Voice of St. Louis," each week reaching 77% of the homes in this thriving market . . . the greatest percentage of penetration delivered by any radio station in America's top ten markets!

PROGRESS . . . is St. Louis!

KMOX RADIO

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

* cumulative Pulse 1962





**WHAT DO YOU LOOK FOR WHEN YOU BUY RADIO AND TV?
 MANAGEMENT? PERSONNEL? EXPERIENCE? COMMUNITY SERVICE?
 TALENT? PROGRAMMING? COMMUNITY ACCEPTANCE? COVERAGE?
 FACILITIES? RESPONSIBILITY? MARKET SIZE? REACH 'N' RATINGS?
 YOU GET EVERY ONE OF THESE ATTRIBUTES...AND MORE...FROM
 EACH OF THE GREAT STORER STATIONS!**

IMPORTANT STATIONS IN IMPORTANT MARKETS

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	NEW YORK <i>W'HN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>	STORER <i>BROADCASTING COMPANY</i>
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>	



FAVORITE THROUGHOUT MARYLAND JOHNS HOPKINS HOSPITAL, BALTIMORE

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

BIG BUYERS LIKE '63-'64'S LOOK

- Agencies think pilots promise many program innovations
- ABC-TV's daring reshuffle of line-up causes most comment
- NBC-TV keeps tested formats; CBS-TV has advantage of strength

Agency executives entrusted with the investment of close to half a billion dollars a year in network television think the 1963-64 season's schedule may be the most exciting in years.

Based on pilot films they've seen and scripts they've read, they feel that, taken as a whole, the network's program blueprints for next fall promise a rare degree of originality and innovation.

This consensus emerged clearly, although by no means unanimously, from an informal survey conducted by BROADCASTING among top programming and media executives at leading advertising agencies. These agencies placed more than \$480 million in billings for time and talent on the three networks last year.

Record Buying ■ The judgments these executives expressed, however alike or dissimilar on details, are the same judgments on which, for the most part, they are now and for several weeks have been buying into the new schedules at an unparalleled rate (BROADCASTING, Feb. 25, *et seq.*)

The patterns of their spending testify to their enthusiasm for the programs they have bought or optioned—and their lack of it for those they have abandoned or refused. In the survey, however, they gave their views on the whole spectrum of network prime-time programming—including specific new shows that struck them as unusually promising or unusually drab—whether they were involved in the buying or not.

They also gave their opinions on how the 1963-64 schedule changes will affect the networks themselves, with this consensus:

■ Next season should be a critical one for ABC-TV, which of the three networks will be programming the greatest number of new prime-time shows.

■ CBS-TV should once again dominate the three networks in the night-time, although a few agency programmers felt that its lead may be cut.

■ NBC-TV was seen as banking heavily on tested formats, with little "new excitement" going into its schedule through the new series now being planned. NBC seemed to out-rank ABC

for second spot, however, some authorities thought this race would be a toss-up.

ABC-TV was credited almost universally by agency men with attempting the most daring moves, deviating markedly from its previous pattern of westerns and action-adventure. The network was at a critical point, executives felt, and sharp breaks from its previous strategy may be urgently needed.

CBS-TV was regarded as programming from strength, having approximately five and one-half weekly hours to replace and, agency men concurred, it wisely elected to substitute with a balanced diet of name personalities, historical drama and situation comedy. They believed that CBS-TV's overall balance and programming strength have been preserved.

There was less agreement on the soundness of NBC-TV's moves. Rated this season somewhere between CBS-TV's resounding success and ABC-TV's generally "poor" showing, NBC-TV has not, in the view of many agency programming directors, planned enough different moves to alter its competitive

position significantly next season.

Waiting Game ■ NBC-TV, some warned, has only delayed a decision on what to program on two important nights as a result of planning motion pictures on both Saturday and Monday nights. Other critics of the network's plans saw a proven pattern of anthologies (such as that used in the past for *Dick Powell Theater*) becoming the norm at NBC-TV—for example, the anthologies that will back the Bob Hope and Perry Como programs, as well as fill the new *Richard Boone* hour.

But NBC-TV's supporters contended it has other strengths going for it: name talent, some musical-variety formats carried over and strong station lineups, all of which appeal to advertisers (for example, the Chrysler Corp. sponsorship next season of the Bob Hope hour).

Most of the respondents cautioned that prognostication is a risky business. Privately, many confided that they hoped that ABC-TV particularly has hit upon a workable programming formula, pointing out that stiffer competition is needed to upgrade tv programming as a whole and build confidence among advertisers. Several officials noted that in times of a "seller's market" (in which one network is in the driver's seat), programming tends to suffer and the medium as a whole is depressed.

Top Program Picks ■ New programs regarded by several agency men as "good," "excellent" or of possible "hit caliber" were *My Favorite Martian* on CBS-TV; *Arrest and Trial* and *Jaimie McPheeters* on ABC-TV and *Mr. Novak* on NBC-TV.

New shows also receiving favorable mentions were *Greatest Show on Earth* and *Stand By* on ABC-TV; *Grindl* on NBC-TV and the *Adventures* historical drama series on CBS-TV.

Among newcomers that were considered doubtful or uncertain because of time period or for format were *East Side, West Side* on CBS-TV; the *Richard Boone-Odets* anthology series; the *Robert Taylor* series; and *The Lieutenant* on NBC-TV, and *The Breaking Point* on ABC-TV.

There were wide variations of opin-



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The Ohio River Valley
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ion toward most of the new shows, but four new variety entries—the Danny Kaye and Judy Garland shows on CBS-TV, and the Jerry Lewis and Sid Caesar-Edie Adams programs on ABC-TV—received almost unanimous approval. The belief was strong that these personalities are all sufficiently skilled to come through with hit shows, but . . .

It was also clearly felt that all three will need strong material, week in and week out. In the case of Miss Garland, most agency men questioned said they had serious reservations about her health and temperament being geared to a one-hour show each week.

The consensus was that Bob Hope on NBC-TV and Phil Silvers on CBS-TV would do well. There was less confidence that the *Como Kraft Theatre* would prove as successful as the weekly *Como* series in the past.

Several executives commented that they expected CBS-TV to receive its most rugged competition on Monday and Friday nights, but to remain on top on other evenings.

ABC-TV Promising • In the agency executives' reactions, ABC-TV stood out unquestionably as the network with the most promise for the biggest gains—if. Success with its new lineup or a substantial portion of it would get ABC off and running, in their opinion. But they also are cautious, some going so far as to suggest that enthusiasm for ABC's plans consists partly of hope that the network will do well, in order to preserve and strengthen three-network competition.

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., said his agency was placing its money on the network (CBS-TV) that it expects to "pick up the marbles" next season. Bates has moved an estimated \$20 million of American Home Products billings from ABC-TV to CBS-TV and is placing still more on CBS.

George Polk, BBDO vice president in charge of program planning, mentioned ABC-TV as the innovating, exciting network for next season but warned that the approach to advertisers is one that will get them "slow dollars." He described the ABC-TV approach to new shows as one that is selling hope and expectation (through pilots) as compared to CBS-TV's offer of name value and known appeal in the *Judy Garland Show* and *Danny Kaye Show*.

Often-Mentioned Programs • Here are some of the new ABC-TV programs mentioned most often as holding high promise and giving an innovating and sometimes "daring" look to the ABC schedule for 1963-64:

Greatest Show on Earth, which will be hour-long and in color. It banks on the showmanship and background of

Fitting in the pieces

ABC-TV last week continued to show itself as the least "set" network in its programming plans for the next season.

Topping the news of shifts and revamps was the report that *Voice of Firestone*, now in its first season as a return series on Sunday at 10 to 10:30, will be dropped from the prime-time ABC-TV schedule in the fall. The network appeared to be giving a new quiz show, *100 Grand*, the first big-money quiz since the rigging revelations in 1959, the nod for the time period.

Other "talked about" changes at ABC-TV: *Amos Burke* in at 8:30-9:30 on Friday and *77 Sunset Strip* in at 7:30 that same night, giving that show still another season (reportedly 20 new episodes are involved in the arrangement with Warner Bros.); *Please Standby* headed for a 7:30-8:30 berth on Monday, and *Farmer's Daughter* (half sold to Clairol) into the Friday, 9:30 period.

Sid Caesar and Edie Adams each will star in a series of half-hour programs that will alternate in the Thursday 10-10:30 period on ABC-TV, returning the 10:30-11 p.m. period to station time. Consolidated Cigar Corp. (Dutch Master Cigars), through Papert, Koenig & Lois, will sponsor Sid Caesar, and Consolidated, for Muriel cigars, has signed through Lennen & Newell for the Adams show.

NBC-TV made firm a new series that will star Robert Taylor in dramas based on the activities of the U. S. Dept. of Health, Education & Welfare, for Thursday, 7:30-8:30. Also on NBC-TV, Kraft Foods made final its place in the Thursday, 10-11 p.m. slot on the schedule. *Joey Bishop* stays on Saturday at 8:30-9 p.m. and *Jack Paar* remains in the Friday, 10-11 period. Both shows were to be shifted before Kraft's deal had been set. The Kraft hour will be filled by seven Perry Como specials and a new hour mystery-suspense drama series (CLOSED CIRCUIT, March 4). *Espionage* moves into the Wednesday 9-10 period vacated by Kraft.

NBC-TV also claims *The Virginian* and *Dr. Kildare* sold out for the next season and *The Eleventh Hour* and *The Richard Boone Show* receiving substantial orders.

the circus (mostly shooting on location in various locales to fit the storyline of a circus on the move).

The Fugitive, an hour show based on the adventures of a man hunted for killing his wife—a murder the audience knows he did not commit. Agency programmers believe this could be a bold and interesting show with good possibilities. They see it as a "difficult premise" with danger of becoming "overly complicated," but the pilot was impressive, suggesting high ratings.

Please Standby, based on science fiction (as in the old *Lights Out* programs). It could be a "big hit or a big bomb," according to one programmer, but Lee Rich, senior vice president in charge of programming and media at Benton & Bowles, thought it "good and well done and different." Mr. Rich predicted—as did several other agency executives—that ABC-TV has a good opportunity to become the "no. 2 network."

ABC-TV additionally has Jerry Lewis slotted for two hours on Saturdays, 9:30-11:30 p.m., an unusual move and one that agency officials find difficult to assess because of the length of the program and the mid-to-late-evening time it will occupy.

A totally new concept is employed in *Arrest* and *Trial*, each 45 minutes in length and scheduled for back-to-back presentation on Sunday evenings. The shows, by Revue Productions, can be viewed as a "package"—the first program deals with a man's arrest, the second with his trial (*Perry Mason* style—but viewing one is not dependent on also seeing the other, since the storyline of each is self-contained).

Burnett picks up P&G's Lilt, Pert from Grey

Leo Burnett Co., Chicago, has been appointed agency for Procter & Gamble products Lilt (home permanent) and Pert (shampoo) in a switch from Grey Adv., New York, effective as of June 8.

Estimated Pert gross billings in spot tv in 1962 test marketing: \$63,500. Lilt's tv expenditure for 11 months of 1962: spot, \$943,290 and network, \$1.1 million. Grey retains P&G accounts for Jif, Big Top, Downy, Ivory Flakes and Premium Duz.

Ovaltine drops Tatham-Laird

Ovaltine Food Products Div. of Wander Co., Chicago, notified Tatham-Laird there last week that in 90 days Ovaltine's \$1.8 million budget, spent virtually all in television, will go to another agency. Tatham-Laird has had the account since 1954. Ovaline officials said the advertiser has invited several agencies to make presentations which are to be completed this week.

Robinson out, Dann in at CBS-TV

Hubbell Robinson resigned as CBS-TV programming chief last week and Michael H. Dann was appointed to take over his responsibilities.

Mr. Robinson quit his chief program post (senior vice president-programs) over the March 8 weekend. James T. Aubrey Jr., CBS-TV president, on March 11 announced a replacement: Mr. Dann, who had joined the network in the spring of 1958 as vice president, network programs—New York.

Second Trip ■ Mr. Robinson had left CBS-TV once before—in 1959, when he resigned as executive vice president, programming to enter independent tv program production. The post went to Oscar Katz, who had been in charge of daytime programs.

When Mr. Robinson returned to the top program job in March 1962, Mr. Katz reassumed his daytime responsibilities. Last week Mr. Dann, who had ranked below Mr. Katz when the latter was CBS-TV's No. 1 programmer, announced Oscar Katz's promotion to the No. 2 spot as vice president, program administration.

Out of the second-in-command position went Alan D. Courtney, who was vice-president-network pro-

grams. Mr. Courtney's resignation followed Mr. Robinson's. The two men had been associated when Mr. Courtney was a vice president at MCA TV and MCA acted as a sales agent for Mr. Robinson's production firm, which was responsible for *Thriller* and *87th Precinct* on NBC-TV. Mr. Courtney joined CBS-TV last summer, a few months after Mr. Robinson had rejoined.

Mr. Dann's broadcasting background extends from a post in the NBC publicity department to successively higher jobs in programming at NBC-TV and later at CBS-TV. At CBS-TV, he has made the New York origination flavor more evident than has been the case at the two other tv networks.

Mr. Dann served at NBC a total of nine years, his top executive posts

there including director of the program department and vice president in charge of program sales.

Mr. Robinson, when asked about his second resignation from CBS, said only that there was a difference over policy and that he was going to take a vacation. An unconfirmed report said Mr. Robinson may again produce network tv programs.

Mr. Katz entered programming from the CBS research department, which he joined in 1938. From August 1956 to 1959, and again from July 1962 until this month, he served as CBS-TV's vice president-daytime programs.

Mr. Robinson's first CBS association was marked by some of tv's first advances in program entertainment. At that time Mr. Robinson drew attention for bold program innovations such as the 90-minute *Playhouse 90* drama series.



Mr. Dann

Mr. Robinson

Mr. Katz

Mr. Courtney

Agency appointments...

■ Ghirardelli Chocolate Co., San Francisco, has appointed Fletcher Richards, Calkins & Holden, that city.

■ New England Confectionery Co., Cambridge, Mass. (Candy Cupboard and Page & Shaw chocolates and Necco candies), has appointed Wilson, Haight & Welch Inc., Hartford.

■ Milton Bradley Co., board game manufacturer, Springfield, Mass., appoints Richard K. Manoff, New York, to handle national advertising. Account, previously held by Noyes & Co., Providence, R. I., places about \$1 million annually.

■ W. F. Young Inc., Springfield, Mass., makers of Absorbine and Absorbine Jr. Liniment, has appointed Ted Gottself Assoc., New York, as its new advertising agency. The Young account, which bills a reported \$2 million annually (about half in broadcast), has been a J. Walter Thompson client since 1936.

■ Care, new liquid bleach product from Texize Chemical Co., Greenville, S. C., has appointed Venet Adv., Union, N.

J., as its advertising agency. An introductory campaign, with \$100,000 in billings, will begin in May on radio and tv in the New York area.

Business briefly...

Xerox Corp., Rochester, N.Y., has bought full sponsorship of two NBC-TV public affairs programs — *James Riddle Hoffa and His Teamsters* (Mon., April 1, 10-11 p.m., EST), and *A Visit to the Kremlin* (Tues., May 21, 9:30-10:30 p.m.). In addition, Xerox will co-sponsor, with Upjohn Co., *An Encyclopaedia of Communism* (Wed., April 10, 7:30-9 p.m.). Agency: Papert, Koenig, Lois Inc., New York.

Hartford Insurance Group, Hartford, Conn., has bought NBC-TV's *Baseball Preview*, Fri., April 5 (9:30-10 p.m. EST). Hartford is also buying participations in NBC-TV's Saturday and Sunday *Baseball Game of the Week*. Agency: McCann-Marschalk Inc., New York.

Buick Div. of General Motors Corp., through McCann-Erickson Inc., will sponsor a two-hour live telecast of the

Portland (Ore.) Rose Festival parade on Saturday morning, June 15, on a special 11-station Pacific Northwest tv hookup: KGW-TV Portland, KVAL-TV Eugene, KIMA-TV Yakima, KBES-TV Medford, KEPR-TV Pasco, KOTI (TV) Klamath Falls, KLEW-TV Lewiston-Clarkston, KPIC (TV) Roseburg, KCBY-TV Coos Bay.

Rep appointments...

Stello D'oro Biscuit Co., New York, is using puppets created by Bill and Cora Baird in spots on children's tv shows. Spots, currently in New York, will be aired in nine other major markets. Agency: Firestone-Rosen Inc., Philadelphia.

■ KTVI (TV) St. Louis: H-R Television Inc., New York, as national sales representative.

■ WTAQ LaGrange, Ill.; WYZE Atlanta; WLVN Nashville; WGMA Ft. Lauderdale, and WJMY-TV Allen Park-Detroit: Vic Piano Assoc., New York, as national representative.

■ WINN Louisville, Ky.: George Holingbery Co. as representative.

■ KCBD-TV Lubbock, Tex.: Blair Tel-

Toiletries, toilet goods—leading tv network buyers

Advertisers of toiletries and toilet goods placed the most in gross time billings of all advertiser product categories on the television networks last year.

These advertisers, according to Television Bureau of Advertising figures reported today (March 18), were responsible for nearly \$148 million, an increase of over 21% (\$121.6 million in 1961). Food and food products advertisers came in as a close second by registering more than \$133.6 million, a 4.2% gain over the \$128.2 million-level set in 1961.

A total of \$798,808,138 in gross time billings on the networks had been reported for 1962, an increase

of 12.2% over the previous year (BROADCASTING, March 4).

Also released by TvB were leading network advertisers and top brands in the fourth quarter of 1962.

Other product classes which had substantial gains in 1962: insurance advertisers billing more than \$15.7 million, up 40.5% advertisers of confectionery and soft drinks at over \$24.1 million, a 29.6% gain, and sporting goods and toy advertisers billing more than \$10.2 million, a 78.2% increase.

In the fourth quarter, Procter & Gamble Co. had a gross time billing of over \$12.1 million, and Anacin led the brands with nearly \$3.4 million in gross billing.

ESTIMATED EXPENDITURES OF TOP 25 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR

Fourth Quarter 1962

1. Procter & Gamble	\$12,126,151
2. American Home Products	9,866,051
3. Bristol-Myers	8,013,029
4. General Motors	7,360,446
5. R. J. Reynolds	6,387,443
6. Lever Bros.	5,694,771
7. Colgate-Palmolive	5,077,843
8. General Foods	5,025,677
9. Ford Motor	4,603,580
10. Gillette	4,296,953
11. Alberto-Culver	4,191,714
12. Philip Morris	3,295,307
13. P. Lorillard	3,276,691
14. Liggett & Myers	3,145,461
15. General Mills	3,105,152
16. American Tobacco	3,063,131
17. Brown & Williamson	2,919,865
18. Sterling Drug	2,890,791
19. J. B. Williams	2,690,856
20. Kellogg	2,588,824
21. Chrysler	2,547,714
22. Warner-Lambert	2,507,277
23. Miles Labs	2,431,088
24. Block Drug	2,309,183
25. Richardson-Merrell	2,289,575

ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	1961	1962	% Change
Agriculture & farming	\$ 1,821,084	\$ 102,951	- 94.3
Apparel, footwear & accessories	9,628,653	6,984,443	- 27.5
Automotive, automotive access. & equipment	48,199,253	52,205,183	+ 8.3
Beer, wine	6,291,143	8,766,826	+ 39.4
Building materials, equipment & fixtures	4,605,961	5,541,835	+ 20.3
Confectionery & soft drinks	18,634,340	24,147,711	+ 29.6
Consumer services	5,853,749	5,969,917	+ 2.0
Drugs & remedies	86,171,869	105,377,854	+ 22.3
Entertainment & amusement	1,193,575	880,893	- 26.2
Food & food products	128,275,143	133,656,350	+ 4.2
Freight, industrial & agricultural development	270,010	76,600	- 71.6
Gasoline, lubricants & other fuels	18,616,658	17,289,134	- 7.1
Horticulture	179,857	304,325	+ 69.2
Household equipment & supplies	27,199,547	33,554,928	+ 23.4
Household furnishings	3,960,891	3,545,823	- 10.5
Industrial materials	19,834,897	19,773,350	- 0.3
Insurance	11,204,099	15,746,737	+ 40.5
Jewelry, optical goods & cameras	13,798,783	12,922,268	- 6.4
Office equipment, stationery & writing supplies	4,050,970	3,761,541	- 7.1
Political		9,678	
Publishing & media	1,699,537	1,001,646	- 41.1
Radio, tv sets, phonos-musical instr., acces.	2,726,821	5,360,020	+ 96.6
Retail & direct by mail	145,164	157,484	+ 8.5
Smoking materials	84,613,015	88,681,088	+ 4.8
Soaps, cleansers & polishes	76,622,011	83,755,386	+ 9.3
Sporting goods & toys	5,743,359	10,235,744	+ 78.2
Toiletries & toilet goods	121,686,728	147,910,938	+ 21.6
Travel hotels & resorts	465,299	1,088,709	+134.0
Miscellaneous	8,635,732	9,998,776	+ 15.8
TOTAL	\$712,128,148	\$798,808,138	+ 12.2

TOP 25 NETWORK BRAND ADVERTISERS

1. Anacin tablets	\$3,395,199
2. Salem cigarettes	3,031,306
3. Chevrolet passenger cars	2,812,267
4. Winston cigarettes	2,122,421
5. Bufferin	2,112,117
6. L&M Filter Tips	1,899,159
7. Oristan tablets	1,666,674
8. Ford passenger cars	1,656,368
9. Polaroid Land camera	1,538,644
10. Crest tooth paste	1,537,021
11. Pall Mall cigarettes	1,443,223
12. Colgate dental cream	1,420,549
13. Excedrin tablets	1,402,187
14. Kent cigarettes	1,286,287
15. Alka Seltzer	1,235,567
16. Marlboro cigarettes	1,234,194
17. Campbell soups	1,222,245
18. Chesterfield cigarettes	1,201,291
19. Contac	1,129,275
20. Camel cigarettes	1,115,945
21. Tide	1,069,634
22. Goodyear car tires	1,064,659
23. Pillsbury chilled products	1,027,052
24. Prudential Insurance Co.	1,022,115
25. Oldsmobile passenger cars	1,007,665

evision as national representative, effective April 1.

■ WFNC Fayetteville, and WENC Whiteville, both North Carolina: T-N Spot Sales, Raleigh, as national and regional representative.

■ WCNY-TV and WWNW Watertown, and WMSA Massena, all New York: Adam Young Inc., New York, as national representative.

■ WCRY Macon, Ga.: Hal Walton & Co., New York, as national representative.

Computer fault causes error in ARB report

The American Research Bureau last week said a fault in computer procedures caused an error in tabulations of ARB's "family size" data contained in supplementary demographic reports covering the period of Nov. 7, 1962, to Dec. 4, 1962. The reports were sent to clients two weeks ago.

ARB said that within 24 hours of the discovery, clients were notified and requested not to use the particular data in question.

The research firm said it had established the error to be in computer procedures rather than in actual computer calculations and that it had taken "immediate" steps to "re-orient" procedures to protect against a recurrence.

Other demographic data contained in the reports are reliable and usable, ARB noted, and do not affect local market reports. The supplement was issued for all markets. Jack L. Gross, manager of agency services for ARB in New York, said the "difficulty was encountered in only a very small portion of the total data distributed to ARB clients."

How to hold 'em past the news!

We might have titled this: how to increase your audience five minutes at a time. It isn't quite as catchy but it does sum up the strategy of our featurized programming.

What we have done is to program short topical features throughout the day. Coming before, after, and around the scheduled news, these timely features keep listeners the way we want 'em — interested.

With the exception of funny-men Bob and Ray, all talent is home grown.

When you have people on your staff like Julie Benell (Woman's Editor) or Murray Cox (Farm Director), you don't need anyone else.

Hormel recently added another chapter to Julie's success story by giving her a deluxe high-priced ham to sell. You'd have to hear a sample tape to appreciate the impact she added to sales and distribution. Suffice it to say, Hormel has happily increased her exposure about 30%.

Another tape we'd like you to hear proves that farm news can interest a large urban as well as rural audience. At least when it's handled by Murray Cox. His

candid comments on the U.S.D.A. . . . his explanation of fluctuating livestock prices . . . his interest in farm youth . . . make him a much listened-to personality.

Characteristic of all regularly scheduled segments: business news, weather, sports, entertainment, travel, etc. is the way they're put together by WFAA's staff. We persist in the theory that we're talking to mature, intelligent adults. Whether it's food for thought or tonight's dinner, we accent fact, not fancy.

In this way we can currently bill ourselves (rather modestly) in the local area as the station with "news more people quote." When you come right down to it, can you think of a better framework for your product?



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

\$40 million in public service time

RADIO-TV MAKE BIG CONTRIBUTION TO AD COUNCIL

Radio and television media and advertisers contributed well over \$40 million in free time last year to government-sponsored public service campaigns, according to an analysis of figures compiled by the Advertising Council. Members of the council met March 13-14 in Washington with President Kennedy, Vice President Lyndon Johnson and other administration officials.

The council has served as clearing house for government use of media on a public service basis since early in World War II. The two original campaigns, started in 1942, were devoted to U. S. Savings Bonds and the Smokey the Bear forest fire-prevention campaign. Among government agencies participating in donated media facilities are the Departments of State, Defense, Commerce, Treasury, Agriculture and Health, Education & Welfare, Public Health Service, Census Bureau, Peace Corps and the President's Council on Youth Fitness.

On behalf of private groups, broadcasters have donated time for traffic safety, higher education, mental health, Radio Free Europe and religion.

Last week's conference heard firsthand reports from government leaders who participated in question-answer sessions devoted to issues of the day and to national problems which might be alleviated by public-interest advertising campaigns.

At a meeting last Tuesday (March 12) of the council's directors, William R. Baker Jr., honorary chairman of Benton & Bowles, New York, was elected chairman of the board of the Advertising Council. He succeeds Leo Burnett, chairman, Leo Burnett Co., Chicago, who remains on the council board.

Albert L. Cole, general business manager of *Reader's Digest*, and George H. Gribbin, board chairman of Young & Rubicam, were elected vice chairmen. Edwin W. Ebel, vice president of General Foods Corp., was re-elected to a vice chairmanship.

Theodore S. Repplier was re-elected president of The Advertising Council.

Johnson back with Red

Johnson's wax has announced renewal for the tenth year, of its contract with Red Skelton. The star is set for next fall on CBS-TV in the Tuesday 8-9 p.m. spot through Foote, Cone & Belding, Chicago.

Vice presidents re-elected were Allan M. Wilson and George P. Ludlam. John Crichton, president of American Assn. of Advertising Agencies, and Peter W. Allport, president of Assn. of National Advertisers, were re-elected secretary and treasurer, respectively.

Newly elected directors are: Charles E. Claggett, chairman and president of Gardner Adv.; Donald S. Frost, vice president of Bristol-Myers Co.; Robert M. Ganger, board chairman of D'Arcy Adv.; William Littleford, president of Billboard Publishing Co., and Herbert Mayers, president of the McCall Corp.

Rayette Inc. plans radio-tv campaign

Rayette Inc., St. Paul, Minn., will spend an estimated \$1.3 million in radio and television this year. The plan for radio-tv spending, which will place Rayette in broadcasting for the first time on this scale, comes with the appointment of a new advertising agency, Taplinger, Gladney Co., New York.

George Barrie, president of Rayette, a cosmetic firm, announced the appointment last week. The former agency was Milco Inc., Miami, Fla.

Advertising emphasis is planned first for two Rayette lines now in the retail market. The products are Acqua Net and Trol. Others will be budgeted as the advertising program progresses. Print advertising as well as radio-tv is planned in the campaign.

Rayette, it was learned last week, will enter radio and television through spot purchases, and may soon enter network tv. First radio use will open by April 5 as a "lead-in" announcement to capture product news and excitement and then tv a few weeks later for demonstration and sell.

Rayette at present is planning on long-term usage of spot radio, perhaps as long as 52 weeks. The spot thrust in tv will encompass some 26 to 39 weeks.

The company entered the retail market early last year with Acqua Net hair spray, which is already a leading retail sales item. Rayette formerly manufactured and distributed supplies and equipment for professional beauticians and for barbers.

Taplinger, Gladney is a new agency in business over the past five months. It now bills at a more than \$3 million annual rate, and has Lucien Piccard watches, Da Vinci fine men's jewelry, and Balenciaga perfumes, among other accounts. Rayette has been billing an estimated \$1.5 million.

Hecht's biggest pitch

The biggest television advertising campaign in its history will be started Wednesday (March 20) by the Hecht Co., Washington, D. C., exclusively on WTOP-TV, in that city.

The promotion, which marks the department store's 67th anniversary, will use 170—10, 20 and 60-second spots over a 10-day period. Hecht's will also sponsor *The Steve Allen Show* in its entirety March 22, and plans to use video-taped spots on the show featuring Mr. Allen and WTOP-TV personalities.

Henry J. Kaufman Assoc., Washington, is the agency handling the campaign.

RCA Sales spending record amount in '63

A record-high advertising and sales promotion campaign is planned by RCA Sales Corp. for the first half of 1963, according to J. M. Williams, vice president of advertising and sales promotion.

Special television and radio commercials featuring portable merchandise have been developed for RCA Victor distributors and their dealers. RCA has also prepared radio advertising featuring a sales message for its "space age" sealed circuitry.

In addition, Mr. Williams said, RCA is spending "substantially" more money in its print advertising for color tv than it did in the first half of last year.

New radio-tv rep firm announced in New York

A new radio and television representation firm, Roger O'Connor Inc., has been formed in New York by two former officials of the Bolling Co. Principals are Roger O'Connor, who was vice president of tv sales, and Gary Eckard, formerly director of research and promotion at Bolling.

Mr. O'Connor's career in broadcasting, which covers 20 years, began with media buying at William Esty Co. and includes stints with ABC and CBS network sales. Before he joined Bolling, he was associated with The Katz Agency in tv sales.

Mr. Eckard was vice president of Charles Harriman Smith Assoc., broadcast research consultants, before joining Bolling.

Offices of the new firm are at 270 Park Ave. Phone: TN 7-9595.

“Charlotte’s WSOC-TV...
big reason for instant success of Diet Rite
Cola” — Jim Calder, Royal Crown



“Diet Rite Cola has revolutionized the best cola market in the world. North Carolina has the highest per capita consumption of soft drinks in the nation — and Charlotte is the key to the Carolinas. Big reason for instant success here of Diet Rite has been our continuing schedule on WSOC-TV.”

JIM CALDER, Sales Mgr.
Royal Crown Bottling Co.
Charlotte, N. C.

With a prodigious appetite for good things to drink, eat, wear and enjoy, metro Charlotte racks up the highest retail sales per family in the Southeast. Slim budget or stout, you can expect and get huskier response and cooperation from Charlotte’s WSOC-TV. Let us or your H-R man show you how this great area station of the nation is your right diet for right now in the Carolinas.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Sales prove Lorillard's ad effectiveness

TOBACCO FIRM SETS NEW RECORDS THROUGHOUT YEAR

"By the only yardstick that matters—sales—our advertising is effective," Morgan J. Cramer, president of P. Lorillard Co., told the Boston Security Analysts Society last week.

"In terms of sales, 1962 was the most successful year in our long history," said Mr. Cramer. "For the first time, we broke the half-billion dollar barrier with \$516 million, and unit sales increased some 5½% over 1961."

According to Mr. Cramer, Lorillard-sponsored shows beamed more than 50 million commercial messages into 42 million of the nation's 50 million television homes, during a given week in the fourth quarter of last year. Corresponding sales, he said, for the last half of the year, staged a rally after a temporary lull during the first two quarters of the year. "Sales in each of our four fiscal quarters," he pointed out, however, "set new peaks for those particular periods."

Lorillard products, he said "are receiving wider distribution and broader display than ever before," noting that the company uses "all major media with the heaviest emphasis on network television."

From what Mr. Cramer described as "low man on tobacco's totem pole" in 1946, Lorillard has grown to a position as third largest tobacco company in the nation, largely on the impetus of its filter brand cigarette, Kent. "The filter cigarette has come from out of nowhere to command 56% of today's market," Mr. Cramer pointed out. He predicted that the filter area would eventually command 75% of the market.

A campaign to introduce a non-filter, extra-long brand, York, last year "cut significantly into our earnings," accord-

ing to Mr. Cramer, and support of the product "will certainly not approach 1962 levels. It will receive national advertising exposure, via television, but our heaviest ammunition will be brought to bear in selected major markets where its reception has been outstanding."

RAB's David looks for better radio research

Better radio research is inevitable, and as it develops there will be "a tremendous growth in the buying of radio time," Miles David, RAB administrative vice president, told the Cincinnati Advertising Club last Tuesday.

He reaffirmed RAB's plan to be in the forefront of the movement toward research that will give a more accurate—bigger—picture of radio's real reach (BROADCASTING, Feb. 18).

"What we essentially plan to do," he said, "is to invest the necessary money, for the industry, to develop better measurement—measurement which advertisers and agencies can endorse and believe in. You will be hearing a great deal more about this project in weeks and months to come."

"The first and most important thing you as an advertiser can do about radio measurement today is to recognize that what we in radio have been expressing for many years is true—that radio measurements have failed to keep pace with our medium," he said.

"Second, and this may seem paradoxical, you should recognize that, with all of their inadequacies, the measurements available in radio are useful as buying tools.

"Radio's tools are, in fact, a lot

more useful than the tools other media furnish you. There is the painful paradox. We furnish far more research than printed media."

Mr. David cited A. C. Nielsen Co.'s decision to expand its radio surveys (BROADCASTING, March 11) as "acknowledgement, 10 years after the fact, that . . . radio has been under-measured all along."

He cautioned buyers, however, that "it would be very wrong if you came away from this talk, and from your reading about the hearings [on rating services] in Washington, with an attitude of complete disenchantment with broadcast research." The radio sales trend will be up, he said, and radio users should examine their "franchises" to see whether they ought not to take "more advantage of the fabulous media buy that radio represents at today's prices."

Budweiser to showcase rival media presentations

Budweiser's annual spring meeting with station representatives to discuss media and merchandising plans for its annual "Pick-a-Pair" promotion will be held in Miami April 15-18 and will feature a new event this year—a joint session devoted to competitive "pitches" from Radio Advertising Bureau, Television Bureau of Advertising, Magazine Advertising Bureau and Outdoor Advertising Inc., with each medium listening to the others.

Newspapers will not be represented because so little newspaper space is purchased in the "Pick-a-Pair" campaign where most of the \$2.5 million consumer advertising budget goes to radio-tv. June and July will be "Pick-a-Pair" months again this year, it was announced last week by Budweiser's agency, D'Arcy Adv., St. Louis. Over 500 radio-tv stations will be used.

Budweiser's drive this year will be its sixth consecutive campaign. It is considered the biggest single drive of its type in marketing circles. William Bien, marketing vice president of Anheuser-Busch, said that "when 'Pick-a-Pair' first hit the street six years ago, Budweiser sales totaled 13 million 6-packs during the promotion. Last year we hit 22 million in the same period."

Budweiser reported that the 1962 "Pick-a-Pair" drive included 2.5 billion listener exposures on radio and 840 million viewer impressions in tv.

E.L. Bruce to North Adv.

North Adv., Chicago, has been appointed to handle household products division of E. L. Bruce Co., Memphis. Account, a radio-tv user formerly was handled by Christiansen Adv., Chicago, bills \$1 million annually.

Mogul criticizes commercial 'copy' cats

Emil Mogul, president, Mogul, Williams & Saylor agency, last week berated "copy" cats in broadcast commercial production. He told an advertising club gathering at Westport, Conn., that "one successful tv or radio campaign can create a trend faster than Bobby Kennedy can start a fad."

"One fairly creative piece of advertising begets a bargain basement-full of cut-rate imitators," he said, "each just enough different from the others to merit a creative badge for the responsible agency."

Mr. Mogul noted a tendency of the advertising community to confuse the "original thinker" with the "crea-

tive talent." The copywriters and art directors receive the praise and awards in the evolution of a commercial he noted, but the innovators are neglected. He suggested agencies put a higher premium on the men who originate new advertising techniques and who conceive ad campaign strategies.

The MW&S president also criticized some specific broadcast commercial practices, notably "misplaced and misguided humor." He said a humorous commercial placed in a serious program context or representing the wrong product can have a negative effect.

DOC

You might think Ward Dorrell's nickname "Doc" is short for Ph.D. You'd be wrong.

When he came to us eleven years ago to build our research department—the first ever created by a station representative, our salesmen humorously dubbed him "the witchdoctor." In affection and esteem, the abbreviation followed soon after and has remained.

Doc's ability to analyze research data and come up with fresh, new answers has given that ordinary breed of "doctors" pause to think.

When it comes to upsetting popular myths and deflating comfortable fallacies, he can be formidable and usually makes history.

He pioneered when he showed that slavishly buying by the numbers can be as misleading as a gypsy tea leaf reading. He proved that statistical variations—depending on the size of the sample—if not grossly inaccurate, are usually insignificant. And a fact of life! He has since helped educate agency and advertising people by holding seminars throughout the country that numbers are a guide—not a straitjacket!

One of the biggest problems faced by a television advertiser is watching hundreds of thousands of dollars go down the drain, because of misplanning and miscalculation. Doc developed Blair's TMP—Test Market Plan

—that enabled advertisers to go into a market with a limited amount of money and hone their marketing, merchandising and advertising approach to a razor-edge.

The phenomenal success of TMP is testified to by the large number of advertisers who continue to exploit it on Blair-represented stations.

All this wouldn't amount to much if the light of Doc's research were hidden under a bushel. It isn't. Our salesmen know every fact and facet the instant new rating data is available. We're mighty proud of the fact they're the best research-equipped salesmen in the business.

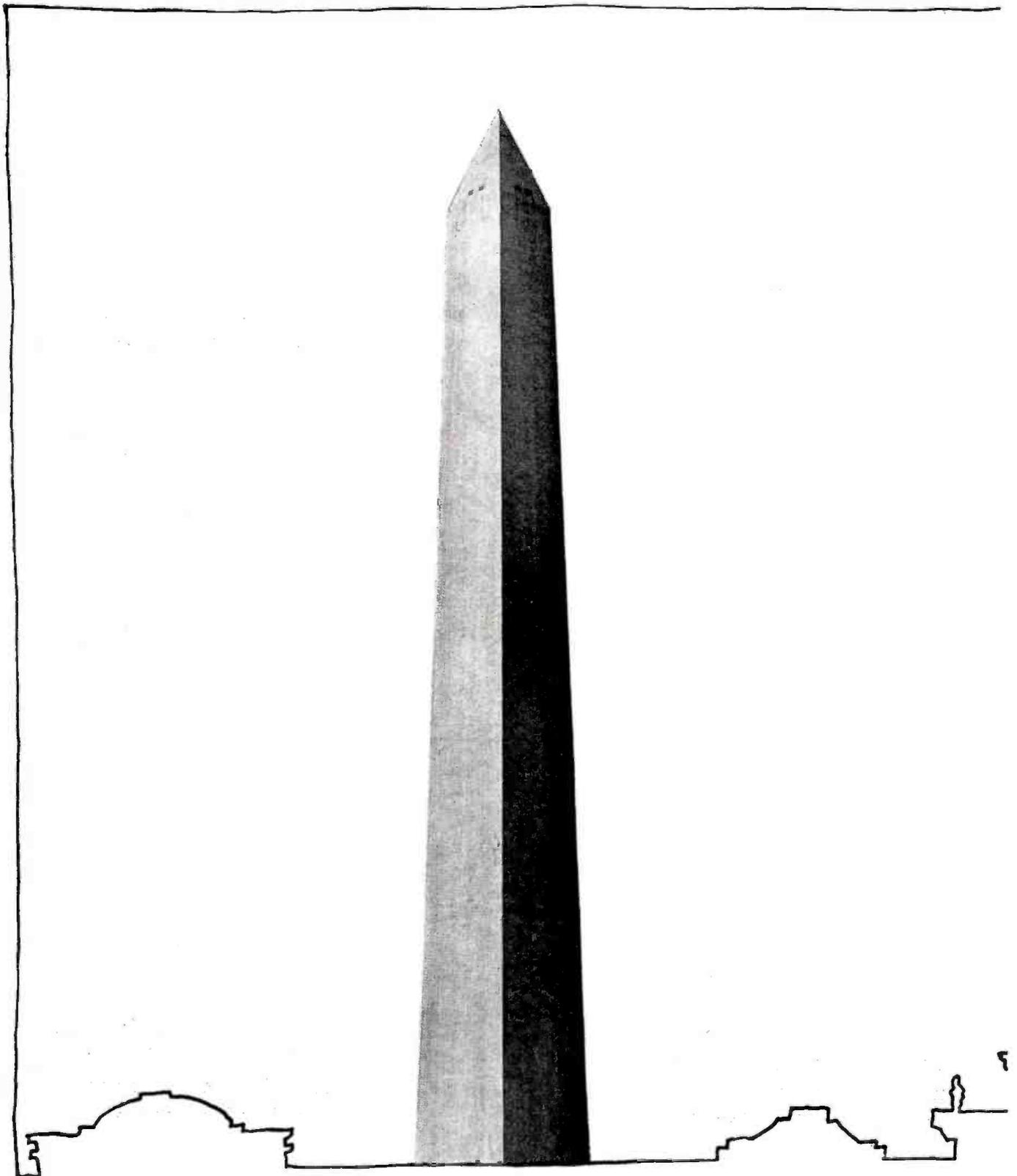
Doc, of course, does not work alone. He is surrounded by a staff of statistical wizards "second to none." His team of research experts are forever striving to give the Blair-represented stations as well as advertisers and agencies the very best in scientific methods for the measurement of a market and the effectiveness of the broadcast media. It is this kind of re-

search that helps the advertiser to measure product impact in the market.

This means when you put your commercial on a Blair-represented station, you get the most accurate and valid picture of your coverage, the deepest penetration of your market for the dollars you spend. We stake our reputation on it. If it's Blair it's the best!



BLAIR TELEVISION



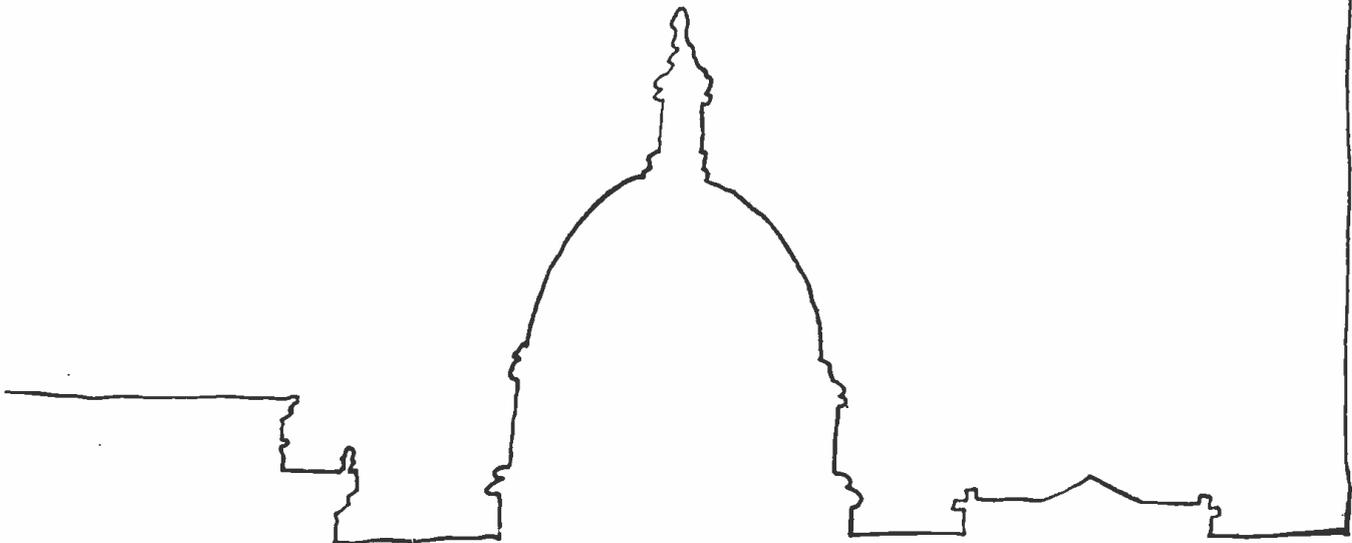
WRC-TV brings Greater Washington more hours of community-service programming than any other station in the area. Hours zeroed-in on the local life of the nation's capital, and of the people who live and work there.

Week after week, WRC-TV's *Dimension Four* focuses on local problems—ranging from juvenile crime to the overcrowded skies above National Airport. When the dangerous impurity of Potomac waters became apparent, WRC-TV alerted the community with a special series,

Our Beautiful Potomac. Prime network time was preempted to present a first-hand report on modern treatment of mental illness, as cameras went into St. Elizabeths Hospital, in *There but for the Grace of God*.

Two series created by WRC-TV have become weekly favorites: *It's Academic* features the city's brightest teen-agers in quick-thinking competition, and *A Moment With.....*, offers illuminating conversations with leading national and world figures. WRC-TV's *Traffic*

as much a part of Washington as the Washington Monument



Court recently won the year's International Association of Chiefs of Police Award for its instructive re-enactments of actual court cases.

WRC-TV centers creative purpose on local issues and events, to reveal their full scope and import in dramatic terms. Like the Washington Monument, WRC-TV is an integral part of the Washington scene. This kind of community-station link is distinctive to the programming of all NBC stations.



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

NBC Owned. Represented
by NBC Spot Sales.

FLORIDA CITRUS TO CHANGE AGENCIES

3 agencies being considered to replace Benton & Bowles

The Florida Citrus Commission voted Wednesday (March 13) to terminate its long-time association with Benton & Bowles on April 1, and decided to discuss the future of its orange account with three other agencies who made a pitch for the business more than a year ago in presentations invited by the commission.

The decision to change agencies came on an 8-4 vote at a meeting of the state

agency in Lakeland. The agency is charged with promotion of Florida's principal agricultural industry.

Agencies to be considered for the account are Ted Bates, New York; Lennen & Newell, New York, and Campbell-Ewald of Detroit. Campbell-Ewald was retained last spring to take over the grapefruit promotion when the commission decided to split the account.

Benton & Bowles has twice held the

citrus commission account for a total of 13 years in the period since the commission was organized in 1935.

The orange advertising budget for the fiscal year which began July 1 was almost \$5 million, but the devastating December freeze cut this down to approximately \$2.2 million, which has gone into consumer advertising. In addition, B&B handled a special coupon promotion for orange juice concentrators last fall. The processors put up \$3.5 million for the program, of which about \$1.1 million was used by the agency in the consumer media, with most of the other funds being set aside for coupon redemptions.

Campbell-Ewald, with a much smaller budget for grapefruit and specialty fruits, also sustained a drastic budget cut as the result of the freeze.

Kodel tv campaign doubles 'awareness'

Eastman Chemical Products Inc. reports that an intensive fall tv spot advertising campaign on behalf of Kodel polyester fiber "almost doubled consumer awareness of the product."

According to Jack Benoze, a vice president of the company's agency, Doherty, Clifford, Steers & Shenfield, a spot check in four of the 35 markets in which the campaign was carried indicated that "our consumer awareness rose from 11% to almost 22%."

In an interview last week, Mr. Benoze said the figures came from a telephone survey conducted in four of the 35 markets prior to the campaign, followed by a similar campaign after the six-week campaign closed.

The 35 markets chosen involved over 50 stations, and covered an estimated 70% of the nation's television homes. The campaign will be repeated this spring for at least six weeks, beginning March 17. Kodel fiber appears in a variety of consumer products, including men's, women's and children's apparel.

Swezey asks for support, not rug-pulling

Advertisers were asked last week to support the NAB radio and tv codes and not "cut the ground out from under us by attempting to engineer the consent of our subscribing stations to broadcast material which fails to meet code requirements."

Speaking before the fourth annual Southeastern Marketing Conference of the American Marketing Assn. in Atlanta, NAB Code Authority Director Robert D. Swezey said a major problem in code compliance is caused by "repeated attempts of certain advertisers" to get non-acceptable copy broadcast.



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

MOVERS AND SHAPERS OF A DYNAMIC CITY: SAN DIEGO

San Diego is a city that's moving fast and growing big. Men such as these pictured help provide the steam. Their effect goes beyond their outlined activities, quickens the pulse of San Diego as it seeks and claims a special place in the West. San Diego is California's second largest county in population. Keeping pace — and setting its own — within this dynamic marketplace is San Diego's leading medium. The one that makes this a reachable marketplace. The one that represents the new San Diego. The one to buy. KOGO

**KOGO-TV-AM-FM-SAN DIEGO
TIME-LIFE BROADCAST, INC.**



Represented nationally by the Katz Agency, Inc.



Dr. Charles R. Schroeder is Director of the San Diego Zoo, which houses the world's largest collection of wild animals. His many contributions to the growth of this popular San Diego landmark include such innovations as giant walk-through bird cages, tropical forests, and a Children's Zoo where youngsters can play with many rare animals. Doctor Schroeder's imaginative efforts contributed largely to the fact that over 2,000,000 people visited the San Diego zoo last year.



John S. Alessio is internationally known as a businessman, sportsman and financier. Prominent among his many interests are the year-round Caliente Race Track in Baja California, and the world-famous Hotel del Coronado across the bay from San Diego—both of which play a vital role in generating San Diego's giant tourist industry which, last year, contributed approximately \$165 million to the San Diego economy plus \$60 million in Baja California.



John V. Banks brings 22 years' experience in engineering, construction and manufacturing to his position as Executive Vice President of National Steel and Shipbuilding Company. This dynamic industrialist now directs a diversified business that produces aircraft parts and missile components in addition to its major activity of building middle-tonnage commercial and military ships... and makes an increasingly important contribution to San Diego's broadening industrial base.



the **NEED** . . .
for a **Radio & Television**
R E P R E S E N T A T I V E

WHO . . . Will Deliver Maximum

DOLLARS & PROFITS

For **YOUR** Station Through Concentration On

SALESMANSHIP!

Who Will Work With You On

ALL

Your Station Problems Through

**TOTAL
STATION
SERVICE!***

THE

ANSWER:

A TEAM OF
SALESMEN AND MANAGERS
Organized To Get Your Station

**MAXIMUM
POTENTIAL
DOLLARS!**

THE ORGANIZATION:

ROGER O'CONNOR

INCORPORATED

Radio & TV Representatives

270 Park Ave., N.Y.C. 17, N.Y.

TN-7-9595

PLEASE SEE US AT THE...
CONRAD HILTON

AGGRESSIVE SALESMEN

WHO "Care" About YOU . . .
YOUR Station And YOUR
Problems

WHO — "Scrap" For Every Order.

WHO — Are Motivated By Pride
In Their Work.

WHO — Are Compensated By
Salary, Commission AND
Stock Participation.

WHO — Are Part of a Sales Team
Working Together To Build
YOUR Business and
THEIRS!

SALES MANAGEMENT

WHO — Knows The Radio-TV
Business, Their Men and
YOUR Station.

WHO — Analyze The Salesmen's
Reports, "spot" Problems
AND Point Out The Need
For Action!

*TOTAL STATION SERVICE

- Competitive Rate Card
- Audience Research
- Market Research
- Market Development
- Network Rate Analysis
- Traffic Department
- Film Information
- New Business Bulletin
- Brochures, Advertising,
Promotion
- Station Presentations

FCC reins in its program-minded staff

IT RENEWS TV LICENSES STAFF HELD UP ON LOCAL LIVE QUESTIONS

The FCC last week gave its staff a clear directive to quit pressuring television broadcasters to schedule local live programming in prime time.

This was the interpretation given by commissioners and staff members alike to the commission's action, by a 5-2 vote, to order license renewals for some 70 Far West television stations.

The identities of the stations involved were not immediately released last week. But officials said they were stations whose licenses had been deferred strictly because of the so-called "6-to-11 p.m." question. It is that time period that FCC staff members have been scrutinizing to determine the incidence of local live shows.

The renewal applications of some eight or 10 other western stations are being continued in a deferred status, but for other reasons.

Commission officials agreed the action was a clamp-down on what was regarded as an effort by the staff to induce stations to carry local live programming in prime time.

Issue Not Dead ■ The action was not taken to mean, however, that the commission is any the less interested in that kind of programming. One key staff member said, "We'll continue to consider local live programming, but on an over-all basis—not just on the basis of whether it's carried between 6 and 11 p.m."

The commission's action was traced by one commissioner back to the disclosure by *BROADCASTING* of a staff letter-writing campaign that seemed to be aimed at requiring stations to carry local live programming in prime time (*BROADCASTING*, Dec. 3, 1962).

The story reported that scores of license renewals were being deferred

while the FCC staff conducted protracted correspondence with the stations involved on their alleged lack of local live programming in prime time.

The staff members insisted they were acting within the authority delegated by the commission. But several commissioners, including Chairman Newton N. Minow, who supported the staff's interpretation of its authority, decided changes in procedure were needed. Some commissioners feared the staff's actions were too close to censorship.

Since then, the commission has been brought into license-renewal cases whenever the applicant's first letter of explanation regarding his programming policy failed to satisfy the staff.

Staff Recommended 30% ■ But the commission's action last week indicated continued dissatisfaction with the manner in which renewals are being handled. The staff had recommended that the licenses of some 30 of the stations involved be renewed, but that additional letters of inquiry be sent to the remainder.

The commission, however, instructed the staff to renew the licenses of all the stations being considered if the only question to be resolved was their alleged lack of local live programming in prime time.

The commissioners reportedly in the majority were T.A.M. Craven, Rosel Hyde, Robert E. Lee, Frederick W. Ford and Robert T. Bartley. Chairman Minow and Commissioner E. William Henry were said to have favored sending additional letters of inquiry to the stations whose programming had failed to satisfy the staff.

The first big departure from the policy the staff had been following came last month when the commission re-

newed the license of WKY-TV Oklahoma City, one of the stations in trouble because of its programming.

The commission, in a letter to the station said that although it did not schedule local live programming between 6 and 11 p.m., it had made a creditable record for such programming in prime time through a policy of preemptions (*BROADCASTING*, Feb. 4).

A week later, the commission renewed the license of WFAA-TV Dallas, another station whose application had been in deferred status because of the 6-11 p.m. question. Again, the commission said the station's preemption policy was responsible for its renewal (*BROADCASTING*, Feb. 11).

Rule of Thumb ■ On the basis of those two decisions, the staff had been screening the batch of renewal applications of the western stations, to determine whether those broadcasters could make showings equal to those of WKY-TV and WFAA-TV.

But the commission's action last week appeared to go beyond those two stations in holding, in effect, that the time in which local live programming is scheduled need not be controlling.

Another indication of the commission's attitude was its rejection of a proposal to send letters to the stations whose licenses are being renewed, setting forth the commission's reasons. The vote was 6-1, with Chairman Minow in the minority.

Some commissioners had opposed sending such letters to WKY-TV and WFAA-TV, on the ground they were a "face-saving" device or "gratuitous." Others were said to feel last week that a letter explaining the commission's actions might simply bind the agency's hands in future cases.

Minow hints at push for code adoption

FCC Chairman Newton N. Minow indicated last week he is ready to make a new push for adoption of the NAB code limitations on commercials as an FCC rule.

In an interview published in the *Chicago Daily News*, Chairman Minow was quoted as saying "the most prevalent complaints" received by the commission involve commercials.

He added that the industry already has a code on commercials and that "we would like to propose that the

code be made a new FCC rule. We will enforce the code."

Sources close to the chairman said last week he is likely to discuss the idea in his speech before the NAB convention in Chicago later this month.

The commission turned the idea down last November when Commissioner Robert E. Lee, who first suggested it, offered it as a proposed rulemaking (*CLOSED CIRCUIT*, Nov. 26, 1962).

However, the vote was 4-3, and the impending replacement of Commissioner T. A. M. Craven by Kenneth A. Cox, Broadcast Bureau chief, would probably reverse that result. Commissioner Craven voted against the proposed rulemaking; Mr. Cox said last

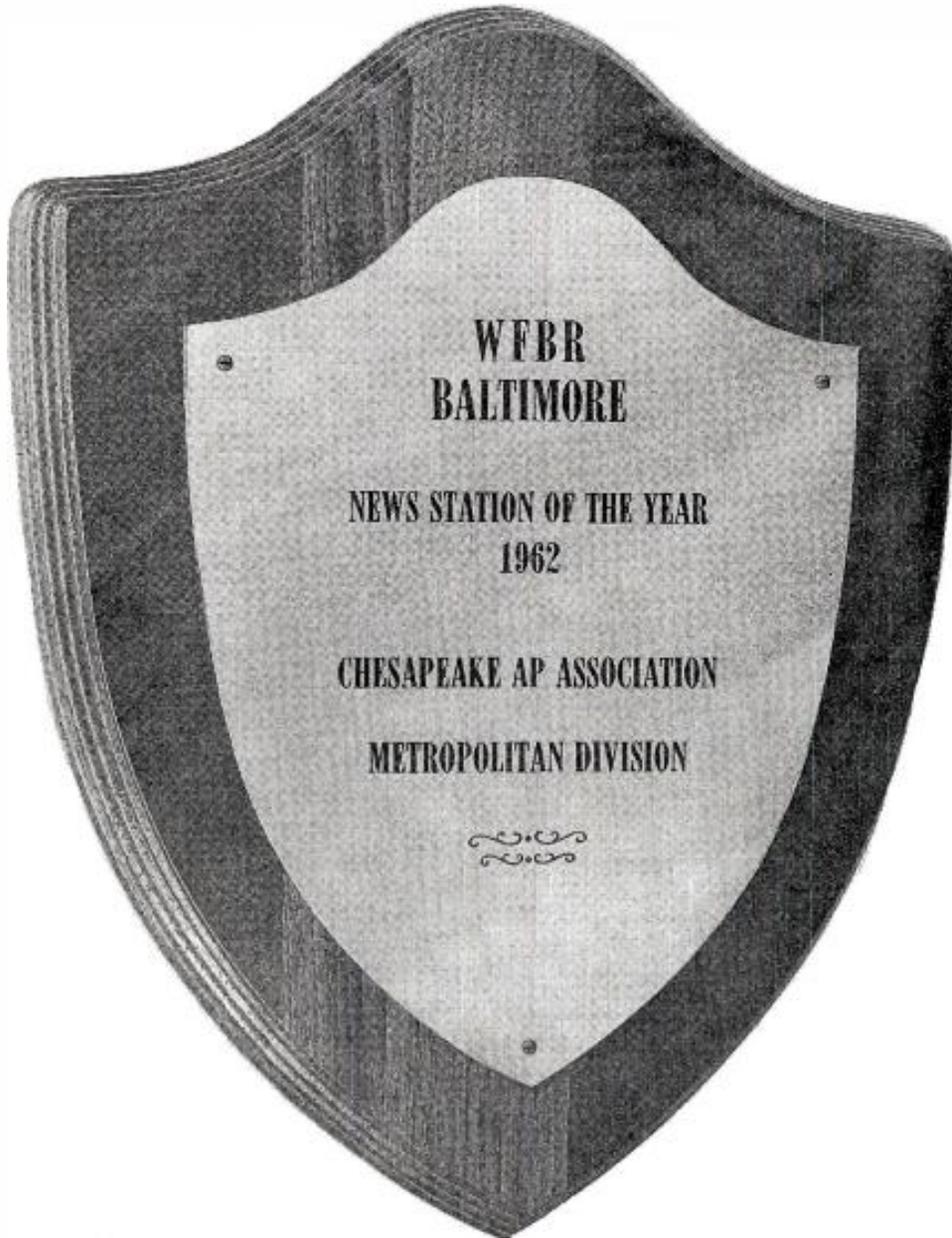
week he would be in favor of getting industry comments.

However, no one is predicting that this would preface FCC adoption of the code, which restricts the number of tv-radio commercials per time segment.

The Chicago paper also quoted Mr. Minow as being interested in advancing another proposal he has long favored—the use of uhf tv as a means of repeating "the best television programs."

He said a system might be devised whereby a uhf station could repeat, within a week, "the best fare shown on the vhf channels," or within hours, in the case of network news programs.

Chairman Minow is expected to discuss this idea in his NAB speech also.



Thousands of Baltimoreans know why WFBR news is award-winning news. Ask a WFBR representative or a Blairman, and they'll tell you about the rare blend of professional manpower, facilities, equipment, dedication and sweat which lies behind the award. May we sweat for you, too?

WFBR
 BALTIMORE
 RADIO WITH REASON



Nielsen, Pulse to get their chances

HARRIS UNHAPPY WITH WHAT HE HEARS, VOWS ACTION IF NEEDED

A House subcommittee which is investigating broadcast measurement services brought on some of the important players in the rating game last week, but reserved the spotlight for A. C. Nielsen Co. and The Pulse Inc., which are yet to testify.

However, there was plenty put on the record in last week's hearings by the Special Subcommittee on Investigations to cause concern for broadcasters and advertisers alike.

Not the least of this was a demonstration that it was possible to learn with amazing accuracy which persons were to be interviewed in coming audience surveys by Audience Research Bureau (ARB) and C. E. Hooper Inc. (see page 46).

Both firms quickly announced they would make immediate changes in their sampling methods to prevent this possibility.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee and of the parent Commerce Committee, said several times last week that the subcommittee wasn't just going through the motions of a hearing, and that it fully intended to expose whatever inequity, misrepresentation or dishonesty might exist.

Corrective legislation, it was warned, would be necessary if the investigation showed that broadcasters, advertisers and research firms were unable to insure adequate service for the industry and protection for the public.

The hearings began March 5. During the first week broadcasters testified on how they use broadcast research (BROADCASTING, March 11).

Network officials said they relied on ratings as critical elements in decisions on programming, sales and in setting affiliation rates.

Some of the last week's highlights:

▪ Audience information supplied by broadcast measurement firms is sometimes misused by broadcasters and time-buyers, said James W. Seiler, director of ARB.

▪ Robert Richardson, subcommittee special attorney, charged that Robert S. Conlan Assoc., Kansas City, failed to perform field surveys for some reports which it published.

▪ Chairman Harris warned that Conlan clients "should give some close attention" to the testimony of Conlan representatives.

▪ Rex Sparger, special investigator, said Videodex Inc., New York, had misrepresented its methods to the subcommittee.

▪ Chairman Harris, after hearing two-

and-a-half days of testimony by Conlan and Videodex witnesses, observed, "It's a wonder how the industry ever got themselves into this noose in the first place." Such situations would not be permitted to continue by the subcommittee, Rep. Harris said.

▪ The subcommittee criticized as arbitrary and artificial many metropolitan markets as they have been defined by the rating services. The FCC's engineering measurements should be guide enough on these matters, the subcommittee said.

▪ ARB and Hooper admitted some

made by your company writing figures in books in Kansas City?"

"Not to my recollection or to my knowledge, no sir," the Conlan president replied after consulting with his attorney.

"Have you ever sold surveys without doing the field work?" Mr. Richardson asked.

"I would say no," Mr. West replied.

The counsel asked if claimed surveys of Tampa-St. Petersburg, Fla., in November 1960 and February 1961 were falsified, and Mr. West said: "I don't want to refuse to answer but I don't



Conlan's Mrs. Jones and Mr. West

broadcasters try to "hypo" ratings with stunts and giveaways, but said these devices are taken into consideration in their published reports.

The subcommittee plans to hear Dr. Sydney Roslow, director of The Pulse Inc., on Tuesday, to be followed by witnesses for Nielsen, the largest firm in broadcast-measurement.

Cloudy Picture ▪ After Robert E. West and Mrs. Hallie Jones, co-owners of Conlan, had been on the stand for a day-and-a-half, Rep. Harris told them the record "isn't a very pretty picture, I must say." The chairman said that several hundred radio station subscribers of Conlan surveys "should give some close attention to the record that has been developed."

Subcommittee counsel Robert Richardson accused Conlan of manufacturing radio surveys in its Kansas City office without making the claimed telephone interviews from the field. Mr. Richardson asked Mr. West: "Were not these surveys [in Tucson for KAIR there]

want to make the wrong answer." Then, after talking with his attorney, he said: "To the best of my knowledge, we had field work on those particular surveys."

Mrs. Jones, who said that she is in charge of all field work for Conlan, also denied, in answer to direct questions from Mr. Richardson, that Conlan had ever sold or published any surveys for which the claimed field work was not done.

These questions came last Tuesday morning just before Mr. West and Mrs. Jones were excused from the witness stand. Mr. West had testified all day Monday before being joined by Mrs. Jones as a witness Tuesday. In answer to over two dozen questions last Monday, Mr. West had said he did not know the answer but Mrs. Jones would. This prompted Rep. Harris to tell the Conlan president that "it is most amazing that you know so little about the company you head. If you rely so much on Mrs. Jones, you had better get her here [from Kansas City] pretty fast."

Disbelief ■ At one point Rep. John Moss (D-Calif.) told Mrs. Jones that "I just cannot believe in all candor that what you tell me here is true." The congressman made this statement when Mrs. Jones said Conlan makes a regular practice of paying its telephone interviewers in cash and keeps no receipts of such transactions.

"The record shows a pretty bad picture from your standpoint," Rep. Harris told Mr. West. "I am constrained to believe that you know a lot more than you will tell." At another point, the subcommittee chairman said to Mr. West: "I can't make up my mind whether you are deliberately trying to confuse the issue through vague testimony or whether after 12 years as president of Conlan you just do not know your business."

Mr. Richardson said that in four of

tion, he said, another woman claimed to have made a survey for Conlan in Tucson was in the hospital in traction at the time the survey was allegedly made.

The Kansas City firm had reported only the 1960 Tampa survey to the subcommittee but Mr. Richardson placed in the record two letters from Mr. West dated Feb. 28, 1961, to WALT Tampa and WSUN St. Petersburg, (which had purchased the November 1960 survey). In the letters, Mr. West congratulated WALT for being No. 1 in the daytime and WSUN for being tops at night in a Conlan survey conducted Feb. 12-19. He said the survey would be published the next week and offered it for sale to both stations for \$145.

Mr. West said that letters of this type were a common sales practice of Conlan and that the survey probably was not

1962 was \$5,619, Mr. West said after being shown figures submitted by his firm. The average cost to Conlan per survey in 1962 was \$17, he agreed.

Mrs. Jones admitted that Conlan has no field supervisors and makes no attempt to check the accuracy of its telephone interviewers or whether they actually did the work reported. She said no correspondence with them is maintained and that their field reports are destroyed under an indefinite policy, sometimes the day the final report is completed.

Mr. West and Mrs. Jones purchased Conlan in 1959 from John L. Cuyant. The firm has five employees, including the two co-owners. Mrs. Jones has been with Conlan 16 years and Mr. West 12 years.

The Conlan president said that the



Videodex's Jay



ARB's Seiler



Hooper's Stisser

eight surveys Conlan sold in Tucson between May 1960 and February 1961, subcommittee investigation could turn up no telephone interviewers who had done the field work. The same was true for Conlan surveys of Tampa-St. Petersburg in November 1960 and February 1961, he said, one of which was not sold according to Mr. West.

The subcommittee obtained nine cities from Conlan in which the Kansas City firm or its New York subsidiary, Verifak Surveys Inc., claimed to have made radio listening studies. Mr. Richardson said that he and Rex Sparger of the subcommittee staff investigated only in the two cities mentioned.

Field Denials ■ Conlan listed Mrs. Phyllis Broad as having done the field work for two Tucson surveys (November 1960 and January 1961) and the same number for Mrs. H. T. Edwards (July and August 1960). However, Mr. Richardson said, both women claimed that they had done telephone work for Conlan on only one occasion. In addi-

tion, he said, another woman claimed to have made a survey for Conlan in Tucson was in the hospital in traction at the time the survey was allegedly made.

Neither did Mrs. Jones. Mr. West said that it is a common practice for Conlan to measure radio listening in cities without an order for such a survey.

After Mr. Richardson pointed out that Conlan sends copies of all its surveys to approximately 150 advertising agencies, free of charge whether or not they are sold, Mr. West said that only "summaries" of unsold surveys are published.

Year's Work ■ Mr. West said he did not know how many radio measurements Conlan makes in a year. He was asked to read into the record a document submitted earlier to the subcommittee by Conlan which showed that it sold 268 reports in 1962; 337 in 1961; 258 in 1960 and 235 in 1959. Verifak sales were approximately the same, until it went out of business in 1962, he said.

Total cost of field work to Conlan in

Federal Trade Commission had investigated the ratings firm in January 1962 and said that they did a "very good job." He said the FTC received much of the same information furnished the subcommittee and that Conlan has heard nothing from the agency since.

Contradictions ■ Tuesday's testimony about Videodex Inc., New York, by Allan V. Jay, its president and manager, was contradicted almost point-by-point by Mr. Sparger, who testified Wednesday.

Chairman Harris told Mr. Jay that his testimony was "an example of irresponsibility." "I don't see how any industry can depend on that kind of service," Rep. Harris said.

Mr. Sparger described a trail of correspondence and personal interviews with Videodex Inc. and Mr. Jay which began in 1961 and ran to the opening day of the hearings, March 5. He said the Videodex chief had represented to him and Mr. Richardson in the firm's

New York office in September 1961:

- That the company maintained a national sample of 9,200 tv homes.
- That Videodex Inc. had several field offices, notably in the Chicago area and a field operation in Joliet, Ill.
- That the firm was staffed by seven "substantially full-time" employees and several dozen part-time workers.
- That it used between 30 and 35 "subcontractors" who handled Videodex Inc. field work around the U. S.
- That it worked with a list of "premium houses," which provided inducements for viewers to keep Videodex diaries.

However, Mr. Jay told the subcommittee last week that his firm:

- Had discontinued its national rating service in 1958.
- Did have offices in Chicago and

testimony by describing Videodex Inc., which conducted national network tv program surveys in the mid-1950s, as a firm which now does 85% of its business directly with advertisers for whom it analyzes audience response to tv advertising schedules, usually spot.

Mr. Sparger said he and Mr. Richardson were told by Mr. Jay in his New York office on Sept. 22, 1961, that "survey sample size would never drop below 9,200," and that included all of the continental U. S. A 9,200-home sample was certainly better than 1,200 (Nielsen) or 1,050 (ARB), Mr. Sparger said he and Mr. Richardson both commented in memoranda they wrote that night.

But, Mr. Jay said last week, there is no group of 9,200 tv homes keeping Videodex diaries. Instead, the firm has

But, Mr. Sparger said, staff investigators and advertisers have been led to believe otherwise. Robert C. Sorenson, vice president and research director of D'Arcy Adv. Co., New York, had told them on Feb. 16, 1962 that the agency bought a Videodex Inc. survey for Studebaker to provide information about the advisability of moving *Mr. Ed* (CBS-TV) from one night to another, he said. To do this, the investigators said Mr. Sorenson had stated, Videodex Inc. would compile a sub-sample from its national samples.

Mr. Sparger's Wednesday testimony said the subcommittee's first knowledge that Videodex Inc. had discontinued its national sample service came Tuesday—when Mr. Jay was on the witness stand.

Mr. Jay later showed reporters a carbon of a letter which he said was written to the subcommittee on March 5, 1962 in which he stated that "in no case has a standard Videodex network report been issued in published form on a subscription basis since early 1959. The multiple-market master composite network ratings have been based on the original master sample design of 9,200."

However, when Mr. Sparger testified Wednesday he said that Julius Barnathan, director of research for ABC-TV in 1959, had described a national study performed by Videodex Inc. for the network in 1959.

Disputing other points raised in Mr. Jay's testimony, Mr. Sparger said that Mrs. Beatrice Beadron, Videodex Inc.'s Chicago field supervisor, told investigators who asked to see diaries, that they were placed in a warehouse (Anderson) immediately after tabulation because she feared the threat of fire at the office, which is in the basement of her Chicago home.

When subcommittee investigators inquired about that storage account, they were told it had been "dormant" since 1956, Mr. Sparger testified.

Staff Shrinkage ■ Rep. Moss was concerned about Videodex manpower, initially described by Mr. Jay as being substantially seven full-time workers. He amended that figure under direct questioning, and said just three of the five in Chicago are full-time. Mr. Jay heads up the New York office with an "assistant."

"Do you mean a secretary," he was asked.

No, the witness explained, his New York "assistant" did tabulation, verification, and in fact handled a considerable load of responsibility. He didn't want to appear facetious, Mr. Jay said, but the best description for his assistant was as "a counterpart of Mrs. Jones," the Conlon assistant.

Pressing the witness about "several dozen" part-time workers, Rep. Moss

Cooperation has limits ARB, Hooper learn

Presidents of two major broadcast rating research firms were shocked to learn Thursday (March 14) that two congressional investigators and a secretary had found a way to predict—with striking accuracy—who in a given market would be surveyed "at random" by their companies.

They were warned that unscrupulous broadcasters could do the same.

Rex Sparger and Robert Richardson, investigators for the House Special Subcommittee on Investigations (the group investigating broadcast measurement services—see page 44) demonstrated to the satisfaction and dismay of James W. Seiler, director of Audience Research Bureau, and Frank Stisser, president of C. E. Hooper Inc., that they had deduced the identifications of future interview prospects because both firms were a little "too cooperative" in allowing clients to check on their research procedures.

The subcommittee has been critical of some firms for lack of cooperation in this area, but suggested ARB and Hooper tighten up their policies. Messrs. Seiler and Stisser indicated they would—immediately.

How It Was Done ■ Telephone

numbers used by field interviewers to select ARB's diary-keepers are kept confidential, but an Oct. 20, 1961 company memo to its interviewers explained how to select prospects at random from a telephone book, the investigators said. This memo was made available to the investigators as well as to clients who asked ARB for the privilege of inspecting the firm's methods, testimony revealed. A comparison of a subsequent survey sample and a group of telephone numbers independently determined by the investigators were disquietingly similar, Mr. Seiler acknowledged.

Hooper interviewers select a third of their sample from the front, center and back thirds of telephone directories, Mr. Stisser explained. After inspecting interviewing reports made in October at Fort Worth by Hooper people, Messrs. Sparger and Richardson—with the assistance of a secretary—were able to project the next month's sample with an 88% degree of accuracy, it was shown.

This Mr. Stisser acknowledged, as Mr. Seiler had before him, and he announced there would be immediate changes in what clients could inspect.

New York, but the bulk of Videodex operations had been shifted to New York during the past year.

▪ Employed smaller full- and part-time staffs than had been earlier declared to the investigators.

▪ Had neither contracts nor correspondence which showed a business agreement with its "subcontractors."

▪ Worked with what would be more accurately described as "premium mailing houses."

From the Top ■ Mr. Jay began his

obtained the names and addresses of tv set purchasers from warranty cards which owners returned to set manufacturers. Grouped by tv markets, the names are selected at random when clients order analyses for specified markets, Mr. Jay explained. The company obtains multiple-market data by using its old 9,200 sample (from the days when it had a national rating survey) by referring to diaries stored in warehouses, mainly Anderson Bros. Moving and Storage, of Chicago, Mr. Jay said.

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Radio, Television and Allied Science

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1962

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KVOA-TV Tucson, Arizona

COMMENTATOR AWARD

Howard K. Smith

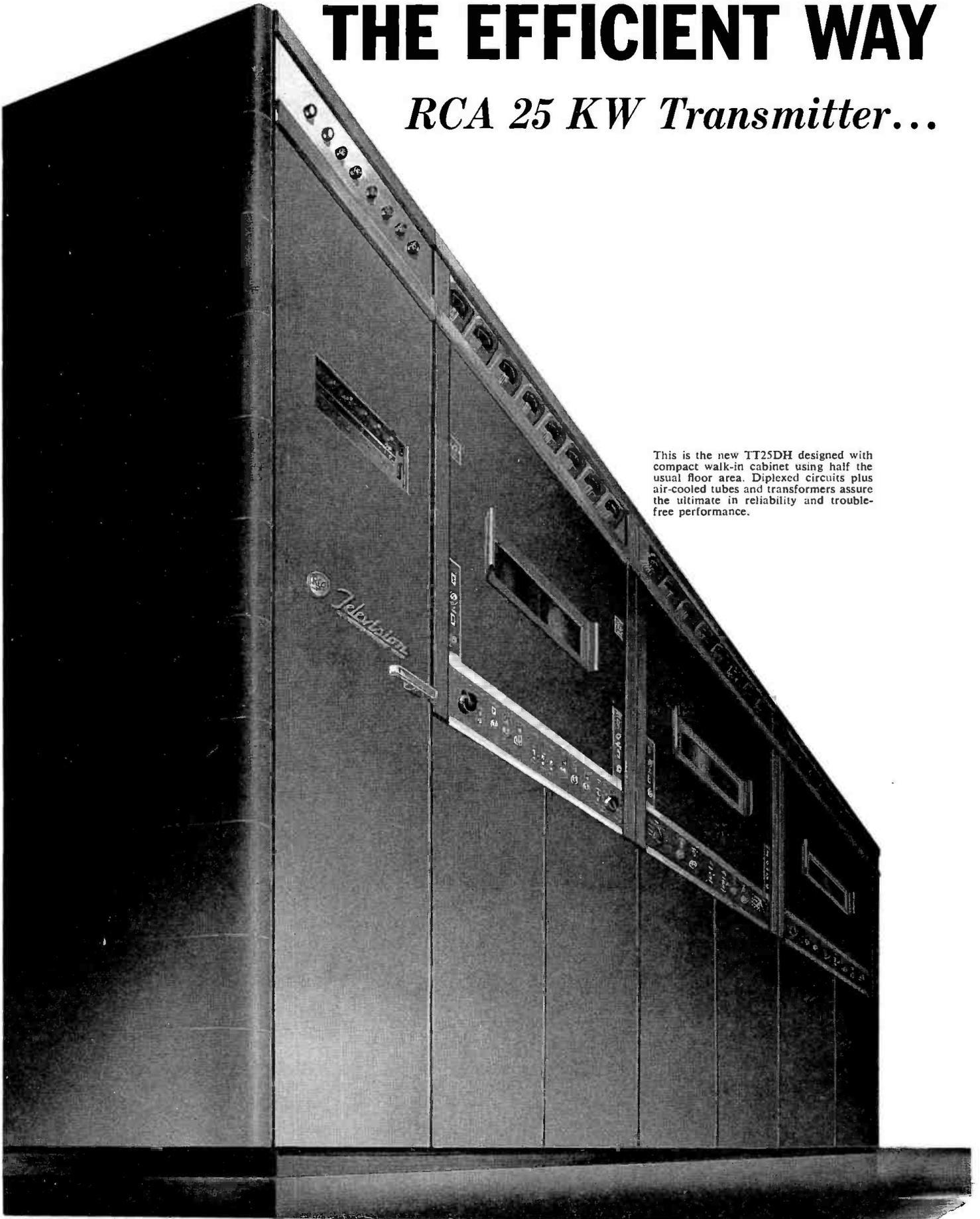


For excellence of broadcasting in the public interest

THE EFFICIENT WAY

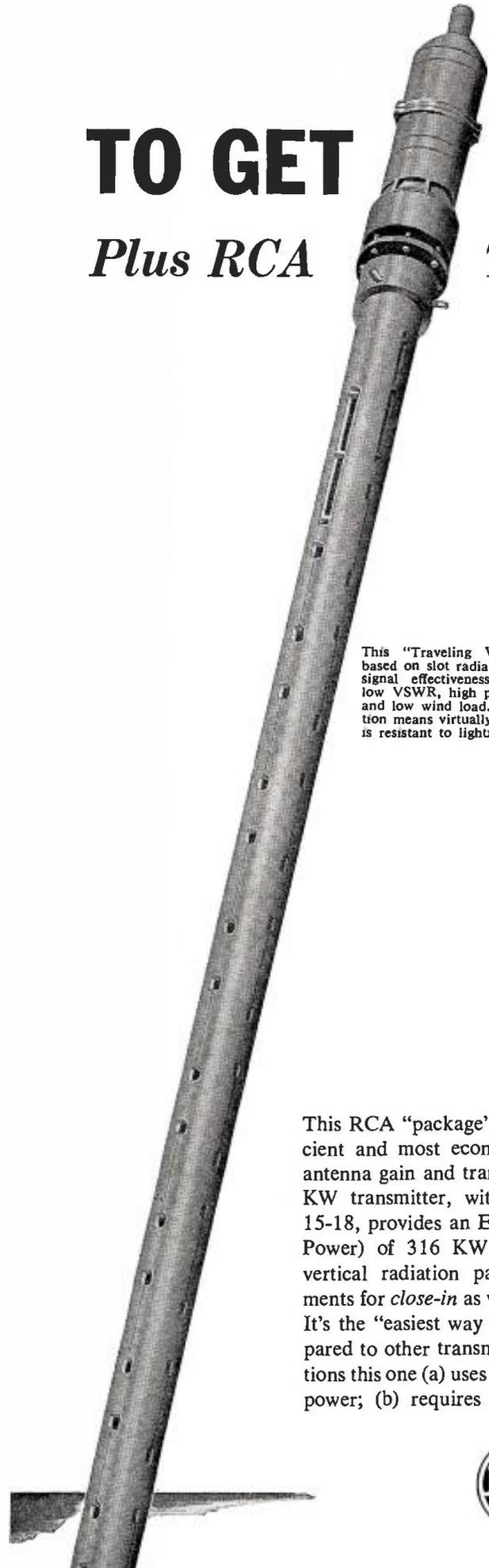
RCA 25 KW Transmitter...

This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.



TO GET 316 KW ERP!

Plus RCA *Traveling Wave Antenna*



This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for *close-in* as well as *far-out* coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the

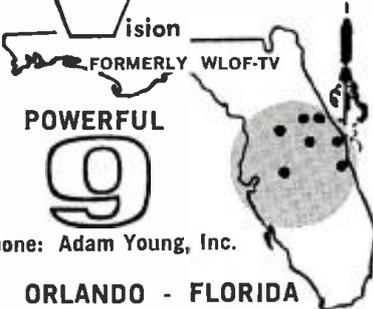
usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

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Johnny Carson, David Mahoney to testify

Big and little money in the radio-tv industry will be represented today (Monday) as the House Special Subcommittee on Investigations resumes its hearings into audience measurement services.

An NBC-TV spokesman said late last week that Johnny Carson, host of that network's *Tonight* program, has been called by the subcommittee after two weeks of negotiations over whether he would have to testify. The congressmen want to question Mr. Carson about statements he made on his program about the power of ratings.

David J. Mahoney, executive vice president of Colgate-Palmolive Co., also was added to the witness list after he asked for guaranteed audience figures from television (BROADCASTING, March 11). Colgate, which bills over \$49 million annually in tv, is second only to Procter & Gamble as a tv advertiser.

The story of how a small radio station in a two-station market lost national and regional accounts after the publication of a survey taken by The Pulse Inc. will be told by Ross Baker, general manager of KCCO Lawton, Okla.

was told that the number actually was "between 6 and 12."

Questioned by the investigators in 1961 about his "subcontractors," Mr. Jay said then they numbered between 30 and 35. But when Mr. Sparger took the witness stand last week, he said staff checks failed to locate any persons listed by Mr. Jay as having worked for Videodex during a specified period.

The staff visited seven "premium houses" on a list furnished by Mr. Jay and found none had done any mailing for Videodex Inc. These firms are mostly "premium mailing houses," Mr. Jay explained last week.

Not a Corporation - Videodex Inc.'s corporate status was questioned by Chairman Harris, who asked Mr. Jay, "Why did you not say your corporation was involuntarily dissolved on June 4, 1954?"

"I would be interested to know who the principals are who caused that," Mr. Jay replied, saying that the chairman's statement was the first time he had heard of the dissolution.

Subsequent testimony revealed that the firm began as a Chicago partnership, Jay & Graham Research Organization, in 1948, and became Jay & Graham Research Inc. in 1949. It was incorporated as Videodex Inc. in New York the next year, and amended in Illinois to Videodex Inc. in 1952.

Just two weeks after the involuntary dissolution in Illinois, New York records show, Videodex Inc. was voluntarily dissolved in that state on June 16. Mr. Jay said he could not remember whether the firm had ever filed annual reports required by Illinois law. However, filing federal income taxes as a corporation in 1962, the firm reported no net profits for that year, and paid no taxes, Mr. Jay said.

The firm still describes itself as Videodex Inc.

'Hypoing' and 'Metros' - ARB's Mr. Seiler was questioned closely about

what it would take to unduly influence a rating survey and congressmen sharply criticized "artificial" definitions of metropolitan markets.

But by the time he finished his testimony, Mr. Seiler had been warmly complimented for his frankness and ARB's full cooperation with the subcommittee and its staff.

The ARB head said his firm notifies subscribers before surveys are conducted in their areas, but his staff is aware of "hypoing" and takes it into consideration in report preparation. "Hypoing" [is] "probably more emotional than real," he said. ARB comparative studies have shown little change in audience pattern even with "hypoing," Mr. Seiler said. Severe cases are mentioned in ARB reports and resulting data is footnoted with explanations.

ARB tries to follow Census Bureau guidelines in drawing metropolitan markets, he said, but advertising agencies sometimes create markets of their own definition.

"It seems you have one application of your business and the people who pay you have another," Rep. Harris said.

"It's not going to be a simple matter to make this [ratings] much more accurate," Mr. Seiler said. The problem earnest broadcast research firms face, Mr. Seiler explained, is that "we have an extremely difficult problem" and very little money to overcome it.

"The industry has never even described what a television viewer is," he added.

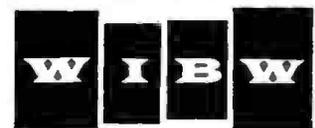
How ARB Operates - One of the major rating firms, ARB measures national and local tv audiences. It is a division of C-E-I-R Inc., Mr. Seiler said, has a full-time staff of 225 employees and a field staff of about 5,500 interviewers. It has about 410 local tv clients in U. S. markets. The firm abandoned radio measurement several years ago because it didn't think it



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Comsat incorporators may face fiscal questioning

Incorporators of the Communications Satellite Corp. were approved by the Senate Commerce Committee last week but the space committee indicated it wanted an opportunity to ask about some unresolved questions.

The problem area seemed to be how much public money should go into research and development which will benefit the private corporation.

The issue was raised last month by Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, and has been echoed by other senators since (BROADCAST-

ING, Feb. 25). It also was at the heart of opposition to the original Communications Satellite Bill which was opposed but passed last year.

Sen. Clinton B. Anderson (D-N.M.), chairman of the Astronautical and Space Sciences Committee, sat in with the Commerce Committee during the nomination hearing Monday (March 11) for the 14 incorporators. He indicated then that his committee might want to discuss some problems with the incorporators.

A tentative hearing has been set for tomorrow (Tuesday).

Sam Harris, vice chairman of the incorporators, spoke for the group last week and said they have made no decision on operations matters, including research. But he pointed out that how much money the National Aeronautics & Space Agency spends in space communications is entirely up to Congress.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, agreed with Mr. Harris. (Sen. Magnuson also is chairman of the appropriations subcommittee which controls NASA's purse strings.) The agency has asked for \$55 million to spend in space communications in the 1964 fiscal year.

Radiation ■ According to Mr. Harris, it would be proper, he thought, for the government to handle investigations in the area of space radiation, which is a problem affecting all space programs.

The committee was told that an operable space communications system might be ready by 1967. The corporation will issue stock as soon as practicable, Mr. Harris said. "We're moving as fast as we can," he said.

Sen. Vance Hartke (D-Ind.) asked the incorporators to provide a summary of suggestions they intend to make to the government for the U. S.'s presentation at an October conference in Geneva at which an attempt will be made to set up ground rules for allocation of space frequencies.



Three key men charged with the development of a private space communications system are shown as they appeared before the Senate Commerce Committee last

week. (L-r) Leo D. Welch, chairman of the Communications Satellite Corp.; Sam Harris, vice chairman of the board of incorporators, and Dr. Joseph V. Charyk, president.

could be done, Mr. Seiler said.

(Asked about ARB's relative position in the rating field, Mr. Seiler blurted out that the firm's 1962 gross income was \$3,113,663. Most of that income—\$2,963,910—was from local tv market reports, he said.

(The witness was quickly advised that he was not being asked for public disclosure of the actual figures—just for an idea of ARB's share of the business.

(His best guess on that, Mr. Seiler said, is that ARB has about a 60-40 lead in local tv market reports. Its national reports, however, may represent closer to 10% of that area.)

The firm uses diaries through four-week periods to learn viewing habits, he said, and uses telephone coincidental surveys to check up on its diary-keepers' habits. They have shown, Mr. Seiler said, that non-responders are somewhat different viewers, and there is some recording error—but the differences are small.

Misused 'Metros' ■ Rating users who

buy time only on the basis of "metro ratings" "could be badly misled on coverage outside the metropolitan market," Mr. Seiler said.

The "metro rating" is designed to show broadcasters how their programming competes with other stations who have the same opportunity to reach the same number of viewers, he explained. That is why "metros" are restricted areas into which all local stations put the same quality signal, he said.

Total home figures, however, measure all homes which pick up a station's signal. They are intended to credit stations for any viewers they may have.

Sample errors worried the subcommittee and Mr. Seiler was asked about the margin of error in ratings given two competing stations in the same time period. In a Louisville example one was rated 22, the other 26. Applications of error variations showed that a more accurate description than 22 or 26 was that a 22 could range from 15.2

to 28.8 and a 26 from 19 to 33. This showed, Mr. Seiler said, that there really is no significant difference in the stations on an individual program level and points out problems which exist in buying spots in local markets on the basis of ratings.

"Never believe a thing until you see it twice in a row," Mr. Seiler said ARB advises its clients. "I feel very strongly," he said, "our material is quite often misused."

FTC Orders ■ Toward the end of Mr. Seiler's testimony Chairman Harris observed that he thought it was interesting to note the timing of the Federal Trade Commission's consent orders signed in December with three major rating firms, including ARB (BROADCASTING, Jan. 7). Ratings have been under study by Congress since Senate hearings in 1958, Rep. Harris said. Material developed then was turned over to the agency. The House subcommittee issued the Madow Report (a statistical appraisal of rating meth-



her
name's
been
changed—
but
she's
still
the
favorite
of
the
Chattanooga
market!

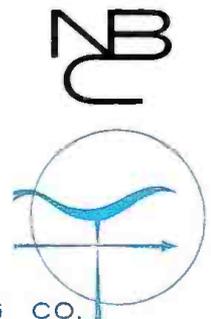
Her name was WRGP-TV . . .
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which shows that from
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Monday through Sunday—
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WRCB-TV than station B, and
35.96% MORE than station C.
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her better, so for
more information as to her
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contact your H-R man!

WRCB/TV

CHATTANOOGA, TENNESSEE

Channel 3

RUST CRAFT BROADCASTING CO.



odology) in the spring of 1961, he said, but it wasn't until just two months before the current hearings that the FTC acted.

Chairman Harris thanked Mr. Seiler for his candor and presentation and said there was "no doubt in my mind that you are knowledgeable and capable in your business."

The compliment, however, prefaced this question: Should the subcommittee undertake legislative action in the rating field?

Mr. Seiler said he thought the subcommittee was making a valuable contribution by exposing problems.

What about setting standards for the industry? Chairman Harris wanted to know.

It would be difficult to set them, Mr. Seiler said, but certainly any misrepresentation should be exposed.

Hooper Ratings 'Overused' ■ Hooper's president, Frank Stisser, told the subcommittee that the firm hoped a fuller understanding of the rating business would result from the investigation. What he meant, Mr. Stisser explained, is that ratings "are over-used." Hooper tries to publish a comparative index of how one station's programs compete with another's in the

same market, Mr. Stisser said. Coverage is not a concern of Hooper, he said.

Hooper measures radio listening primarily at home, Mr. Stisser said, but includes auto listening with on-street surveys conducted mostly by male college students who stand on street corners and check motorists' radios "during red lights."

The firm employs 125 full-time workers; its interviewers are paid by the hour, but supervisors are paid monthly retainers and by the hour, Mr. Stisser said.

Outlining Hooper's telephone interview method, Mr. Stisser explained that callers ask what station people "are listening to now," what they listened to 15 minutes ago and questions on listener characteristics.

An analysis of this method by subcommittee investigators showed that presentation of this data in half-hour breakdowns inevitably grouped responders in a manner which meant they were counted twice. So, it was pointed out, although Hooper states it uses a minimum sample of 900, this could never be really more than 450, and—it was said—the application of other statistical criteria diluted the sample to fewer than 300.

Mr. Stisser agreed this was so.

That 'Hypoing' Problem ■ Hooper notifies its subscribers—located in about 60 major markets—when a survey is about to take place, usually the first week of a month. Notification is made to be fair to all, Mr. Stisser said, because once a survey begins someone usually finds out within a day or two.

As with ARB, which also informs subscribers when ratings surveys are being conducted, Hooper has a "hypoing" problem. Facing it, the radio survey firm does what ARB does—publishes explanatory footnotes when it thinks stunts or other "hypoing" devices may have thrown off the accuracy of a report.

NSI or ARB

any way you look at it —

WFLA-TV delivers more homes in the Tampa-St. Petersburg market!

NSI* NOV. 1962 (ADD 00) AVERAGE QUARTER-HOUR TOTAL HOMES VIEWING

		WFLA-TV	STA."B"	STA."C"
9:00 AM-Noon	(Mon. thru Fri.)	430	0	225
Noon- 3:00 PM	(Mon. thru Fri.)	503	64	483
3:00- 5:00 PM	(Mon. thru Fri.)	396	102	426
5:00- 7:30 PM	(Mon. thru Fri.)	868	94	838
7:30-11:00 PM	(Sun. thru Sat.)	1128	340	998
11:00 PM-1:00 AM	(Sun. thru Sat.)	291	0	259

ARB NOV/DEC (ADD 00) AVERAGE QUARTER-HOUR TOTAL HOMES VIEWING

		WFLA-TV	STA."B"	STA."C"
9:00 AM-Noon	(Mon. thru Fri.)	309	39	244
Noon- 6:00 PM	(Mon. thru Fri.)	356	53	346
5:00- 7:30 PM	(Mon. thru Sun.)	745	135	646
7:30-11:00 PM	(Mon. thru Sun.)	1007	309	865
6:00-10:00 PM	(Mon. thru Sun.)	1032	252	904
10:00 PM-Midnight	(Mon. thru Sun.)	562	163	524

These are the facts. Check your schedules in Tampa-St. Petersburg.

* Audience estimates cited are per permission of Nielsen.

National Representatives — 



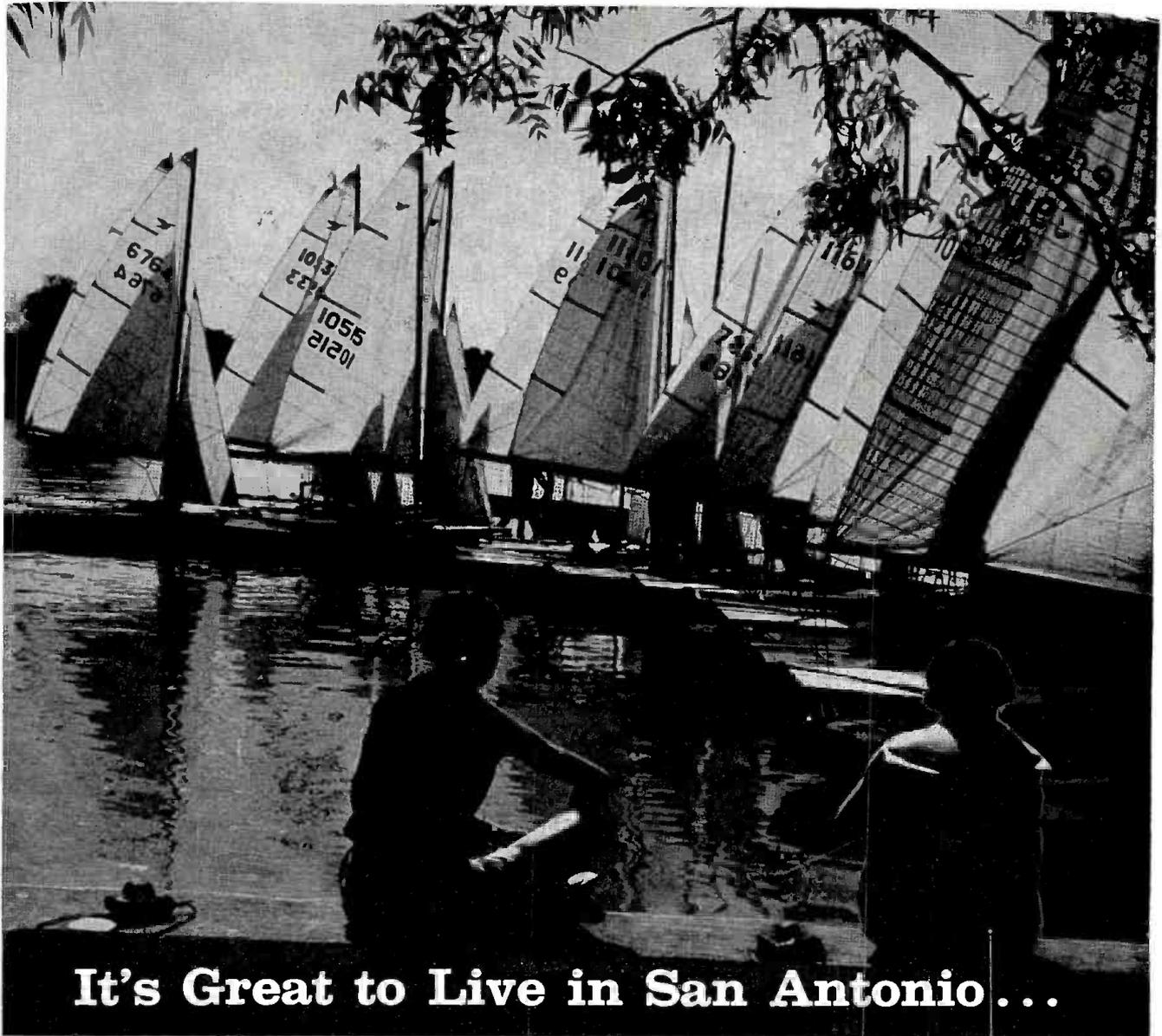
WFLA-TV
NBC
TAMPA-ST. PETERSBURG — Channel 8

Admits he likes idea

FCC Commissioner E. William Henry exhibited more candor last week than most bureaucrats are supposed to possess.

When Commissioner Robert E. Lee introduced him at the government-industry committee meeting on uhf development (see page 119), he referred to reports that Chairman Newton N. Minow might resign, to be succeeded by Commissioner Henry.

Smiling broadly, Commissioner Henry replied, "I know no more about it than does Commissioner Lee. All I can say," he added, "is that I hope he's right."



It's Great to Live in San Antonio...

The calm, tranquil waters of Woodlawn Lake, in the heart of San Antonio, reward boating enthusiasts with hours of relaxed pleasure. In this city of contrasts, three-quarters of a million San Antonians enjoy gondola rides on the romantic San Antonio River... thrilling speed boat rides in tropical Brackenridge Park... water skiing at nearby Medina Lake.

Spectators wander through the hallowed halls of the Alamo... the beautifully preserved Spanish Missions... and the world's largest Military and Space Age Installations. All this and much, much more in one of America's most picturesque cities. Yes, it is great to live in San Antonio!

It's Great to SELL San Antonio on KONO-TV ch. 12





THE KID MIGHT
JUST BECOME
ANOTHER
HUCK FINN

Jaimie McPheeters is the hero of a Pulitzer Prize novel.

And of a new television series with a lot going for it.

A healthy production budget. Writers like John Gay, who did the film "Separate Tables." Directors like Boris Sagal, who worked about every top drama show on television. And the facilities of Metro-Goldwyn-Mayer studios.

But viewers don't sit and watch

credits for an hour.

They will watch an engaging Jaimie (Kurt Russell) who finds the lure of adventure and gold more exciting than school.

And a father (Dan O'Herlihy) who finds the lure of gambling more challenging than responsibilities.

And assorted heroes, friends, fiends, love interests and creditors who share their adventures.

"The Travels of Jaimie McPheeters" premieres this fall—on ABC Television—along with more than a dozen new shows.

One's a cross between Ben Casey and Sigmund Freud. (It's called The Breaking Point).

One's high adventure, with a wrinkle. The hero's a man on the run (Fugitive).

One's two hours of Jerry Lewis. (Enough said?)

And one show is actually two shows—Arrest & Trial. 45 minutes of chase (The Arrest). 45 minutes of courtroom action (The Trial).

New shows, new formats and faces, new ideas—all with one thing in common.

Entertainment.

Exciting programming to attract the younger, larger families that we, and you, want to reach.



"THE TRAVELS OF JAIMIE MCPHEETERS"
ONE OF THE BIG NEW SHOWS ON ABC



ABC NOT GIVING UP ON DROP-INS

Network asks FCC to make seven markets dual operations

ABC last week attempted to breathe new life into the FCC's controversial, but dying vhf drop-in proposal.

The network suggested that the commission grant the drop-ins and at the same time authorize dual vhf-uhf operations in the 7 two-station markets.

Two weeks ago the commission voted to deny the drop-ins in Johnstown, Pa. (ch. 8), Baton Rouge, La. (ch. 11), Dayton, Ohio (ch. 11), Jacksonville, Fla. (ch. 10), Birmingham, Ala. (ch. 3), Knoxville, Tenn. (ch. 8), and Charlotte, N. C. (ch. 6). In a related action the FCC reassigned ch. 5 in Enid, Okla., to Oklahoma City, at short spacing, and modified the license of KOCO-TV, which operates the ch. 5 facility, to specify Oklahoma City (BROADCASTING, March 11).

ABC said that the commission denied the drop-in proposal by an announced 4-3 vote, but did not give any reason for making the denial. The network noted that the trade press reported the commissioners, who voted for the denial, did so out of belief that uhf channels would provide the third service.

ABC took a different view. It said the FCC's decision "will not satisfy the critical shortage of competitively equal facilities" in the seven markets. Neither will the FCC's position advance "the cause of uhf broadcasting," ABC said.

On this note the network concluded that if the commission provides for dual vhf-uhf stations, along with the drop-ins, both of the two objectives would be satisfied.

Last, But Not Least ■ ABC said that the seven proposed drop-ins are but the last of a long series initiated by the commission since 1952, when the agency adopted its plan to provide a third competitive facility in important two-station markets. ABC pointed out that in some cases the drop-ins were made without any mileage separation considerations. On the other hand, short spacing has sometimes been necessary such as ch. 13 (WAST [TV]) in Albany, N. Y. (BROADCASTING, Feb. 18).

ABC told the commission: "The public in these seven remaining markets is no less entitled to a third competitive service than it is in the other markets . . ." where the commission has provided a third service.

ABC reminded the FCC of its position when the commission denied a petition by the Assn. of Maximum Service Telecasters to reconsider its drop-in policy. The commission said, ". . . we are faced with the inescapable circumstance that in the present state of the art, the operating commercial uhf stations cannot compete with vhf stations

on anything like an equal basis."

Help or Hinder ■ ABC said that if the FCC plans "undue encouragement" to proposed applicants to apply for uhf channels in the seven markets, as a measure to aid uhf, "we agree that the action probably will contribute to its advancement. But if aid to successful uhf station operation is the criterion—as we believe it should be—the proposed action will hinder, not help, uhf."

The network said that the commission should not need to be reminded of the "scores" of uhf stations that have failed in competition with two vhf stations. But if the commission would grant dual vhf-uhf stations, the vhf could pull the financial load and support the uhf operation costs, ABC said. "Our proposal is to allow dual vhf-uhf operation with the same programming," ABC said.

The network noted that Chairman Minow and Commissioner Lee have in the past favored dual operations, but with different programming.

ABC told the commission it was willing to help uhf development. "To assist the successful applicant in the added cost needed to install and operate a dual vhf-uhf station," the network said, "ABC will, in its network compensation arrangement provide initially for more favorable terms to the station."

ABC concluded that if the commission doesn't reconsider its decision, the public in the seven markets will be "relegated to the status of second class citizens." The network added that it would be the "mid '70's" before a uhf operation would be feasible in these markets.

It has been reported that Gem City Tv Inc., a prospective vhf applicant for Dayton, is preparing to file a petition for reconsideration too. It is taking the same approach as ABC did.

FTC loses in bid for Bayer injunction

A federal judge in New York has refused to grant a temporary injunction forcing Sterling Drug Co.'s Bayer aspirin to stop using advertising that refers to results of a Federal Trade Commission-sponsored medical study.

The FTC, which has filed a complaint against Sterling and its agency, Dancer-Fitzgerald-Sample, New York, for using the study in advertising, asked for the restraining order while the case is being litigated before an FTC hearing examiner.

In a decision made public last week, Judge Archie O. Dawson of the Southern District Court of New York denied the FTC petition seeking to stop Ster-

Rogers plans new hearing

Rep. Walter E. Rogers (D-Tex.), chairman of the House Communications Subcommittee, said last week he hoped to reopen hearings on political broadcasting late this week, possibly Friday.

Expected to testify would be the chairmen of the Republican and Democratic national committees and Rep. Robert W. Hemphill (D-S.C.), who also has asked to be heard on a proposal to suspend "equal time" requirements for the 1964 presidential and vice presidential campaigns.

Broadcasters and other witnesses testified two weeks ago (BROADCASTING, March 11).

ling's use of the comparative analgesic study published in the *Journal of the American Medical Assn.*, Dec. 29, 1962 (BROADCASTING, Feb. 25). The FTC will continue prosecution of the case with a hearing scheduled to begin April 1, before Examiner Eldon Schrup.

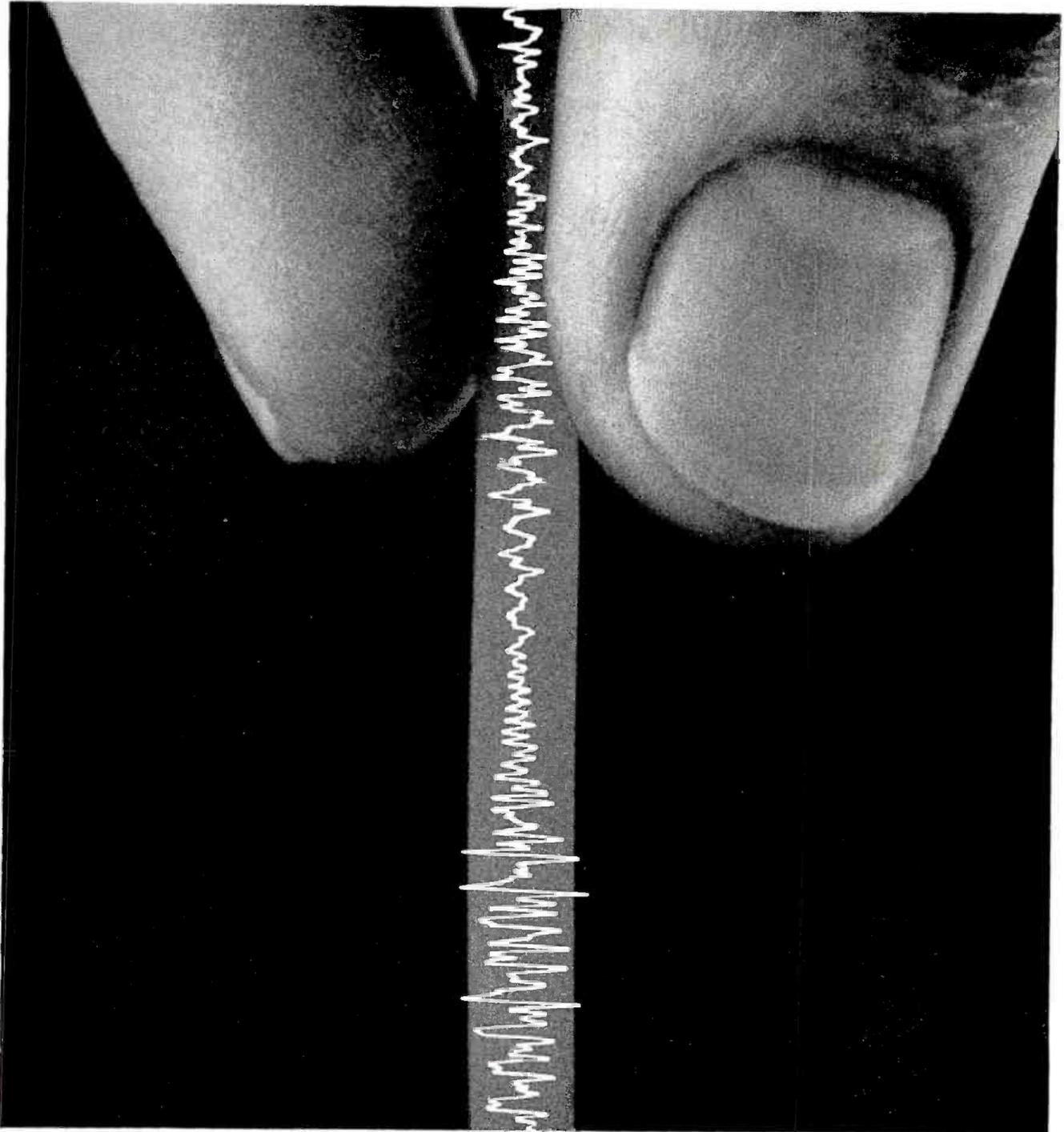
No Difference ■ The FTC-sponsored study was made by two doctors and a city health officer in Baltimore. The investigators reported, the agency said, that there is no significant difference in the degree of relief from pain afforded by Bayer and other products tested, after 15 minutes of administration (BROADCASTING, Jan. 21).

In his decision, Judge Dawson found the FTC had not proved its case against Sterling Drug and Dancer-Fitzgerald-Sample, in each of five practices which the commission contended were fraudulent. He asserted that "if any false impressions are created about the origin of the study they are impressions created by the actions of the commission itself." Also, he said that "if the report of the experts employed by the commission is inaccurate then the commission itself is guilty of promoting false advertising."

A Sterling Drug official said that Bayer aspirin advertising will continue to use the results of the study, although current commercials do not refer to the study specifically. D-F-S said that whatever changes have been made in Bayer's ad copy were merely "a matter of good advertising practices," and not a result of FTC proceedings.

Freed pays \$300 fine

A \$300 fine was paid last week by disc jockey Alan Freed, who pleaded guilty in criminal court in New York last December to accepting a total of \$2,700 from two record companies for favoring their records on his radio show.



What professional recording tape now offers a new standard of performance? **AMPEX 600.**

Ampex engineers are never content with present standards. They are always trying to improve what sometimes seems un-improvable. Now they have been at work on the Ampex 600 Series Professional Recording Tape. And they've improved it so much we felt we should call it the new Ampex 600. This 600 Series now offers better high frequency response characteristics. And because an exclusive Ferro-Sheen process makes the tape smooth, the first play and the

one-hundredth have the same response characteristics curve. It gives you the kind of reliable performance you expect from Ampex recording equipment. Try this improved 600 Series and see. It's made in the same rigidly controlled clean-room atmosphere as precision computer and instrumentation tapes. Write the only company with tape, recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.



FCC INSISTS ON MAKING A DECISION

Refuses to approve agreement for Philco withdrawal

The FCC last week refused to approve the agreement under which Philco Broadcasting Co. would withdraw from the ch. 3 Philadelphia fight and be reimbursed its expenses by NBC, present occupant of that channel.

The commission reportedly adopted the unusual rationale that both NBC and Philco are qualified applicants and that, as a result, the FCC should not deny itself the opportunity of deciding between them.

But the action jeopardizes NBC's play to dispose of its Philadelphia broadcasting properties, as required by a Justice Dept. consent decree, by swapping them for RKO General's Boston stations.

Under the agreement, NBC was to pay Philco not more than \$550,000 as reimbursement for its expenses in prosecuting its application for a new station on ch. 3. This application is one of a series of related matters now in a consolidated hearing.

The hearing, which has been in abeyance pending the commission action on the agreement, is scheduled to resume today (Monday).

In disapproving the agreement, the commission asked Philco to decide, "without undue delay," whether it will continue to press its application. Philco's alternative, commission sources said, is to withdraw without getting any of the \$523,000 it says it has spent.

Philco, in earlier pleadings, said that if the agreement were rejected, the company would "prosecute its application with the utmost vigor."

The commission action was said to have been taken on a 4-2 vote, with Chairman Newton N. Minow and Commissioners E. William Henry, Robert T. Bartley and Frederick W. Ford in the

majority. Commissioners Robert E. Lee and Rosel H. Hyde dissented, and Commissioner T. A. M. Craven abstained.

The brief commission announcement—issued in advance of the official order—didn't give the reasons for rejection of the proposal. But commission officials said the majority felt the commission should not, by its own action, reduce the number of qualified applicants.

What makes this case different from most others in which an applicant seeks to withdraw from a comparative hearing in return for reimbursement of expenses, officials explained, is that a station is already operating on ch. 3.

Normally, what is at issue are two or more mutually exclusive applications for a construction permit to put a new station on the air. The commission, in such a case, could approve a withdrawal in return for reimbursement, in order to speed broadcast service to the area involved.

But in Philadelphia with ch. 3 already in service, the commission sources explained, no public interest would be served in approving Philco's withdrawal.

A secondary consideration on the part of the commission was said to be its concern that approval of the agreement might stimulate the filing of applications for new stations by persons interested in "shaking down" stations seeking license renewals.

"There's no evidence of that here," a commission source emphasized. "But large sums of money are involved. It might give someone the idea of how to pick up some cash."

The major rationale reportedly adopted by the commission rejects the arguments of both the commission's Broadcast Bureau and Philco. The

bureau was in favor of the withdrawal being approved but the payment denied on the ground that Philco's good faith in filing the application was suspect.

The bureau said there was a "serious question" as to whether the application was a device to improve the bargaining position of Philco Broadcasting's parent, Philco Corp., in its court fight with RCA, NBC's parent, over patent rights. This fight has been settled (BROADCASTING, Jan. 7). The commission reportedly doesn't question Philco's good faith.

Philco had argued that the commission doesn't have authority to disapprove the agreement. It said the Communications Act section cited by the bureau as providing jurisdiction applies only to cases involving competing applicants for construction permits.

An agency official said Philco could, of course, pull out of the ch. 3 fight if it wished—"we can't make them stay in." But, he added, the commission can't approve an agreement it doesn't believe to be in the public interest.

NBC had hoped for FCC approval of the agreement as a means of clearing the way to renewal of the licenses of its Philadelphia stations, WRCV-AM-TV, and the subsequent trading of these properties for RKO General's WNAC-AM-TV and WRKO (FM) Boston.

But even if Philco decides to withdraw, the commission would still have to consider the antitrust activities with which Philco has charged NBC in the lengthy and complex hearing. The charges involve NBC's alleged pressuring of Westinghouse Broadcasting Company into exchanging its Philadelphia properties for NBC stations in Cleveland.

Firing engineer within rights, McLendon says

Gordon McLendon, president of WYNR Chicago, last week denied allegations in unfair labor charges filed against the station by Local 1220 of IBEW (BROADCASTING, March 11). Heart of the dispute, he indicated, is WYNR's right to fire an employe for not doing his job.

The IBEW complaint to the Chicago office of the NLRB charged that an engineer, James Clark, had been fired for his activities in behalf of Local 1220 and claimed that WYNR has refused to bargain in good faith since last fall even though a new contract was signed this January.

Mr. McLendon said, "The employe was discharged for failure to properly perform his duties, and while the station considered all of the demands for operating changes sought by the union, the contract which the union and the station signed in January specifically provided that the engineers would perform their duties as directed."

FCC reveals 'roadshow' hearing costs

The FCC's inquiries into local live television programming in Omaha in January and Chicago last year cost a total of \$4,915, according to figures made available by the commission last week.

The figures include *per diem* costs (\$16 a day) for staff members and the two commissioners involved, their travel expenses and the rent for office space in Omaha.

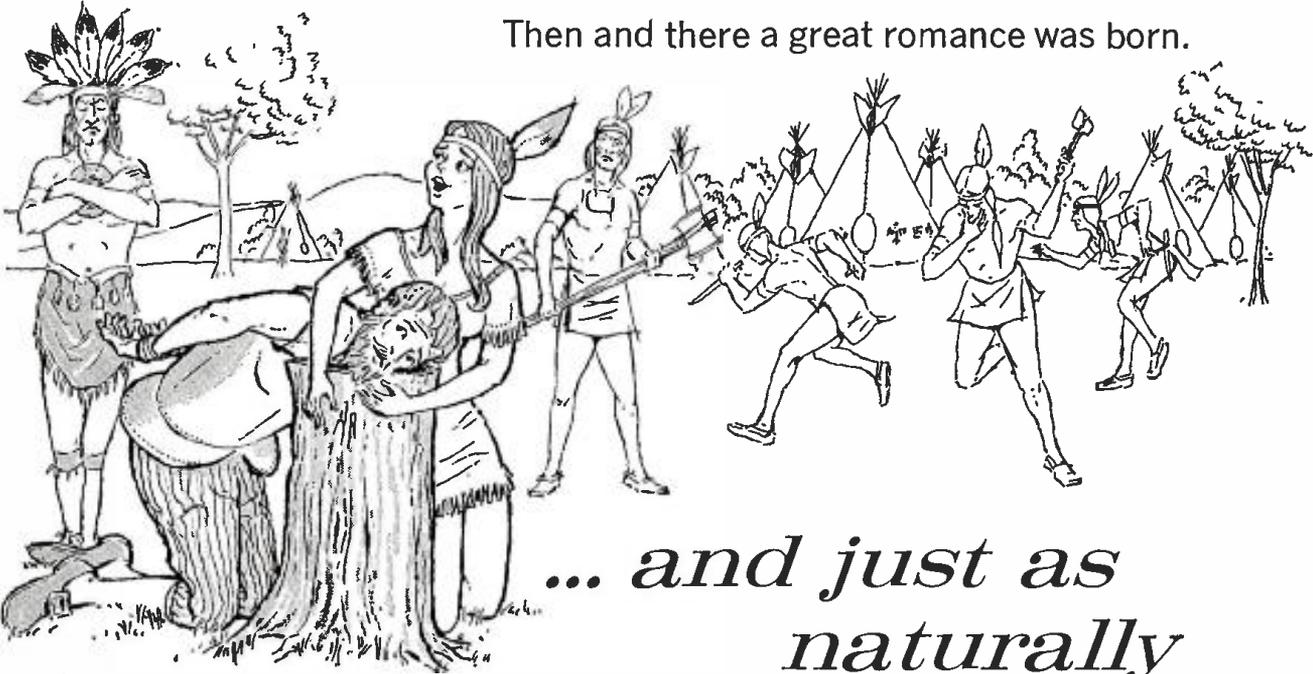
Not included, however, were salary costs. The commission said these costs would have been the same had the FCC officials remained in Washington. There was no indication of the amount of time spent in prepar-

ing for the hearing, on the ground that no such records are kept in the commission.

The cost of the Omaha hearing was given as \$2,552. This includes \$1,152 in *per diem* expenses for a total of 72 man-days spent in Omaha by Commissioner E. William Henry, who conducted the hearing, and four staff members. Travel cost \$900 and office space, \$500.

The Chicago hearing cost \$2,363. The *per diem* for Commissioner Robert E. Lee and four staff members who spent a total of 99 man-days in Chicago was \$1,584. Travel expenses totaled \$779.

NATURALLY... the redskins (they called 'em that because they shoulda blushed for shame!) had the hardy Captain all trussed up and ready for the crewcut. Just then, the chief's favorite daughter, Pocahontas (meanin' "well-stacked") ankles out to the block, drapes herself around the captain in a promisin' fashion, and says "Stop!" That did it. Then and there a great romance was born.



... and just as naturally

as Captain John Smith fell in love with Pocahontas, knowledgeable time-buyers are feeling real romantic these days about WHEC-TV. They're mighty grateful, too, for the sales results that follow product-exposure to the people of the rich Rochester area via spots on Rochester's top-popular TV station, WHEC-TV, Channel 10.



WHEC 10 TV



ROCHESTER NEW YORK

Newspapers to be welcome in uhf: Minow

'OPEN DOOR' POLICY REVEALED AT CELLER'S OWNERSHIP HEARING

Newspaper publishers who for over two decades have felt unwanted in radio and television were urged to come into television last week.

For years, publishers have felt that in broadcasting they were somewhat unwanted. Last week they were assured of a warm welcome by FCC Chairman Newton N. Minow if they applied for uhf and if they have plenty of money to hold out until uhf turns the corner.

The FCC chairman made his offer in testimony before the House antitrust committee, headed by Rep. Emanuel Celler (D-N.Y.). The committee opened hearings last Wednesday on concentration of the ownership of news media.

After hearing Mr. Minow, the committee also heard representatives of the American Newspaper Publishers Assn., Nelson Poynter, publisher of the *St. Petersburg (Fla.) Times* and *Evening Independent*, and Loyal B. Phillips, former publisher of the *St. Petersburg Independent*.

On Friday the committee was scheduled to hear Norman, Otis and Philip Chandler of the *Los Angeles Times* and *Mirror*.

The open door policy for newspaper applicants in uhf was enunciated by Mr. Minow during his discussion of the need for more facilities in order to dilute the percentage of tv stations owned by newspapers.

"Our efforts to improve this situation rest in major part," he said, ". . . upon uhf tv and the all-channel receiver. We need applicants who are willing to risk their money in uhf tv for substantial periods of time, with no sure prospect of immediate financial return. If a newspaper publisher appears at our door as the sole applicant, able and willing to enter a large tv market on a uhf channel in competition with existing vhf stations, would we serve the public interest and the cause of diversity itself by turning him away?"

The answer, Mr. Minow seemed to respond, is no.

This was one of the most affirmative actions that came to light in the first three days of the Celler hearings.

The committee, including Mr. Celler, seemed more interested in developing information on monopoly and concentration trends in the newspaper business than in attacking the publishers.

During the course of Mr. Minow's testimony, these points were made by the witness and committee members.

▪ The FCC is looking into joint rate policies of newspapers with broadcast facilities in two cities—"upstate New

York and Worcester, Mass." It is also studying the effects of joint printing plant agreements between two or more newspapers with broadcast interests in Honolulu, Shreveport and St. Louis.

▪ It is looking into a broadcaster's complaint that the wire services aren't fair; they both require five year contracts and "almost" identical rates (BROADCASTING, Feb. 4).

▪ It is considering whether to look into situations where newspapers with broadcast stations use each of their facilities for cross promotion.

▪ Where a newspaper and its radio or tv adjunct editorialize with the same viewpoint, the FCC feels the broadcast station must comply with its "fairness" doctrine; it must afford time for the expression of opposing views.

▪ Although the commission is again asking Congress to give it the right to hold hearings on transfer cases, it does

chains" which he said owned among them 45 newspapers, 25 magazines, 10 am radio stations, seven fms, 12 tvs, two press associations, "several" photo services, "several" syndication and feature services.

"Is this not significant?" asked Mr. Celler.

"It is not only significant," Mr. Minow replied, "it could be dangerous."

Although Mr. Celler did not identify the chains, he later said he was referring to Scripps-Howard, Hearst and Newhouse groups.

In a discussion of FCC regulations and antitrust violators, Mr. Minow cited the Westinghouse price fixing case where the company was found guilty of violating the antitrust laws. After explaining why the FCC renewed the Westinghouse broadcast licenses, Mr. Minow added:

"In my view Westinghouse is one of the best broadcasting companies in the business . . . from a public interest point of view."

Mr. Minow had similar kind words for most newspaper-owned radio and tv operations.

Broadcasting and News ▪ Several times committeemen including Mr. Celler observed that broadcasting is not on a par with newspapers in supplying news.

"Television and radio, whatever their other virtues, cannot replace the daily newspaper . . .," Mr. Celler said. Broadcasting is "fleeting," he added.

Mr. Minow made this comment:

"Broadcasting cannot wholly substitute for the newspapers it may displace [as in New York]. The relative permanence and convenience of print provides comprehensive reporting which is indispensable to the democratic process. In New York, radio and tv did a heroic job . . . but they did not substitute for newspapers."

A more stinging thrust at radio and tv news came when Stanford Smith, general manager of ANPA, was on the stand.

Mr. Celler observed, and Mr. Smith agreed, that the news operations of many radio and tv stations were not comparable to newspaper operations.

Stuart Johnson, majority counsel to the committee, commented that radio and tv stations do not have reporters who are as "inquisitive" as those on newspapers.

Later during this same session, Arthur B. Hanson, counsel for ANPA, insisted that the "freedom of press" guarantee in

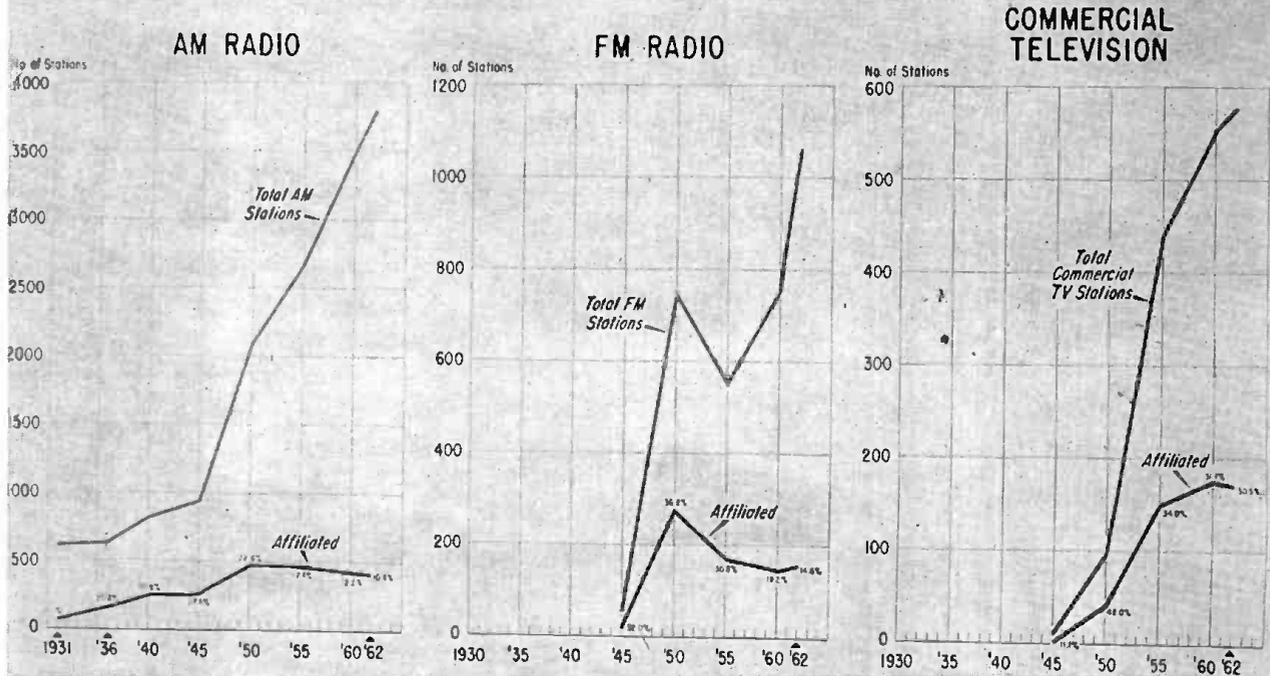


Rep. Celler

not seek the principles it followed when it operated under the Avco procedure. In that process, which the FCC followed for several years shortly after World War II, the commission was considered to be inviting other bidders for the property to be sold.

"Significant and Dangerous" ▪ At one point, Mr. Celler cited three "newspaper

RADIO AND TV STATIONS WITH NEWSPAPER AND/OR MAGAZINE AFFILIATION, 1931-1962



The amount of cross-ownership between broadcasting and newspapers is shown in these three charts introduced in the House antitrust hearings on newspaper concentration. In am radio in 1940, 30% were

affiliated with newspapers; now it's only 10.8%. In fm radio in 1950, 36.8% were commonly owned; now it's only 14.6%. In tv in 1950, 42% were owned by newspapers; today the ratio is only 30.5%.

the Constitution applies only to newspapers.

Broadcasting, he maintained, comes under the "freedom of speech" provision.

Competitive Newspapers ■ In his opening statement, Rep. Celler called attention to the fact that only 52 cities have two separate and editorially independent newspapers. In 1909, he said, there were 689 cities with competitive newspapers.

Also, in the last 50 years, he said, the number of daily newspapers has shrunk steadily—from 2,200 in 1909 to 1,760 today.

After referring to the impact of radio and tv on advertising revenues of newspapers, he called attention to the study done by committee staff on cross-ownership of newspapers and broadcast facilities (see chart). This led him to state:

"... Of itself, such cross-ownership is not necessarily evil. Indeed ownership of a broadcast station may provide profits to keep a competitive newspaper afloat, while at the same time a newspaper publisher may well be able to provide more comprehensive, informed news coverage and editorial over radio

and tv than another owner could.

"On the other hand, where the only newspaper in a community owns the dominant or the only broadcast station in the same community, the free flow of news and ideas may indeed be in jeopardy because variety of content is apt to be lacking..."

Personal View ■ Mr. Minow read two statements to the committee. One was the official FCC position, mainly a recounting of the history of the newspaper issue in Congress and at the commission, and the second a personal view.

It was in the latter that Mr. Minow expressed himself as a friend of newspapers in the broadcast field:

"... Though I could not document this, it is my personal impression that some of our broadcast licensees which are affiliated with newspapers and periodicals are among those broadcasters most serious about service to the public interest. Some of them who have come to broadcasting from a tradition of journalism rather than entertainment have set high standards of independence from advertisers, of emphasis upon informative broadcasting with extensive news staffs, and upon dedication to

meeting community needs and advancing community projects."

In talking about the hopes for uhf, Mr. Minow seemingly held out a welcoming hand to publishers:

"Our efforts to improve this situation [more facilities] rest in major part again upon uhf tv and the all-channel receiver..."

Radio-Tv Helps ■ A newspaper which has broadcast adjuncts is in a better competitive position against its rival newspaper, Mr. Minow declared. He cited an informal study by the FCC staff which indicated that in almost every instance where daily newspapers suspended publication in 1945-1947, they did not have radio ownership; and in the period 1958-1960, they did not have tv interests.

The commission's attitude toward newspaper ownership, Mr. Minow stated in presenting the official FCC position, is hinged to the principle in the diversification of the media of mass communication.

Where all other things are equal, Mr. Minow said, the commission has preferred the applicant who has no other or fewer mass media interests. But, he added, "I have never found a case

where 'all other things are equal.'"

This does not preclude a grant to a newspaper, Mr. Minow stated. But newspaper ownership is a "significant aspect" of public interest.

Dilution Works ■ In presenting statistics on newspaper ownership, Mr. Minow, aided by H. H. Goldin, chief of the Broadcast Bureau's research staff, made these points:

■ In 1941, daily newspapers controlled or had interests in 31% of all am stations (249 out of 801). In 110 communities the only newspaper there had varying interests in the only radio station there.

■ Today the overall proportions have been reduced from 30% to 9% (only 330 out of 3,753 am stations have newspaper connections). Also the number of one-one communities has also dropped, from 110 to 78.

This is due, Mr. Minow emphasized, to the great jump in am facilities.

In television, newspaper interests run about 25-30%, Mr. Minow said. One of the reasons for this, he explained, is that major am radio stations were early in tv and many of them were newspaper-owned stations. In 1953 the proportion of newspaper-owned tv stations to all tv stations was 104 out of 349. To-

day, 153 tv stations out of 563 total are newspaper affiliated.

Multitude of Sources ■ After deducting joint and multiple ownership, there are 4,993 separate and independent entities engaged in disseminating news over the air and through daily newspapers.

This was the center point presented by Dr. Jesse Markham, Princeton U. economics professor, who at one time was a member of the FCC's network study staff.

In a special study for ANPA, Prof. Markham found that there are 1,211 daily newspapers, 2,957 am radio, 485 fm radio and 340 tv stations, all separate and independent, providing news to the American public.

Committee o.k.'s Cox, Thurmond lone dissenter

The Senate Commerce Committee approved Tuesday (March 12) the nomination of Kenneth A. Cox to be an FCC commissioner, and the Senate was expected to confirm him last Friday.

Mr. Cox, who is chief of the FCC's Broadcast Bureau, would succeed Commissioner T. A. M. Craven, 70, who has been serving since his mandatory-retirement date, Jan. 31. Commissioner Craven will be the FCC's consultant on space communications.

Sen. Strom Thurmond (D-S. C.) cast the only vote against the nominee, and that was by proxy during an executive session of the committee, which he did not attend. Sen. Thurmond had stated during Mr. Cox's nomination hearing Jan. 31 that he had several questions to ask the nominee, but would wait for an executive session (BROADCASTING, Feb. 4).

Sen. Thurmond has refused to reveal the nature of the questions he wanted to ask Mr. Cox. Asked Thursday why he voted against the nominee, Sen. Thurmond would make no statement, nor would he say whether he would speak against the nominee when his name came before the full Senate. Mr. Cox said he didn't know why Sen. Thurmond opposes his nomination.

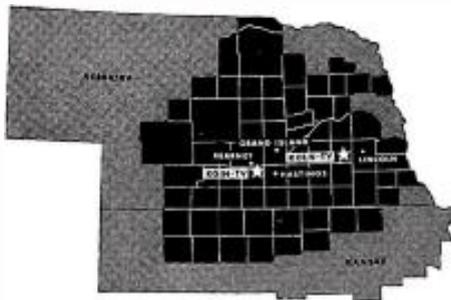
NAB urges reinstatement of Airlie House meeting

Representatives of broadcasting urged Pierre Salinger, news secretary to President Kennedy, to reinstate the Airlie House meeting with radio-tv, newspaper and magazine delegates.

Mr. Salinger last week postponed the April 5-6 meeting to which media representatives had been invited to discuss charges that the Kennedy administration is managing the news (BROADCASTING, Feb. 25). The postponement was due, it was reported, to the fact that Rep. John E. Moss (D-Calif.), chairman of a House committee on information, be-



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One slip is one too many when you're looking for the top markets. Miss Nebraska's big, rich TV market called Lincoln-Land and you'll miss more than half the buying power of the entire state.

Lincoln-Land is now rated the 74th largest market in the U.S.*, based on the average number of homes per quarter hour delivered by all stations in the market. The 206,000 homes delivered by Lincoln-Land's KOLN-TV/KGIN-TV are essential for any advertiser who wants to reach the nation's most important markets.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*ARB ranking

AVERAGE HOMES DELIVERED PER QUARTER HOUR	
(November, 1962 ARB — 6:30 to 10 p.m.)	
LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	60,500
OMAHA "A"	57,900
OMAHA "B"	55,000
OMAHA "C"	52,800
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	19,200

*Lincoln-Hastings-Kearney

The Folger Stations

RADIO
WRKO KALAMAZOO-BATTLE CREEK
WUCF GRAND RAPIDS
WABQ-FM GRAND RAPIDS-KALAMAZOO
WYTV-FM CASILLAS

TELEVISION
WUCF-TV GRAND RAPIDS-KALAMAZOO
WYTV-TV CASILLAS-GRAND RAPIDS CITY
WABQ-TV SULLY SLS, MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

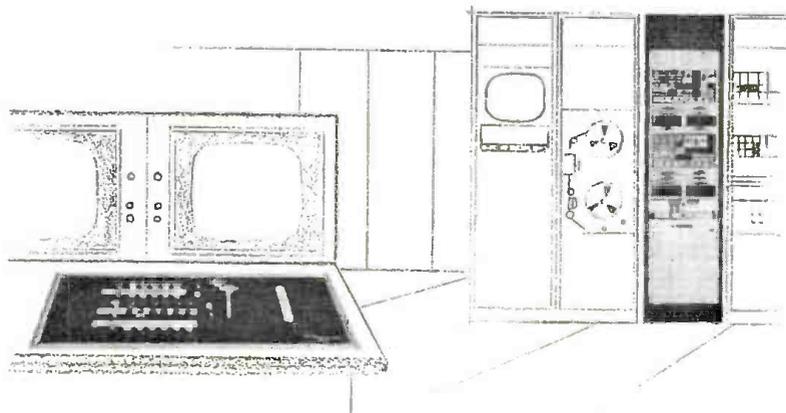
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

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WHY IS IT IMPORTANT TO YOU?

First of all, what is a Flickerless Quickerswitcher? Ans: any custom video switcher system installed by GENCOM division of ELECTRA MEGADYNE INC. Vertical Interval Switching, pioneered by GENCOM three years before anyone else picked up on it, cuts the line video from one signal source to any other source during the vertical blanking plateau — switches the signals fast fast fast, and eliminates all flicker from the viewer's screen — hence the name. Second, and of more urgent importance, how can the FQ benefit you? The answer to this depends on you. Can you use improved, updated, better studio switching equipment? Would you like a completely solid state modular audio/video system that virtually cares for itself? Do you desire double re-entry and automatic sync sensing? Would you like to have a studio that makes it possible to run a one-man station with two remote-controlled cameras

controlled by the performer on camera? If the answer to any one of these questions is yes, then quick — switch your tale into the telephone and get our representative on scene to talk details.



GENCOM

DIVISION OF ELECTRA MEGADYNE INC.

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®T.M.

gins hearing this week on government news policies (see below). There were also unsupported rumors that the meeting's postponement was due to protests by print media men who objected to the role radio-tv was playing. The meeting idea was originated with NAB's Freedom of Information Committee.

An NAB telegram to Mr. Salinger asked that the Airlie House meeting be rescheduled after the Moss hearings conclude. The telegram was signed by NAB President LeRoy Collins, NAB Vice President Howard H. Bell, and Freedom of Information Chairman Frank Fogarty, executive vice president of Meredith Broadcasting Co.

Newsmen being asked to criticize, solve

Representatives of broadcasting and other news media will be given an opportunity this week to tell a congressional subcommittee what's wrong with governmental "news management."

But they'll also get a tough assignment: Come up with some solutions.

Rep. John E. Moss (D-Calif.), chairman of the House Foreign Operations and Government Information subcommittee, said the unit will conduct hearings Tuesday and Thursday (March 19 and 21) in an effort to air the problem—and an attempt to solve it.

Tuesday's session will be a panel discussion which tentatively will include Howard H. Bell, NAB vice president;

Herbert Brucker, editor of the *Hartford Courant* and first vice president of the American Society of Newspaper Editors; Gene Robb, publisher of the *Albany Times-Union* and a vice president of the American Newspaper Publishers Assn.; Clark Mollenhoff, Washington correspondent of Cowles publications; Charles Rowe, publisher of the *Fredericksburg* (Va.) *Advance* and freedom of information chairman of the Associated Press Managing Editors; and Ted Serrill, executive director of the National Editorial Assn.

The first government witnesses will appear Thursday. Among them will be Arthur Sylvester, assistant secretary of defense for public affairs, and Robert Manning, his counterpart at the Department of State. Other witnesses will represent the Space Agency, the Atomic Energy Commission, and personnel responsible for handling highly classified data and information pertaining to national security (the latter in closed sessions if necessary).

Who owns KSHO-TV? FCC wants to find out

The FCC last week announced it will hold hearings to determine the circumstances surrounding the ownership arrangements of KSHO-TV Las Vegas, Nev., the proposed transfer of control of the licensee, and its renewal application.

KSHO-TV has applied to the com-

mission to renew its license, and assign the station's license from receiver Harry Wallerstein to Tv Co. of America. If this assignment is granted, Nevada Broadcasters' Fund Inc., the parent company of TCA, would transfer control of the company from Reed R. Maxfield, Carl A. Hulbert, Robert W. Hughes, and Alex Gold to Arthur P. Williams. KSHO-TV is presently licensed to Mr. Wallerstein as a receiver due to financial difficulties, and for the benefit of creditors, an FCC source said. The station also has allegedly failed to file with the commission its ownership agreements.

The FCC last week...

- Reversed its Jan. 12 decision to reassign ch. 7 to Calais from Bangor, both Maine, and returned ch. 7 to Bangor for commercial use. At the same time the commission assigned ch. 13 to Calais for noncommercial educational use.

- Received a petition from Rep Alvin E. O'Konski (R-Wis.) to allocate ch. 4 to Merrill, Wis. Rep. O'Konski was recently granted a construction permit for a new tv station on ch. 12 in Hurley (AT DEADLINE, March 4). Rep. O'Konski did not indicate if he plans to apply for ch. 4 in Merrill if the allocation is made.

- Received request from Shenandoah Broadcasting Co. to allocate uhf ch. 74 to Charlottesville, Va.

EQUIPMENT & ENGINEERING

Dynair, CCC merge

Dynair Electronics, San Diego, and Communications Control Corp., Van Nuys, both California, have merged into a combined operation that will retain the Dynair name and the San Diego headquarters. E. G. Gramman, Dynair president, will be president and general manager of the new company; Omar E. LaHue, CCC president, becomes vice president and sales manager. Dynair is manufacturer of tv broadcast transmitters and closed circuit tv switching and distribution equipment; CCC designs and manufactures industrial control and data communication systems. Combined sales totaled about \$500,000 for year ending April 30, 1963, with a 50-60% increase forecast for the year ahead.

UL moves to Oklahoma City

University Loudspeakers, a subsidiary of Ling-Temco-Vought Inc. now headquartered in White Plains, N. Y., has announced plans to move its plant to Oklahoma City.

University's entire design, engineering, production and electronic research

operations will be shifted to a 100,000-square-foot facility now under construction by summer's end. Cost of the installation will be in excess of \$1 million.

Temporary offices of the company in Oklahoma City are located at 1411 Classen Blvd., Suite 328.

Penney plans color-set line

J. C. Penney Co., New York, department store chain, is planning to market a private-label line of color television sets in its retail outlets. The company, which has been selling its own line of black and white models, did not announce when the color line would be introduced.

Astatic plans new campaign

The Astatic Corp., Conneaut, Ohio, has announced the purchase of Shure Brothers Inc.'s line of ceramic and crystal replacement cartridges and needles. Shure Brothers' high fidelity lines were not included in the sale. Astatic, which manufactures needles, cartridges and microphones, plans an immediate, intensified sales campaign.

Etv consultant firm

Louie L. Lewis, former administrator of etv planning for RCA, has formed a new consulting firm to assist educational institutions in the selection and installation of electronic equipment. Mr. Lewis' firm will also offer counsel in the design and layout of the buildings planned to house the equipment.

Mr. Lewis specialized in etv planning during most of his ten years with RCA, and prior to that was chief engineer at WOI-AM-FM-TV at Iowa State U. Mr. Lewis can be reached at 23 Wesley Ave., Cherry Hill, N. J.

USIA gives Collins contract

Collins Radio Co. Dallas, Tex., has been awarded a \$2.32 million contract by the U. S. Information Agency to build nine new high power shortwave transmitters. They will be installed at USIA sites at Bethany, Ohio, and Delano and Dixon, Calif. USIA currently is engaged in a \$9.5 million modernization for its broadcasting service, Voice of America.

The Joey Bishop Show

Music by
HERBERT SPENCER



HERBERT W. SPENCER has written, arranged and conducted for TV since 1953. For 17 years he had been staff arranger at 20th Century Fox studios. With **EARLE HAGEN** he has provided music for the Danny Thomas and Andy Griffith Shows and the Barbara Stanwyck Theatre. Besides conducting the Joey Bishop Show, Spencer also writes and arranges the entire background score. He has been affiliated with BMI since 1955.

BROADCASTING, March 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

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*



Producers must decide on residuals

METHOD OF PAYING WRITERS APPLIES TO THIS SEASON AND NEXT

Producers of filmed programs for television last week had to choose which of two systems they wish to use in making residual payments to writers this season and next.

By midnight Saturday (March 16) they were required to notify the Writers Guild of America whether they were going to continue to make residual payments to writers on the old basis of a sliding scale based on the writer's minimum salary or on a new plan based on a percentage of the producer's gross revenue. Late last week the returns received by WGA were divided, with many producers still to be heard from.

The choice is this: The traditional plan calls for the writer to receive 35% of the minimum salary scale for the second run (first rerun), 30% for the third run, 25% for the fourth, 25% for the fifth and a final 25% for the sixth run and all runs after that. If a program has six or more broadcasts in a U. S. or Canadian market, the writer receives residual payments totalling

140% of the minimum fee for the original script. Foreign broadcasts do not carry residuals for writers. (The same formula of rerun payments holds for actors and directors.)

The new plan, introduced in the six-year contract signed in June 1960, at the end of a prolonged writers' strike, calls for residual payments to the writer of a flat 4% of the gross revenue from the distribution of the program following its first run (which may included reruns of some of that year's original programs to fill out the original broadcast contract), world-wide and in perpetuity. Unlike the residual payment pattern heretofore used, the royalty plan covers reruns throughout the world and for as long as the program is salable, with no limit.

Old and New ■ In general the producer who expects his programs to be big hits and salable for many more than six runs in a market, will choose the traditional pattern. This is particularly true if he counts on much revenue from abroad, which is exempt from residual

payments under the old system. Some producers would rather pay residuals on the basis of the WGA minimum salary than open their books to union examiners. And others fear that if the royalty plan works for the writers, it will inevitably become part of their contracts with the actors and directors unions, with the result that residual payments to the guild members might total 15% or more of the producer's distribution revenues.

The producer who does not anticipate more than one or two reruns for his programs may choose to pay the flat 4%. With some exceptions this plan has been chosen by members of the Motion Picture Producers Assn. (the major motion picture companies) and of the Alliance of Television Film Producers. But the three tv networks have elected to stand by the old plan for the filmed programs they own or control.

Whatever the decision, it affects only two seasons: the current one (1962-63) and the next one (1963-64). For the final two years of the six-year contract of the producers with WGA (1964-65 and 1965-66) the 4% royalty plan is mandatory. After that, the residual fee question will again be subject to the negotiations for a new contract between the writers and the producers.

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.

There's sales life left in pre-'48 films

A study completed by United Artists Assoc. indicates there is a continued market for the re-sale of selected pre-'48 features and a demand for first-run, off-the-network post-'48 feature films.

Erwin H. Ezzes, executive vice president of UAA, reported last week that these two developments emerged from the company's recent individual pricing of its 2,000 feature films for each U. S. tv market, as prescribed by the Justice Dept. for all distributors.

He pointed out, for example, that in the past 30 days the "best" of the pre-'48 Warner Bros. and RKO Film libraries have brought in contracts amounting to more than \$1 million. He noted that many feature film pacts made originally in 1956 have come up for renewal in the past few months, and the volume of business generated shows that there is a market for outstanding films, irrespective of their theatrical or tv release date.

With respect to UAA's release of its first-run, off-the-network feature pack-

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. - Elizabeth Beckjorden

*If it's
tomatoes
you're selling . . .*



which tomato are you selling?

AIR YOUR PRODUCT IN COLOR the way your customers see it—remember it—buy it. Give your TV message the PLUS OF COLOR and you increase product-identity and brand-recognition—make your product one-of-a-kind.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive . . . shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR . . .

EASTMAN FILM

Who paid what to ASCAP in 1962

Radio and television contributed more than \$30.5 million of the \$35.3 million gross revenues of the American Society of Composers, Authors & Publishers in 1962, it was revealed last week.

For their use of ASCAP music the three television networks paid \$8,803,790.04 while television stations paid \$11,341,274.80; the four radio networks paid \$550,965.35; radio stations, \$9,861,054.11.

The figures, totaling \$30,557,-

084.32, were contained in papers filed by ASCAP in New York with Judge John E. McGeehan, court-appointed master on the consent decree under which ASCAP operates, in an internal dispute over methods used in disbursing ASCAP revenues among its members (BROADCASTING, March 11). At the society's West Coast meeting last month its 1962 total revenues were placed at \$35,279,033 but without specifying sources (BROADCASTING, Feb. 25).

age, titled "United Artists Showcase for the Sixties," Mr. Ezzes pointed out that in the six months it has been in syndication to stations, it already has grossed 80% of potential sales revenue available for the country. He noted that it has been sold in more than 90 markets, and stressed the contracts have been in many of the major, revenue-producing markets of the country. These post-'48 films were included in a group that played originally on ABC-TV last year, but Mr. Ezzes added there is "strong demand" for these films, despite earlier network exposure.

ITC to syndicate 'The Saint' in U.S.

Independent Television Corp. announced last week it is placing into syndication in the U.S. the one-hour *The Saint* series, which currently is playing in Great Britain on Associated TeleVision, parent company of ITC.

The series has been on ATV since last September, but has not been released elsewhere. Twenty-six of 39 hour episodes have been completed. The scripts for the series are by Leslie Charteris, author of *The Saint* novels. Filming has been on location in various cities throughout the world.

A tv crime show strictly for laughs

Production was scheduled to start last Saturday (March 16) on a new comedy-crime series, *Sebastian Cabot & The Crime-Busters*. The show, produced by Continental/International Productions, Los Angeles, is being taped at the Steve Allen Playhouse.

Co-starring with Mr. Cabot will be Maurice Gosfield (formerly Pvt. Doberman on the *Phil Silvers Show*), Arnold Stang, Joan Shawlee and Valerie Varda.

Brian Clewer will write the show and Paul Werth will assist in production.

Crime-Busters is C/IP's first venture into tv. The firm has a variety of radio programs in syndication.

TV VS. CONFORMITY

ABC-TV's Moore says it must resist pressure groups

If television is to make progress it must resist pressures of conformity "from special interest groups of citizens, from some advertisers and from some public officials," Thomas W. Moore, vice president in charge of ABC-TV, told Chicago's Broadcast Advertising Club last week.

Recalling occasions of special interest pressures put upon ABC-TV during the past year, Mr. Moore observed that even though they may have been brought with the highest motives, such pressures were not the means to ensure that the issues of contemporary life would be grappled with in a forthright or impartial manner.

Television's brief history shows the constant change and progress taking place, he said, noting that of the top-rated programs in 1951 "only one survives today [Ed Sullivan]; of the products advertised on television today, a considerable number did not exist in 1951."

Who could predict what shows the American public will be watching or the products it will buy a dozen years hence, he asked. "Can we expect the American public to conform indefinitely?" Mr. Moore continued.

Because of the rising level of taste and sophistication, the increase of leisure time and the growing interest in a multiplicity of recreational activities, Mr. Moore said, the broadcaster "must concentrate . . . on providing a service that people will turn to with expectation rather than simply because it's there." This means trying to be creative, imaginative and exciting, he said.

"It means that the new and the off-beat has to be given a fair viewing," Mr. Moore explained, and "it means avoidance of repetitive and 'me-too' carbon-copy programming."

The ABC-TV official said that im-

plicit in this is the strong conviction that broadcasters and the networks "and not agencies or advertisers should retain control over programs and program content. I am unimpressed by wails of agency people bemoaning the loss in creativity now that they no longer control large blocs of programming as they did in radio and in the wild and woolly days of early television.

"The logic of the situation in television today demands concentration of authority in the hands of people whose only job is to produce the best possible program schedule."

The advertiser and the agency, however, will continue to have very important "and perhaps decisive" contributions to make to the "health of the medium," Mr. Moore said. "For no matter how close we move to the magazine concept as a result of participating sponsorship, television is not a magazine and in many lines there will continue to be a close relationship between program and product."

The question simply will be "what will get sponsored," Mr. Moore explained. He said he hoped advertisers will not merely make pronouncements on the need to foster creativity in tv and then proceed to sponsor "a pale imitation of a program that had been successful two years earlier." Rather, he hoped, "advertisers will show willingness to explore new program fields, new program forms, new talent, new faces."

ABC-TV schedules doctor-type soap opera

More medical-theme viewing is headed for the daytime soap opera audience this season.

ABC-TV has announced a new doctor-type serial, *General Hospital*, for its 1-1:30 p.m. Monday-through-Friday slot, and a subsequent shuffling of two other shows in its daytime lineup.

Jane Wyman Presents will occupy the 2:30-3 p.m. spot, and *Seven Keys* moves into the 11:30 a.m.-12 noon period.

General Hospital is the second medical serial presented by a major network for the season. A week ago NBC-TV announced plans for a weekday serial, *The Doctors*, for its 2:30-3 p.m. time slot (BROADCASTING, March 4).

General Hospital begins on ABC-TV Monday, April 1, and has already sold out approximately 90% of its commercial time. Advertisers are American Chic Co., Campbell Soup Co., General Mills Inc., The Gillette Co., Golden Grain Macaroni Co., S. C. Johnson & Son Inc., National Biscuit Co., Standard Brands Inc., and Whitehall Lab Division of American Home Products Co.

*Shedding those excess pounds is never easy,
but you'll enjoy a longer life if you succeed*

OBESITY HAS BECOME a major health problem in the United States. It is estimated that more than 20 per cent of the adults over 30 years of age in this country are obese, with a much higher percentage being classified as overweight. The mortality rate increases as excess pounds accumulate. Among people who are 25 per cent or more overweight, the mortality rate is 50 per cent higher than for people of normal weight.

How people become overweight is a matter of simple mathematics. If a person consumes 500 calories more per day than needed for energy expended, at the end of the week there is another pound of fat tucked away in those embarrassingly conspicuous rolls around the mid-section of the body. And it isn't difficult to toss those 500 unneeded calories down the hatch. Three martinis at a businessman's luncheon will do the job, or, if your taste runs to things sweet, a quarter pound of fudge serves the same purpose.

We know *how* we get fat, but many times we really don't know *why*. Some of us develop childhood eating habits that can only result in obesity if we don't change them. The old tale that a fat child is a happy child should be forgotten, and parents should consider one of their primary obligations to be to teach their children to consume diets that are well balanced in both quality and quantity.

Many of us overeat to satisfy psychological needs that we may not understand and which we have not learned to handle in more satisfactory ways. Eating is seldom simply a matter of stoking the furnace to keep the fires burning. We attach much psychological value to food and to the process of eating the food.

Obesity is a National Health Problem

Obesity is a major health problem and must be attacked energetically if millions of Americans are not to cut their lives short and to live out those shorter lives less happily than their less weighty fellows. Today it is increasingly embarrassing to be a "fatty." The age when "everyone loves a fat man" is dead and gone, and we'll all be healthier for it—if we learn to keep weight under control.

Speaking purely from the mechanics involved, there are two ways to lose

weight. You can reduce total food intake to the point where the body fat is called upon to supply calories. The other way to shed pounds is to increase physical activity enough so that the calories expended daily exceed the calories consumed in the food. It now appears that, for most people, a combination of these two methods—less food intake and increased physical activity—works best.

Plan Sensible Weight Control Programs

There are several very important points to keep in mind if someone in your family is concerned about weight reduction or weight control:

1. *Motivation:* Assuming that the overweight person does not have psychological problems which may require treatment first, everyone in the family can be important in providing the motivation needed to change eating habits to lose weight. There are many positive goals toward which the weight reducer should move. He can concentrate on reducing the risks of early death or serious illness arising from overweight. He should be encouraged to consider his personal appearance and how it might be improved. Weight controllers need help and encouragement, and much of this can be furnished by the family. A start might be to list all the reasons in favor of losing weight.

2. *Medical Supervision:* Weight can be controlled without the help of the family physician, but there are many good reasons why medical supervision of the weight control program is the wise way. Your physician knows you best, from the health point of view, and can help you set a reasonable goal for your weight. He can check your general health and make sure that you are losing weight without damage to your general health.

3. *Exercise:* Any person not physically handicapped, and whether worried about weight or not, should have a regular program of daily physical exercise. The human body functions better if the muscles are used regularly.

4. *Well Balanced Diet:* Avoid the crash and fad diets for losing weight, for they

seldom succeed in keeping weight down. Often they are dangerous because they do not provide necessary food nutrients. A well balanced diet is one that provides all the different food nutrients—protein, minerals, vitamins, fat, etc.—needed for good health, but *balance also means quantity as well as quality*. You don't need special foods on most weight control diets. You should eat every day from the four basic food groups: (1) milk and milk products; (2) meat, fish, poultry; (3) fruits and vegetables; (4) breads and cereals. Select from all these groups, adjusting total food intake to the number of calories necessary to maintain or to reduce weight, depending upon your goal.

Dairy Foods Fit Well In Weight Control Diets

Some people think they must reduce or eliminate milk and other dairy foods to lose weight. If you are interested in losing weight *healthfully*, keep this in mind: *two 8-ounce glasses of milk per day provide for an adult man 25% of the protein he needs, and this is very high quality protein; 71% of the calcium—adults, like children, need calcium to maintain good health; 46% of the riboflavin; 15% of the vitamin A; 10-12% of the thiamine; plus other nutrients in less important quantities.* (These are among the essential food nutrients listed as recommended daily dietary allowances by the Food and Nutrition Board of the National Research Council.)

Milk provides all these *essential adult nutrients* at a calorie cost that is low when compared with other foods that would supply equivalent amounts of these nutrients. Two 8-ounce glasses of whole milk supply about 320 calories. If your doctor has recommended an extremely low calorie diet for you, skim milk, which has about 90 calories per 8-ounce glass, may be substituted. Ordinarily this is not necessary in the weight control diet designed to establish a new eating pattern.

Reprints of this statement and a booklet, *Family Feeding for Fitness and Fun*, are available at no charge. Write to American Dairy Association, 20 N. Wacker Drive, Chicago 6, Illinois.



american dairy association

"Voice of the Dairy Farmers in the Market Places of America"

WARNER BROS. MAKES BIG TV PLANS

Schedules dramatic series to star Bette Davis

Warner Bros. Television is due for a new look, according to a blueprint for the immediate future disclosed Wednesday (March 13) by Jack Webb, who became top man of the studio's tv division on March 4. The new look, Mr. Webb told a news conference at the Warner Bros. studio in Burbank, Calif., is one which he expects to set "new audience-appeal standards" and to attract "some of the biggest 'names' in entertainment to Warner Bros."

One name already attracted, Mr. Webb said, is Bette Davis, who will star in an hour-long dramatic series to be created and produced by Fay Kanin. The series will not be an anthology but will have a continuing cast headed by Miss Davis, who will appear in each week's episode. Miss Davis owns a piece of the series, Mr. Webb said, noting that this is the first time a performer has shared in ownership of a Warner Bros. tv series.

Another new series in the preparatory stage is a half-hour comedy starring Dorothy Provine, previously a featured performer in the *Roaring 20's* which Warner Bros. produced for ABC-TV. George Burns will be overall creative supervisor of this series, in which he will also appear as narrator. Norman Paul and Willy Burns are among writers who will work on this project.

A second comedy series, *No Time for Sergeants*, based on the successful novel, play and movie, will be written by James Fritzell and Everett Greenbaum, originators of the *Mr. Peepers* series and writers for the current *Andy Griffith Show*.

Those programs are all being prepared for the 1964-65 season, as is *The Federal Investigators*, true stories based on the Pulitzer prize-winning book

written by Miriam Ottenberg. Robert Conrad, now employed in the Warner theatrical motion picture, "Palm Springs Weekend," is expected to portray one of a team of agents in the new series.

Although buying for the 1963-64 season is virtually over, Mr. Webb said that the pilot for one new series, *Temple Houston*, is now being filmed in color and should be ready for showing the first week in April. If any late buyer is interested, this series, with Jeffrey Hunter starred in the title role, could be readied to start this fall. William Conrad is directing the pilot for this "factual drama" series dealing with the son of the great Texas patriot, Sam Houston. James Coburn and Preston Foster are also starred in the episode, being filmed under the banner of Apollo Productions, owned by Mr. Hunter.

On the Air — Warner Bros. now has *The Dakotas*, *Hawaiian Eye* and *77 Sunset Strip*, all 60-minute series and on ABC-TV. Mr. Webb said that nothing is definite regarding the future of *The Dakotas* and *77 Sunset Strip* beyond the end of the current season. "They have not been renewed and they have not been cancelled," he stated. The same applies to his own series for General Electric Co., *True*. CBS-TV did not put this into its 1963-64 schedule, he said, but GE has another month in which to decide whether to drop or continue this series, which might possibly move to NBC-TV as an hour-long program. If GE does decide to keep *True* on the air, Mr. Webb said he would be agreeable to continuing as host of the series, but otherwise he plans to devote himself exclusively to his supervisory production duties.

Mr. Webb's plans call for a maximum of six hours of programming on the air each week: five hour-long

dramas and two half-hour comedies.

Unlike the time when all of the Warner Bros. tv production was done for broadcast on ABC-TV, the studio now hopes to have its shows appearing on all three tv networks. Asked about *The Giant Step*, he said that Warner Bros. had not created this series but had merely produced the pilot for CBS-TV, which had brought the show to the studio. The pilot film is now being shown in New York. Similarly, *The Red Skelton Show* is produced by Mr. Skelton's own production company on the Warner Bros. premises.

Lee Marvin series put in syndication

United Artists Television has placed the new *Lee Marvin Show* into syndication [Closed Circuit, Jan. 18]. The company already has completed almost \$1.2 million in sales prior to production of the half-hour color series, M. J. (Bud) Rifkin, executive vice president in charge of sales for UA Tv, announced last week.

Mr. Rifkin noted that the series has been sold in 50 markets, including 30 of the top 40. Among them are: New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, San Francisco, Pittsburgh, St. Louis, Dallas, Cincinnati, Baltimore, Indianapolis and Milwaukee.

Production is scheduled to begin in April. It is said to be the initial first-run syndication series intended for prime time showing that has been scheduled for release in 1963. UA Tv is selling the series for a fall start.

The series will consist of actuality dramas, based on stories of the nation's police files, which will be filmed with the cooperation and assistance of local police chiefs. Each episode will be produced in color at the locale of the action. Mr. Marvin serves as host of the series and interviews principals in each segment.

Composers Co. formed

The Composers Co., a new producing group for the creation of music for broadcast commercials, Broadway shows and industrial presentations, has been formed by Sol Kaplan, Hershy Kay and Ed Sauter, writers and arrangers. Plans will be completed for establishing offices in New York, Hollywood and London, when Mr. Kaplan and Mr. Kay return from Europe later this year.

'Lucy' show set for '63-64

Lucille Ball has notified her sponsors and network that she will star in *The Lucy Show* for another season. Lever Bros., General Foods and CBS-TV long

WTVJ(TV) sample gives winners in election

WTVJ (TV) Miami Fla., last week tried its own system for instant election results and, according to the station, predicted all 13 winners of Dade County's March 12 special elections minutes after the polls closed.

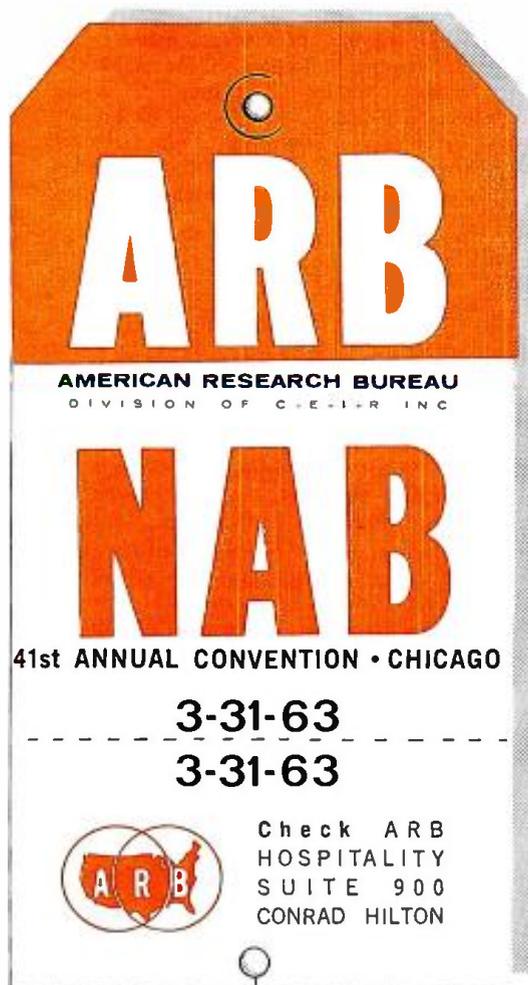
The special election was held to select 12 new representatives and one senator to the Florida legislature, which was recently reapportioned.

"Operation Sample" was the title given by WTVJ to a vote predicting system devised by the stations' Executive Vice President Lee Ruwitch. Mr. Ruwitch's system is based on

the theory that one voting machine in a precinct will almost accurately predict the trend of other machines in the same precinct.

On election day WTVJ placed two-man teams in 20 selected sample precincts. At 7 p.m. the results began flowing in and resulting predictions were ready by 7:28 p.m., the station said.

The predictions were based on 5% of the total vote WTVJ said, but guessed five of the 13 races "on the nose." The station said there was an overall 1.2% of error in the WTVJ predictions.



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Then, we hope you will check in at American Research Bureau's hospitality suite during your stay. You're cordially invited! We will be on hand to show you new advances in audience measurement and to discuss your individual research requirements. In addition, we are particularly anxious for you to see and have a report analysis that has been specially prepared for your station and market. Your station's report analysis will be available in Suite 900, Conrad Hilton Hotel. Check with ARB at NAB!



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since had indicated their desire to keep the series starring Miss Ball (and produced by Desilu Productions of which she is president and the major stockholder) going for a second season, but the star had until the middle of March to make her own decision. This is the second Desilu-owned series to be set for 1963-64. The other is *The Greatest Show on Earth*, 60 minute color series starring Jack Palance, which will be on ABC-TV.

20th Century starts sales of new series

Twentieth Century-Fox Television which released *Follow the Sun* and *Bus Stop* series to syndication, has sold both of them to WNEW-TV New York and WTTG (TV) Washington, George T. Shupert, vice president in charge of sales, announced last week.

Both one-hour series are off-network properties, having played on ABC-TV. The distributor is offering 25 episodes of *Bus Stop* and 30 episodes of *Follow the Sun*.

Film sales . . .

"Columbia Post-'50s" (Screen Gems): Sold to KOGO-TV San Diego; KGO-TV San Francisco; KTNT-TV Tacoma-Seattle; WKBN-TV Youngstown; WJAR-TV Providence; WWL-TV New Orleans; WHO-TV Des Moines; WLOS-TV Asheville, N. C.; WEEK-TV Peoria, Ill.; KARD-TV Wichita; WOKR (TV) Rochester, N. Y.; WDAU-TV Scranton, Pa.; KOVR (TV) Stockton, Calif.; KMBC-TV Kansas City; WLBW-TV Miami; KLYD-TV Bakersfield, Calif., and KMJ-TV Fresno.

Deputy Dawg (CBS Films): Sold to Metropolitan Broadcasting for WNEW-TV, New York; WTTG (TV) Washington, D. C.; KMBC-TV Kansas City; KOVR (TV) Stockton-Sacramento; WTVH (TV) Peoria and WTVP (TV) Decatur, Ill.

33 Feature Films (Embassy Pictures Corp.): Sold to KGO-TV San Francisco; WFLA-TV Tampa; WGR-TV Buffalo and KTVK (TV) Phoenix. Also sold to KUTV (TV) and KSL-TV (both Salt Lake City) who will split titles.

Trails West (Robeck & Co.): Sold to WMAL-TV Washington; WKJG-TV Fort Wayne, Ind.; KTSM-TV El Paso, Tex.; KETV (TV) Omaha, Neb.; WTVY (TV) Dothan, Ala.; KXII (TV) Sherman-Denison, Tex.-Ardmore, Okla.; KCND-TV Pembina, N. D.; KNOX-TV Grand Forks, N. D.; KXGO-TV Fargo, N. D.; KFSA-TV Fort Smith, Ark.; WPTZ (TV) Plattsburgh, N. Y.; WFBC-TV Greenville,

S. C.; WTVH (TV) Peoria, Ill.; WSIL-TV Harrisburg, Ill.; KTVE (TV) El Dorado, Ark.-Monroe, La.; KHOL-TV Kearney-Holdrege, Neb.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WNCT (TV) Greenville, N. C.; WFAA-TV Dallas-Ft. Worth; KOMO-TV Seattle, Wash. and WHAS-TV Louisville, Ky.

Seven Arts' Volumes 1, 2 and 3 (Seven Arts' Assoc.): Sold to WNCT (TV) Greenville, N. C.

Ed Allen Time (Fred Niles): Sold to WMAL-TV Washington, and WSAU-TV Wausau, Wis. Now in 32 markets.

Century 1, 30 feature films (20th Century-Fox Tv): Sold to KTTV (TV) Los Angeles, WTMJ-TV Milwaukee; XETV (TV) Tijuana-San Diego; WSEE (TV) Erie, Pa.; WJBF (TV) Augusta, Ga.; WBIR-TV Knoxville, and WDBJ-TV Roanoke. Now sold in 31 markets.

156 Hanna-Barbera Cartoons (Screen Gems): Sold to WCAU-TV Philadelphia; KTVT (TV) Fort Worth-Dallas; WTTV (TV) Bloomington-Indianapolis; KWTW (TV) Oklahoma City; KOLN-TV Lincoln; KGNC-TV Amarillo; WJHG-TV Panama City; WALB-TV Albany, Ga.; WFBC-TV Greenville, S. C., and KROD-TV El Paso. Now sold in 61 markets.

Dick Powell's Zane Grey Theatre (Four Star): Sold to WPIX (TV) New York. (Reported price: \$300,000.) Now sold in 41 markets.

TAC plans program conference

Television Affiliates Corp. will hold its annual programming conference at the Sheraton Hotel in Chicago June 13-14 with approximately 50 program directors expected to attend.

Robert Weisberg, president, said topics on the schedule include: new ideas in children's programming; the influence of research on programming; success stories in the sale of public affairs shows; editorializing; movies and network re-runs, and new programming and production ideas. The agenda for the meeting was arranged by Roy Smith, WLAC-TV Nashville; Stan Cohen, WDSU-TV New Orleans and Lew Klein, WFIL-TV Philadelphia.

Ewell show in syndication

Four Star Distribution Corp. has placed the *Tom Ewell Show* into syndication and has sold the 32 half-hour episodes to WPIX (TV) New York and KABC-TV Los Angeles for a combined total of \$125,000, it was announced last week by Len Firestone, vice president and general manager of the distribution company. The series formerly was presented on CBS-TV.



A SPECIAL REPORT

Ohio River links vast industrial area

NATURAL RESOURCES, CHEAP TRANSPORTATION VALLEY'S SUCCESS SECRET

A midnight traffic jam loomed a few weeks ago at one of the Ohio River's oxbow bends between Louisville and Owensboro, Ky. Three 1,100-foot tows pushed by million-dollar towboats were heading for a crash, judging by patterns clearly traced on the radar screen of the towboat *Orco*.

Traffic tieups are frequent but collisions are rare on this crowded river, where tonnage hauled is matched only by the lower Mississippi. Traffic is heavy because one of the great industrial valleys of the world—the Ohio River Valley from Pittsburgh to the Mississippi—owes much of its swift development since World War II to the boost given by the barges.

Within a decade \$18 billion has been spent on plants costing a million or more

each. They line the river's banks and reach inland, occasionally going far up a tributary such as the Kanawha or Miami. The \$18-billion figure was compiled by Ohio Valley Improvement Assn., an organization devoted to the waterways and area development.

The multiplied traffic volume stretches the capacity of the lock-and-dam facilities from Pittsburgh to the Mississippi. Several new and expensive high-lift locks and dams have been built; within a decade the locks will be reduced from 46 to 19, greatly speeding up river traffic.

Busy Thoroughfare ■ Huge barges loaded with coal, petroleum and chemical products move up and down the Ohio. Towboat piloting requires a blend of skill, experience and hunches.

Experienced skippers use all their ingenuity to make fast trips and maneuver their long tows through short locks.

It's a miracle there aren't more collisions. Capt. Charles Robertson, a veteran of the river, was in the pilot house of the towboat *Orco* that dark February night. On the radar screen a three-way jam at the pretzel shaped oxbow bend seemed inevitable to an amateur observer. Capt. Robertson was annoyed but unflustered because a young pilot approaching from the rear notified him he was passing with his load of empties. Both were down-river bound; upbound around the sharp bend was a third tow.

After a salty phone exchange in jargon only a river man could understand, Capt. Robertson slowed down his twin

OHIO RIVER LINKS VAST INDUSTRIAL AREA *continued*

2,000-horsepower diesels and drifted over to the Indiana shore to let the empty tow pass. Right in the middle of the bend the two other tows passed without incident; three in the bend might have meant serious trouble.

The oxbow incident was typical of a dozen, or even a hundred minor problems that occur in a day along the 981-mile river, a lifeline whose importance to the economy of a major area can only be understood by close-range inspection.

Changed with War ■ Pre-World War

they still look like older steel mills. But there are two main differences—older furnaces are being modernized with new oxygen equipment and the clouds of smoke that the sun barely penetrates are starting to subside. Smoggy Weirton, W. Va., classic example of a fume-polluted community, is being surveyed by smoke-abatement engineers.

The industry-lined shores can be seen by a slow drive or even better by a weekend on a towboat such as the Ohio River Co.'s *Orco*.

Steeped in historic lore, the stream

industries turning out pigs and billets, and finally the fabricating plants that consume the basic products.

Now take a fast hop over some of the Ohio Valley's economic peaks:

- Fastest growing aluminum producing center, thanks to cheap power and river transport.

- Three-fourths of the aluminum market is within 500 miles.

- Billion-dollar dam and lock program to be completed in early 1970s, new 1,200-foot locks avoid split tows; number of locks will be cut from 46 to 19.

- Year-round navigation, with no



Fourteen 195 x 35 foot barges carry 21,000 tons of alumina up the Ohio to the Olin Mathieson Chemical Corp. plant

at Clarington, Ohio. Tows consist of as many as 21 barges. An average railroad car carries only 50 tons.

If the old valley was somewhat resigned to a monotonous economic role that blended heavy industry, harrassing floods and fabricating plants. Came the war, and a desperate need for coal, ocean-going ships and the many other things that could be supplied by mills along the river, especially around Pittsburgh. That's when the old, smoky city started making ocean ships for the military as well as the other products of the metal industries.

Up and down river an observer of the Ohio Valley will find the whole appearance of communities changing. Older cities in the hilly upper valley are still conspicuous for their antique architecture, known tolerantly as Milltown Gothic, but they are feeling the crunch of the wrecker as new glass and metal buildings and attractive industrial plants take their place.

Older steel mills still operate, and

flows through beautiful country that must be evaluated from a practical marketing perspective if its basic attributes are to be appreciated. When the economic history of the valley's 1950-70 development is written, it's a safe bet the combination of low-cost water transport and one of the world's greatest stores of underground natural wealth will get much of the credit for one of the nation's least understood and most spectacular industrial explosions.

Six-State Area ■ From Pittsburgh, leading the upper valley in its commercial and industrial renaissance, on down to the flats where the Ohio joins the Mississippi, the six-state region offers literally hundred of lessons in economic adjustment and the importance of basic industry.

All around are the primary needs of hungry plants—cheap coal and hence cheap power, economic transport, metal

low-water problem and minimal stoppage from freezing and flooding.

- Army engineers are reducing flood threats as new dams are built.

- Ohio tonnage exceeds that of Mississippi River (excluding ocean tonnage).

- Best coal veins in the world are within easy haul; 80% of nation's coal mined in the valley. There's natural gas and oil, too, plus pipeline crossings.

- Over three times as much water empties into the Mississippi as enters at the mouth of the Missouri. The 981-mile course has only a 427-foot fall from Pittsburgh to Cairo, Ill.-Wickliffe, Ky.

- Eight-state cooperative cleanup campaign has brought sewage-treatment to 95% of the population along the river.

- Diversified economy, ranging from steel at Pittsburgh, Wheeling-Steuben-

How does KQV succeed in winning 24% of the Pittsburgh radio audience?

First of all KQV is not satisfied with featuring the finest personalities in the Pittsburgh area. KQV wants to give their listeners more. And they do.

KQV is Pittsburgh's first station for news. Pittsburgh listeners know where to turn first for news. At the 14 spot on their dial they get direct, on-the-spot reports of local, national and international news. They get reports from people making the news as it happens. A good example of this is KQV Newsman Allen Boal, who keeps an ear on the turbulent Cuban situation. His monitors of important Radio Havana broadcasts are featured regularly on KQV and ABC News reports.

Since he returned from Cuba, where he served as pool reporter for all U.S. radio and television aboard the Red Cross ship Shirley Lykes during the prisoner and refugee exchange, Boal has appeared on Howard K. Smith's ABC News program and before several Pittsburgh

civic groups to relate what he saw inside Cuba.

KQV serves the community interests. Three recent community action projects illustrate how KQV wins the response and respect of Pittsburgh listeners.

The first occurred last fall when it was learned that pledges to the United Fund were short of its goal. KQV acted swiftly and turned over its entire facilities to the city's leading business men on "Million Dollar Wednesday." KQV's "outstanding cooperation" was instrumental in the drive's success in Allegheny County.

An earlier KQV project initiated community action for driver education programs in Pittsburgh high schools. The campaign aroused enthusiastic support and was commended by Pittsburgh civic leaders and educators. This drive was one of the projects which earned KQV the coveted Allstate Safety Crusade

award for the year 1962.

Still a third community action project may save some lives. KQV not only urged listeners to use seat belts but saw to it that they could buy them at cost from the station. The response was so encouraging that KQV plans to continue the promotion several times during the year.

KQV personalities generate listener response. In a recent audience promotion KQV personalities offered to make "nice things happen for KQV listeners." Did the listeners react? In just 18 days Jim Gearhart, Henry Da Becco and Dave Scott were deluged with over 31,000 cards and letters from listeners.

What does it take to win 24%* of the Pittsburgh audience? It takes NEWS...it takes COMMUNITY SERVICE...and it takes EXCITING PERSONALITIES to win that kind of audience. Obviously, KQV has what it takes. (See your Eastman for more details.)

KQV PITTSBURGH

An ABC Owned Radio Station

*SOURCE: PULSE, Pittsburgh 4 County Metro Area, December 1962. Average share of audience, 6 AM to Midnight, Monday-Friday.

OHIO RIVER LINKS VAST INDUSTRIAL AREA *continued*

ville and Ashland, Ky.; aluminium and chemical complexes; livestock, corn, soybeans, wheat and other farm products in Kentucky, Ohio, Indiana, and Illinois.

- Largest atomic facilities in U. S., totaling over \$2½ billion in original facilities. It's often dubbed Atom Valley.

- Largest power-generating capacity in world; highest voltage transmission line; 9% of U. S. electricity generated.

- A riverside power plant can get its coal around \$4.50 a ton compared to \$6.37 nationally, or 1.9 mills per kwh compared to 2.9 nationally, according to one power system executive.

- Solid base of natural resources, industrial, commercial and transportation facilities for the future.

- Over 130 new chemical plants built in a decade.

- Barge tonnage is more than double the total tonnage at the port of New York; it may someday exceed the Panama Canal and St. Lawrence combined. The yearly total for the Ohio and tributaries is 105 million tons, and rising.

Around 1970, it's predicted, the Ohio River will be carrying 150 million tons a year. Long ago it passed the Panama Canal and St. Lawrence Seaway tonnage. Even now ocean-going boats are being built at Pittsburgh and Marietta, a trick learned during World War II.

"Bigger, much bigger things are ahead as the new Ohio River takes shape," said Col. R. W. de Lancey, executive officer of the Army Engineers at Cincinnati.

Looking back a few years, say 10 or 12, will show these new facilities, with the area's natural lures given credit for their selection of valley sites:

- Electric generating plants \$4 billion

- Atomic energy operations \$2 billion
- Chemical production \$2 billion
- Iron-steel \$3 billion
- Aluminum \$2 billion.

The Atomic Energy Commission lists these main atomic plants:

Kentucky—Paducah, gaseous diffusion, feed materials (operated by Union Carbide & Carbon), \$783 million.

Ohio—Research facilities of General Electric at Cincinnati; Portsmouth gaseous diffusion, feed materials, \$763 million; Goodyear Atomic Corp., Fernald, \$115 million; Mound Lab (Monsanto) Miamisburg, O., \$35 million; Piqua reactor \$8 million.

Pennsylvania—Bettis plant (Westinghouse) \$49 million; pressurized water reactor, power generator (Duquesne Electric) at Shippingport, \$50.5 million.

Other facilities are at Madison, Ind., and Joppa, Ill.

Among aluminum facilities are Alcoa at Pittsburgh and Evansville; Kaiser at Ravenswood, W. Va; Olin Mathieson at Hannibal, Ohio; Harvey at a site east of Owensboro plans a \$50 million aluminum rolling mill; Reynolds employs 2,300 at Louisville; Anaconda Aluminum also is at Louisville.

Going West ■ This long, busy valley starts at Pittsburgh where the Monongahela River flows north out of the West Virginia hills to meet the south-bound Allegheny to form the Ohio (photo page 75). Naturally the Ohio became the artery for west-bound pioneers, who built assorted canoes and flatboats to haul their families and goods down-river to the wilds of the west.

At Pittsburgh one of the greatest industrial empires in the world extends in all directions, then narrows to a plant-lined double strip as the Ohio jogs tem-

porarily northward before starting its generally southwestern course.

At the mill town of Rochester, 30 miles northwest, the Ohio does its jog, soon moving into hill country that lines the river for about 200 miles. The terrain is rugged but the riverside flats are heavily lined with mills to Weirton, Steubenville, Wheeling and Moundsville. Marietta, Ohio, and Parkersburg, W. Va. have plant clusters but most of the industry south of Wheeling is on the West Virginia side of the river where rail facilities join barge lines in providing transportation for industry.

Again moving southwesterly, the river's industry is in West Virginia and Kentucky. Between Parkersburg and Huntington the Kanawha River meets the Ohio at Point Pleasant. This West Virginia stream is the scene of another important industrial empire, being located right on coal and salt seams. This fortuitous combination of natural resources and water transport extends from the junction up the Kanawha past Charleston, an ideal location for chemical, metal, power, glass and other industries.

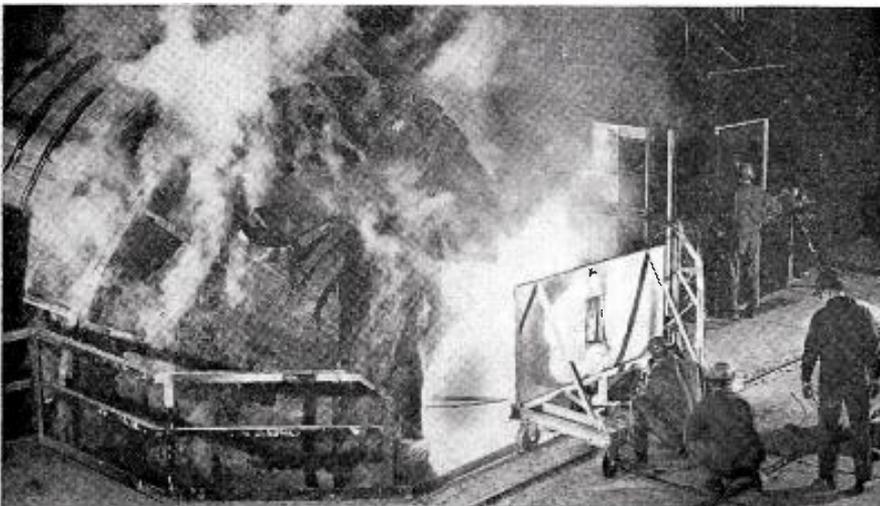
Another Market ■ Down the Ohio from Point Pleasant and due west of Charleston 45 miles is the Huntington, W. Va.-Ashland, Ky.-Ironton, Ohio market, another major industrial center. Moving northwestward through Portsmouth at the junction of the Scioto River, a steel-chemical community, the Ohio winds its way southwestward then resumes a northwestward course to the Cincinnati market where Licking River enters from the south. The Miami River flows south from Dayton, meeting the Ohio close to the Indiana border.

From this point the river sticks to a southwesterly direction in a snaky way, passing Louisville, Owensboro, Evansville-Henderson. The Cumberland and Tennessee rivers flow into the Ohio at Paducah and the Ohio ends its 981-mile trail at Wickliffe, Ky. and Cairo, Ill.

Except for the 50-mile leg of the Ohio starting out of Pittsburgh, the Ohio River is owned by West Virginia and Kentucky, with the latter state having the biggest share, over 650 miles. Pennsylvania, of course, owns the 50 miles entirely within its borders. This quirk in state ownership traces back to colonial charters. While it's fine to own a river, the owning state is saddled with the regulatory and bridging responsibilities.

One widely used figure places barge haulage cost at 4 mills a ton mile compared to 11 mills for railroads.

That differential was behind the observation of a Chesapeake & Ohio Railroad executive in Huntington, W. Va., as a long tow could be seen moving up-river, "There goes four 100-car trains, pushed up a tax-free river, yet the In-



Out of fiery furnaces like this comes the steel that provides the backbone

of the Pittsburgh economy. Many plants are now being modernized.

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OHIO RIVER LINKS VAST INDUSTRIAL AREA continued

terstate Commerce Commission won't let us get into the barge business and develop an efficient rail-barge service."

C&O has some of the nation's largest and most efficient facilities in the Huntington-Ashland area. It's planning to modernize the old Baltimore & Ohio trackage from Huntington to Pittsburgh, now that it has absorbed the B&O. The Norfolk & Western has modern facilities at Louisville. It shares tremendous coal trains. The 19-barge tow also included steel and a number of empty barges. At peak the towboat moves the equivalent of 400 hopper cars of coal.

Railroads vs Barges ■ The N&W has a large classification system at Ports-

(three days of ice in the 1962-63 winter). Skippers know every sandbar, marker, and buoy. A towboat can run as much as 330 24-hour days a year; river men say it can move a 1,000-ton barge load 2,000 miles for the cost of shipping a 40-ton car 100 miles by rail.

The competitive transport costs get into emotional interchanges when railroads, owners of rights-of-way, rolling stock, stations, and trackage as well as heavy taxpayers, contemplate the free rivers, roads and air that barge, highway and air carriers enjoy.

Booming Business ■ Barge business has boomed on the Ohio, tripling in two decades to 80 million tons or 19

the river the crews were mostly roustabouts. The first man on watch was the best-dressed man on the boat; the rest wore what was left and hoped the shoes would fit."

The *Orco's* crew works 30 consecutive days and is off 30 days. Each workday is divided into four six-hour sections; the men work six hours, rest six hours, work six hours and rest six hours—6 a.m.-noon; noon-6 p.m.; 6 p.m.-midnight; midnight-6 a.m.

Skilled Workmen ■ Building a 1,100-foot tow is no job for amateurs. On a recent trip Capt. Robertson drew on his skill and experience to hitch up 19 coal and steel barges of assorted sizes including empties. Some distance below Cincinnati he tied up to a cottonwood tree on the Kentucky side. Two hours later he and his pilot, Clarence Walker, had fit the assorted barges into an efficient tow, keeping several that were to be dropped off enroute up front for easy disposal.

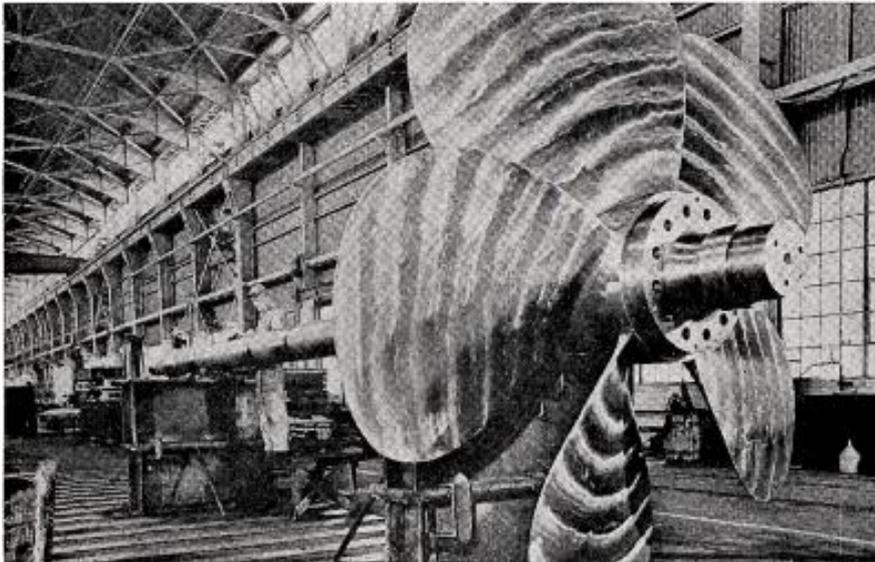
Traffic jams at the older locks are costly. A two to six-hour delay at \$50 to \$100 an hour per tow adds two or more days to the Pittsburgh-Cairo trip. The Army Engineers are putting in dams and high-lift locks as fast as they can get the appropriations. Final completion of the 19 new locks in the 1970s is expected to start a brand new Ohio Valley boom. But industry and barge interests look with misgiving on fuel taxes or tools that would boost the cost of efficient river transport. They explain that steel can be shipped at one-fourth the rail cost, grain and chemicals at half the cost. Coal and oil, two of the main cargoes, move cheaply. Petroleum products can be shipped from Texas right into the industrial centers. Cheap coal means cheap power which means cheap aluminum and chemical production. It won't be long, river men say, until the Ohio Valley is producing over 10% of the nation's electricity.

The billion-dollar rebuilding of locks and dams can't be done in a few years. The Greenup facilities in Kentucky, for example, cost \$54 million. But they permit faster tow movement and can take up to 18 or 20 35-foot wide jumbo barges in the 110 x 1,200-foot locks.

That's the story behind the story of some of the nation's great markets, saturated by radio and television stations that reach as many as three million people from a single transmitter.

It's the story of Pittsburgh, Wheeling-Steubenville, Huntington-Ashland, Charleston and west central West Virginia, Cincinnati, Louisville, Owensboro, Evansville and other markets.

The Valley of Tomorrow, they like to say of the Ohio with its distinguished past and thriving today. Yesterday, today, tomorrow—they add up to an economic saga that delineates a story of America on the march.



This big propeller and shaft are being machined at Dravo Corp., important

shipyard in Pittsburgh area. Note size of man at far end of shaft.

mouth, Ohio, and yards at other points.

Both aggressively managed, these two outstanding carriers are facing up to barge competition by developing new business and modernizing methods and facilities.

Barge cargoes break down this way: coal-coke 55%; petroleum 20%; stone, sand, gravel 12%; iron-steel 5.5%; chemicals 3%. On a ton-mile basis petroleum takes the lead, helped by the long barge haul from Texas. The Kanawha River carries nearly 11 million tons a year, led by coal and chemical products.

The Ohio River Co. is the world's largest river hauler of coal. On a recent downriver trip the *Orco* was pushing nearly 15,000 tons of coal, equivalent to three 100-car trains, a load of steel and some empties. A loaded tow can handle four trainloads.

Towboat operating is tricky navigating. The river is full of bends and currents. Sometimes it's high; sometimes it's low. But it's open the year round, except for an occasional sub-zero spell

billion ton miles a year. Low-cost hauling and availability have attracted chemical, aluminum, steel and electrical generating facilities, which in turn use more and more of the oil, coal and other raw materials brought in by barge lines. It's a fortuitous situation for both and it's interesting to note that rail carriers in the valley are doing a lot better than the national rail average.

Barge interests are deeply concerned by proposals to tax diesel fuel and charge river tolls, claiming the neatly interlaced industrial and river transport balance can be upset to the detriment of both the public and carriers.

In the best tradition of the barge business, the *Orco* is spanking clean despite its black-diamond cargoes. Rooms for the crew are neat and comfortable. Exquisite smells seep out the big, stainless-steel kitchen and the chow is up to hotel standards.

"Times have sure changed," recalled Capt. Robertson as he turned on a three-mile searchlight beam to check on markers. "When I first started on

**FIRST IN PITTSBURGH
FIRST IN AUDIENCE
FIRST IN ADVERTISING**

KDKA-TV

The Number One TV Station in every rating ever made in Pittsburgh

CBS * CHANNEL 2

***KDKA
RADIO***

The One Station That Sells the Tri-State Area

50,000 WATTS AT 1020



WESTINGHOUSE BROADCASTING CO., INC.

WBZ and WBZ-TV Boston; WINS New York; WJZ-TV Baltimore;
KDKA and KDKA-TV Pittsburgh; KYW and KYW-TV Cleveland;
WOWO Fort Wayne; WIND Chicago; and KPIX San Francisco.

Represented by TvAR and AM Radio Sales

Pittsburgh, old city with a new face

NEW SKYLINE, SMOKE-FREE AIR LEADING TO INDUSTRIAL RENAISSANCE

Pittsburgh is a perfect example of what a billion dollars can do for a city that had a glorious past but a gloomy future.

About the time the Steel City was starting to reel with the impact of the post-World War II rollback, the civic and industrial leaders were starting to wonder if they might just as well forget the municipal results of 190 years and abandon the joint.

Smoke was still belching from the stacks while a nation casually watched in pity. An occasional comedian still fed the hoary cue to his partner, "I've just come clean from Pittsburgh," and then led the guffaws at the reply, "How do you come clean from Pittsburgh?"

That's when the heads of U. S. Steel, Gulf Refining, Mellon Bank and the Chamber of Commerce, plus the mayor and countless other hardy souls, reached one of modern America's courageous decisions. Abandon Pittsburgh? Never! Especially with all those plants, some of them on the elderly side, and all those office buildings and nearly 2 million dependent citizens.

The story of the Pittsburgh renaissance is an oft-told saga of local courage and initiative and cooperation. A guest at the Pittsburgh Hilton—the Golden Hilton on the Golden Triangle—can look down on the famous Point and 23-acre Gateway Center, where westbound pioneers huddled in the shadow of the British-built blockhouse en route to unknown frontier mysteries. He can look down and, no longer handicapped by heavy smoke, can see the rebuilt blockhouse on verdant acreage

overpassed by the fantastic spaghetti of a modern highway complex. And he can face away from the confluence of the Allegheny and Monongahela, forming the Ohio River, to see some of the world's most costly architecture where shabby slums stood a few years ago.

Little Smoke Left ■ For Pittsburgh, the Smoky City whose title was derived from the combined soot of bituminous-burning homes and busy mills, has abated 70% of its smoke at a cost of \$250 million.



A boon to beer drinkers is this new aluminum zipper can of Aluminum Co. of America in Pittsburgh. It has container makers concerned.

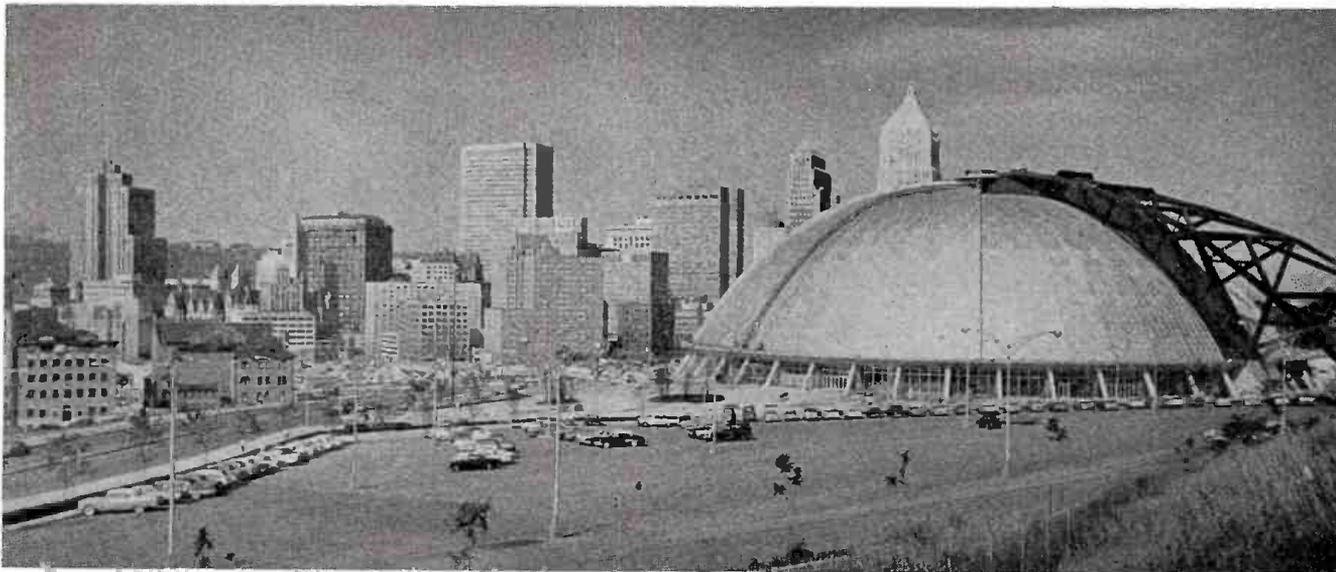
Industry and dwelling owners have merged their civic loyalty, with a boost from appropriate legislation, to restore clear sunshine to an area that once resembled Los Angeles smog at its worst, with the enhanced curse of coal and chemical fumes.

Yet this is only a start. Elaborate plans for the future include a downtown-splitting speedway, more slum eradication and new construction, downtown malls, an enormous educational-business-research center at nearby Oakland (three miles from downtown), a new Northside. The list is ambitious.

Among educational facilities in or near Oakland are U. of Pittsburgh, Carnegie Tech plus nearby Chatham College and Duquesne U. Pitt is second largest private employer in the city, with a \$51-million annual payroll (including research), and it is developing branches at Greensburg, Bradford, Titusville and Johnstown. Its 42-story Cathedral of Learning is an educational showplace.

"The University of Pittsburgh, founded shortly after the Revolutionary War, will be one of the 10 leading universities in the world," said Dr. Robert D. Entenberg, marketing professor of the Pitt graduate business school and an outstanding authority on the area's economics. Pitt has 14,000 students, is growing fast and has just been designated a top space research center with a \$33-million grant as a start. New dormitories are pie-in-the-sky shaped.

Underrated Market ■ "Pittsburgh is one of the most underrated markets in the nation," Dr. Entenberg said. "The



The largest retractable-dome civic arena in the world is located in the center of Pittsburgh. It's used for con-

ventions, sports and cultural events. When the weather is good, the roof is rolled away.



Reach 'em with a SPOT OF TAE

(the "homes reached" station in Pittsburgh)

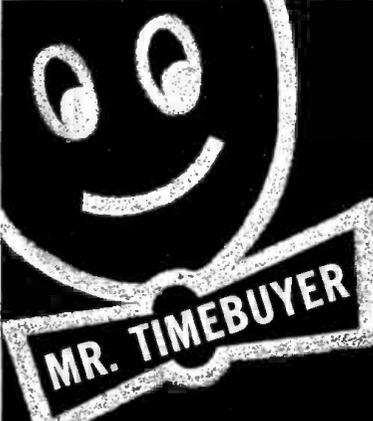
*Check the record. TAE corners the market
when kids are watching—
8 to 10 in the morning,
4 to 6:15 at night.**

Take TAE and see

WTAE CHANNEL 4

Basic ABC in Pittsburgh

 **THE KATZ AGENCY**



**KEEP YOUR EYES ON
PITTSBURGH'S RATINGS
and
WEEP
PITTSBURGH'S SELLING
STATION IS BACK AND
MOVING UP FAST
IN THE RATINGS**

Compare...next time you buy:

1. **WEEP PERSONALITIES** . . . Exciting, mature, believable air salesmen, who put personal **SELLING APPEAL** into every message.
2. **WEEP CLEAR CHANNEL COVERAGE** . . . Serving and **SELLING** nearly four million in three states.
3. **WEEP RATINGS** . . . Watch for the forthcoming surveys, for the bigger numbers that spell even greater **SELLING SUCCESS**.
4. **WEEP RATES** . . . Lowest in cost, highest in **SELLING EFFICIENCY** (a tiny \$114 weekly package buys 12 one minute commercials; \$350 buys a massive super saturation of 10 one minute commercials daily for a week).

CONTACT:
RADIO STATION WEEP
SHERWYN HOTEL
PITTSBURGH 22, PA.
represented by
GEORGE P. HOLLINGBERY CO.

acute unemployment, now averaging 8% to 9%, is a decade old and the worst is over. Steel was up in mid-February. Most flood-control problems have been solved. Steel plants are spending hundreds of millions on new equipment and oxygen techniques. Business last year was 5% above 1961, approaching the 1957 alltime peak.

"This market has 13 billion tons of coal reserves, gas, oil, water, limestone and modern transportation by air, surface and rivers. The Pittsburgh Renaissance stopped smoke and floods. Now keep an eye on the future. Don't under-rate Pittsburgh."

Take a quick look at some high spots of the Pittsburgh market:

- Allegheny County alone has more factory production than 31 of the 50 states (metropolitan Pittsburgh includes three other counties).
- In the immediate Pittsburgh area

ducing about 20 million tons.

- Export sales of 250 concerns headquartered in Pittsburgh exceed a quarter-billion dollars yearly.

- Sixth largest U. S. metropolitan market, seventh in retail sales, eighth in population; retail sales are near \$3 billion mark; ninth largest U. S. manufacturing center.

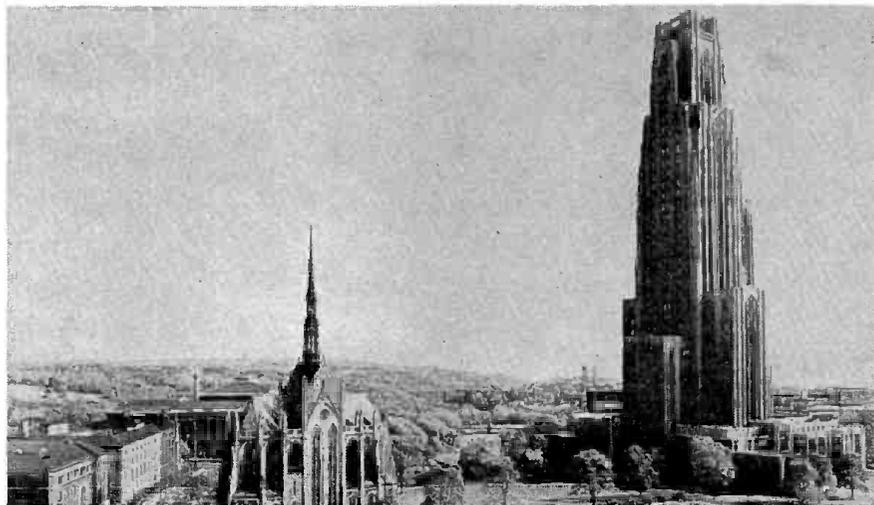
- Trading center of populous tri-state area (Pa., Ohio, W. Va. triangle); 6½ million people in 56-county marketing area.

- Measured by television coverage, Pittsburgh is a 29-county market with an estimated \$9 billion to spend.

- Home office of largest aluminum industry, steel, plate-window glass, refractories and many others.

- One-fourth of nation's iron ore smelting.

- First atomic electric power plant at Shippingport.



The sky-piercing Cathedral of Learning on the U. of Pittsburgh campus

adjoins the renaissance architecture of beautiful Heinz Chapel.

there are 1,600 plants, with 200 having more than 100 employes each.

- Nine major installations are in the nuclear power business; there's nothing to match this in the nation. Most of the nuclear Navy is powered by Westinghouse built-designed plants.

- The four-county metropolitan area makes 6,000 products; employs 275,000 in production whose income is \$1.7 billion yearly.

- Of the 500 largest U. S. industries, 55 have plants in the area; 25 head-quartered in Pittsburgh. Value added by factories is over \$3 billion a year.

- Over 100 research and testing laboratories employ 20,000 who earn \$150 million a year; investment is \$300 million and expanding. One-fifth of U. S. industrial research is in the area.

- Chemical plants comprise a \$1 billion complex, with \$42 million payroll for 7,000 persons.

- One-fifth of U. S. steel-making capacity is in the metropolitan area, pro-

- Second only to New York in new office space added since World War II.

- One-fourth of downtown business district rebuilt.

- New highways in last decade cost \$400 million; \$500 million earmarked for next decade.

- America's largest inland river port; more tonnage than Panama Canal.

- Three-fourths of families in middle and upper-income brackets.

Five skyscrapers are going up, joining the 27 major buildings erected in the renaissance drive. The \$22 million civic auditorium is the largest in the world with retractable dome. The luncheon talk in Pittsburgh inevitably gets around to the new local image. They even are thinking about a downtown monorail. Mellon Square Park has a six-story underground garage. The reputed second largest U. S. airport is being enlarged.

U. S. Steel has a series of major improvements, including National Tube

THE
SMOKE
AND
GRIME
THE
DIRT
AND
SOOT

**HAVE LEFT PITTSBURGH
THE PEOPLE REMAIN.
AND PEOPLE ARE
WWSW'S ONLY CONCERN**

IF YOU'RE INTERESTED IN PEOPLE,
AND YOU SHOULD BE, CALL **DOUBLE-
DOUBLE** OR THE NEAREST MAN
FROM **BLAIR RADIO**. WE CAN GIVE
YOU THE WHOLE EXCITING STORY.

WWSW  **BLAIR
GROUP
PLAN
MEMBER**
970 KC - 5,000 WATTS
PITTSBURGH, PA. NATIONAL REPRESENTATIVES **BLAIR RADIO**

For the Pittsburgh
 • Adult Market...
 Local Advertisers
 depend on the
 • Adult Sound
 of
W J A S AM
 &
 FM



Overlooking the heart
 of Downtown Pittsburgh

W J A S—NBC owned

Represented by NBC Spot Sales

■ 146 Adult Listeners per
 100 homes (5:30 a.m. to 6 p.m.)

Aug., 1962 Pulse Audience Comp.
 4 county Metro. Area

overhauling. That's where they developed the hot-dog-shaped flasks that guide Polaris missiles out of submarines. Oxygen converter furnaces at the Duquesne Works and improvements at the Irvin Works will hit the \$50 million mark and keep going. Total steel industry improvements will reach \$300 million, including Jones & Laughlin and fabricators.

Fresh Start ■ "Pittsburgh can have an industrial renaissance as meaningful as the civic renaissance," said Leslie B. Worthington, president of U. S. Steel.

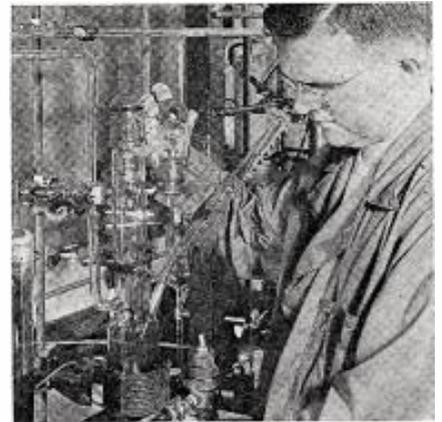
The Corporation, or Big Steel if you prefer, was all shook up last spring when the June 8, 1962 issue of *Time* magazine ran a picture of the local stacks with the caption, "Banked furnaces in Pittsburgh; The bread and butter were getting thin." What irked the Corporation, a spokesman said, was the fact it had spent a fortune on smoke-abatement at the site and the furnaces, instead of being idle, were operating 100% at the time the photo was taken.

But steel has its problems—Alcoa for instance. The aluminum giant, with a zipper beer can (see photo, page 82) among its many new items, has the steel and glass-container industries in a sweat. Steel has come back with cans made from high-strength tinplate the thickness of this printed page. The final decision will be up to the consumer. At Duquesne new equipment will produce 150 tons of steel in 40 minutes compared to the former eight hours.

The standard metropolitan area consists of 2½ million people—Allegheny County 1.65 million; Westmoreland 361,000; Washington 219,000 and Beaver 213,000. Every few miles there is an important market, moving out in every direction—Greensburg, Washington, Johnstown, Ambridge, Latrobe, Jeannette, New Kensington, Vandergrift, Beaver Falls, Carnegie, Connellsville, Uniontown, Butler, to name a few.

It's important to remember in looking around the new Pittsburgh that the next decade will bring even more dramatic changes. Money and spirit saved a city; more of the same will dress up this 205-year market into one of the most efficient and attractive communities in the nation. At least that's the way these progressive people are talking and acting.

The spirit of the renaissance is spreading out around Greater Pittsburgh in all directions and into the Panhandle where Ohio, Pennsylvania and West Virginia meet. Factory pay is high—18% above the national average with high living standards. One nearby city, McKeesport (50,000), has its own civic pride. The local *Daily News* will not carry Pittsburgh store advertising though only 14 miles away, a business-



Research is big business in Pittsburgh. A U. S. Steel scientist at work.

man said. The famed Pittsburgh department stores deliver to a 14-county area.

Blaw-Knox, Crucible Steel, Gulf, Heinz, Koppers, Westinghouse Electric—these are a few of the business giants based in Pittsburgh. They do things in a big way in this old city with a new face.

This is the city that once moved Frank Lloyd Wright to exclaim after looking over the place, "Abandon it."—a bit of professional counsel that was happily ignored.

W A M O



Bill Powell



Alexander Martin



Marlene Moore



Sir Walter

selling the 250,000
PITTSBURGH
 Negro Market
 for 14 years

860

DOUBLE

AM

106

WAMO

FM

WAMO AM & 72,000 WATTS FM
 Nat'l Rep. Bernard Howard, Inc.

UPPER VALLEY PLANTS BUSY

Wheeling, Steubenville, smaller cities nestle along Ohio among teeming industrial complexes

About 40 miles northwest of Pittsburgh, where the Ohio River does an abrupt turnabout to the south, the river shores are lined with a concentration of industry and commerce referred to as the Upper Ohio Valley.

Geographically the region is more accurately described as the Tri-State or Panhandle area. But the definitions start stumbling over each other as the Pittsburgh metropolitan area becomes the Pittsburgh trading area, or roughly the cities and towns influenced by Pittsburgh television.

At the Pennsylvania-Ohio line the Ohio River residents start thinking in terms of two important down-river markets—Steubenville-Weirton and Wheeling-Bellaire-Moundsville. It's all a bit confusing to map watchers but to those who think in terms of markets the Ohio River cities and related environs are important business, industrial and transportation centers of more than 1.75 million people having close commercial ties.

To those whose perspective is oriented to such practical matters as people and dollars, the Upper Ohio Valley thus becomes a tri-state area that starts roughly where Pittsburgh's built-up area stops—McKeesport on the northeast and Rochester, Pa., on the northwest. Of course there is Pittsburgh tv overlap, but Wheeling and Steubenville stations assert their identity by showing one of the nation's most impressive in-

dustrial structures along the populous Ohio River shores and loyal audiences inland.

Industrial Complex ■ Industry is concentrated in the valley and spotted out into the outlying hills, but population is even more huddled within range of the hundreds of industrial plants that comprise one of the nation's most important groupings of smelters, fabricators and processors—all served by a tremendous network of barge lines providing cheap haulage of bulk materials.

These industries and the associated service functions provide income for thickly populated groups of cities and towns that are mapped by municipal boundaries. But the officially chartered community boundaries become meaningless to the market-minded observer who motors through Weirton, Steubenville, and Martins Ferry and then crosses the river into Wheeling and Moundsville. That's why those who sell via the airwaves also think of Wheeling and Steubenville in terms of Washington, Pa., East Liverpool and Cambridge, Ohio, and southeast toward Morgantown, Fairmont and Clarksburg, W. Va.

If the geography and civic semantics are intricate, the economic facts aren't. Besides the two major steel plants—Weirton Steel and Wheeling Steel—the river flanks are lined with such industrial giants, such as Koppers Co., Vanadium Corp., Titanium Metals, Ohio



An Upper Valley steel scene showing Wheeling Steel plant in Wheeling-

Steubenville complex. Basic steel-making operations take place here.

ABC RADIO COVERS THE OHIO VALLEY WITH POWER



IN WHEELING

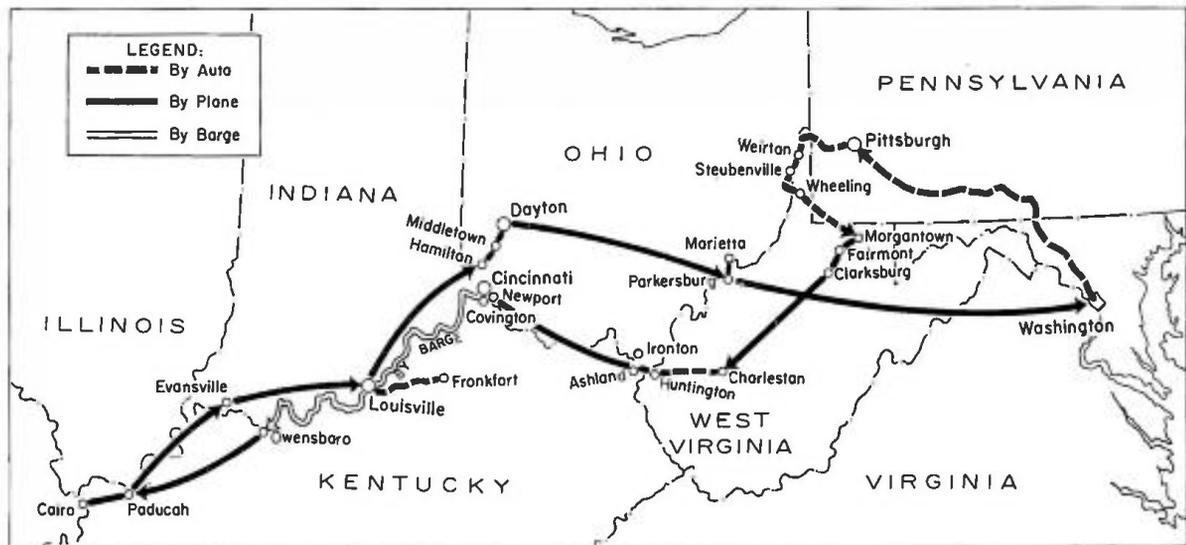
WWVA 50,000 WATTS

WWVA is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WCKY Cincinnati, WHAS Louisville and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the long-time popular programming, the unmatched news coverage and the *new* programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.



ABC RADIO



The important markets of the 981-mile long Ohio Valley are understood only by a city-by-city inspection of industrial and commercial facilities and interviews with hundreds of businessmen and industrial leaders.

This story of the valley's growth and the fast spread of manufacturing and chemical plants along the Ohio River shores is based on a 3,000-mile series of inspections by J. Frank Beatty, BROADCASTING senior editor.

The month-long tour was made by auto, airplane and a 400-mile ride on a coal and steel tow, pushed from Cincinnati to Owensboro, Ky., by the million-dollar towboat 'Orco' of the Ohio River Co., a major barge transport system.

Ferro Alloys, Allied Chemical, Mountaineer Carbon, Union Carbide, Olin Mathieson, Columbia Southern Chemical, Mobay Chemical, Fostoria Glass, Bloch Bros., Sylvania, Blaw-Knox and huge power plants and big coal operations needed to keep a major economy in operation.

Within the trading influence of Wheeling (54,000 in central city) and Steubenville-Weirton (60,000) are, for example, such towns as East Liverpool, Ohio (23,000), Clarksburg, W. Va. (28,000), Moundsville, W. Va. (16,000), Washington, Pa. (25,000), Cambridge, Ohio (14,500), McKeesport, Pa. (45,000, but a community of considerable local identity), Fairmont (28,000), Morgantown (22,000) in W. Va., and Waynesboro, Pa. (11,000). These figures are city-only and do not take into account the outward movement from central cities, but they indicate the high saturation of the area's population.

Factories Busy ■ A tour around the area leaves memories of belching stacks. The residents prefer it that way, at least until installation of costly precipitator and oxygen units is complete. When the older stacks stop pouring out over the nearby landscape, the situation gets serious. Meanwhile Weirton Steel and Wheeling Steel are considering means of abating the fumes. Kaiser engineers have been studying the Weirton plant's smoke problem; both Weirton

and Wheeling are converting to interim and permanent oxygen processes, the latest thing in efficient steel production.

The separate and interlocked communities in the Upper Ohio Valley enjoy diversified industrial support. Wheeling has steel, glass, pharmaceuticals, toothpaste tubes, toys, glassware, china and food products, to mention a few leaders.

Steubenville-Weirton, straddling the tri-state Panhandle and the Ohio River have iron, steel, tin plate and containers, fire clay products, tar, coal, coke, wallpaper and many others. East Liverpool, at the northern tip of the three-state triangle, is a steel and a ceramic center turning out porcelain, china and bricks. It is 25 miles south of Youngstown, Ohio.

The key cities lining the river from E. Liverpool to Moundsville have a central-city population of 185,000. Reaching inland to interrelated cities, the 10-county population exceeds 600,000. This figure is almost tripled when the basic tv-covered area is included, and a little more antenna height can add still another 300,000 or more to the audience.

Common Economy ■ From a Wheeling eminence, the Ohio shore a mile away offers an enigma in economic images. Except for the barge-dotted water strip, southeastern Ohio and western West Virginia are part of a common economy. Yet West Virginia bears

the unjustified and unrealistic stigma of poverty and Ohio doesn't, mainly due to effects of the 1950-60 automation of the coal industry and one-sided journalistic exploitation of the problems of displaced families in areas 100 and 200 miles away (see page 92).

Moving southwestward down the Ohio, the West Virginia shores have superior rail facilities and a heavier concentration of industrial plants. Both sides of the river have huge electrical power generating facilities, due to availability of coal and low-cost water transport.

At one time some of the industries on shore sites were unhappy with their flood troubles. Now West Virginians claim they have better flood protection than the Ohio side of the river but both sides are benefiting from extensive flood-control dams (with new locks) that help keep the river under control though they still get some flooding during the rains and melting snows of March.

Historic Wheeling, where the hand-wrapped, twisted cigar was called a stogie (presumably after the Conestoga wagons enroute westward, stopping to stock up on smokes), continues as a tobacco center. Bloch Bros. still makes stogies, Mail Pouch chawin' tobacco and other lines.

Wheeling early became a wholesaling city and still is a center of food brokers,

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

ADVERTISING
MANAGER

(GUIDING CZAR)



#22 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



WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

distributors and industrial supply houses. An older market with a frontier background, Wheeling is now deep in urban renewal and municipal improvements. It has exceptional parks, including famed Oglebay Park with skiing, golf and many other types of recreational facilities—largest park in the upper valley. There's even a museum at this vast year-round center along with a huge lodge and auditoriums—all within the city limits.

Wheeling Steel, 11th in the U. S., with \$220 million sales in a year and a \$300 million plant investment, is spending \$170 million on improvements, including conversion to oxygen-blown steel. In the interim oxygen is being added to older furnaces. The tin mill was modernized at a cost of \$40 million. Steel plants in the area are ahead of many other centers in modernization. They are on barge routes and are located close to the four largest steel-consuming states—Ohio, Pennsylvania, Illinois and Michigan. Blast furnace yield is way up since development of steel pellets and oxygen methods. Weirton Steel (National), another major, also gives the upper valley a strong basic foundation for industry. Steel production in the area was increasing in the first quarter of 1963.

New Highway ■ When Interstate 70 is completed at Wheeling it will run right through the center of the city, first passing through a tunnel and then crossing the river. This will draw extensive highway traffic to and from Atlantic states and the Midwest.

Wheeling has a five-year-old Jesuit school, Wheeling College, with an attractive campus, modern buildings and facilities for 1,000 students.

Wheeling Steel and Weirton each have about 13,000 employees. Total payrolls of the two run as high as \$175 million a year. Wheeling Stamping is one of the largest makers of lead and aluminum toothpaste tubes.

The abrupt hills of Wheeling are

West Virginia's plus factors

Cheap power due to inexhaustible coal supply; generating capacity constantly being expanded.

Major aluminum plants drawn by low-cost power.

Low-cost barge transport on Ohio and Kanawha rivers, tying-in nation's inland waterways; rail and highways networks.

Extensive river and ground water resources for industry.

Natural gas and petroleum.

Enormous brine and rock salt fields for chemical plants.

Limestone, sand-gravel and clay-shale deposits.

Two-thirds of state covered by forests.

Major steel plants.

Central location; four of five major markets are within 500 miles.

Ideally situated for production of finished goods from locally produced metals, chemicals, petrochemicals and plastics.

Ample labor supply.

Industrial sites available along rivers.

topped by new and attractive residential sections, in contrast to some of the older areas typical of a river city that has a colonial background. But the wreckers are knocking down some of the worn-out blocks and soon more new buildings will join the architecture of past decades. One new renewal project will provide 11½ downtown acres for light industry.

Wheeling justifiably resents any association with some distant mining cities in the mountains whose economy and geography bear no relation to the market. Wheeling is a city of multiple economic personalities. It's part of the Upper Ohio Valley and commercially tied to Steubenville, Weirton and other upriver cities; it's close enough to Pittsburgh to belong to the tristate-panhandle region; it's bridge-distant from southeastern Ohio and it has ties with Morgantown and other southeast West Virginia cities; it's neighborly with Parkersburg, down river 85 miles.

Stands Alone ■ With all these economic bloodlines, Wheeling stands on its own sturdy feet as an economic entity. The businessmen cooperate in a

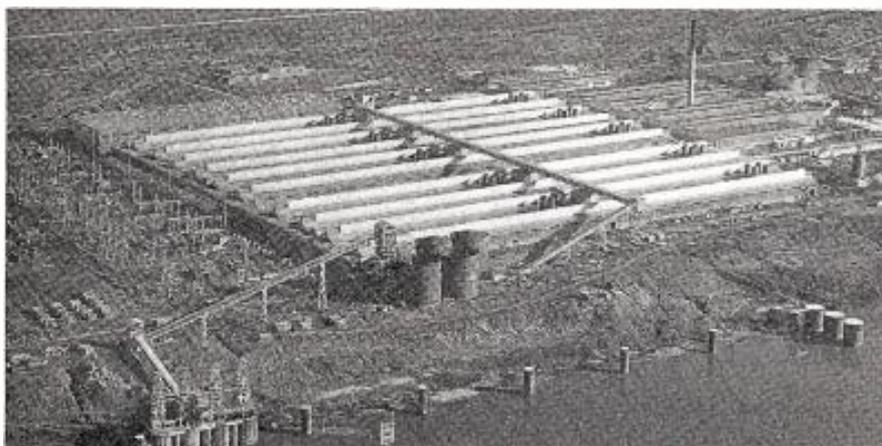
search for new industries. Regionally the area is behind Ohio Valley Industrial & Business Development Corp., headed by John G. Ondrick, brigadier general retired. Gen. Ondrick is new on the job and currently is mustering the statistical tools needed to attract new plants to this area of efficient and low-cost transportation, cheap fuel and vast natural resources.

Steubenville, with a city population of 36,000, is four miles across river from Weirton and 20 miles above Wheeling. It's surrounded by cities and towns that merge or almost nudge each other. The city's title honors Gen. Frederick William von Steuben, drill master at the fort that was named after him in 1786. The city is making progress on smoke abatement. Newer plants include Titanium Metals, 900 employes; Vanadium Corp., 325; Ohio Ferro-Alloys, 175. Unemployment is low, local businessmen explain.

When steel centers are complaining about a slowdown in demand, the cities in the Upper Ohio Valley boast their production always runs ahead of the national average. Steel output was up in mid-February even before anticipated stockpiling in anticipation of a possible strike had begun. At Wheeling Steel, 11th largest U. S. producer, they were quietly discussing new types of containers based on thinner tinplate, perhaps with one eye on Alcoa's zipper beer can.

The upper valley benefits from the areawide drive against river pollution and already they're talking about revival of game fishing on the river. The longer lakes formed by new dams with their 1,200-foot locks have already cut the barge time between Wheeling and Pittsburgh.

All this modernization, rebuilding and general activity are bringing new life to this concentrated center of industry, commerce and people.



Aluminum reduction plant of Ormet Corp. (Olin Mathieson-Revere) at Clar-

ington, Ohio, below Wheeling. Rolling mill adjoining is not in photo.



There's only one runaway leader in Wheeling-Steubenville:

WSTV-TV 

REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC.

... just as surely as there's only **ONE** 36th TV market (TV Magazine, Feb. '63)
ONE dominant signal (ARB-Nielsen, Nov. '62)
ONE station that offers Notarized Merchandising!

Here's a glimpse of how WSTV-TV looked to Nielsen last November. Total quarter hours based on homes reached, 8:00 a.m.-12:30 a.m., Sunday through Saturday: WSTV-TV had 414; the other station had only 44. And ARB points out that in the same month WSTV-TV had SIXTEEN of the top twenty nighttime shows . . . all TEN of the top daytime shows. It's not even close! WSTV-TV is runaway leader in Wheeling-Steubenville, America's 36th TV market!

IN STEUBENVILLE: EXCHANGE REALTY BLDG., 282-6265 (Area Code 614) • JOHN J. LAUX, EXEC. VICE PRESIDENT
IN NEW YORK: 680 FIFTH AVENUE, 586-5510 (Area Code 212) • LEE GAYNOR, NATIONAL SALES MANAGER
Other Rust Craft Stations: WRCB-TV, Chattanooga; WRDW-TV, Augusta, Ga.; WBOY-TV/AM, Clarksburg, W. Va.; WPIT-FM/AM, Pittsburgh, Pa.; WSOL-AM, Tampa, Fla.; WWOL, Buffalo, N.Y. (Affiliated with Rust Craft Greeting Cards, Inc.)



All West Virginia's divided in two parts

ONE-SIDED REPORTING HAS FAILED TO TELL DRAMATIC GAINS OF STATE

The greatest story never told, a factual account of West Virginia's industrial structure, has long been lost in a media morass.

For three decades the positive side of West Virginia's economy has waited while the miseries of the state's displaced miners have been spread over the printed page and dramatized in broadcasts.

Few newsmen have followed up their tales of miners' travails by trekking up and down the Ohio and Kanawha Valleys to inspect the growth of a new and expanding industrial complex. They bypass the affirmative economic story, focusing instead on the pathos of poor hill folk as though West Virginia had a monopoly on unemployment and poverty.

Today's image of West Virginia is stained by the one-sided journalistic treatment it has received. The Kennedy-Humphrey campaign of 1960 took many newsmen into the backwoods. Magazine writers, NBC's David Brinkley, ABC's Howard K. Smith and scores of newspaper writers have stressed the seamy side of the West Virginia story.

In recent weeks the *Washington Post* and *Time* magazine have taken sly digs at West Virginia, apparently influenced by an image fostered by other journals. A *Post* story that mentioned the state's newly developed Golden Trout, a game and tasty addition to the nation's recreation and diet, wondered how a state with 18th century thinking could attract fishermen even if the new fish was superior. And *Time*, writing about West Virginia's centennial art contest,

pried in references to barefoot moonshiners and assorted signs of poverty.

They're still steaming, however, about a *Saturday Evening Post* article in 1959 titled "A Dying State," a gory rhetorical bludgeoning that could see only one side. A *Los Angeles Times* reporter who flew in for a basketball game last year decided to write with pathos about the state's economy and people. *True*, *Master Detective* and others have written of West Virginia as the source and center of starvation.

The Other Side ■ Any look at West Virginia's economy must divide the state into two parts: 1, the populous industrial strips along the Ohio and Kanawha Rivers; 2, the mountainous center and south, plus the farming areas of the east.

This review of the West Virginia economy deals with the western section of the state, where industries line the river shores. Latest U. S. Bureau of Labor statistics show 9.9% insured unemployment for the state as a whole, but state officials claim total unemployment is on the decline after a peak reached several years ago.

Is West Virginia really the horror spot of the United States, as stated or inferred by many who have written of its economy?

"A quarter-million people out of a total population of less than 2 million receive public assistance," Howard K. Smith said in his Feb. 17 commentary. He added, "There are in America's affluent society between 30 and 40 million people who live in abject poverty."

If 250,000 receive public aid in West Virginia, that's 13.2% of the state's

population.

If we accept Mr. Smith's figure that 30-40 million out of 185 million people in the U. S. live in abject poverty, it would mean the national poverty percentage ranges from 16% to 22%.

The commentator said non-mining areas of West Virginia have suffered too, reciting the plight of a Mr. & Mrs. Allman on the outskirts of Charleston who have \$169 a month wages from a relief project and a food ration. About once a week, he said, they go on a food binge by having a green salad for supper.

In sharp contrast here are some thoughts about Charleston, state capital, picked up during an economic look at the market:

■ Average workers income (factory earnings) in Charleston is fourth highest of U. S. cities, \$6,480 a year. This is 3.3% above the mid-1961 average (*U.S. News & World Report*, Oct. 15, 1962). Detroit is tops with \$6,629; the national average is \$5,035 so Charleston workers earnings are 28.8% above the national average.

■ Charleston is one of 15 markets having substantial (over 6%) unemployment. Journalists prefer to write about this unhappy side of West Virginia's economy.

■ Mine unemployment is mostly in the central and south portions, far from employment centers. The more aggressive unemployed move out; the rest prefer to stay.

■ Charleston income was up 3.3% for the mid-year; employment was up 1.3%.

■ The city has the largest chemical and largest sheet glass plants in the world.

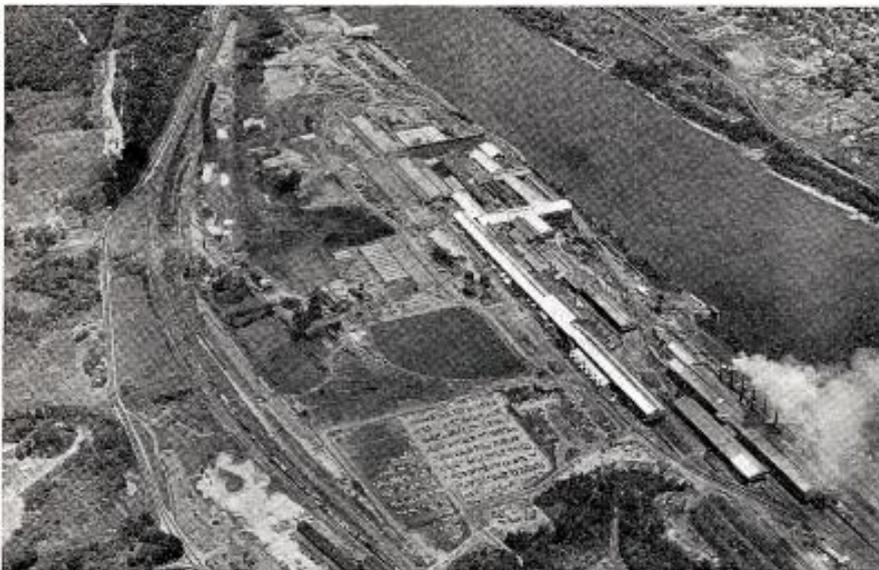
■ Union Carbide and Goodyear are building additions.

■ The sale of Chevrolet autos here last year showed it among the top cities in the U.S.

More answers to Mr. Smith and his fellow newsmen were supplied by Gov. William Wallace Barron's office. Here's a set of statistics on West Virginia's unemployment: There were 105,000 jobless (16.6%) in January 1961 when Gov. Barron took office. The latest available figure, November 1962, shows 61,000 unemployed, or 10.5%.

Taking the state as a whole, Gov. Barron said seven out of the 10 key index factors showed increases during the 1950-60 decade.

Tired of Treatment ■ Nobody in West Virginia is trying to picture a boom of the Miami, Phoenix or Los Angeles type. But West Virginians are getting tired of the journalistic treat-



Ashland, Ky., works of Armco Steel Corp. is located on banks of Ohio

River. An important expansion project is under way at Armco plant.

ment they are receiving, and so are those of West Virginia origin who live elsewhere in this mobile age.

The western half of West Virginia includes markets starting with a north-south line that includes Morgantown, Fairmont, Clarksburg and Charleston. The area moves from Charleston north-westward down the Kanawha River to the Ohio River and Point Pleasant. To the north are Parkersburg, Moundsville, Wheeling and Weirton. Huntington lies near the Kentucky border.

Lining the rivers, or a short distance inland, are multi-million-dollar chemical, steel, aluminum, power-generating and petrochemical plants that comprise an all-star lineup of American industry. The long list includes such names as duPont, International Nickel, Wheeling Steel, Weirton Steel, American Electric Power System, Union Carbide & Carbon, Kaiser aluminum, Goodrich-Gulf, Pittsburgh Plate Glass, Blaw-Knox, Continental Can, Westinghouse, Owens-Illinois, Allied Chemical, Koppers, Borg-Warner, Monsanto, Olin Mathieson, American Cyanamid, Mobay Chemical and Sylvania.

Blessed with unmatched natural resources and a central location near major markets, West Virginia's industrial complex looks forward to more extensive processing of the chemicals, alloys, and other basic products for American factories. Much of its aluminum goes by barge, rail or highway to outside factories.

Plastics production fans out to finishing plants making consumer goods. There are many plants turning out bottles, fancy glass, toothpaste tubes and other containers yet the major output is in the basic industry category. West Virginians are aware of this and are planning for fabricating plants.

Other Facts ■ Here are a few more facts about West Virginia's economy that have failed to capture the attention of some who write about the state:

- The Charleston-Huntington market's commercial growth is fifth in the U. S., according to Rand McNally, showing a 13% business increase from June 1961 to June 1962.

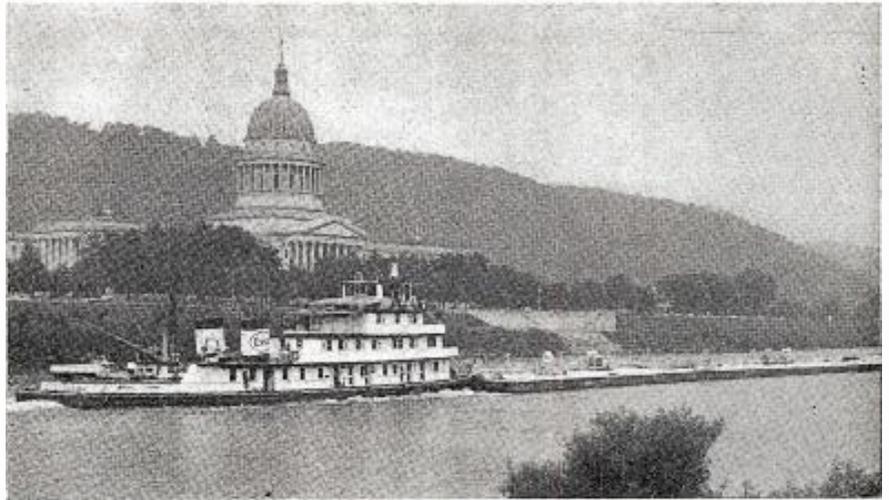
- Wheeling Steel in the Upper Ohio Valley is spending \$170 million for improvements.

- Coal output is up, chemical production is up 13% over the previous year.

- The state's lapse ratio of insurance policies (Northwestern Mutual) is below the national average. The average personal life policy sold last year in the state by the company was \$14,000.

- Last year was the best in the state's economic history with bank deposits and personal income up, according to Gov. Barron.

- The unemployment increase caused by automation in the coal industry and



The practical and the beautiful in Charleston, W. Va. An Esso tow

passes within hailing distance of the state's blue-and-gold domed capitol.

declining agriculture in the eastern part of the state has been checked.

- Foreclosures on Veterans Administration-financed homes are below the national average.

- Total personal income in 1962, despite a population loss, rose 3% from the \$3,126 million in 1961 to a record \$3,220 million.

- Retail sales were up 2% to a record \$1,745 million; bank debits rose 5.4% to \$10,196 million; salaries and wages totaled \$2,174 million compared to \$2,162 million in 1962; weekly earnings at the mines averaged \$120, up 0.6%; factory workers averaged \$101.12, up 3%.

- Carloadings up 4.8%; crude petroleum up 26.6% to 3.5 million barrels; auto sales up 17.9%.

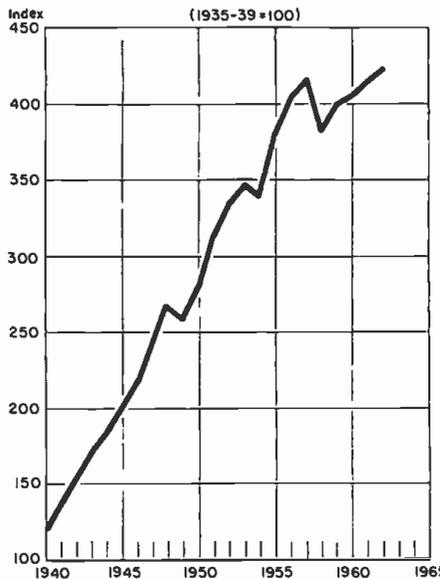
A Washington, D. C., liaison office opened by the state landed a list of federal contracts that boosted West Virginia from 50th to 30th place among the states in defense contracts. The 1962 contacts, totaling \$62 million, quadrupled the 1961 figure of \$16 million. The office also was active in bringing in new industries, including Melpar to Fairmont, West Virginia Ordnance Works to Wheeling and expansion of Adel Precision Products at Huntington, according to Gov. Barron.

With some of the nation's most beautiful landscape, West Virginia is building up its recreational facilities and accommodations to attract tourists. Their expenditure last year is believed to have been at least \$325 million.

Natural Riches ■ Besides the almost limitless water reserves, West Virginia has these natural bounties to offer industry:

COAL—Reserves estimated at 50 billion tons. Production averages 110 million tons a year and is likely to increase. Employment dropped from 132,000 jobs in 1948 to 41,000 in a decade-and-a-half as automation entered the industry but the decline in employment has stopped. Value of production (at the mine) is around \$600 million yearly (recent peak was \$854 million in 1947). No. 1 coal-producing state.

GAS—Production is up 13% for the last decade, totaling 220 billion cubic feet a year from 13,000 producing



The economy of West Virginia rose to an alltime peak in 1962, reaching a level of 422 (1935-39=100), according to the West Virginia Chamber of Commerce. The composite index is based on equally weighted data supplied by the Federal Reserve Bank, Fifth District. It includes bank debits, department store sales, personal income, coal production (tons) and electric power production (kwh); reports of state and other federal agencies; National Industrial Conference Board and the chamber's research staff. The 422 index for 1962 is a preliminary estimate.

wells. Fields are in the western half of the state. Reserves are 1.8 trillion cubic feet.

SALT—Extensive brine and rock salt-beds form the chemistry industry's building-block material. Production is around 900,000 tons. Reserves are 8 trillion tons.

OIL—Production exceeds 3 million barrels a year; much of it is of Pennsylvania crude quality, commanding a premium price.

The portion of the state within 25 miles of the Ohio River "is more prosperous than Ohio," according to Andrew L. Henry, director of community development of the commerce department. Most of the Ohio River plants are on the West Virginia side, he added.

The West Virginia economy set a new record for 1962, according to Gov.

Barron, with business well above 1960-61 levels. Unemployment declined, he reported; new roads are being built, including interstate legs that will help erase the state's reputation for slow, pretzelish traffic routes.

100 Years Old ■ During 1963 a total of 206 days will be devoted to celebration of the state's centennial. Celebrated, too, will be the fact that 17 of the 22 business indicators were up in 1962, with 10 of them setting alltime records. Total personal income for 1962 is estimated at \$3.2 billion, another high.

New records in economic factors were registered in retail sales, electric power production, gasoline sales, collections of consumer sales and gross sales taxes, postal receipts, bank debits, salaries and wages, and average factory-mining weekly earnings.

West Virginia's business leaders make no pretenses of a boom. Instead they point to the halt in unemployment and the total of 540,000 employed people in the state; the anticipated expansion of chemical and industrial production. Stone-clay-glass, agriculture and lumber-wood products are classed as declining activities but chemicals, metals, manufacturing, public utilities, finance, trade, professional and government employment are expected to increase gradually during the decade. A slow expansion in population is anticipated. Mining employment is expected to remain stable.

That's a quick look at a state suffering from image troubles caused by newsmen who miss the real story of what's been happening in the West Virginia hills.

Huntington-Charleston industries busy

HIGH WAGE LEVEL BELIES STORIES OF WEST VIRGINIA HARD TIMES

The media men who recount their observations of poverty in West Virginia should be compelled to inspect at close range the neighboring markets of Huntington and Charleston (see story, page 92), and the Ohio and Kanawha River industrial empire.

These portrayers of pathos would find in Charleston the world's largest chemical plant, a group of other major industries, a governmental economy typical of a state capital—all capping the bunched factories along the Kanawha River. They would find Union Carbide's hilltop laboratory where the skills of 2,200 scientists are devoted to pure and applied research. And they would find close to the highest industrial pay level in the U. S.

These print and broadcast journalists

would observe in Huntington the largest nickel rolling mill in the nation, and it's still growing. They would find factories running the gamut of industry, from heavy goods to brassieres. And they would be surprised to encounter one of the neatest and most attractive industrial cities in the land.

Northeast of Charleston is a string of cities splitting the industrial western half of West Virginia from the mountainous center and agricultural eastern slope. These cities are Morgantown, Fairmont, Grafton, and Clarksburg. The heavily traveled Kanawha barge route enters the Ohio River at Point Pleasant, W. Va., and Gallipolis, Ohio, (pronounced Galli-pol-ice with accent on the last syllable).

Huntington Plat ■ When Collis P.

Huntington, empire builder of the 1880s, reached the Ohio River with his Chesapeake & Ohio Railroad he decided to lay out a perfect site for a city that would bear his name. His surveyors staked out the riverside area with wide streets and perfect rectangles, figuring the plat would be adequate for maybe a century or more.

Thanks to his foresight, the main area of Huntington presents an orderly pattern. But Huntington has spread far beyond the rail baron's dreams as industry and commerce have developed. The state capital, Charleston, is 40 miles away but a ride along the route compels the belief the two cities will someday have a high-speed lifeline and become twin markets.

They're twins already, under the modern concept of a market as the area covered by a good tv station signal—a concept that's gaining wide acceptance as the visual medium continues to grow. The rugged terrain permits elevated tower sites where a tv station can fan out over 60 or 70 counties, covering parts of West Virginia, Ohio, Kentucky and Virginia.

Growing Fast ■ The rollcall of industry offers a list of multi-million dollar plants, modern highways, bridges and waterways. This growth rate is ahead of the national average and retailing surpasses the expansion of many major metropolitan areas.

Appropriately Huntington is headquarters of the C&O, one of the nation's money-making rail carriers. C&O has greatly enlarged its office operations in Huntington and its executives are laying plans to modernize the old Baltimore & Ohio trackage to Pittsburgh and bring it up to C&O's standards.

The Huntington metropolitan area



The world's largest chemical plant, Union Carbide & Chemical, is located along South Charleston, W. Va., highway (starting diagonally from lower

left corner) and on Blaine Island in Kanawha River. At left of upper tip of island and at top of photo are facilities of FMC Corp.

**1 meteorologist,
1 Charleston studio,
2 Huntington studios,
9 newscasters and
25 “stringers”...**

38 reasons why we dominate Supermarket

And here is number 39: WSAZ-TV's 1,253-foot transmitter tower—the very tallest in the entire Charleston-Huntington complex. A complex we call Supermarket.

When you put all the reasons together, you see why our Radar Weather Forecasts and our local features and news coverage (fed by 25 reporters and photographers) are so well received. Not only in metropolitan Charleston and Huntington—the heart, hub and core of Supermarket—but throughout our 72-county 4-state area as well.

You see, WSAZ-TV enjoys an audience loyalty here in Supermarket that borders on the fanatic: 24 out of the top 25 nighttime shows, in fact, are seen by the Charleston-

Huntington market over Channel 3.

And ARB recently rated us among NBC's top fifteen affiliates in terms of television homes delivered: day in, day out, all week long.

Can you wonder, then, about the warm regard in which WSAZ-TV is held by advertisers the country over? Or, indeed, what *your* best means of reaching Supermarket's 495,700 TV homes is? Or how to go about reaching the 2-million Supermarket residents who earn some \$4 billion yearly?

While you're thinking it over, perhaps you'd like to thumb through our handsomely illustrated brochure. It's aptly entitled “SUPERMARKET” and it's free from your Katz Agency man. Ask him for it!

WSAZ-TV

Charleston-Huntington, West Virginia

3

includes Ashland, Ky., and Ironton, Ohio. The immediate four-county market has a population of 260,000. Three states—West Virginia, Kentucky and Ohio—meet between Huntington and Ashland-Ironton.

A circle tour of the city of Huntington reveals the world's largest high-alloy nickel plant, International Nickel, with a \$30-million building program underway. The company makes high nickel alloys, including the Incoloy coils used in electric stoves. Its employment of 2,500 puts millions into the local economy. Four-fifths of its output goes to destinations within 600 miles, with a tenth going to the aircraft industry in Southern California. Every missile has nickel alloy from the nose down. Inco has moved its sales force to Huntington.

Other large employers are the C&O, 5,230, including those at the world's largest freight yard owned by a single company at Russell, downriver; Owens-Illinois containers, 1,550; Houdaille Industries, 600; H. K. Porter Co., steel, 825; ACF, freight cars, 1,100; Standard Ultramarine, 525, and Huntington Mfg., 625.

Tobacco warehousing is a major business in Huntington. When the burley has been auctioned and moved out, Owens-Illinois moves in with fancy whiskey decanters for the next Christmas season. One of the large warehouses is made of plastic-coated nylon, resembling a block-long, fat quonset hut and kept expanded by an air-pressure system.

Unemployment Off ■ The city's unemployment has been cut from 10% to 9% in a single year, and local businessmen figure new and expanded industries will accelerate the downward trend. Cultural facilities include Marshall U., with 5,000 students and a major scientific laboratory project. Bank debits were up .8% in 1962. In fact, all major business indices are climbing. Electric consumption is up a fat 10.7%.

Moving out to neighboring communities, one-year-old Montecatini Novamont works represents a \$20-million



The efficient downtown layout of Huntington, W. Va., is now circled by

attractive new suburban homes. Here is a typical all-electric dwelling.

investment. It produces petrochemical pellets for use in Moplen, a new fibre competitive to nylon. A Meraklon fibre plant is in the planning stage. Local natural gas, coal, easily accessible petroleum and Texas pipe lines insure abundant raw material for this Italian corporation.

The local move to attract small industries and plants making finished or semi-finished products includes a number of processing works, plastic pipe production and garment plants.

Lining the Ohio both up and down river are Allied Chemical & Dye, with several installations; giant power plants operated by Columbia Gas system and its United Fuel Gas Co., Kentucky Fuel and Ohio Fuel. The river valley out 45 miles each direction includes a group of plants at the Ohio-Kanawha intersection: Philip Sporn power unit (Appalachian Power and Ohio Power); Marietta Mfg. Co. (ocean-going boats); Celanese; Liverpool Salt; Kyger Creek power; Goodyear Chemical.

Both Directions ■ Downriver from Huntington are Armco Steel, Allied

Chemical, Dow, DuPont, Ashland Oil & Refining, Oxo Chemical, Columbia Hydrocarbon, Detroit Steel and Hooker Chemical. Along the Big Sandy River, besides Ashland Oil, are Pittsburgh Chemical, United Fuel Gas, Novamont and Kentucky Power.

Ashland and Ironton, at the Ohio-Big Sandy intersection, are right in the middle of the area development. Armco, first of the continuous-rolling steel mills, was begun three decades ago and now is in a \$50 million expansion program. It currently employs 3,700.

Ashland Oil & Refining, with 1,350 employes, turns out chemical and petroleum products. It recently arranged to buy United Carbon Co. assets for \$50 million. Largest city in northeastern Kentucky, about 12 miles from Huntington, Ashland is based on steel, chemicals and transportation. The city has one of the few barge-to-rail loading facilities along the Ohio River, and its barge traffic is heavy. It's a rail junction point for the C&O. The local yards can handle 1,800 cars a day; nearby Russell yards accommodate 14,500 cars.

Like Huntington, Ashland was laid out with wide streets. And like Huntington it has a high flood wall. Ashland's iron deposits were discovered about 1800 by an industrialist of that era, John Deering. He and others built smelters; surplus ore was shipped downriver to Cincinnati. The city is the scene of annual American Folk Song Festival, stemming back to past centuries.

Charleston's Chemistry ■ Historic Charleston, once represented in the Virginia assembly by Daniel Boone, is well prepared for the scientific and chemical future with its extensive complex of riverside industries.

Atop a hill across the Kanawha river in South Charleston is a flashing new

WKEE — 1ST

for 3rd Consecutive Year!

Latest PULSE & HOOPER proven.

More listeners than any other West Virginia station.

Markets lowest cost/M.

(Geyer Broadcasting Co.)

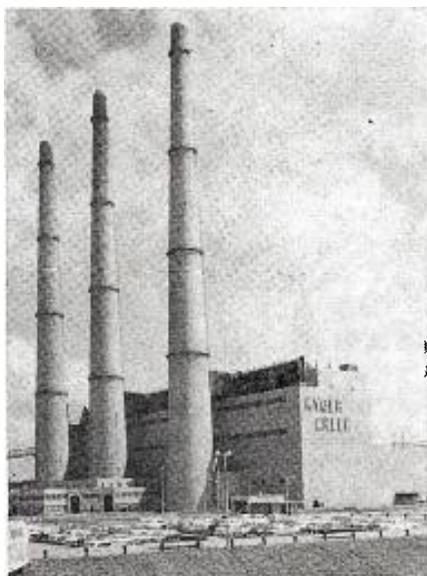
—Rep. Paul H. Raymer

\$50-million research facility operated by Union Carbide Chemicals. Its 2,200 scientists and technicians are highly paid to think of new ideas, methods and products. The company's Sevin insecticide was airlifted to Egypt a year ago, the 2 million pounds of bug killer saving that country's cotton crop.

With total employment of 12,000, Union Carbide's chemical plant is biggest in all the world, producing 400 different chemicals of the olefin, polyurethane foam and many other categories. Every year 150 technical school professors are brought in to inspect the plant and get a good view of modern industry at work. Huge recreational areas are maintained for employes. Prestone antifreeze, the stuff that made motors winterproof, is a by-product that became an automotive essential. Nearby DuPont has a similar item, Zerone. Kroger has a large distribution center at Charleston.

The local blood pressure rises when the word poverty is mentioned around Charleston. The city has its shoddy areas, of course, but its wages are extremely high and the waterfront is famed as an outstanding example of civic beautification. A symphony orchestra and other cultural facilities are found around the seat of state government. The state capitol, resembling like many others the U. S. Capitol in Washington, has a gold-and-blue dome of striking beauty. The capitol, incidentally, has an element of commercial charm—a million-dollar payroll. The city is the home of Morris Harvey College, West Virginia graduate school and West Virginia Tech.

High Wage Level ■ But what gets them excited is any suggestion that Charleston is a city of poverty when



Power for atomic energy project at Portsmouth, Ohio, is supplied in part by huge steam plant of Ohio Valley Electric, Cheshire, Ohio.

THE CBS TWINS

**A Great Team
To Cover The Great Kanawha Valley**

**WCHS-TV, Charleston, W. Va.,
dominates Kanawha County**

Monday thru Sunday	9 AM - 12 Midnite
WCHS-TV Charleston-Kanawha County	44% share
Station "Y"* Cabell County	34% share
Station "Z"* Cabell County	22% share

(Source—ARB Special Homes Report
Nov. 7 - Dec. 4, 1962)

WCHS-TV: The only TV station in Charleston, the Capital of West Virginia

WCHS-TV: The only full-time CBS station in West Virginia

*Both stations in Huntington, approximately 50 miles west of Charleston.

Represented by Blair Television



5000 WATTS OF FULLTIME POWER ON 580

Outstanding on WCHS Radio

The Sam 'N Denzil Show with
"The Happiness Boys"

The 'Phone Exchange

The Road Show

Nightline

UNDUPLICATED AUDIENCE

Since its inception in 1927, WCHS has been the undisputed leader among radio stations in its area. Its long period of entertainment and public service has made it the natural leader. In the August, 1961, Trendex Survey WCHS was indicated by 40.3% of those interviewed as their FIRST choice!

Represented by Blair Radio

The Eyes and Ears of the Kanawha Valley

WCHS-TV — WCHS Radio

THE ROLLINS BROADCASTING COMPANY

HUNTINGTON-CHARLESTON INDUSTRIES BUSY continued

its average wage level is fourth highest in the nation (see page 92).

Last year 12 major plant expansions were underway. FMC ordnance depot has a \$64 million Army contract for armored personnel carriers. Its plant adjoins expanding Union Carbide in South Charleston.

Among major industrial employers besides Union Carbide are FMC 2,900; Goodrich-Gulf 730; duPont 2,800; North American Aviation Co.'s brand new electronic facility 270; McJunkin Corp., oil-well hardware 180; American Viscose, 1,000; Kanawha Mfg. Co.; Libby-Owens-Ford Glass Co., 1,600; Appalachian Power has big generators; Kroger stores, 700; state offices, 2,600; Monsanto, 700; True Temper, 400.

Down the Kanawha are Monsanto, American Viscose and Allied Chemical. Barge traffic is important to the valley, the Kanawha having a nine-foot channel that ties it to the upper and lower Mississippi as well as to the Gulf. Local coal, ample water, salt and cheap transportation provide an ideal chemical setting. Last year Charleston had a temporary setback when Owens-Illinois noting that its glass-container customers were now over 100 miles or more distant, phased out this part of the plant mostly because of the transportation problem. It's still making paper products.

The power-generating pool in the area is credited with bringing the big Kaiser aluminum plant to Ravenswood, 50 miles north and not far from Parkersburg. With its industries, wholesaling, government, transportation and smaller industries, Charleston and Kanawha County have a diversified economy that supports a population of

250,000. Three interstate highway links will speed up truck deliveries. Charleston is famed in chemical history as the area that originated nylon, Vinylite resins, lucite and the polyethylene resins, and other base chemicals. Area manufacturing employs 22,500 persons, with 65,951 employed in non-manufacturing lines.

Industrial Boundary ■ Due south of Pittsburgh 70 miles is the start of an unmapped economic boundary that separates central-eastern West Virginia from the industrialized western half of the state. Morgantown, Fairmont and Clarksburg, reading north to south, are at the top of the boundary; 200 miles to the southwest is Charleston, marking the bottom.

A metropolitan area of 40,000, Morgantown has West Virginia U. (7,000 students, big-league sports and fine specialized schools). The 9-foot Monongahela River channel, an unusually busy one, leads to Pittsburgh, the Ohio and on to the Mississippi. Sterling Faucet, largest industry, employs 1,300. Metalworking, glass and textile plants abound; U. S. Bureau of Mines has a major experimental station.

Fairmont and Clarksburg, industrial cities a 45-minute drive apart, have income levels well above the state average. They are major trading and manufacturing centers and big coal producers. The Tygart Valley and West Fork rivers merge at Fairmont to form the Monongahela. Coal and cement are barged down and gasoline up-river. Westinghouse has a lamp division employing 2,000 and an expansion project means 200 more jobs. Bank deposits and retail sales are higher; Christmas sales were the best in many years. Owens-

Illinois employs 1,660 in its glass container plant. Cerro Aluminum has 400 employees. The 42 local plants, including Sentry Sanitary, Sharon Box and Sharon steel employ 5,500. Monongahela Power has expanded its generating capacity. Marion County has 64,000 people.

Pacing Clarksburg's progress is a new \$5 million expressway running right through the city. Glass is the top industry; business picked up nicely after the Kennedys bought West Virginia pieces for the White House. New power generating facilities are helping the economy. Hazel-Atlas division of Continental Can employs 1,630; Pittsburgh Plate Glass 1,180; Rolland Glass 414; Lockheed-Marietta 225 and Maiden Form Brassiere 400 employees. The airport runways are being enlarged. Harrison County population is 80,000.

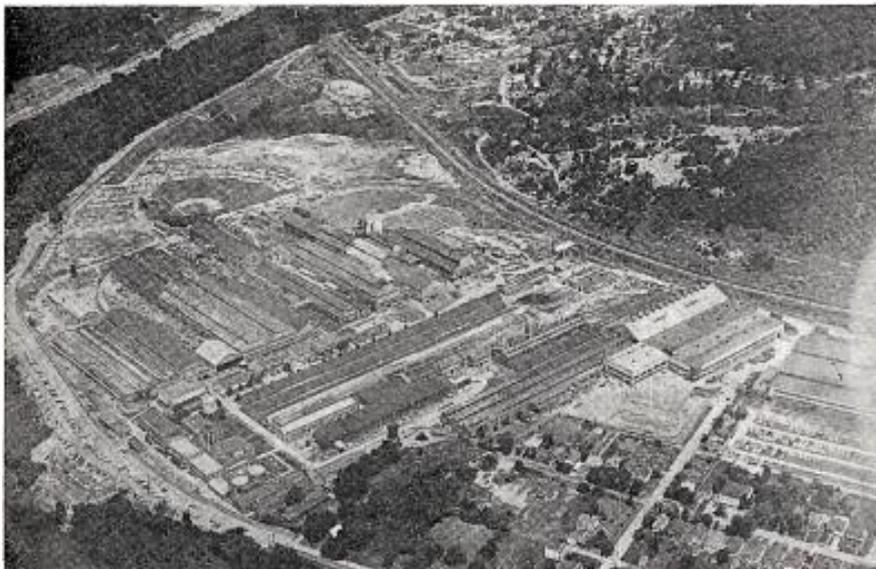
Parkersburg-Marietta ■ A big bend in the Ohio River finds Marietta on the Ohio side and Parkersburg 10 miles to the south in West Virginia. Upriver are St. Marys, Bens Run and New Martinsville. Southwest are Ravenswood, W. Va., and Gallipolis, Ohio. On the shores from New Martinsville to Gallipolis and Point Pleasant are Quaker State Refining, American Cyanamid (two plants), B. F. Goodrich plastics, Union Carbide (two plants), Johns-Manville Fiber Glass, Universal Glass, Shell Chemical, two Kaiser plants, DuPont, Borg-Warner, Vanadium Corp., Mobay Chemical, O. Ames Co., Dravo Corp., Corning Glass, American Viscose and others.

Parkersburg is about midway between Wheeling and Huntington. Just below the city is Blennerhassett Island where Aaron Burr is said to have planned his southwestern empire. City population is 45,000, with 65,000 in the metropolitan area; it's hub of an 11-county area farming-industrial economy. The Little Kanawha River enters the Ohio in Parkersburg.

The college city of Marietta, oldest settlement in the Northwest Territory (1788), has a big Indian mound, similar to the famed bulge in downtown Moundsville. It is located at the intersection of the Ohio and Muskingum rivers. Washington County population is 55,000. An Atomic Energy Commission power facility is operated by Ohio Valley Electric Corp.

The \$200 million Kaiser Aluminum & Chemical Corp. Ravenswood, W. Va., plant is one of the most modern in the country. It adjoins the Ohio River which permits river and surface transportation. The plant combines enormous reduction capacity and a modern rolling mill.

Some of the biggest and busiest industries in the nation are located in this West Virginia-Valley area.



The world's largest high-alloy nickel plant, International Nickel Co., is lo-

cated at Huntington, W. Va. It has a \$30 million expansion project.

Cincinnati in midst of vibrant growth

HIGHWAYS, BRIDGES, SHOPPING COMPLEXES OPEN NEW AREAS TO INDUSTRY

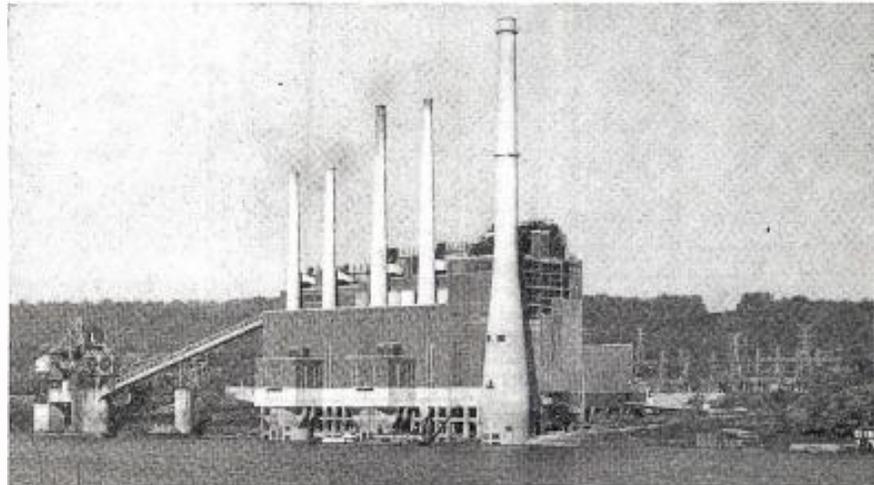
Old Cincinnati, originally named after a Roman dictator but currently known by choice as the Queen City, has grown right out of its civic britches.

This metropolitan market of 1½ million spanning the Ohio River is now building for the future to compensate for its overloaded highway and bridge facilities and to beautify the somewhat antique and jam-packed downtown.

It's an ambitious program that promises to surpass the famed fighting spirit and energy of Rome's Lucius Quinctius Cincinnatus in the 500-600 B.C. period. The great Lucius left his plow, mopped up the attacking Aequians in a day to leave Rome safe once more and went right back to the farm. But his namesake city of Cincinnati will need at least another half-decade to win the basic struggle against obsolescence and tool up with physical facilities adequate for the future.

The vibrant rebirth of Greater Cincinnati first impresses an observer of its economy at the big airport in suburban Kentucky, a terminal that keeps getting closer by the clock to downtown as the twin-ribboned highway segments are added.

Change Apparent — All through Newport and Covington, Ky., and the buzzing countryside, this evolution into a modern and suburban-studded trading area is apparent mile by mile. The Kentucky communities, with the help of a new and deeper channel in Licking River opposite downtown Cincinnati are conducting their own drives to bring in new business and industry. They, too, are ruthlessly razing clusters of blocks



Largest generating plant of Cincinnati Gas & Electric is Beckjord station

along Ohio River. Tall stack at right was built at cost of \$1 million.

in an aggressive effort to convince the nation they aren't merely dormitories for the Ohio side of the trading area.

At the river approach on the Kentucky side appear the developing stages of new ramps and cloverleaves that will speed traffic across the Ohio on a fast, modern \$17 million bridge that appears to be about a year, maybe less, from completion. And the waterfront distributor system in riverside Cincinnati offers fast connectors to an expanding network of fast highways that will reach out in all directions, connecting local industries and spreading to federal and interstate links.

Added up, the principal projects will run a half-billion dollars. Industrial expansion is impressive, new facilities and

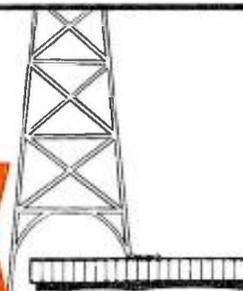
improvements in 1962 running over the \$300-million mark. A \$27-million federal building is underway and the central riverfront is being beautified.

They like the Queen City tag in Cincinnati. Its origin is in dispute but a favorite legend centers around the 1854 visit of Henry Wadsworth Longfellow. Seated on a hill overlooking the Ohio River, he was inspired to write in his poem "Catawba Wine":

And this song of the vine,
this greeting of mine,
the winds and birds shall deliver
To the Queen of the West
in her garlands dressed,
on the banks of the beautiful
river.

The German dwellers in the area had

wsai



#1

1 in HOOPER — 34.1
2nd rated station — 25.2
Dec. '62 - Jan. '63

1 in PULSE — 38
2nd rated station — 23
Jan. '63

Radio 1
in Cincinnati*

CALL robert e. eastman & co., inc.

He'll prove it to you with the latest Pulse and Hooper Figures!

JUPITER BROADCASTING

**WLW-T
CINCINNATI**

**NATIONAL
COLOR TV
LEADER**

**...with these
COLOR TV firsts**

FIRST NBC color affiliate.

FIRST to colorcast daytime big league baseball on a local and regional basis. Cincinnati Reds.

FIRST to colorcast indoor remotes under normal lighting conditions—with new low-light color tube developed by GE and Crosley Broadcasting engineers. Cincinnati Royals and U. of Cincinnati basketball games.

FIRST to colorcast night-time outdoor remotes, including big league night baseball, under normal lighting conditions. Cincinnati Reds.

... which adds up to about 55 hours of color TV programs weekly on WLW-T, including almost 1/2 of night-time programs in color.

... resulting in more color TV sets in Cincinnati per population than any other city in the U. S. A.!

So call your WLW Television Representative. You'll be glad you did!

The other dynamic WLW Stations

WLW-I	WLW-D	WLW	WLW-C
Television	Television	Radio	Television
Indianapolis	Dayton		Columbus

Crosley Broadcasting Corporation

planted vineyards all over the hills. Cincinnati was once known as a wine center; its brewing eminence continues.

Modern Cincinnati to the casual observer is the home of the Reds baseball club, the basketball Royals and Oscar Robertson, two slick college cage teams—U. of Cincinnati and Xavier—and fine local beers. But to the marketer the Cincinnati area offers these important facts:

- Practically all major business indicators were up in 1962 over 1961.

- Cincinnati leads the world in production of machine tools, soap and playing cards.

- Over 170 important new manufacturing companies have entered the area in a decade with \$435 million invested in facilities.

- One industrial center, part of the projected Circle Freeway, already has \$80 million invested in plants concentrated around the Mill Creek expressway intersection.

- A 90-mile lock-free lake has been built in the Ohio River as a result of the billion-dollar Ohio River development program.

- Kroger has a new \$10-million headquarters.

- It's the 15th largest U. S. manufacturing area, led by chemicals, cans, clothing, machinery, motor vehicles, valves and other metal-working products.

- Four large insurance companies have their homes in the area.

- Unemployment has been reduced to about 4%.

- Cincinnati Gas & Electric has a five-year \$200 million expansion program, and is maintaining a \$40-million annual rate; over a decade the program will pass \$400 million. Its electric power capacity is over 1.5 million kilowatts; gas is being doubled from 36 million to 72 million cubic feet capacity per day.

- CG&E's tax bill is \$32.5 million, 26 cents out of every dollar collected.

- Retail trade in the immediate three-county metropolitan area (Hamilton in Ohio, Campbell and Kenton in Ken-

tucky) are estimated to have passed the \$1.5 billion mark; population is estimated at 1.2 million.

- A \$16.6-million bond issue was voted recently. It will help to doll up the riverfront, build a convention-exhibition hall, rebuild some of the downtown and relocate the produce market area.

- Cincinnati & Suburban Bell Telephone Co. has spent \$19 million to expand its facilities; total revenue is up \$3 million to a \$60-million total.

- The German heritage of the city's natives is responsible for a \$75-million brewing industry. The local product can be classified as select sipping.

- CG&E has bought 10 General Electric jets from the local Evandale plant to use as reserve generators. They cost \$10 million and have 100,000 kw capacity. A pioneer in underground gas storage, it has just built a third storage tank at a cost of \$1.5 million.

- Greater Cincinnati population is up 25% in a decade.

- The highway projects underway or soon to be will cost a half-billion.

- The city is a leader in space development and research. A nuclear reactor will be installed at the U. of Cincinnati; metal-working firms supply hardware for missiles.

- Western & Southern Life, one of four insurance firms headquartered in Cincinnati, has \$1.2 billion in assets.

- Average weekly earnings are at an alltime high.

General Electric is the largest local employer, with 12,000 working at the Evandale jet engine plant. First engines for the 2,000 mph XB-70 experimental bomber have been produced. It's working on space engines.

Procter & Gamble, largest soap-detergent maker and No. 1 buyer of television time, employs 9,000 and headquarters in Cincinnati.

Other large employers include Ford 5,000 plus; General Motors, over 3,000; Atomic Energy Commission, over 2,500; Allis Chalmers 2,500; Avco 2,700; Baldwin Piano 2,300; Cincinnati Milling Machine 4,500. Others above the

beautiful

WFOL

music

GREATER CINCINNATI'S FULL TIME
FM STEREO SERVICE

1,000 employe mark include Acme-Newport Steel across the river in Kentucky; American Radiator; Philip Carey; Champion Paper at Hamilton, down below past peaks; Avco electronics; Du-Bois Chemicals; Formica; Diamond National; Bigson; Globe-Warneck; Hyde Park Clothes; E. Kahn's; Lunkenheimer and William Powell valves; MacGregor sportswear; National Distillers, NuTone fans; R. L. Polk, RCA and Trailmobile.

Many Centers ■ Shopping centers abound and the new freeways will bring more of them. One tri-country center alone involves a \$25-million investment.

About 60% of the labor force in the market works in Cincinnati. Big adjacent communities are Covington 60,000, Newport 30,000 and Fort Thomas 15,000. Local trend observers figure a lot of the future growth will occur on the Kentucky side. Boone County went up 70% in a decade. The new interstate routes will have a heavy impact. Much new industrial space on both sides of the river has been opened up by the new Markland Dam, to be finished during the summer. The Pittsburgh-Cincinnati barge trip has been cut by new locks from five to three days.

Radio and tv stations include more distant communities such as Hamilton and Middletown in their area of influence. But within 5 to 15 miles are solid suburbs such as the Kentucky

communities. The \$30-million airport, new and built for the future, employs 1,000. Off from the runways is Latonia race track, a \$5-million beauty that has a strong economic influence when the ponies are drawing crowds.

Northern Kentucky Industrial Foundation, formed in 1959, is getting into full operation. Its 930-acre fully equipped plot already has two plants, Great Lakes Carbon Corp. and Crescent Paper Tube Co. Covington is getting a handsome new Internal Revenue Service plant that will employ 1,600, 2,300 at peak.

Covington is Kentucky's third-largest urban complex. With Licking River and the Ohio intersecting plus new bridges for both rivers and the interstate highways, this old waterside community is taking on a new look. The circle freeway will orbit the Kenton-Boone-Campbell county regions. A U. of Kentucky extension and state vocational school are included in educational facilities.

The Covington-Kenton-Boone and the Campbell County Chambers of Commerce have live programs under way that are already paying dividends in plants and jobs. A fund of \$250,000 was raised by the former through sale of stock and another \$1-million borrowed for the new industrial sites. Campbell County Business Development Corp. and Northern Kentucky Area Planning Commission are leading the drive to wipe out blight areas and attract industry. Acme-Newport Steel Co. is the largest employer in the area; it recently was enlarged. Louisville & Nashville railroad has a fancy new freight yard. Southern and C&O serve the area.

Near Center of City ■ All this growth and planning starts just a mile from downtown Cincinnati. The way the situation shapes up as spring 1963 arrives, with new freeways and bridges metropolitan Cincinnati will be a tightly intertwined and easily traveled market with a 20-mile or wider radius before the 1970 census takers start their decennial count.

Cincinnati's tv station influence extends out more than 50 miles into a populous area of 3.7 million people whose retail spending this year will approach \$5 billion. And radio's influence is important depending on time of day and technical factors.

Middletown and Hamilton to the north are large markets in their own right, with many economic ties leading to Dayton, farther north. Middletown is the home of Armco, first of the large modern rolling mills. It has a population of 44,000, plus 28,000 within a few miles. Butler County population is 205,000, up 36% in a decade. Fifty-six local industries have a total payroll

ABC RADIO COVERS THE OHIO VALLEY WITH POWER



IN CINCINNATI WCKY 50,000 WATTS

WCKY is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WHAS Louisville, WWVA Wheeling and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the longtime popular programming, the unmatched news coverage and the *new* programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.



ABC RADIO

WMOH HAMILTON, OHIO

One of the best sales stories in the Ohio Valley Market Story

- Serving 712,000 homes
- Serving 2,250,000 people
- 22 Counties of the tri-state area

WMOH WHOH-FM

Call Thomas F. Clarke Co.,
National Representative

Raymond C. Motley
General Manager

NOTHING LIKE IT IN BROADCASTING ANYWHERE, ANYTIME, ANYHOW!

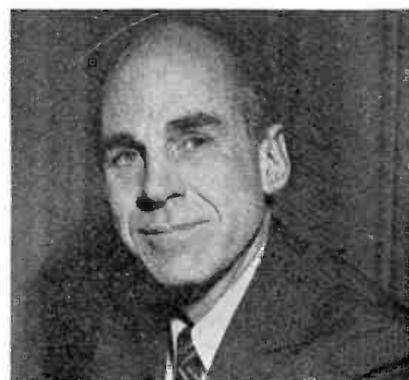
THE SHOW WITH THE

TALENT



RUTH LYONS—the power-packed personality with no equal in broadcast history—has led her smash “50-50 Club” program through its merry paces every weekday at noon for 17 years on WLW Radio and for 15 years on WLW Television, the last 6 in full color. She’s the modern American Radio-TV phenomenon—femcee, performer, pianist, composer, singer, wit, wise-cracker, brain, sage, character, Reds baseball booster, and housewife—who livens up the dial and has ’em in the aisle!

The show’s own talented staff are all stars in their own right. All join in the fun to become fancy or foible for Ruth as she keeps ’em stepping and guessing with one hand, and the audience in the palm of her other hand. Ruth and her happy show have been written up in the *Saturday Evening Post*, *Ladies’ Home Journal*, *Look*, *American Home*, *Billboard* and many other magazines.



PETER GRANT



BOB BRAUN



BONNIE LOU



MARIAN SPELMAN



RUBY WRIGHT

LYONS SHARE . . .

GUEST STARS

With her magic ability, Ruth makes the stars come out at noon in WLW Radio-TV land. Because of the popularity and influence of her show, guest stars by the star dipperful appear on "50-50 Club"—to the delight of audience and sponsors. Where else can advertisers get such a who's who about what's what in one program package? Musicians, show people, authors, statesmen, sports figures, everybody who's anybody. Just to name a few—

DR. ALBERT SABIN	CAROLE CHANNING
GUY LOMBARDO	VIC DAMONE
ANDY WILLIAMS	RUDY VALLEE
BILL DE WITT	AL HIRT
HUGH O'BRIAN	VAN CLIBURN
HENRY CABOT LODGE	MILTON BERLE
GERDGE GOBEL	BOB NEWHART
EVA GABOR	JIMMY DURANTE
GORDON & SHEILA	PETER NERO
MC CRAE	the stars of
OSCAR ROBERTSON	"BONANZA"
THE CROSBY BOYS	TROY DONAHUE
HELEN HAYES	THE FOUR SAINTS
JACK WEBB	ADELA ROGERS
HEDDA HOPPER	ST. JOHNS

HAPPY SPONSORS

It wouldn't take a psychologist to conclude that the happiest people in the world are Ruth Lyons sponsors. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 17 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for five years. And the list goes on and on.

AUDIENCE

Ruth's bouquet microphone can reach into 3 million homes. Her hour-and-a-half noonday show Monday thru Friday is carried on WLW Radio and the 4-Station WLW regional TV network—WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus; WLW-I, Indianapolis. Tickets to her luncheon program at luncheon cost are sold out 3 years in advance. And could be sold out for 9 years if Ruth would permit it.



MAIL

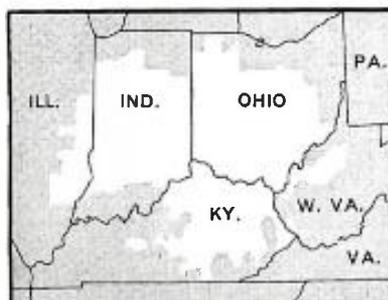
Ruth Lyons program in 1962 received over 1,726,000 pieces of mail. A big part of this is Ruth's fabulously successful Telephone Exchanges for various sponsors, with prizes up to \$1000. Even though listeners and viewers are not required to send in sponsors' labels, an overwhelming 98% of them do! Proving the loyalty of Ruth's audience to her products.

PUBLIC SERVICE



This is the factor which really reflects the power and the glory of Ruth Lyons. Through her program alone, she raised over \$381,000.00 in her 1962 annual Christmas fund for equipment and toys in the children's wards of 59 hospitals. In the 23 years the fund has been in existence more than \$2,256,749.00 have been distributed. A fantastic accomplishment for which her only reward is an endless number of unknown children made well and happy.

WE ARE PROUD to say that Ruth Lyons is an example of the unique dynamic leadership and community spirit of the WLW Stations—which have made the Crosley Broadcasting Corporation a standard bearer in Radio-TV programming, talent, and engineering in this great world of communications.



CROSLY COLOR TV NETWORK



**NATION'S
HIGHEST
FIDELITY
RADIO
STATION**

CROSLY BROADCASTING CORPORATION • A SUBSIDIARY OF **Arco**

the bicycle that rode into the sky . . .



Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine!

And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America.

Here's a diversified, progressive industrial center combined with a wealthy agricultural region . . . a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person . . . and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton
television

the other dynamic WLW Stations
WLW-I WLW-C WLW-T WLW
Television Television Television Radio
Indianapolis Columbus Cincinnati
Crosley Broadcasting Corporation

of \$100 million. They account for 22,000 jobs, three-fifths of area employment. The Armco plant employs 7,000 plus about 200 in the office. Other large employers are Diamond National paperboard, 875, Sorg Paper, 565 and Aeronca Mfg. (aircraft components and stainless steel sinks, 750. Industrial parks offer plant sites.

Hamilton is deep in a campaign to bring new industry to replace several closed plants that had cut industrial jobs by 6,500 in seven years. Guided by Hamilton Assn. of Trade & Industry, formed by the chamber of commerce and business people, seven new plants have come in to replace Baldwin-Lima-

Hamilton and others. Population has risen from 52,000 in 1950 to 75,000; new industrial sites are being developed, the city is getting a housecleaning and local citizens are cooperating. Hamilton is fighting back on a brass-tacks basis; local boosters wear brass tacks on their lapels.

While the outlying communities expand in the manner of the era, the heart of Cincinnati is assuming a new aspect. The new highways and bridges will join the improved Ohio River waterway to promote access to markets and bring in raw materials at low cost. Cincinnati is busy dressing up for the future.

DAYTON DEEP IN SPACE AGE

Inventive past gives city edge for scientific future

The marketing numbers of spread-out Dayton are staggering to the average businessman whose knowledge is based on a few calls on local industries. But to the economic observer, the statistical story of this market in southwestern Ohio recounts unusually rapid growth and a prosperous high-wage populace.

Finished-product and raw-material industries of this complex city and its 50-mile trading area range from scientific plants to rolling mills. This birthplace of the cash register, airplane and self-starter is now deep in computer and missile development, scientific endeavors that perform a dual role by providing local employment and gearing the nation for a leading position in the space age.

In its familiar role of pace-setter for the age of automation, Dayton has taken advantage of its specialized statistical know-how to offer a series of market stories relating the city to prim-

eter communities, outlying markets and the entire Ohio Valley.

Dayton is located a fast 60-minute drive from downtown Cincinnati. Its newest civic enterprise is a promotion that jackets trade-influence areas into an ingenious numbers-on-the-march title, "Megacity 70-75."

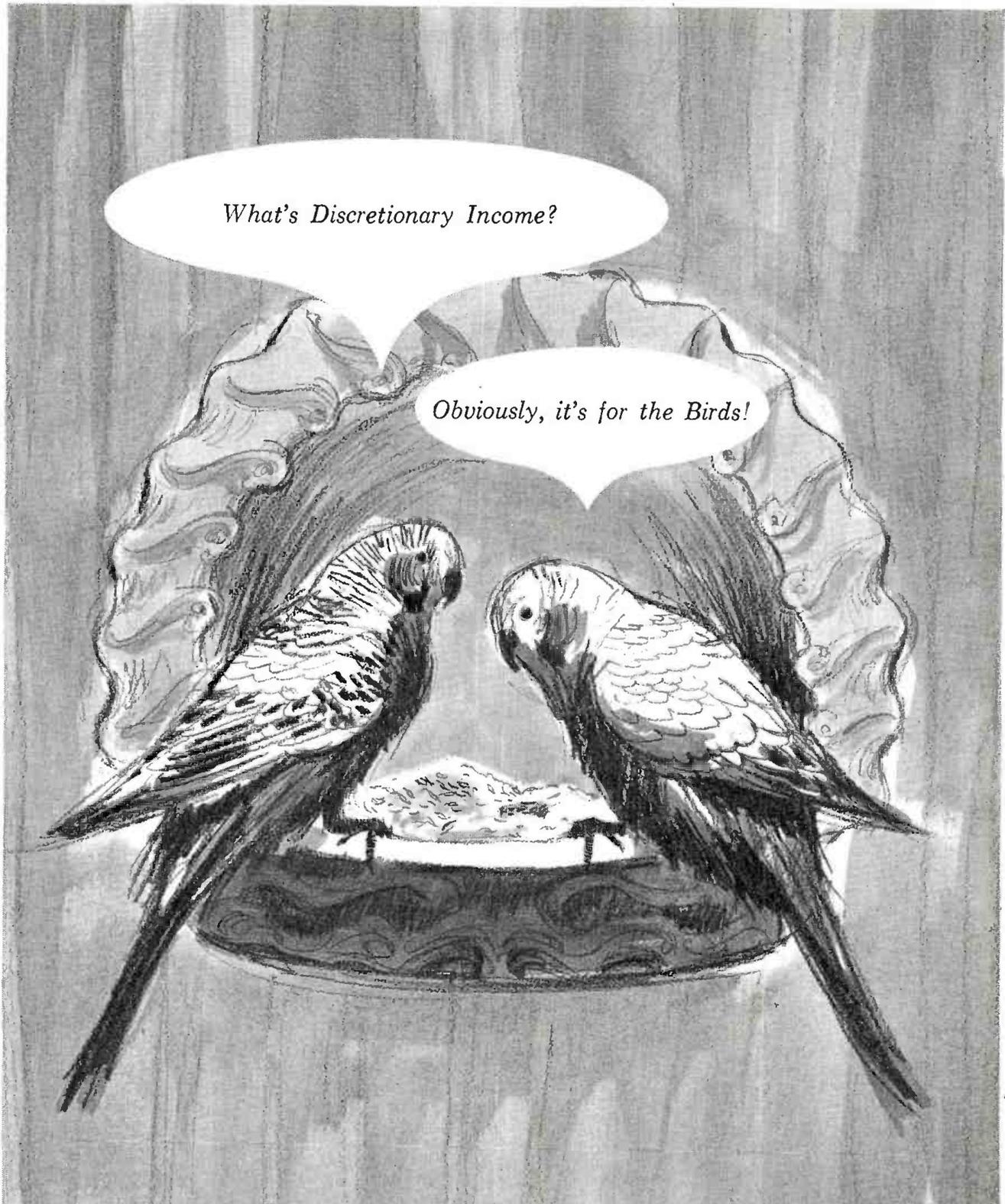
The rich lore of Dayton's industrial past segues into the promises of its future in Megacity 70-75. The stories of two basic American institutions—aeronautics and automotive—have their roots in this river city and its famed industrial pioneers.

Historic First — James F. Kettering and the Wright Brothers accomplished two historic break-throughs with the self-starter and the first airplane flight by triggering the evolution of the automobile into an efficient vehicle that anyone could operate and the separation of man from the earth's surface. They were sided by John H. Patterson, whose National Cash Register Co. made



Headquarters of National Cash Register Co. in Dayton serves as control

point for worldwide organization. Adjacent are recreational facilities.



Even the birds live better where there's 27% more discretionary income (on the national average). That's Ohio's Third Market, and no medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News — 1/14/63)

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



DAYTON, OHIO • WHIO • AM • FM • TV



Main buildings of Delco Products Div. of General Motors, one of four major

GM plants in city. In background is Miami River, tributary of the Ohio.

money-changing easy and automatic.

The first minute of any look at Dayton produces without conscious effort the picture of a city that has built well in the past and is looking into the future. While Dayton is exuberant about its potential, Megacity 70-75 is not to be construed as a venture into the realm of economic prophecy. Rather it's a bunching of marketing data around the intersection of interstate routes 70 (east-west) and 75 (north-south), plus related highway arteries.

Dayton cites the marketing factors of its Megacity 70-75 in this way:

- Local service by business firms is a matter of time—roughly an area of 1½-hours delivery and driving time. Cities within this area contain 3.8 million people. This is the tenth largest such consumer market in the country and the seventh largest industrial market, it's explained.

- Megacity 70-75 is a stable market with a huge government payroll augmenting diversified industries. Pay is high; buying power is exceptional. A single sales, service or distribution facility can serve Megacity 70-75.

- A half-million are employed in industry, adding over \$4.5 million in value at 5,200 industrial plants and providing above-average income. Principal metropolitan areas in Megacity 70-75 besides Dayton are Springfield, Columbus, Hamilton-Middletown, Lima and Cincinnati in Ohio; Richmond, Ind.

To those who would argue that Dayton is tying a statistical string around a bundle of scattered markets, these points are emphasized:

- Neither Cincinnati nor Columbus can provide local service to such a large consumer and industrial market.

- Megacity 70-75 isn't any farther from one end to the other than New

York or Los Angeles metropolitan area; there are 35 towns and cities over 1,000 within 25 miles besides the seven basic cities.

- In recognition of the Dayton claim, many companies are serving this tri-state area out of Dayton-based offices and facilities because it is at the very center of distribution; this makes Dayton a fine site for manufacturers.

- Megacity 70-75 is the tenth largest local market in the nation and Ohio's fastest-growing metropolitan area for 20 years.

This is a recap of Dayton's numbers. The area covered is somewhat larger than the growingly popular definition of a market as the area strongly influenced by a strong tv station's signal. Using the tv definition, two cities are pretty well outside television range—Columbus (682,000 metropolitan population) and Lima (104,000).

Even eliminating Columbus and Lima, the market within effective tv range of Dayton totals over 2.9 million people—a lot of people in anybody's marketing story. Eliminating Cincinnati (1,071,624) from Megacity 70-75 on the ground Cincinnati is a major market all its own and should not be covered by anybody else's umbrella, still leaves a 1.9 million tv-influenced market for Dayton to claim compared to the 3.7 people in Megacity 70-75. (Figures are 1960 U. S. Census.)

Accepting the Megacity 70-75 concept, the population of the market is exceeded only by New York, Los Angeles, Philadelphia, Detroit, Boston, Washington-Baltimore, Cleveland-Akron and Pittsburgh.

Narrowing Dayton's area semantics to the Census Bureau's Standard Metropolitan Statistical Area definition leaves Dayton with 750,000 people as

of March 1963, up more than 40% from 1950. This ignores the practical influences of broadcast media and high-speed highways. At the very least, those who probe into the market's economics are likely to grant Dayton at least a 15-county trading-area range, or 1.5 million people and 500,000 buying units. But Dayton is building on its broader Megacity 70-75 base.

- Wright-Patterson Air Force Base, a complex of many defense units, is the largest single employer in Ohio with 32,500 employees of which 7,600 are military. Its 1962 payroll was over \$200 million; 175 industries in the area are prime contractors (\$40 million); over \$60 million is spent for food, utilities and supplies.

- General Motors employs 27,500 in Dayton. Its four divisions are Frigidaire, Delco, Delco Moraine (auto parts, defense) and Inland Mfg. (rubber, plastics, auto parts).

- National Cash Register Co. employs 15,500 in Dayton (60,000 around the world). Sales exceed a half-billion dollars; the business has doubled in a decade and a new \$3 million research-development center is under way.

- Chrysler's Airtemp division long ago passed the 1,000-employee mark; Dayton Tire & Rubber (Firestone) has 1,100 employees turning out 10,000 tires a day; Dayco Corp. produces foam, plastics, baits.

- A graphic arts center, the McCall Corp. plant (4,500 employees) has the largest International Typographical Union chapel in the world. It prints *Reader's Digest*, *U. S. News* and many others; E. F. MacDonald Co., world's largest provider of sales incentives (including the third-ranking Plaid trading stamps and Happiness tours), has just bought Wilding Inc., Chicago pioneer in audio-visual and tv commercial systems (MacDonald grosses about \$115 million). Others in the graphic arts field, totaling 10,500 employees, are Reynolds & Reynolds and Standard Register Co. plus Mead and Kimberly-Clark paper plants.

Built in Dayton ■ While some markets heavily dependent on aeronautic bases are worrying about the transition from military planes to missiles, Daytonians explain that the city has already passed this stage. Some oldtimers still remember the headline in the Dec. 17, 1903 issue of the *Evening Herald*, "Dayton Boys Fly Airship." The story about the Kitty Hawk, N. C., flight explained that it was "in the teeth of a 21-mile gale." This break through was negotiated with a powered crate developed and built in a little bicycle shop on Dayton's West Third St.

Formidable-looking planes still stand poised at the end of Wright-Patterson runways but the huge complex is aim-



WING

the

COLOSSUS

of Dayton Radio

Check Pulse and Hooper . . . check the results. You don't have to be a Rhodes scholar to figure out why more national and local advertisers spend more dollars on WING than on any other Dayton station. WING delivers more audience and sales. Think BIG . . . buy WING!



robert e. eastman & co., inc.
NATIONAL REPRESENTATIVE

DAYTON . . . Ohio's 3rd Largest Market

AIR TRAILS STATIONS:

WEZE, Boston
WKLO, Louisville
WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WRIT, Milwaukee

ing at the future at a vast aeronautic research laboratory that goes into the basics of air navigation and systems. Its Air Force Logistics Command and Aeronautical Systems Division, staffed by 6,500 officers and 18,500 civilian employes, have a \$165 million payroll. The businessmen who call on the facility spend \$4.5 million a year at local hotels and motels, not including entertainment, food, travel and other items.

Combat and support units all over the world are handled by the logistics group. The systems unit has a new \$9 million grant for electrogasdynamics facilities, roughly a hot wind-tunnel for atmospheric re-entry experiments. Air Force Institute of Technology has an engineering school; Foreign Technology Division (shhh) keeps the government posted on what other nations are doing

in the unexplored outer space.

Defense Electronic Supply Center buys the tubes and components for all Defense Dept. units, a \$200 million enterprise.

With its \$150 million expressway project, new Cox Memorial city airport (plus two military and four private airports), Dayton is tooled for what's to come. The Cox airport, named after the 1920 presidential candidate-broadcaster-publisher, is the largest city-owned airport in Ohio. A local fund of \$6 million was raised to tee off a new university to be operated by Ohio State U. and Miami U. This will join Dayton U. and its research facilities.

Dayton has a half-dozen major computer facilities: NCR, Univac, IBM, U. of Dayton, National Real Estate Adv. Co. and Automation Institute of Miami-Jacobs Junior College. Its labor

force is 35% skilled, 30% semi-skilled. Eight employers in the metropolitan area hire more than 2,000, six hire 1,000-2,000, four 750-1,000, five 500-750. Wages exceed \$1¼ billion; average weekly earnings are \$124, tops for Ohio. A vast urban renewal program is under way.

This is the market that has grown out of the tinkering of the Wrights, the inventive genius of John F. Kettering (self-starter, diesel, air-cooled refrigerator, air-conditioning and World War I guided missiles that were built but never used).

A novel and attractive office-building center is located outside the central city. Col. E. A. Deeds donated a famed carillon. So, when Dayton businessmen think of their market, they're aware of its history, growth and potential. That's why they speak of Megacity 70-75.

Lower valley growth outstrips nation

RIVER CONTRIBUTES TO ECONOMY OF LOUISVILLE, OWENSBORO, PADUCAH

Industry, horses, bluegrass, whiskey, farming and commerce are blended neatly into a balanced, diversified economy in the area bordering or tied to Kentucky's 664 miles of Ohio River frontage. The fastest growing of these business segments (horses and whiskey are drab unexotic dollars to the marketer) are industry and commerce.

Old Louisville is the largest Ohio Valley metropolis west of Cincinnati. It's old in tradition but the facade of the 1960's is dominated by high-speed traffic arteries, a two-level bridge whose jutting girders are nearing the Indiana shore at New Albany the neighboring airport and state fair that symbolize

the new and the old side of American living, a very modern Methodist skyscraper that combines a shrine for worship with revenue-producing rental space, the longest Ohio River dam and an eye-popping hexagonal 29-story downtown apartment that will soon be ready for tenants.

Louisville's media are handsomely housed. The famed old hotels now have modern competitors serving visiting businessmen and lovers of the breed who scan the reproductive and performance achievements of Kentucky's world-famous horses.

Lexington (75 miles) and the capital city of Frankfort (50 miles) are tied

by bluegrass sentiment and the practical aspects of related economic factors to the busy Louisville market.

At the northeastern corner of Kentucky, Ashland is an integral unit of the tristate Huntington-Ashland-Ironton market (see page 94). And at the northernmost point of the state, the cities of Covington and Newport are part of the Cincinnati metropolitan area though currently involved in their own suburban project (see page 99).

As the Ohio River moves past Louisville to the oxbow bends country, Owensboro blends hard industry with hard liquor and chemical production. Another 50 miles westward is Henderson, Kentucky's portion of the Evansville metropolitan market; industry again takes over in a big way.

At Evansville the river barely manages to free itself from a series of near-knots on its way to Paducah where the names of Irvin S. Cobb and Alben Barkley are solemnly revered at the same time respectful homage is paid to the payrolls and products poured out by hundreds of millions of dollars worth of chemical and power plants. Historic Paducah has mellowed in recent years—in an economic sort of way.

Finally, 664 miles from Ashland, the Ohio meets the Mississippi at Wickliffe, Ky., and Cairo, Ill., a small market that might have become another Pittsburgh but for the eccentricities of past economic expansion and the flooding tendencies of the terrain.

This is the area that inspires Kentucky's proud boast that its industry is growing 55% more than the national average.

First Stop ■ Any study of the Ken-



Less than a decade ago General Electric's Appliance Park was a truck farm

outside Louisville suburbs. Now it's the world's largest appliance plant.

WAVE-TV and WFIE-TV COVER 383.1 MILES of the OHIO RIVER VALLEY!

(in Depth as well as Width!)



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

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY

KNOW YOUR

3 R's

in

LOUISVILLE

Check Our

✓ **Rates**

✓ **Ratings**

✓ **Results**

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Area Code 502-583-4441

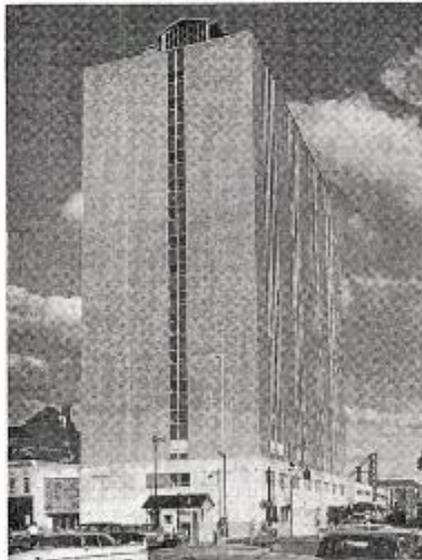
or



robert e. eastman & co. inc.
NATIONAL REPRESENTATIVE

WKLO

1080 kc.



A new church concept is Trinity Towers, Methodist church in midtown Louisville. The \$2.75 million 17-story structure has over 200 apartment units.

tucky economy must start with a high-spotting of industry, allowing time for the soul-rewarding inspection of the commercial aspects of horses and whiskey (see page 118). Louisville has all kinds of industries—big and little, space-age and long-established, basic and finished goods.

General Electric's Appliance Park is enormous. Largest appliance plant in the world, it provides work for 11,000 employes who turn out washers, dryers, ranges, dishwashers and air conditioners on a 920-acre site.

Here are some of the local GE vital statistics—barges bring in 100,000 tons of steel a year; 10,000 carloads of raw materials and 15,000 truckloads of parts are delivered; 20,000 carloads and 60,000 truckloads of appliances go out; 60,000 major appliances are made every week; annual payroll is \$65 million; local purchases are \$20 million. All this on land that was producing truck crops a decade ago. Instead of some tractors, fertilizer and seed, the area now needs 10 carloads of coal a day to keep in operation.

Other large employers include International Harvester tractors, 3,100; Ford assembly, 2,300; duPont neoprene, 1,900; Brown & Williamson tobacco, 2,500; Reynolds aluminum, 1,800; Naval ordnance, 1,850. GE and Reynolds are sponsoring a 250-unit apartment development on Louisville's river front. Eventually it's expected to occupy a four-square block area and have perhaps 1,000 units.

Louisville claims other "largest" elements in its economy—world's largest neoprene synthetic rubber plant at duPont; largest maker of air-filtering equipment, American Oil Filter Co. (its

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*72 WOMEN
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bowling lessons
60 minutes after
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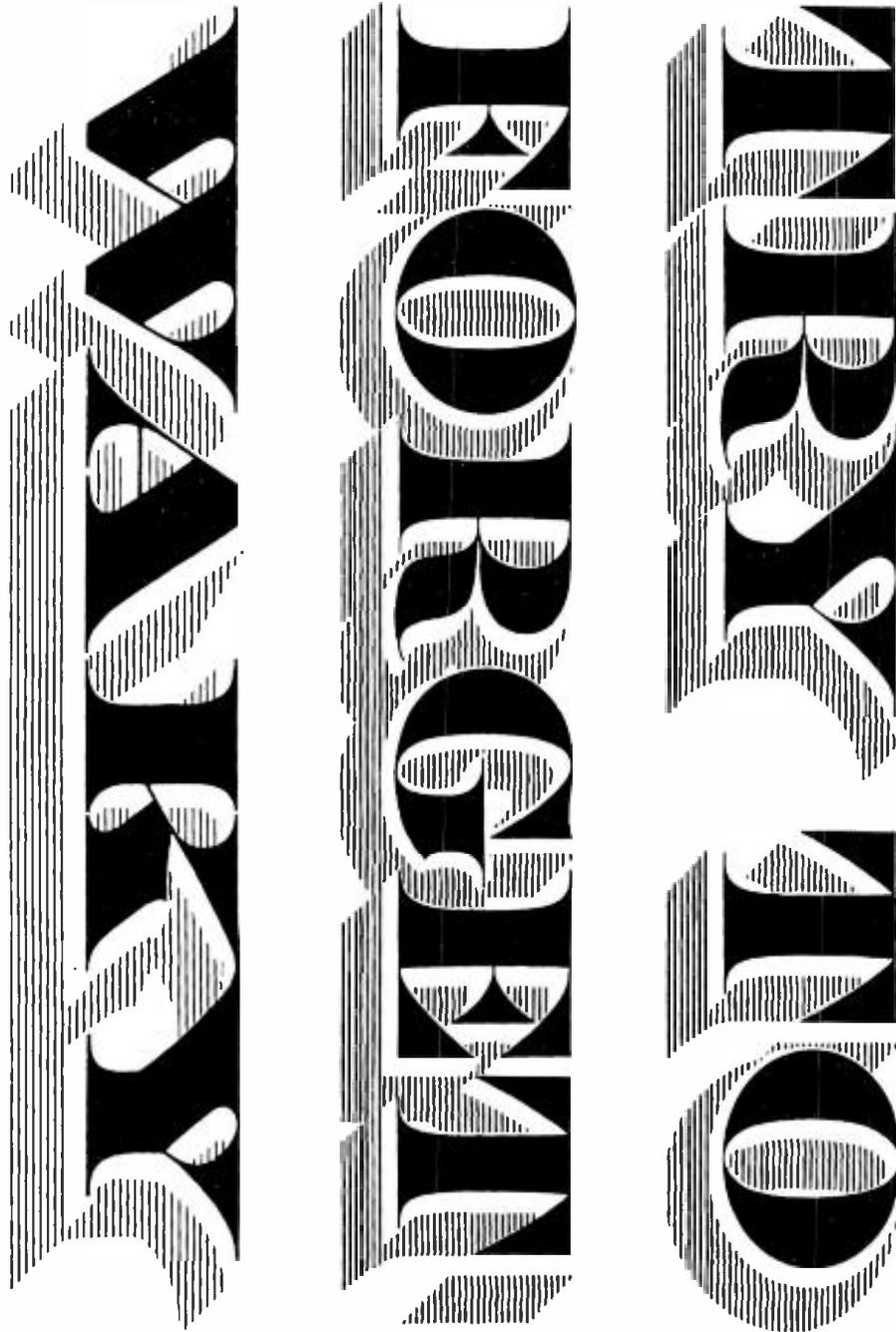
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32.3% of the people in Kentuckiana can't. (Pulse, Nov. 1962). **WAKY**, Louisville. One of the LIN stations. Others: **WMAK**, Nashville ☆ **KAAY**, Little Rock ☆ **KEEL**, Shreveport.

WAKY is represented by The John Blair Company

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TIME	WDXR	Station A	Station B	Station C
Mon. thru Fri. 7:00 a.m.- 12:00 Noon	43.3	25.0	1.0	23.8
Mon. thru Fri. 12:00 Noon 6:00 p.m.	51.7	21.5	4.2	18.9
Mon. thru Fri. 6:00 p.m. 10:00 p.m.	69.8	15.8		9.4

Write me or call Gill-Perna for the January 1963 Hooper. We've got our own Ohio Valley Market Story and it means sales for you.

BUY **W D X R**

Paducah

Gill-Perna, National Representatives

E. Weeks McKinney-Smith

WB

coolers are used in Minuteman silos); largest U. S. wood packaging firm, General Box. And of course Hillerich & Bradsby, largest maker of baseball bats.

Not to be overlooked is the economic potential of another Louisville resource whose development has been underwritten by 10 local businessmen—Cassius Clay, who shares his sponsors' ambition to bring the heavyweight boxing title to Louisville and to attract attention to the city as well as Cassius Clay by a never-ending stream of self-glamorizing oratory devoted to his muscular attainments.

Brain and Brawn • Louisville's interest in the Clay biceps is intense but it rises to more significant artistic heights in the activities embraced by the Louisville Fund, a \$200,000 local contributed boost for musical and other activities. The city has a high level of civic cooperation and its achievements in the arts and sciences are exceptional. A new local project is the *Belle of Louisville*, recently bought sternwheeler which will serve as a reminder of the past and a way to enjoy the river's present-day charms.

There's a new zoo project that promises to be a pace-setter in natural education. U. of Louisville is active in modern scientific research and it has Rauch Memorial Planetarium. Louisville Orchestra and Chorus, a concert association, theatrical groups, the vast fairground and coliseum and several local art centers are part of the extensive community activity. U. of Louisville is the oldest municipal university in the United States. It's one of 10 local colleges and universities.

Big hunks of the downtown are being knocked down in slum-removal projects that include hospital, apartment and federal office facilities.

Here are some concentrated Louisville economic data:

- The Louisville market influence and commercial contacts extend out to a population of more than 2 million, with 600,000 families whose buying at stores exceeds \$2 billion.

- Total employment in Jefferson County is 238,200; unemployment is being cut, now stands at 20,000; average weekly earnings of production workers are \$108.

- Jefferson has 30 plants employing 500-1,000 workers; 31 over 1,000.

- Second in cigarette production to Winston-Salem, N. C. (Brown & Williamson, P. Lorillard, American Tobacco and Philip Morris).

- Value added by plants is estimated at \$1.3 billion a year.

- Metropolitan area population is 750,000, up 26% in a decade.

- Metals, equipment machinery, chemicals, food-beverages and printing are leading industries.

- \$3 billion has been spent in build-

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Erwin Wasey, Ruthrauff & Ryan
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ing new plants and enlarging old ones. These are why Louisville calls itself the "Industrial Capital of the South-east."

Across the river in Indiana are the suburbs of New Albany and Jeffersonville. Main plants on the Indiana side include Colgate-Palmolive, General Plywood, M. Fine garments, H. A. Seinsheimer garments, U. S. Steel homes, and Pillsbury. The new interstate bridge will ease traffic movement and enhance the crossroads side of the market.

East 75 miles from Louisville in the heart of the bluegrass, Lexington (64,000 population) cites two claims to world fame—largest loose-leaf tobacco market and "Horse Capital of the United States." The metropolitan area of 135,000 people, has 300 horse farms, favorite tourist spots. Another claim to fame is Spindletop Research Center, called the newest, independent industrial research institute devoted to space age projects. Lexington is proud most seasons of the U. of Kentucky basketball team.

Frankfort, the capital, shares the bluegrass economy. The cities reflect glories of the past but they're keenly interested in the chanting auctioneers who sell over 100 million pounds of fine burley tobacco every winter. Frankfort also has the economic support of the state government.

The twin state leaders, Gov. Bert T. Combs and Lt. Gov. Wilson W. Wyatt who also is chairman of the Economic Development Commission, cite figures like this in reviewing Kentucky's growth:

- 141 new and expanded manufacturing facilities in 1962 representing \$174 million plant investment.
- Tourist income up 7%, twice the national average; exceeds \$200 million.
- State has extensive parks and lakes.
- \$155 million in new highway contracts.
- No. 1 burley tobacco state.
- Population totals 3,150,000 compared to 2,945,000 in 1950.
- Business and industrial development groups are making substantial progress in attracting new industry.
- 670,000 non-agricultural employees, up 21,000 in year.
- Kentucky has more river frontage and navigable waterways than any other state.

These are some of the reasons Kentucky boasts an intense loyalty among Kentuckians. They love their bluegrass, horses, whiskey and scenery but they're highly conscious of the plants and new roads and waterways where the money comes from.

OWENSBORO

The flatlands of northwestern Ken-

tucky are interrupted by a typical loop in the Ohio River that once was known as Yellow Banks after the clay soil, but now is the site of a city that interrupts the river's rather isolated journey between Louisville and Evansville.

Owensboro's past economy traces back to one Bill Smithers who started a little business in 1798 selling supplies and whiskey to flat-boatmen. The whiskey business is still active in Owensboro but the flat-boatmen have been replaced by gigantic, modern tows that stop at the local locks to find a new level.

The site of old Yellow Banks is occupied by a speedily expanding metropolis that rose 26% from 1950 to 1960. Present population of Owensboro is estimated above 50,000; Daviess County is pushing 75,000.

Part of Complex ■ The westbound river traveler discovers quickly that Owensboro really is the easternmost city in a metropolitan complex that includes Evansville, Ind., 50 miles downriver, and Henderson, across from Evanston. It's quickly obvious that Owensboro and several communities across the river in Indiana can stand on their own legs as a separate market. Yet the ties with Evansville are close since the Indiana side is well built up from Rockport through the big Alcoa plant at Yankeetown and westward to

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The Station That Serves More People In More Places In More Counties In More States Than Any Other Station In Western Kentucky

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one million
listeners in area

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50% of respondents to survey stated preference for WKYB
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- Of 12 hours surveyed for station preference, WKYB enjoyed outstanding lead in eight plus one tie. During one hour 70% stated they preferred WKYB.

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ABC RADIO COVERS THE OHIO VALLEY WITH POWER



IN LOUISVILLE **WHAS** 50,000 WATTS

WHAS is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WWVA Wheeling, WCKY Cincinnati and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the long-time popular programming, the unmatched news coverage and the *new* programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.



ABC RADIO

the Evansville city line.

In Owensboro they emphasize the depression-proof attributes of the local and nearby area in the diversity of industry. Owensboro-Daviess County Industrial Foundation is active in attracting new plants. Its finest hour was the decision of Dewey & Almy Chemical Co. to start operating with a \$4 million, 200-employee facility.

The General Electric tube plant has been there for years. Texas Gas Transmission Corp. has erected a glamorous headquarters building for its vast operations. Murphy-Miller employs 550 making office furniture; Green River steel employs 627 and is expanding.

The GE payroll is \$19.5 million, quadruple the 1945 figure; Modern Welding has a \$1.5 million payroll. And Owensboro is astir over reports of a big Harvey Aluminum plant proposed on a site a half-hour's drive to the east. With Alcoa expanding across the river toward Evansville, Owensboro would be delighted to join an aluminum upsurge in the area.

Other Owensboro highspots: Kentucky Wesleyan and Brescia Colleges; important Illinois Central and Louisville & Nashville rail facilities; three gigantic distilleries whose warehouses are so big they provide a local sight-seeing attraction (Glenmore, Fleischman and Medley).

PADUCAH-CAIRO

The twin industrial centers of Paducah and its chemical offspring, Calvert City, are the last major economic entities near the western terminus of the Ohio River, 30 miles away. Opposite each other as the Ohio empties into the Mississippi are Cairo, Ill., and Wickliffe, Ky. Paducah has two other nearby confluences, the mouths of the Tennessee and Cumberland as they meet the Ohio.

As the major community in McCracken County, Paducah has a population of around 60,000 whose main income comes from industries, chemical plants, farming and the river itself. Illinois Central has repair facilities and shops that employ over 1,000. Other large employers include International Shoe, Modine Mfg., Southern Bell and Paducah Marine Ways.

Calvert City is a \$200 million complex of chemical plants that started sprouting a few years ago. The plants use each other's products and get low-cost power. The area claims more generating capacity within 60 miles than any other comparable area in the world, a total of 3.7 million kw plus another 135,000 kw when the new Barkley Dam is built on the Cumberland River.

Some of the plants at Calvert City are Atomic Energy Commission uranium, 1,300 employes (operated by Union Carbide); National Air Reduc-

1,110,000 people

have visited WHAS

programs and studios

since 1950.

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1000 and 36,000 watts respectively on am and fm. You get two for the price of one.

MUSIC

Middle-of-road format attractive to all tastes, with truly great personalities who sell-sell-sell.

NEWS

On the hour—headlines on the half hour.

SPORTS

University of Ky. basketball, football and all local football and basketball, along with St. Louis Cardinal baseball.

SURE-FIRE SALES EVERY TIME!

WPAD

1450 AM — 96.9 FM

CBS IN PADUCAH, KY.

REPRESENTED BY THE MEEKER CO.

tion, 340 employees; Penn Salt 400; Pittsburgh Metallurgical, 450; General Aniline, 190; Goodrich 200. Goodrich has a \$35 million expansion program.

Paducah and Calvert City have close ties with the Tennessee Valley Authority. Kentucky Lake is the largest man-made lake in the world (2,400-mile shoreline); other lakes are around the area or are being built. Paducah proper has a major urban renewal project. Barge line employment around Paducah is around 700. Other industries important

to the area are Claussner Hosiery, 650 employees; Shawnee steam plant, 514; Chicago Telephone Supply Co., 250 and Southern Textile, 120.

At Mayfield are Curlee Clothing, 620; General Tire, 600, and Merit Clothing, 2,300. Metropolis, Ill., has Good Luck Glove, 600 and Allied Chemical 400. Cairo has E. L. Bruce Co., hardwood processing, 160, and M. Snower & Co., garments, 125. Wickliffe is famed for its archeological museum.



The bluegrass landscape between Louisville and Lexington is dotted with famed farms where equine aristocrats graze in lush pastures.

EVANSVILLE REGAINS OLD PROSPERITY

New industries outdo lost furniture, appliance factories

Memories of the unhappy 1950s are revived occasionally in Evansville, Ind., but more recent and more satisfying to this metropolitan area of 200,000 are the statistics of today's humming industry and portents of approaching decades.

There's probably no more courageous story of internal uplift than the account of Evansville's recovery from a series of staggering industrial blows that left the city reeling. Luckily the local businessmen shook hands on a rebuilding deal that was successful beyond their fondest hopes.

A drive into the city from the airport over wide, crowded streets gives no hint of recent economic tragedy. The multi-acre Whirlpool plant is whirling furiously; it's frankly annoying to get caught in plant traffic at quitting time. Right down to the river, and 20 miles along the shore in either direction, big factories and smelters, power plants and smaller fabricators are busy.

Furniture Center — The tragic side of Evansville's history, as narrated by one of its leaders, started when the furniture business fell apart after World War I. This was a reeling blow, recalled A. B. Brown, president of the big Southern Indiana Gas & Electric network of generators, pipes and wires. He's also president of the Industrial Development Committee.

After furniture atrophied, there still was Graham Paige autos and later a cluster of automatic refrigerator plants that gave the city its former title, Refrigerator Capital of the U. S. The Servel gas refrigerator of the 20s was a big employer in Evansville. Soon it was sided by International Harvester, Seeger (Sears) and others. Chrysler had an assembly plant and a Briggs body facility.

As electric boxes improved, gas refrigerators lost their appeal. The city found itself with Servel, Arkla air conditioners, Bendix-Westinghouse compressors, and a half-dozen others. But Servel had lost its market. International Harvester shut down its refrigerator division; Chrysler moved out; Graham Paige had lost out in the competitive auto race. Within a seven-year period 10 major employers shut up shop. By 1957 Evansville was gnawing its civic fingernails to the quick. A Committee of 100 formed in 1952 hadn't been able to halt the exodus or replace missing jobs.

So 1957 was the year Evansville raised a kitty and took a \$30,000 look at itself through a professional appraiser's eyes. It buoyed up local spirits just to hear the bad news. Southern Indiana G&E, civic conscious as well as anxious to sell more electricity and gas, the chamber of commerce, Evansville College, banks, industrialists, merchants—all got behind the bootstraps operation. Evansville Industrial Foundation and later Evansville Future Inc. were formed. Evansville Development Corp., recently organized, is using a revolving fund to get new plant sites.

Today's Evansville is good to ob-

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and one of the
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RICH OHIO RIVER VALLEY

**A
WHOLE
IN ONE!**



*WTWV is the only station in
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- **BIG 3 STATE COVERAGE**
- **49 COUNTIES**
- **ONLY WTWV CAN REACH
THE FULL MARKET OF
301,600* TV HOMES**
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*WTWV ... the MUST-BUY station
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serve. Abandoned factories have been modernized and expanded—RCA Whirlpool in the old Serval plant, for example. Old river-town structures of the Milltown Gothic era were razed; others were freshened up with paint and modern decor; flood control was installed; industrial parks were plotted and started; a new museum of arts and sciences and the philharmonic orchestra are proudly shown to visitors.

Better and Better = Business last year was above 1961, which was above 1960. Unemployment has been chopped all the way from 14% to 4% or less. Evansville is an important distribution center of the nation. It has three ports—local, Yankeetown and Mount Vernon. They handle coal, oil, ore, metal products, plus corn and soybeans sent downriver from Indiana farms.

Mount Vernon has a new General Electric plastic plant and an industrial park; Babcock & Wilcox is building a big reactor plant; Mead-Johnson has fattened the area pocketbook with money from its slimming Metrecal and

pharmaceutical products.

General Motors has a major casting plant at Bedford, some miles out. Southern Indiana G&E has big generators and facilities; it operates the enormous Alcoa power plant at Yankeetown. Alcoa is adding a rolling mill, scheduled to employ 1,300, to its alumina processing facility. Other major plants are Bucyrus-Erie Co., cranes; Igleheart Bros. (Swans Down flour mixes); Southern Indiana G&E is in an expansion program that will run \$16.5 million; Indiana Farm Bureau has a refinery at Mt. Vernon; George L. Mesker Steel is active; Freeze Dry Products, H. Fendrich (cigars), Inland Container, Hahn Inc., International Steel, General Tires, Kent Plastics and others. They keep Evansville's 200,000 population economically healthy (500,000 in the direct trading area).

At Henderson, with 18,000 people and beautiful Audobon Park, are Spencer Chemical, Dade Park race track, furniture and chemical plants. New motels are appearing on both sides of the river.

HORSES, WHISKEY ARE BIG BUSINESS

Kentucky first in bourbon, produces 60% stakes winners

There's one thing about Kentucky—its people figure that since they have to do business to make a living they might as well have some fun while they're at it.

The reference, obviously, is to horses and whiskey, two industries in which Kentucky exerts undisputed leadership.

These important economic entities didn't just happen, Kentuckians explain. They grew and grew and still are dominant because of bountiful natural gifts. The horses' high speed and robust health are ascribed to the bone-building attributes of limestone water and bluegrass pastures with limestone soil, augmented by the skilled breeding attainments of horse-farm operators.

And the whiskey. Once again limestone gets a lot of the credit. The ground water is a perfect mixer for the high-proof bourbon that comes out of charred-oak barrels.

Home of Thoroughbreds = But back to the horses. Kentucky has 200 thoroughbred farms, more than any other state, it's claimed. And the state asserts it raises more fancy-bred horses than the 1,000 other thoroughbred horse farms combined. Kentucky horses win over 60% of all stakes races.

Take the 89th Derby the first Saturday in May, for example. It will draw 100,000 people to the track and 20,000 to the free Philip Morris show at the nearby fair grounds. These people will stay one to three nights at hotels and motels as far out as Indianapolis and

Nashville—and pay inflated prices at many of the hostleries.

While Kentucky tries to compute the economics of the horse industry, it has more specific statistics on the whiskey business. George Garvin Brown, president of Brown-Forman Distillers, said the American thirst is abetted by more leisure time and higher living standards, with per capita consumption of spirits having risen from 2.22 gallons in 1961 to 2.30 gallons in 1962. Whiskey sales were 183 million gallons in 1962, up 2.2%; imports were up three times as much, 7½%.

Louisville's 20 distilleries, dominating the bourbon world with the help of Owensboro, Bardstown and other centers, keep six cooperage plants busy making charred white oak barrels needed for the important processes involved in aging whiskey.

Brown-Forman (Early Times, Old Forester and King bourbon) uses a railroad car daily of special yellow dent corn grown in Indiana and developed by Purdue. Output of bourbon at Brown-Forman is over 300 barrels daily. Processing is scientific and intricate but the quality of the final product is up to a little group of five tasters supervised by Dan Knopf, laboratory manager.

Distillers contribute \$18 million to the Kentucky treasury. Their plants produced 77.9 million gallons, 69% of total U. S. whiskey, in 1962, according to Distilled Spirits Institute data.

ORGANIZATION SESSION HELD

150 at uhf development committee initial session;

Lee, Henry to name 20 members to steering group

Some 150 representatives of industry and government gathered in Washington at the FCC's invitation last week, and plunged into the task of finding ways to help foster the development of uhf television.

The occasion was the organizational meeting of the Committee for the Full Development of Uhf Broadcasting, which is being sponsored by the FCC as a means of implementing the all-channel-receiver act.

The group didn't come up with any answers during its meeting—just questions. Some of the solutions to uhf's many problems will come, it's hoped, from studies to be made by subcommittees.

FCC Commissioner Robert E. Lee, chairman of the committee, told the opening session the FCC wants to "pick the brains" of industry's experts, and urged the group to look on the committee as its organization. "We want you to give us technical help," he said. "We won't try to spell out what this committee will do."

Commissioner E. William Henry, vice chairman of the committee, added a note of caution. "No one should get the impression that creation of this committee will guarantee success" of uhf television, he said.

Executive Group to be Named ■ Commissioners Lee and Henry in the next few weeks will appoint an executive committee of about 20 members to serve as a steering group. This body will meet in Chicago during the NAB convention, starting March 31, to es-

tablish subcommittees and draft agendas for them.

From the comments at last week's meeting, it appeared the problems troubling uhf broadcasters are technical and legal as well as economic. Some representatives, for instance, thought it would be helpful if broadcasters were permitted to put final amplifiers atop their towers—a practice now banned by FCC rules. Others said more efficient transmission lines were needed. Some called for closer liaison between the FCC and Federal Aviation Agency in the matter of tower farms.

The importance of informing the public and dealers about the all-channel sets now coming into the market in increasing numbers was stressed by a number of speakers. Benito Gaguine, a communications attorney, suggested that the FCC and Federal Trade Commission cooperate "so that the right publicity" is given all-channel sets. E. I. Sandwick, of Electronics Industries Assn., agreed there is a need for an educational program—but said the FTC should be kept out of it.

Mort Farr, chairman of the National Appliance & Radio-Tv Dealers Assn., expressed the hope the government "will find the funds" to finance a campaign to inform both the public and the dealers of the advantages of all-channel sets. He added the optimistic prediction that broadcasters who "pioneer" in uhf tv will one day "cash in."

Seminars Likely ■ One method of promoting uhf tv that will probably be adopted is the use of seminars, in which

experts from various aspects of the industry would participate. Commissioner Lee said he thought such discussions could be an important method of publicizing and explaining uhf tv to dealers and servicemen in new uhf markets.

Other problems touched on included:

■ Ratings and Madison Avenue's attitude toward uhf. Adam Young, who heads the rep firm bearing his name, said "ratings are a guide to what people buy." But William L. Putnam, of WWLP (TV) Springfield, Mass. (ch. 22), said ratings aren't an important factor locally. "A station owner doesn't have to tell a local advertiser how good his station is," he said. "The advertiser knows."

■ Programming availability—Some thought this an economic problem. "If a station is healthy, it gets the programming it needs," said Mr. Gaguine.

■ Uhf allocations—"How can we get more allocations without disrupting those we have—this is a good area for study," said Commissioner Lee.

John Doerfer, former FCC chairman and now a communications attorney in Washington, had a suggestion for easing uhf stations' economic burdens that's likely to ruffle some commission feathers. Local live programming, which the FCC says stations should carry to meet their responsibilities, is expensive, Mr. Doerfer said. "If the commission wants to encourage uhf stations," he added, "it should consider giving some relief in this area."

Although this suggestion isn't likely to get far, Commissioner Lee said the commission is ready to act on a proposed rulemaking to ease transmission requirements for uhf stations. Among other things, it would permit the use of directionalized antennas, now banned, and reduce the required sound-to-picture power ratio.

Congress Interested ■ Two members of Congress present at last week's meeting emphasized the importance they attach to the effort to implement the all-channel act, which was enacted as a means of helping uhf tv.

Sen. Gale McGee (D-Wyo.), a member of the Senate Commerce Committee and its communications subcommittee, said the trade, the FCC and Congress should give the new act every chance to achieve the fuller utilization of uhf channels. There has been a "terrible waste" of these channels until now, he said.

Rep. J. Arthur Younger (R-Calif.), a member of the House Commerce Committee and its communications subcommittee, said unless uhf broadcasting develops, the all-channel-receiver act will merely impose a tax—the extra cost of such sets—without providing



Representatives of three broadcasting equipment makers chat with FCC Commissioner Robert E. Lee at the organizational meeting of the Committee for the Full Development of Uhf Broadcasting. (l-r) E. R. Taylor,

executive vice president, Motorola Inc.; Commissioner Lee; A. E. Allen, director of products, Philco Corp.; and Charles N. Hoffman, director of sales, Warwick Manufacturing Co. Some 150 people attended the meeting.

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G-200

A slim, trim dynamic microphone—inconspicuous on camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

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G-300
Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—or any application where faithful reproduction of voice and music is important. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

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the consumer with any added benefit. He called for a concerted effort to make sure that uhf broadcasting is available for reception on the all-channel sets consumers will be buying exclusively next year. Deadline for all-channel sets is April 1964.

The committee for the development of uhf broadcasting will have a life span of two years—unless the FCC decides to prolong it, Commissioner Lee said. He added that the commission will be “scrupulous” in protecting committee members from wandering into antitrust law violations. He said the committee’s activities will be conducted in accordance with a 1962 presidential order that lays down guidelines for industry-government committees.

Ford to Pastore ■ Meanwhile, the only commissioner who opposed creation of the committee, Frederick W. Ford, gave his reasons last week in a letter to Sen. John Pastore (D-R. I.). Commissioner Ford said he feels “as strongly as anyone” that the FCC should promote the technical advancements of uhf but dissents strongly to agency involvement in broadcasting activity more properly belonging in a trade association.

Commissioner Ford’s views were requested by the chairman of the Senate Communications Subcommittee during a hill appearance by the FCC in late February (BROADCASTING, March 4).

In addition to technical matters, the committee is charged with collecting and disseminating information on the practical problems confronting uhf tv stations and Commissioner Ford said he objected to this provision on three grounds: (1) it is contrary to the philosophy of the all-channel receiver legislation in that it will tend to “oversell” uhf too early and may cause channels needed for education to be gobbled up; (2) it places the FCC in sponsoring “what in effect will be a trade association,” and (3) it is contrary to the FCC’s regulatory responsibilities under the Communications Act.

‘BROADCASTING DAY’ Florida observance hears call for broadcaster on FCC

Prominent broadcasters from Florida and Texas stressed the need last week for the appointment of an experienced broadcaster to the FCC.

Appearing during Broadcasting Day (March 11) at the fifth annual U. of Florida Communications Week, Lee Ruwitch, vice president-general manager of WTVJ (TV) Miami and Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas, said there is a crying need for an FCC member with a practical outlook toward the industry.

“The FCC is overinfluenced with a bureaucratic attitude” and does not un-

derstand the industry it regulates, Mr. Ruwitch said during a panel discussion moderated by Mr. Shapiro. (The presidents of 41 state broadcaster associations sent a resolution to President Kennedy urging that an industry man be named to the next available vacancy [BROADCASTING, March 4].)

Two Washington attorneys, Thomas Wall of Dow, Lohnes & Albertson and Robert L. Heald, Spearman & Roberson, discussed the current regulatory climate at the commission. Both attorneys attacked the FCC’s encouragement of viewers and listeners to complain to both the station and the commission about programming.

Melvin A. Goldberg, NAB vice president for research, predicted that pay tv may eventually reduce free television to offering “Class B or C material.” This could be caused, he said, because of the huge financial returns held out for pay tv programming.

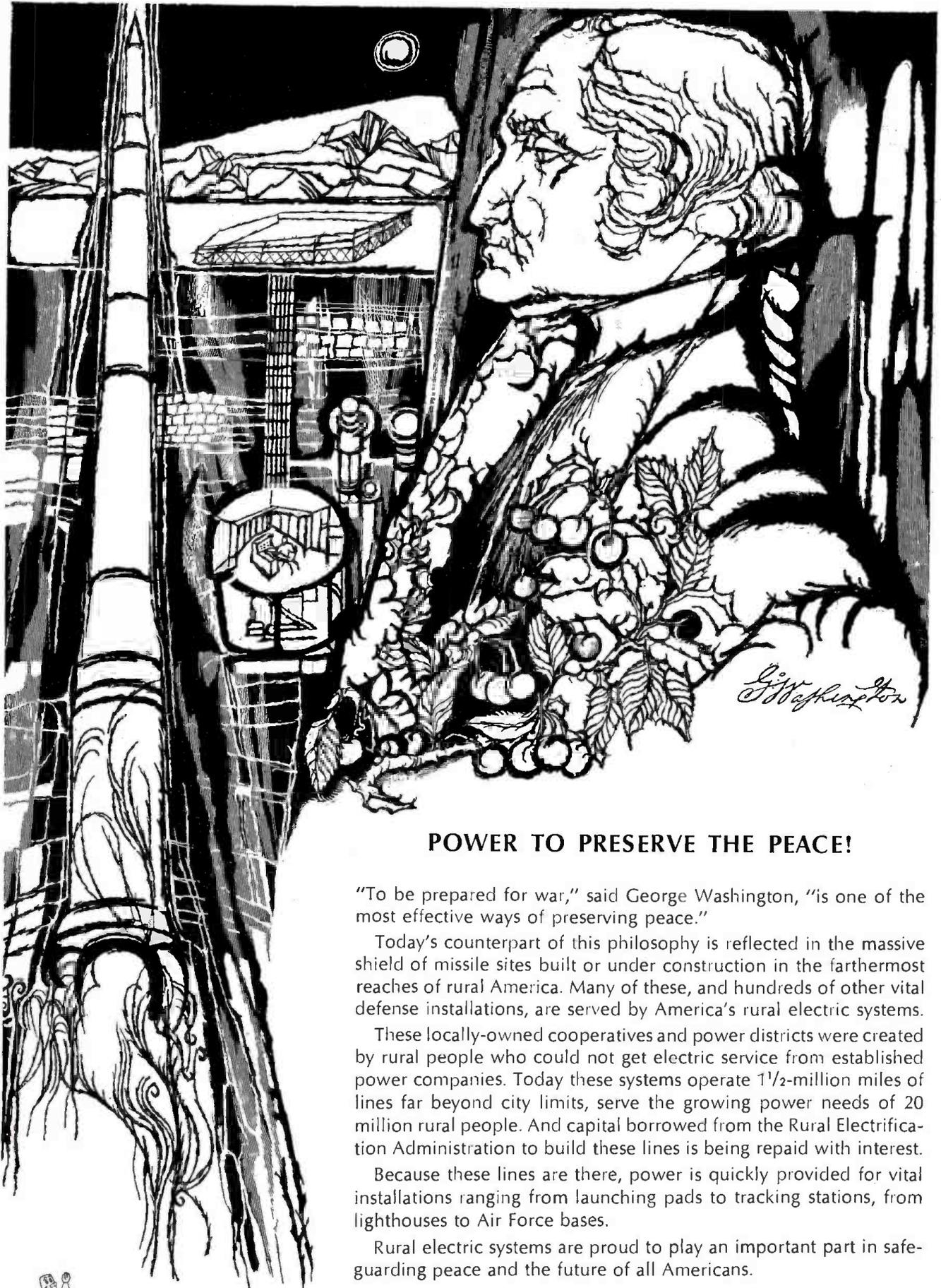
Turning to ratings, Mr. Goldberg said that audience measurements need to be “more than just a head count” and should go into why people view and listen. “We’ve got to learn what people self-censor and why to eliminate needless duplication,” he said.

Sydney Roslow, president of The Pulse Inc., New York, indirectly answered charges made against his firm a week ago before the House Special Subcommittee on Investigations (BROADCASTING, March 11). Dr. Roslow, who is scheduled to testify this week in the ratings investigation, said that his field workers have made door-to-door interviews in suburban Miami cities despite local ordinances banning such activity. “Applying such ordinances to companies like ours who don’t sell anything is unconstitutional,” he said.

Status Symbol ■ Tv is becoming a national status symbol in underdeveloped countries and the U. S. must provide both educational and entertainment programming overseas or the Russians will, R. Basil Thornton, international director of the National Educational Tv & Radio Center, New York, told the conference. If “underdeveloped countries can’t afford an atom bomb, they’ll settle for a tv station,” he said.

With many students in the audience, highlight of the “day” was a live telephone discussion with NBC commentator Chet Huntley in New York and NBC correspondents in Paris, London and West Germany on educational needs of future broadcast journalists. “The best preparation for getting into news work,” Mr. Huntley said, “is to read all the books you can get your hands on.”

Robert Hitchens, director of NBC Radio sales planning, and Harold Krelstein, president of Plough Broadcasting Co., also participated in the Broadcasting Day seminar.



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"To be prepared for war," said George Washington, "is one of the most effective ways of preserving peace."

Today's counterpart of this philosophy is reflected in the massive shield of missile sites built or under construction in the farthest reaches of rural America. Many of these, and hundreds of other vital defense installations, are served by America's rural electric systems.

These locally-owned cooperatives and power districts were created by rural people who could not get electric service from established power companies. Today these systems operate 1½-million miles of lines far beyond city limits, serve the growing power needs of 20 million rural people. And capital borrowed from the Rural Electrification Administration to build these lines is being repaid with interest.

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

Gov. Romney to speak at NAB closing session

ERWIN CANHAM TO MODERATE JOINT TUESDAY PANEL

The stable of featured speakers for the NAB's 41st annual convention in Chicago March 31-April 3 was completed last week with the announcement that the nationally prominent governor of Michigan, George Romney, will address the final day management luncheon.

And, as today's (Monday) deadline for pre-registration approached, expected attendance at the annual gathering of broadcasters in Chicago's Conrad Hilton Hotel continued to reach toward a record. As of noon last Thursday (March 14), 2,072 radio-tv men had notified the NAB they would be in Chicago.

Co-chairmen of the 1963 convention are James D. Russell of KKTU (TV) Colorado Springs, and Ben Strouse, WWDC-AM-FM Washington. They are vice chairmen of the NAB Tv and Radio Boards, respectively.

Tv personality Bob Hope, who will receive the NAB's Distinguished Service Award, NAB President LeRoy Collins and FCC Chairman Newton N. Minow are the other featured speakers during the convention. The traditional question-and-answer session with members of the FCC will close the convention Wednesday afternoon.

A special joint radio-tv session Tuesday morning will hear a panel discuss "Broadcasting in a Free Society," to be moderated by Erwin D. Canham, editor of the *Christian Science Monitor*. New to the tv agenda this year is a debate on the controversial proposal to adopt as FCC rules the NAB code time standards for commercials. Participants will be Commissioner Robert E. Lee, who first suggested the plan, and William Pabst, chairman of the Tv Code Review Board and vice president-general



Gov. Romney
Guest at convention

manager of KTVU (TV) Oakland-San Francisco.

Republican Gov. George Romney, often mentioned as a potential presidential or vice presidential candidate in 1964, surged into national prominence in his successful election campaign last year. He previously served as president, board chairman and general manager of American Motors.

ABC-TV affiliates meet to see program preview

ABC-TV's affiliates will get a first hand view of the network's program offerings for 1963-64 at the affiliates' March 30 meeting in Chicago when 27 of the network's performers stage a season preview.

Jerry Lewis will emcee the special

performance, which will include contributions from such personalities as Lawrence Welk, Ernest Borgnine, Jimmy Dean, John McIntyre, Chuck Connors, Ozzie Nelson and Jack Palance.

The meeting will be held at the Conrad Hilton Hotel at 2:30, and will be followed by a cocktail party and dinner. Executives participating in the meeting include Leonard H. Golden-son, president of American Broadcasting-Paramount Theatres Inc., Thomas Moore, ABC-TV vice-president in charge, Robert L. Coe, vice-president in charge of tv station relations, James C. Hagerty, vice-president in charge of news, special events and public affairs, and Chester Simmons, president of Sports Programs Inc.

Collins makes plea for House coverage

The right of the American people to know about the operations of their federal government no longer can be satisfied by a reporter with a pencil, NAB President LeRoy Collins told the House Rules Committee last week in a plea for the removal of the House ban against radio and tv coverage of committee hearings.

"Public proceedings of congressional committees can be made truly public in this day and age only through the added efficient use of the tools of radio and television—as applied by the expert and dedicated electronic journalist," the NAB president said. He pointed out the major technical advances in recent years which make it possible for electronic coverage with "very little or no obtrusiveness" in urging the committee to approve H Res 263.

The measure was introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and he and Rep. George Meader (R-Mich.) testified in favor of removal of the ban two weeks ago (BROADCASTING, March 11). Normally, the Rules Committee does not permit testimony from a non-member of Congress but since it has original jurisdiction over the measure, it accepted Gov. Collin's request to testify.

Since the Senate permits radio-tv coverage of hearings, "its committee proceedings and those engaged in them have been made better known to the American people than proceedings of comparable importance before House committees," the NAB president said. "We ask now . . . that you give the people a greater opportunity to hear and see your committees transact their business. For, after all, it is the people's business too."

Rep. B. F. Fisk (D-Calif.) said that "I have always been opposed to this

NAB membership continues to grow

NAB membership passed 3,000 for the first time in 1962 and the rolls have continued to grow since Jan. 1 with 3,113 members as of last Wednesday (March 13).

This is an increase of 59 over the 3,054 radio, tv, network and associate members at the close of 1962. During 1962, 427 dues-paying members were added but 284 resigned or were dropped from the rolls, for a net gain of 143.

Code subscribers also are on the increase, with 1,768 radio code members and 406 tv last Wednesday. Comparable figures on Jan. 1 were 1,671 radio subscribers and 399

members of the television code.

A breakdown of NAB membership last week showed: 1,885 am stations; 678 fm; 403 tv; 4 am networks; 3 tv networks; 140 associate members.

At its board meeting last January, the NAB authorized the appointment of a membership liaison committee to be made up of at least one broadcaster from each state and Puerto Rico. Bill Carlisle, NAB vice president for station services, said that the committee members are being selected by NAB Radio Board directors and that the committee will become official at the close of the 1963 convention.

Viewing time sets new record in January

The average American family spent more time watching television in January than during any previous month in the industry's history, according to A. C. Nielsen Co. figures presented by Norman E. Cash, president of the Television Bureau of Advertising.

Mr. Cash reported to the Fordham Alumni Advertising Club on March 13 that time spent viewing

television in January was 6 hours and 14 minutes per tv home per day, a 17-minute average increase over last January's figure of 5 hours and 57 minutes. The former viewing record was 6 hours and 8 minutes in February 1961.

The average viewing time per tv home for the entire year 1962 was 5 hours and 4 minutes per day, according to Mr. Cash's report.

proposition" but told Gov. Collins that he had made the strongest argument the congressman had ever heard for removal of the ban. Rep. James Delaney (D-N.Y.) expressed an old fear that broadcasters could not be trusted to present hearing coverage in a completely fair and impartial way.

Rep. William Avery (R-Kan.) asked about what he termed a "critical area of disagreement"—equal time requirements in an election year—if a congressman running for reelection is shown and heard in a House hearing. Gov. Collins said that the question of repeal of Sec. 315 (which already exempts newscasts) of the Communications Act is a separate question now before the House Commerce Committee and that situations of this type would be covered under the FCC's fairness doctrine.

WGN-TV to program 24 hours

Round-the-clock television service on Fridays and Saturdays is to be inaugurated April 5, WGN-TV Chicago reported last week. Later in the summer the independent outlet may expand the 24-hour schedule to all seven days of

the week. Although program format has not yet been determined, WGN-TV said it has plenty of movies and other film programs which it can use.

Although open-end type discussion programs now on WBKB (TV) and WBBM-TV there on weekends frequently run into the small hours, no Chicago station presently programs all night on a regular basis. WCBS-TV New York began all-night programming several weeks ago.

WICU(TV) to return to NBC-TV network lineup

WICU (TV) Erie, Pa. (ch. 12), is switching its primary affiliation from ABC-TV to NBC-TV, effective May 1, according to an announcement being released today (Monday) by Tom Knode, NBC station relations vice president, and Arthur Ingram, general manager of the station.

WICU left NBC-TV for ABC-TV in 1961. Erie has one other television station on the air, ch. 35 WSEE (TV). Its primary affiliation is with CBS-TV, its secondary affiliation now with NBC-TV. Another uhf station has been authorized but is not in operation.

WICU is licensed to Gibraltar Enterprises Inc., principally owned by Edward Lamb.

KVKM-TV joins ABC-TV

KVKM-TV Monahan, Tex., using four relay stations which it set up between El Paso and the ch. 9 outlet's transmitter near Kermit, Tex., has become a fulltime ABC-TV affiliate. Construction of the 240-mile microwave system and the beginning of ABC-TV service was announced last week by J. Ross Rucker, general manager of the station.

WIBG announcers back on job

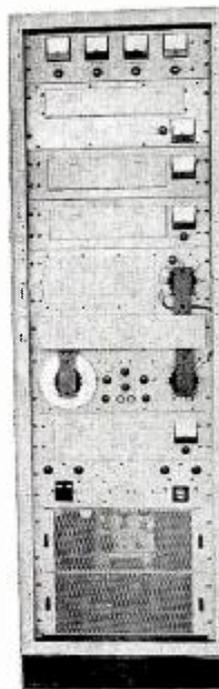
The 11 announcers and newsmen who had been on strike at WIBG Philadelphia returned to work last week pending final resolution of the contract between the station and the The American Federation of Television and Radio Artists, the employees' bargaining group.



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Ray fills in at OBA operations seminar

TWO-DAY MEETING ATTRACTS OVER 150 FROM 5 STATES

Discussion of all phases of radio-tv regulation highlighted the first Radio Operations Seminar of the Oklahoma Broadcasters Assn. in Norman, March 9-10. Over 150 broadcasting and advertising agency executives from five states attended the sessions conducted with the U. of Oklahoma.

William Ray, chief of the FCC's Office of Complaints & Compliance, was the principal speaker as a substitute for Broadcast Bureau chief and commissioner-to-be Kenneth A. Cox, who was ill. Mr. Ray spoke on the rules of the commission and current interpretations which guide broadcasting executives.

He said broadcasters should regard their stations, at least in part, as modern versions of the town crier and town hall. By communicating news of the community and providing a forum for discussions of community problems, broadcasters would go far toward meeting the FCC programming requirement that they satisfy the "needs" of their communities, he said.

Speaking on Sec. 315 (equal time) and Sec. 317 (sponsor identification) of the Communications Act, NAB Exec-

utive Vice President Vincent Wasilewski told the broadcasters that "common sense" should guide their operations under these two controversial standards.

Clee Fitzgerald, OBA attorney from Stillwater, Okla., conducted a discussion on lottery laws and contracts. He said that Oklahoma's lottery statutes are generally more stringent than those of the federal government and that if stations comply with the state laws they should not run afoul of the FCC.

The broadcasters were given a course in preparing license renewal applications by Francis X. McDonough of the Washington law firm of Dow, Lohnes & Albertson. He suggested that each station prepare its own "composite week" once each year and thoroughly analyze its operations "and then when the time comes to file for renewal, you know that your station is ready for it."

Howard Kitzmiller, FCC attorney, concluded the two-day seminar with a warning that "far too many" stations do not compile accurate and complete logs. He said the commission is vitally concerned with the maintenance of proper logs and told the broadcasters that "attention to detail will go far to-

wards a favorable FCC report . . ." following a station inspection.

Sen. J. Howard Edmondson (D-Okla.) met with a committee of Oklahoma licensees on broadcasting problems with the FCC during the seminar at the invitation of OBA President William S. Morgan, general manager of KNOR Norman.

Changing hands

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

■ KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri: Sale reported close to completion by Jesse Fine and associates to Mid-State Broadcasting Corp. for \$1,750,000. Mid-State is headed by John P. McGoff, and owns fm stations WABX Detroit, WSWM East Lansing and WQDC Midland, all Michigan. KFEQ is a fulltime station on 680 kc with 5 kw. KFEQ-TV is on ch. 2 with CBS and ABC affiliations. KLIK is a 5 kw daytimer on 950 kc. Broker was Hamilton-Landis.

■ KVIP-TV Redding, Calif.: Sold by Shasta Telecasting Co. to Sacramento Valley Telecasting Inc. for over \$1,250,000. Sacramento Valley, currently in hearing for ch. 9 in Redding, is comprised of six stockholders, with major owners being Frank M. Crawford, J. Ned Richardson and William B. Smullin, 25% each. Mr. Richardson owns KPAY Chico, Calif. Mr. Smullin is 50% owner of Southern Oregon Broadcasting Co. (KBES-TV Medford, KAGI and KGPO [FM] Grants Pass, KOTI-TV Klamath Falls, and 50% of KPIC-TV Roseburg, all Oregon). Other Sacramento Valley stockholders are Robert Burris, former manager of KEYT (TV) Santa Barbara, Calif., and Richard C. D. Bell, also formerly of KEYT. Shasta Telecasting owns KJEO (TV) Fresno, Calif., and through Carl R. McConnell KVIQ-TV Eureka, Calif. KVIP-TV, founded in 1956, operates on ch. 7 and is-affiliated with ABC and NBC.

■ WBOY-AM-TV Clarksburg, W. Va.: Sold by Rust Craft Broadcasting Co. to Fortnightly Corp. for \$950,000. Fortnightly Corp., owns *The Reporter* magazine and the Clarksburg Television Cable Co. which operates the community tv system in Clarksburg. Roger Garrett remains as manager of the stations. At one time Rust Craft instituted a court suit against Fortnightly for picking up the signals of WSTV-TV Steubenville, also owned by Rust Craft, and carrying them on the catv cable in competition with WBOY-TV in Clarksburg. Rust Craft also owns WSTV-AM-FM in Steubenville, WRCB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh, Pa.; WWOL-AM-FM Buffalo, N. Y.; WSOL

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Tampa, Fla., and 40% of WVUE-TV New Orleans, La. WBOY operates on 1400 kc with 1 kw day and 250 w at night with an NBC affiliation. WBOY-TV is on ch. 12 and carries both CBS and NBC programs.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 136).*

■ **KSYD-TV** Wichita Falls, Tex.: Sold by Sidney A. Grayson and Associates to Paul Harron and group for \$2,350,000. Mr. Harron is the principal stockholder of WKTU (TV) Utica, N. Y., and is president of World Broadcasting System, Philadelphia, a radio program service. He is a former Philadelphia broadcaster. KSYD-TV is on ch. 6 and is a CBS affiliate.

■ **WMAZ-AM-FM-TV** Macon, Ga.: Sold by George P. Rankin Jr., Wilton E. Cobb and Mr. and Mrs. Wallace Miller to WMRC Inc. for \$2,094,750. WMRC Inc. owns WFBC-AM-TV Greenville, S. C., WBIR-AM-TV Knoxville, Tenn. It is 49.8% owned by the *Greenville News* and *Piedmont*, 14.6% by R. A. Jolley and family, and others. The same group also owns WWNC Asheville, N. C. (*Asheville Citizen-Times*). WMAZ is on 940 kc with 50 kw daytime and 10 kw nighttime. WMAZ-FM operates on 99.1 mc with 3 kw. WMAZ-TV, founded in 1953, operates on ch. 13. All the stations are CBS affiliates, with the tv adjunct also carrying ABC programs.

Autry group buys western hotel chain

In a \$20 million transaction that adds hotels and motels to their broadcasting and sports interests, Gene Autry, Robert O. Reynolds and Paul A. O'Bryan have purchased the Doric Co. chain of 20 West Coast hotels and motor hotels and have formed the Gene Autry Hotel Co. to own and manage these properties.

Mr. Autry is president of the new hotel company; Mr. Reynolds is vice president; Mr. O'Bryan is secretary, treasurer and general counsel; Floyd R. Clodfelter, former board chairman of the Doric Co., is also a vice president. The transaction was negotiated by Mr. O'Bryan of the Washington, D. C., law firm of Dow, Lohnes & Albertson, for the buyers. The sellers were represented by Birney Dempsey of Clodfelter & Bowden.

Mr. Autry, whose career began as a rodeo and western motion picture star, is board chairman of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., KVI Seattle, Wash.) and Mr. Reynolds is president. Messrs. Autry and Reynolds are also board chairman

and president, respectively, of the Los Angeles Angels baseball club and own a major interest in the Los Angeles Rams football club, ventures in which Mr. O'Bryan is also associated. Mr. Autry also is owner of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona.

GE forms subsidiary to run radio-tv stations

GE announced last week that a wholly owned subsidiary General Electric Broadcasting Co., has been established to operate the GE stations, WGY, WGFM (FM) and WRGB (TV) Schenectady, N. Y. A certificate of incorporation has been filed with the New York secretary of state, according to J. Milton Lang, general manager of the GE stations. GE's board approved the formation of a broadcasting subsidiary last February.

Among the advantages of a separate corporation, Mr. Lang said, was the simplification of expanding station ownership through the acquisition of additional radio and tv stations.

At the present time the licenses of the GE stations are pending renewal by the FCC. GE, along with several other electrical machinery manufacturers, including Westinghouse Electric Co., was found guilty two years ago of price fixing in violation of the antitrust laws.

GAB, governor to meet

Gov. Carl E. Sanders of Georgia has scheduled an unusual off-the-record session with member stations in the Georgia Assn. of Broadcasters for April 11 in Atlanta. Combined with a luncheon, GAB President Charles Smith of WDEC Americus, said the session will permit broadcasters to tell the governor their problems and at the same time get a first-hand report on state issues.

The licenses of the Westinghouse stations, held by subsidiary Westinghouse Broadcasting Co., were renewed by the FCC last year.

WHEB opens new studios

WHEB Portsmouth, N. H., began operating from a new \$40,000 home March 8, one year to the day after a fire gutted its former quarters. It has been operating in the interim from the New Hampshire National Bank.

Harold Segal, WHEB's general manager, designed the new colonial style building. The station's three studios are in the center of the building, permitting visitors to watch the operations through windows as they circle the interior of the building.

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CBS LOOKS TO ANOTHER RECORD YEAR

Stockholders report gives divisional breakdown

If the general economy holds good, national advertising expenditures should rise again this year and radio-tv revenues ought to out-gain those of other media, CBS Chairman William S. Paley and President Frank Stanton said last week in their annual report to stockholders of CBS Inc.

"We expect," they said, "that CBS will enjoy its full share of this growth" and attain "an increased level of sales and profits in 1963." CBS net sales in 1962 surpassed the half-billion dollar mark for the first time, reaching \$509.3 million on a 7% gain while net income rose 32% to more than \$29 million (BROADCASTING, Feb. 18).

The report said the CBS-TV network in 1962 enjoyed record revenues which made it "the world's largest advertising medium" for the ninth consecutive year, while net sales for the five CBS-owned television stations rose 12% over the previous all-time high of 1961. Four of the stations, "and probably all five," were first in sales in their markets, stockholders were told.

For the CBS Radio network and the CBS-owned radio stations 1962 was a year of "searching reappraisal" plus programming and operational changes which should contribute to their growth, the report continued.

"Although sales were adversely affected by widespread business uncertainties in 1962," the report said of the CBS Radio Div., "at year's end the prospects for advertising revenues in 1963 and the sponsorship commitments already in hand for the new year were more encouraging than at any time in the recent past."

News Production ■ The CBS News Div. was said to have produced 17% of the CBS-TV network schedule, or 187 hours more than in 1961, and 51% of the CBS Radio network schedule.

With the start of the long shutdown of all major New York newspapers in December, it was also noted, CBS News increased its hours of service to WCBS-TV New York by 75%. WCBS Radio meanwhile was reported to have expanded its news schedule by 30% to help keep listeners informed during the newspaper strike.

The CBS-TV Stations Div. (including CBS Films Inc. and several international operations as well as the CBS-owned television stations) was said to have had "the best year in its history," and was looking forward to a better one in 1963.

National spot billings placed on the owned television stations by CBS Television Stations National Sales, another

unit of this division, exceeded the 1961 figure by 16%.

The five CBS-owned tv stations also were reported to have carried "more than 10,000 non-network public-affairs programs and nearly 33,000 local unsponsored community service announcements" in 1962.

Columbia Records reported a 15% sales gain as leader of the phonograph record industry. CBS International Div. "showed promising results," and CBS overseas activities and investments "in the aggregate" were profitable and "highly promising." CBS Labs, the seventh corporate division, reported advances in research and development for both government and industry.

The CBS-owned stations are WCBS-AM-TV New York, KNX and KNXT (TV) Los Angeles, WBBM-AM-TV Chicago, WCAU-AM-TV Philadelphia, KMOX-AM-TV St. Louis, WEEI Boston and KCBS San Francisco.

RKO General sales up

The National Sales Div. of RKO Broadcasting, New York, announces sales on the company's five tv stations for the first four months of the 1962-63 fiscal year ended Jan. 31 rose 47.1% over the same four-month period a year ago.

Sales on the seven RKO General radio outlets were 31.2% ahead of last year's figure.

RKO General broadcasting stations are WOR-AM-FM-TV New York; KHI-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) both Boston; CKLW-AM-FM-TV Windsor-Detroit; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington, D. C.; WHBQ-AM-TV Memphis; and the Yankee Network.

RCA stockholders to meet

The annual stockholders' meeting of RCA is scheduled for May 7 at 30 Rockefeller Plaza, New York. The entire board of 16 members will be elected. Other business: appointing independent public accountants and voting on a resolution submitted by three stockholders concerning the incentive plan.

In the notice of the meeting, yearly compensation of the following officers and directors among others was indicated: David Sarnoff, chairman, \$200,000 (\$66,926 after taxes); Robert W. Sarnoff, chairman of NBC, \$180,000 (\$66,404); Elmer W. Engstrom, president, \$160,000 (\$74,488).

Paley sells to 'diversify'

William S. Paley, board chairman and biggest stockholder of CBS, sold 75,000 shares of CBS common stock during February "to provide more diversification of his personal investments." He retains more than 866,000 shares, his office said in a statement released last week.

His sale was said to have been on the open market, apparently over a period of days. The dates were not disclosed, except that they were in February. The closing price of CBS stock on Feb. 1 was 47-³/₈; on Feb. 15 it was 49-³/₈ and on Feb. 28 was 50-¹/₈. At those prices 75,000 shares would have brought from about \$3.5 million to more than \$3.7 million.

Public offered stock of Scripps-Howard

The first public offering of Scripps-Howard Broadcasting Co. stock was disclosed last week when the company registered with the Securities & Exchange Commission in Washington for an offering of 375,000 shares of \$1 par common stock at an estimated \$20 a share. This represents 14.5% of the outstanding stock of Scripps-Howard Broadcasting.

The offering, through the First Boston Corp., New York, will consist of stock now owned by E. W. Scripps Co., Jack R. Howard, James C. Hanrahan, M. C. Watters and R. B. Westergaard.

The E. W. Scripps Co. owns 71.48% of Scripps-Howard Broadcasting. After selling 118,750 shares, its ownership will drop to 66.89%. Mr. Howard, president of the Scripps company, owns 8.69% of broadcasting company, and after selling 102,500 shares, will remain a 4.37% owner.

Messrs. Hanrahan, Watters and Westergaard each own 4.35% now, are selling 51,250 shares each which will leave them each as 2.37% owners. Mr. Hanrahan is vice president and general manager of WEWS (TV) Cleveland; Mr. Watters, of WCPO-AM-FM-TV Cincinnati, and Mr. Westergaard, of WNOX-AM-FM Knoxville, Tenn. Scripps-Howard Broadcasting also owns WPTV (TV) West Palm Beach, Fla., and WMC-AM-FM and WMCT (TV) Memphis, Tenn.

As of Dec. 31, 1962, Scripps-Howard Broadcasting had 2,588,750 shares issued and outstanding, with stockhold-

er's equity figured at \$10,879,966 including \$8,291,216 in earned surplus. For 1962 the company showed net operating revenues of \$14,119,960, with net income after taxes of \$3,111,037 (\$1.20 per share).

The registration report indicates that the Edward W. Scripps Trust, 85.87% owner of E. W. Scripps Co., has a 2% interest in WWJ-AM-FM-TV Detroit, and that E. W. Scripps Co. itself has minority interests in WFMJ-TV Youngstown, Ohio. WFMJ-TV holds a minority interest in WAKR-TV Akron, Ohio, it points out. Should these ownerships interfere with Scripps-Howard Broadcasting expansion to its full quota of broadcast stations, the registration said, they will be disposed of.

Remuneration for executives included the following: Mr. Hanrahan, \$51,600 plus retirement benefits; Mr. Watters, \$43,805; Henry W. Slavick, vice president and general manager of the Memphis stations, \$32,420 plus retirement benefits.

The company reported total assets of \$15.5 million, with total current assets listed at \$9,937,287. Total current liabilities are \$3,650,783 and earned surplus, \$8,291,216.

Desilu reports net increase

Desilu Productions had gross income of \$15,794,836 for the nine months ended Jan. 26, 1963, a gain of 32.3% over the corresponding period ended Jan. 27, 1962, for which the gross was \$11,937,730. Desilu's net after taxes and contingency reserves for the first three-quarters of the current fiscal year was \$415,812, or 34 cents a share, compared to \$293,416, or 25 cents a share, for the like period of fiscal 1962.

Financial notes . . .

General Tel's report ■ General Telephone & Electronics Corp., whose activities include Sylvania tv receiver manufacturing, reported 1962 consolidated net income of \$86,269,000 (\$1.15 a share) on total revenues and sales of \$1,327,925,000. This compares to 1961's net income of \$73,774,000 (\$1 a share) on total revenues and sales of \$1,226,584,000. Sylvania will begin the production of color tv tubes this year.

MCA dividend ■ MCA Inc. reported a fortnight ago that its board of directors has declared a dividend of 37½ cents a share on its outstanding convertible preferred stock. It is payable April 1 to preferred shareholders of record as of March 21.

MGM dividend down ■ MGM Inc. board has voted to cut dividend to 37½ cents, payable on April 15 to stockholders of record March 18. Previous dividend was 50 cents. Earnings

of MGM in 1962 fell to \$2,589,000, or \$1.01 a share, from \$12,677,000, or \$5.02 a share, in previous year.

Universal dividend ■ The board of directors of Universal Pictures Corp. has declared a quarterly dividend of 25 cents a share on the common stock of the company. It is payable on March 27 to stockholders of record at the close of business on March 16.

DCA profits up ■ Dynamics Corp. of America, New York (electronics and communications equipment), has issued a financial statement for 1962 showing sales up 52% over the previous year. Sales totaling \$75,014,106 in 1962 pushed profits up to \$1.05 a share of common stock for the year compared to 58 cents a share in 1961.

Metromedia increases dividend

Metromedia Inc., which formerly issued dividends on common stock semi-annually will now make payments on a quarterly basis.

In declaring the new policy last week, the company's board of directors raised the annual rate to 40 cents a common share, 10 cents over the 1962 level. In accordance with the new payment schedule, a quarterly dividend of 10 cents will be payable to stockholders of record April 12, 1962 on May 1.

Wometco sets record for earnings in '62

For the fourth successive year since 1959, when the company became publicly owned, Wometco Enterprises Inc. earnings showed an increase. For the year 1962, Wometco reported record net income after taxes of \$1,831,254 (\$1.27 a share), up 35% over 1961's \$1,353,255 (94 cents a share).

Gross income for 1962 was up 17% to \$18,723,132 from 1961's \$15,999,469. The company showed a cash flow of \$2,774,137 (\$1.93 a share) for 1962.

So far in 1963, Mitchell Wolfson, Wometco president, said, the company is operating at levels above those of last year.

Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47½% of WFGA-TV Jacksonville, Fla. It also owns theatres in Miami and West Palm Beach, the Seaquarium in Miami, vending operations in South and Central Florida, Jacksonville, Panama, the Canal Zone, and the Bahamas, and operates Pepsi-Cola and Canada Dry franchises in the Bahamas.

The company's annual stockholders meeting is scheduled for April 1 in Miami.

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receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high quality, adult music. You save on time, music, manpower and money. So phone, write or wire Telesynd today.



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BRITAIN COOL TO PAY TV

Applications for experimental 'wired' network fail to materialize after 12 information queries

Great Britain's invitation for applications from companies wishing to operate experimental pay television on "wired networks" next year has met with nothing more than a nod of interest so far.

Deadline for applications to operate the network is March 29, and according to reports published in England last week, there had been 12 inquiries asking for full information regarding the proposed network, but no firm applications to date.

A pay television network, under supervision of the British postmaster general, would provide subscribers with an additional program, apart from those of the British Broadcasting Corp. or the Independent Television Authority, for which viewers would pay extra sums either through coin boxes attached to their sets or by credit arrangements.

The government, which has established a rigid set of restrictions for any company contracting to operate such a network, warns that there is no guarantee that pay tv will be established permanently. The government will determine after a two or three-year trial whether there is sufficient demand and quality of programming and operation to merit pay tv's continuation there.

Among specifications set forth by the postmaster general for the experimental network are clauses specifying that program schedules must be submitted in advance, as well as scripts or recordings, if required. A general decency code is stated, as well as stipulations that there be no programs of a news or propaganda nature, and that

no significant prizes can be awarded on the shows. There is an absolute ban on advertising.

Companies said to be available for such an operation because they have the necessary equipment are Choiceview (owned jointly by Rediffusion and Rank), British Telemeter Home Viewing Ltd., and British Relay Wireless Ltd. Program suppliers Tolvision Ltd. and British Home Entertainment Ltd. are also mentioned as possible applicants for the franchise.

Rigid government restrictions apparently would influence the nature of any company which receives the pay tv franchise, including a provision that the company must be set up "to operate pay television as its main interest."

ITA tv bill amendment sought by postmaster

Britain's postmaster general wants to remove some of the tough provisions from the new television bill now being considered by the House of Commons. The bill re-defines the Independent Television Authority's control of programming.

He has moved an amendment cutting out the requirement that in making its program code the ITA must take into account Section 3 of the current television act. This section says that nothing may be broadcast which offends good taste or decency and also lays down that "proper proportions of the recorded and other matter . . . are of British origin and British performance."

The postmaster general's amend-

CTV has special rates

Sponsorship of Canadian-produced television programs is being encouraged by the CTV Television Network Ltd., Toronto, and its affiliated stations by special rates to advertisers. This is being done on the network's new rate card through a newly introduced continuity discount applicable only to Canadian shows, and a co-sponsorship rate also available only on Canadian half-hour programs.

ment instructs ITA to draw up a code "giving guidance" on the use of violence and other standards. ITA must "secure that the provisions of the code are observed."

Another amendment, tabled by the Labor Opposition, would increase ITA powers. It wants to add a provision to the bill that ITA shall "give directions" on "specific matters concerning standards. . . ." This amendment also instructs ITA to make sure that 90% of the programs on the commercial network are British.

Labor members also want the annual report and accounts of ITA to be debated by Parliament. Labor M. P. Donald Chapman said that it was a scandal to give the Independent Television Authority a 12-year lease of life without parliamentary power to withdraw it.

Postmaster General Reginald Bevins said that a routine annual debate would mean interference in the day-to-day running of both broadcasting organizations. This would be "wholly a bad thing, and a bad influence on television. . . ." He said that a new ITA chairman would be appointed before the bill becomes law. The bill is still under discussion.

TeleHaiti signs IBD as U.S. representative

A second Caribbean television station has contracted newly formed International Broadcast Div. of Screen Gems Inc. as its U.S. representative. Formation of the new division was announced slightly over a week ago (BROADCASTING, March 11).

TeleHaiti, the only tv outlet for the country of Haiti, joined HIN-TV Santo Domingo, the Dominican Republic's only tv station, as IBD's first two clients.

The signing of a general representation agreement between TeleHaiti of Port-Au-Prince, and IBD, was announced last week by Boris Frank, manager, Latin America.

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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Henry

John F. Henry Jr., vp and member of executive committee at Geyer, Morey, Ballard, Detroit, elected senior vp and supervisor on American Motors account. Mr. Henry joined agency in 1945 on same account in New York. In 1953, he was transferred to Detroit office to service Rambler division.

Warren J. Kratky, vp in charge of administrative services at Gardner Adv., St. Louis, elected secretary-treasurer. **John C. Naylor Jr.**, account supervisor, elected to agency's board of directors.

Howard Smith, vp and assistant treasurer of Donahue & Coe, New York, elected treasurer. He succeeds **William D. Patterson**, who is retiring after 30 years with agency. Mr. Smith, who joined D&C in 1947, served as comptroller prior to his election to vp. Mr. Patterson will serve as consultant to agency.

Paul Foley, executive vp in charge of eastern region for McCann - Erickson, New York, elected vice chairman. Mr. Foley will have management responsibility for creative product of agency in U. S. Prior to joining M-E in 1955, Mr. Foley served 10 years with MacManus, John & Adams, Detroit, where he was executive vice president.



Mr. Foley

John W. Hanley, former manager for household soap products division of Procter & Gamble, elected vp of that division. He joined P&G in 1947.

Harley A. (Andy) Tarvin, manager of public relations department of Jack Wyatt Co., New York-Dallas advertising and pr firm, elected vp and director of public relations.



Mr. Haver

Sanford Alan Haver, former copy group supervisor at Young & Rubicam, New York, joins Mogul, Williams & Saylor, that city, as vp and creative director. Mr. Haver also was appointed to executive committee. Prior to joining Y&R, Mr. Haver was senior creative writer at Ted Bates. He began in advertising in creative radio-tv department of Grey Adv., New York.

Leslie Parkhurst, former president of American Safety Razor Co., joins executive staff of Schick Inc., Lancaster, Pa. Mr. Parkhurst will be responsible for marketing of Schick's line of men's toiletries.

Wallace Roehrig named advertising manager of Atlantic Cos. (Atlantic Mutual Insurance Co. and Centennial Insurance Co.), New York, succeeding **W. Irving Plitt**, vp, who retired Feb. 28 after 45 years service with organization.

John W. Pauling Jr., with Stevenson Adv. Co., Dallas, Tex., and former executive vp and general manager of Sanders Adv. Agency, that city, named director of Dallas office of Liller, Neal, Battle & Lindsey, Atlanta, Ga., based advertising agency.

A. J. Cason, former vp and account executive at Roche, Rickerd & Cleary, Chicago, named to executive contact group at O'Grady-Andersen-Gray, that city, succeeding **Roger Kirkgasser**, who resigned.

Roger Bognar, advertising and promotion manager for Sealtest Foods Div., National Dairy Products Corp., New York, joins Foote, Cone & Belding, that

city, as account executive. **William M. Rusch**, account executive at Benton & Bowles, New York, joins FC&B in similar capacity.

Charles E. Little, senior account executive at Foote, Cone & Belding, New York, appointed supervisor of General Food's Jell-O Div. account at agency.



Mr. Montague

Samuel A. Montague, formerly with People-to-People Inc., Kansas City, joins Potts-Woodbury, that city, as vp and executive director of advertising agency's newly established public relations division.

George R. Windsor, merchandising executive at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins McCann-Erickson, that city, as account executive.

Mrs. M. K. Morton joins **Donald L. Arends Inc.**, LaGrange, Ill., advertising agency, as account executive.

Paul O'Neill, senior account executive at Norman, Craig & Kummel, New York, joins Boston office of Wilson, Haight & Welch, Hartford, Conn., ad-

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Beverly Wilshire Hotel
BEVERLY HILLS, CALIFORNIA



vertising agency, as account executive.

Millicent Braverman, copy chief of Sanford Weiner Inc., Beverly Hills, Calif., advertising and pr firm, joins Los Angeles office of KSV&R as radio-tv director, responsible for creative production and timebuying activities.



Mr. Evans

Jacob A. Evans, vp for central division of Television Bureau of Advertising, has assumed added duties as TvB's Detroit representative, replacing **Guy Cunningham**, who was appointed TvB creative director.

Mr. Evans, who will continue to make his headquarters in Chicago, joined TvB in 1961 from *American Weekly* where he served as managing editor. It has been learned that Mr. Evans' added responsibilities, as reported last week, erroneously implied that he had changed jobs and moved to another city. This is not so.

George Guido, formerly with Leo Burnett Co., Chicago, joins Needham, Louis & Brorby, that city, as senior art director. **Dixie Lee Buyan**, previously with Campbell-Mithun, joins NL&B's creative staff as writer.

THE MEDIA



Mr. Radetsky

Ralph Radetsky, executive vp and general manager of Metropolitan Television Co. (KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo.), elected president and chief executive officer, succeeding **William Grant**, president and board chairman, who resigned. **Thomas P. Campbell**, one of founders of Metropolitan, elected board chairman.

Thomas L. Davis, general manager of WAAF Chicago for past 12 years, elected vp of Corn Belt Publishers, pub-

Newly elected officials

Louis E. Scott, vp and general manager of Foote, Cone & Belding, Los Angeles, elected chairman of board of governors of Southern California Council of American Assn. of Advertising Agencies. He succeeds **Kai Jorgensen**, Hixson & Jorgensen. Other new council officers: vice chairman, **Kendall J. Mau**, vp, Hal Stebbins Inc.; secretary - treasurer, **Snowden Hunt**, vp, Wade Adv.; **Donald E. Jones**, vp of MacManus, John & Adams, and **Robert Davis**, president of Davis, Johnson, Mogul & Colombatto, were added to board (all agencies are Los Angeles).



Mr. Scott

lisher of *Drovers' Journal* and other publications and parent firm of WAAF.

Seymour Whitelaw, sales manager of KCBS-AM-FM San Francisco, elected vp and general manager of KOL-AM-FM Seattle, which last week was transferred from Taft interests to Goodson-Todman as tv program package firm's first venture into station ownership.

Dana F. Baird, sales manager of WNBK Newburyport, Mass., appointed general manager of WTSB Brattleboro, Vt. Both stations belong to Theodore Feinstein Group.

Paul Rogers, sales and promotion manager of WACE Chicopee (Springfield), Mass., since August 1962, promoted to general manager. **Joseph Rogalski Jr.**, member of WACE staff for 15 years, succeeds Mr. Rogers as sales and promotion manager.

James Westerhold, member of sales staff of WLKR-FM Norwalk, Ohio,

promoted to station manager. Other executive promotions within Bob Reid-er Group (WRWR-FM Port Clinton, WLKR-FM Norwalk, WKTN-FM Kenton, all Ohio) are: **Jean Lockwood** named group's chief accountant; **Wayne Wobser** to chief engineer for group; and **William Shaw** to station manager of WKTN-FM.

Paul F. Kelly, vp and general manager of WSPB Sarasota, appointed sales manager of WBRD Bradenton, Fla., succeeding **Hal Meyer**, who resigned to become commercial manager of WABR Winter Park (Orlando), Fla. **Tom Doyle** named WABR program director.

Ben McLaughlin, executive vp of Broadcast Time Sales, New York - based station representation firm, appointed sales manager of KSLA-TV Shreveport, La., succeeding **Deane R. Flett**, who resigned



Mr. McLaughlin

last week to become station manager of KTBS-TV, that city. Before joining BTS, Mr. McLaughlin had served as sales manager of KETV (TV) Omaha for one year and vice president and general manager of WICU-TV Erie, Pa., for 11 years.

William Cochran, western representative of ABC Radio station relations, appointed manager of station relations. Prior to his appointment as western representative, Mr. Cochran was station clearance sales service assistant on West Coast. He served in network film distribution department of ABC-TV before joining ABC Radio.

Larry Schnebley, program director of KGUN-TV Tucson, Ariz., promoted to account executive. **Jack Jacobson**, production manager, assumes additional duties of programming.



Mr. Thomas

Arthur F. Thomas, general manager of KCCT Corpus Christi, Tex., appointed general manager of KUNO, all-Spanish radio outlet, that city. Mr. Thomas replaces **Sterling Zimmerman**, station's general manager for past five years, who resigned to become commercial manager of KALI San Gabriel, Calif.

Elisa Gesualdo, formerly office manager of Fred Smith & Co., joins Vic Piano Assoc., New York, as office manager and director of sales services. **Sylvia Bauer**, assistant account executive at Del Wood Assoc., New York, joins Vic Piano in station relations department.

G. L. Hartsfield, merchandise man-

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

ager for Albany, N. Y., store of Montgomery Ward, appointed sales manager of WTRY Troy, N. Y.

Irwin Steres, media director of D'Arcy Adv., San Diego, Calif., joins Peters, Griffin, Woodward, Los Angeles, as tv account executive. Mr. Steres served with D'Arcy for past five years in St. Louis and San Diego offices.

Norman G. Andrus Jr., formerly with *Oakland Tribune* and The Katz Agency, joins KTVU (TV) Oakland-San Francisco as account executive.

Charles M. Pickering, salesman in Chicago office of Television Advertising Representatives, joins TvAR's New York sales staff.



Mr. Blackman

E. G. Blackman, sales manager of WLAC Nashville, Tenn., elected vp in charge of sales. **Rob Townsend**, program director, named assistant vp and program director. Mr. Blackman joined WLAC in

1956 as account executive. He was appointed sales manager in 1960 in charge of both national advertising and local sales. Mr. Townsend, former program director of KBOX Dallas, joined WLAC last year.

John P. Holland, former national sales coordinator and sales promotion manager of WIND Chicago, joins sales staff of WFMT (FM), that city.

Tom Koon, formerly on sales staff of WIL St. Louis, takes similar post with KMOX-TV, that city.

Earl Levy, freelance publicist and former partner in Milwaukee advertising agency of Fromstein & Levy, named to sales staff of WTMJ-TV Milwaukee.

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, re-elected board chairman of United Cerebral Palsy Assns.

Raymond Hurlbert, general manager of Alabama Educational Television Commission, appointed chairman of NAEB State Educational Television Commissions Committee. New committee has been created as NAEB coordinating service to those states where legislative bodies have set up state commissions for developing educational television within their states.

Bert Allis, assistant chief engineer, promoted to chief engineer of WHEC-AM-TV Rochester, N. Y.

Norman E. Cobb, member of engineering staff of KNXT (TV) Los Angeles, appointed engineer-in-charge of station's technical operations. He succeeds **Robert Gross**, who has moved to

CBA's new officers

Robert D. Wood, vp and general manager of KNXT (TV) Los Angeles, elected president of California Broadcasters Assn., succeeding **George Whitney**, vp and general manager of KFMB-AM-FM-TV San Diego. Other new officers are: **Leslie H. Peard Jr.**, KFRE-TV Fresno, vp for tv; **Ellsworth Peck**, KWIP Merced, vp for radio; and **Jules Dundes**, KCBS-AM-FM-TV San Francisco, secretary-treasurer.



Mr. Wood

WCAU-TV Philadelphia as chief engineer. Both stations are owned by CBS.

Vernon G. Tucker, former field engineer for Telemet Co., division of Giannini Scientific Corp., and chief engineer of KLYD-AM-TV Bakersfield, Calif., named assistant chief engineer of KTTV (TV) Los Angeles.



Mr. Schoonover

James H. Schoonover, vp and general manager of WROC-AM-FM Rochester, N. Y., joins Transcontinent Television Corp. as manager of WGR-AM-FM Buffalo, N. Y., effective April 1. Mr. Schoonover, who joined WROC in November 1961, is former general manager of KTUL-TV Tulsa, Okla.

Howard Williams, formerly with WBUD Trenton, N. J., appointed chief engineer of WSBC-AM-FM Chicago. **Jay Alvin**, formerly with WGRY Gary, Ind., joins WSBC as news director and air personality.

Gene King, program director of WCBS-AM-FM New York, appointed to advisory council of radio English-teaching branch of Voice of America.

George Brown appointed program director of WWOK Charlotte, N. C.

James Dunbar, assistant program director and on-air personality at WLS Chicago, named program director of KGO-AM-FM San Francisco. Both stations are owned by American Broadcasting-Paramount Theatres. **Don B. Curran**, KGO general manager, named San Francisco chairman of Broadcasters' Committee for Radio Free Europe.

Vince Ford, air personality-promotion manager of WKMI Kalamazoo, Mich., promoted to program director.

Ernest W. Felix appointed sales development manager of WTVJ (TV) Miami, Fla. Mr. Felix, former vp of ABC, has served for past two years as general manager of Caribbean Bottling Co. in Nassau, Bahamas. Both Caribbean and WTVJ are divisions of Wometco Enterprises. From 1957-58 Mr. Felix was general manager of WMTV (TV) Madison, Wis.



Mr. Felix

Phil Stout, former staff announcer at WNPV Lansdale, Pa., appointed program director of WTOA (FM) Trenton, N. J.

John Murphy, former assistant to director of media research at D'Arcy Adv., Chicago, joins Metro Broadcast Radio Sales and Metro Broadcast TV Sales, Chicago, as sales development manager. Mr. Murphy will be responsible for development of research and marketing information.

Gary Gumpert, former radio-tv director at Queens College, New York, joins staff of WHA-TV (educational ch. 21) Madison, Wis., as senior producer.

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Dominick V. Ortuso, KYW-TV Cleveland, joins WJW-TV, that city, as producer-director.

Don Hillman, news director of KLIP Fowler, Calif., joins KAIL-TV Fresno, Calif., in similar capacity.

Nicholas Archer, former executive news editor, Hearst Metrotone News, New York, joins ABC News as assignment desk manager in New York.



Mr. Inouye



Mr. McBride



Mr. Carlson

John R. (Dick) Carlson, production supervisor at WOW-TV Omaha, appointed program director, succeeding **Bill McBride**, recently named station manager. In **BROADCASTING**, March 4 issue which reported Mr. McBride's promotion, engravings of Mr. McBride and **David Inouye**, of Dancer-Fitzgerald-Sample, were inadvertently transposed by the printer. Mr. Carlson joined WOW-TV in 1955, became chief production assistant in 1956, a director later that year, and was promoted to production supervisor in 1958.

Jack Boyce, WZRO Jacksonville Beach, Fla.; **Ron Johnson**, WKTX Atlantic Beach, Fla., and **John Thomas**, WTOG-TV Savannah, Ga., join news staff of WJXT (TV) Jacksonville, Fla.

Larry Kane, news director of WFUN South Miami, Fla., joins WIL-AM-FM St. Louis as evening news editor.

Paul Giel, former All-American college football star and major league baseball pitcher, appointed to newly created position of sports director of WCCO-AM-FM Minneapolis-St. Paul, effective April 1. During past year after his baseball retirement, Mr. Giel was assistant business manager of Minneapolis Vikings.

Slater Barkentin, manager of continuity acceptance for WOR-AM-FM-TV New York, named director of community services. **Frank Kizis**, WOR-TV sales staff, succeeds Mr. Barkentin. **Charlotte Watson** named assistant to director of community services.

Richard Sinclair, former promotion director of KHI-TV Los Angeles, moves to similar position at KCOP (TV), that city.

Dan Hibbs, former news director of KSTT Davenport, Iowa, joins announc-

ing staff of WGIL Galesburg, Ill., replacing **Alan Kent**, who resigned to join WOC-AM-FM Davenport.

Bill Burns, program director of KTRH-AM-FM Houston, joins announcing staff of WCPO-AM-FM Cincinnati.

John Tucker, formerly with WSPR Springfield, Mass., and WINR Binghamton, N. Y., joins announcing staff of WNBC-AM-FM-TV Binghamton.

Don Cummins joins announcing staff of KVOO Tulsa, Okla.

Roy Elwell, disc jockey formerly with KRLA Pasadena, joins KHJ-AM-FM Los Angeles, in similar capacity.

Jon W. Goodman, program director of KIMA Yakima, Wash., joins KERG Eugene, Ore., as air personality.

Casey Shawhan, western pr director of NBC, and **Bee Canterbury**, fashion director of Bullock's Downtown department store, appointed co-chairmen of 1963 Journalism Achievement Awards Dinner which will be held in mid-October. Awards are sponsored by U. of Southern California and its journalism alumni association.

Charles Stroud, former director of client services at WGN-AM-TV Chicago, named promotion director of WLS, that city. Earlier, Mr. Stroud had been with WLW Cincinnati and WLWA (TV) Atlanta.



Mr. Camp

Marvin Camp, member of ABC News staff in New York, resigns to accept post of director of news, special events and public affairs for WESH-TV Daytona Beach, Fla. Prior to joining ABC, Mr.

Camp served as news consultant for Trinidad Publishing Co., director of press and public relations for WOR-AM-FM-TV New York, and spent five years at NBC where he supervised production for news programs on WRCA-AM-FM-TV (now WNBC-AM-FM-TV) New York.

Bill Campbell, sports director of WCAU-AM-FM Philadelphia for past 16 years, resigns to accept position as broadcaster for Philadelphia Phillies baseball team.

Dick Martel, disc jockey formerly with KXOA-AM-FM Sacramento, Calif., joins KOGO-AM-FM San Diego, Calif., in similar capacity.

Bob Christopher joins KBIO-AM-FM-TV Boise, Idaho, as air personality.

Bill Wade, formerly with KDEO joins KOGO-AM-FM San Diego, both California, in similar capacity.

Award winners

Bradford R. Bean and **Robert W. Beatty**, both radio scientists at National Bureau of Standards, have received Silver Medals of U. S. Dept. of Commerce for outstanding contributions in fields of radio wave refraction (Mr. Bean) and microwave circuit standards (Mr. Beatty). **Howard E. Bussey** received a Commerce Dept. Meritorious Service Award for work in electromagnetic parameter measurements associated with interactions of electromagnetic waves and matter at microwave frequencies.

Ross J. Plaisted, transmitter supervisor of KYW-AM-FM-TV Cleveland, retired Feb. 28.

Dick Janik, assistant account executive, promoted to account executive for local sales at KTTV (TV) Los Angeles.

Robert Lawrence, author and conductor, named to replace late **Jacques Fray** as host of WQXR-AM-FM New York's *Listening to Music* show.

Josh Brady, midwest radio personality, joins WCFL Chicago as host of *The Road Show*, Monday-Friday, and *The Josh Brady Show*, Saturdays.

Kathy Tarras, weather girl and hostess of several local shows for WSBA-TV York, Pa., joins WRCV-TV Philadelphia to host *Five O'Clock Show*.

Mike Norton, sports director of WGAN-AM-TV Portland, Me., assumes added duties with sales staff of WGAN radio. **Lloyd Knight** appointed director of public affairs for WGAN-AM-TV.

Donald J. Badger, former general sales manager of WZZM-TV Grand Rapids, Mich., joins WTEV-TV New Bedford-Providence-Fall River as promotion manager.

David Shafer, staff announcer with WCLV-FM Cleveland, promoted to public service director and production manager, replacing **James Holston**, who resigned.

Dana Crowell and **Del Doyle** named traffic manager and continuity director, respectively, of KIXZ Amarillo, Tex.

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Mike Davenport joins station's announcing staff.

Patricia Rogers, former public service director of Crowell-Collier Broadcasting Corp., joins Transwestern Hotels, Santa Rosa, Calif., as public relations and publicity supervisor.

Kenneth C. Badger, formerly of WCAX-TV Burlington, Vt., joins staffs of WMHT (TV) (educational ch. 17) Schenectady and WEEE Rensselaer, both New York.

Bob Dettrey, formerly with WRAW Reading, Pa., named promotion director of WLAN-AM-FM Lancaster, Pa., replacing **Bob Harrington**, who resigned to join WINQ Tampa, Fla.

PROGRAMMING



Mr. Leeds

Martin N. Leeds, executive vp and member of board of directors of Talent Assoc.-Paramount Ltd., has resigned, according to Paramount Pictures, after he was asked to transfer to New York, where all activities of Talent Assoc. will be concentrated. Mr. Leeds has been in charge of company's west coast operations with headquarters at studios of Paramount Pictures Corp., Hollywood. He has not announced his future plans. Mr. Leeds is former president of Home Entertainment Co., west coast pay tv firm; executive vp of Desilu Productions, and director of business affairs for CBS-TV in Hollywood.

William R. Barrett, regional executive for Maryland, Delaware and District of Columbia for United Press International, appointed regional executive for Kentucky and southern West Virginia. **John S. Langdon** will succeed Mr. Barrett as well as continue as UPI regional executive for eastern Pennsylvania.



Mr. Glancy

Kenneth Glancy, general manager of distributing branches of Columbia Records, New York, elected vp of Columbia Records Sales Corp., responsible for sales and merchandising programs through distributors and branches. **Jack Loetz**, CRSC sales director, appointed general manager of Columbia Record Distributors, responsible for management of Columbia's 13 company branches. **William Farr**, former staff assistant to Mr. Loetz, named director of merchandising for sales corporation. **Tony Rubino**, manager of sales statistics and budgeting, promoted to staff assistant.

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- call letters, frequency
- executive personnel
- speciality programs
- representatives
- group ownership

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YEARBOOK

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BCBA officers for 1963

Roy Chapman, CHBC Kelowna, B. C., elected president of British Columbia Broadcasters Assn., succeeding **Ken Hutcheson**, CJAV Port Alberni, B. C. **William Speers**, CKWX Vancouver, B. C., was elected vice president. **Ray Peters**, CHAN-TV Vancouver, named director for tv, and **Murdo MacIachlan**, CHWK Chilliwack, B. C., director for radio.

Seymour Poe elected executive vp and member of board of directors of 20th Century-Fox Film Corp., becoming movie production and distributing company's No. 2 executive next to Darryl F. Zanuck, president and chief executive officer. Mr. Poe joined Fox Film as vp in charge of world-wide distribution last August, shortly after Mr. Zanuck became president. Company hasn't had executive vp since W. C. Michel retired from post last year. **Donald A. Henderson**, financial vp, also was elected a director, and **Joseph M. Sugar** was named vp in charge of domestic sales.

Gwen Smart, mid-west editor of *Sponsor Magazine* and before that with Earle Ludgin & Co., Chicago, appointed director of advertising and public relations for Fred A. Niles Communications Centers. She will be located in Chicago and coordinate advertising and public relations for Niles studios there and also those in Hollywood and New York.



Miss Smart

John A. Limpert, United Press International regional executive for Illinois, appointed regional executive for Michigan, with headquarters in Detroit. He replaces **James J. Klockenkemper**, who died last month of injuries received in automobile accident. **Peter F. Dunne**, former weekly newspaper publisher from Cheyenne, Wyo., succeeds Mr. Limpert, with headquarters in Springfield.

Harry Robert, former sports editor Hearst-Metrotone News, joins Allegro Film Productions, New York, as executive producer and writer-director.

Jack Hastings, most recently with West Coast operation of Robert Klaeger Assoc., New York, joins Don Fedderson Commercial Productions, Hollywood, as producer.

Fred MacMurry has been signed for his fourth season in father role in *My*

Three Sons, produced by Don Fedderson Productions for broadcast on ABC-TV network. **William Frawley** will also continue as "Bub," and **Tim Considine**, **Don Grady** and **Stanley Livingston** as three sons.

Harry Ackerman, Screen Gems vp and executive producer, named chairman of tv film division of Motion Picture Relief Fund's 1963 campaign. Mr. Ackerman will organize and direct fund's volunteer campaign force in tv field for drive which kicks off May 20.

E. S. (Bud) Prager, former general manager of SESAC, signs production agreement with Warner Bros. Records, Burbank, Calif., to produce and record series of religious and gospel albums.

James Lavenstein, administrative manager of CBS-TV program department, named to site committee for archives of Academy of Television Arts & Sciences.

INTERNATIONAL

Thomas E. Darling, general manager of CHML Hamilton, Ont., elected vp and general manager of station.

Blaine Littell, African bureau chief for CBS News, appointed head of Paris bureau. Succeeding Mr. Littell in Africa is **Frank Kearns**, who has been assigned to Paris bureau for past year. Mr. Littell succeeds **Bob Kleiman**, who resigned last month to join editorial board of *New York Times*.

Gaston Belanger, Toronto office manager of Paul L'Anglais Inc., French-language radio-tv station representative, elected treasurer of Station Representatives Assn. of Canada, Toronto. He succeeds **Alex Bedard**, who has closed his representation business to become manager of radio division of Paul L'Anglais.

R. W. Hartwood named director of broadcast services, and **Raymond Tailfefer** becomes broadcast department manager, with general supervision of all department's operations, for Cockfield, Brown & Co. Ltd., Montreal.

Norman B. Buchanan resigns from board of directors of Canadian Broadcasting Corp. to be Progressive Conservative candidate for Charlotte, N. B., in April 8 Canadian federal election.

Harold C. Singleton, West Coast consulting radio engineer who recently designed 50 kw transmitting facilities for KWJJ Portland, Ore., joins staff of Radio Liberty at its new shortwave station in Spain as transmitting equipment engineer.

Ralph Snelgrove, owner of CKBB and CKVR-TV Barrie, Ont., is Liberal party candidate for Simcoe-North constituency in April 8 Canadian federal election.

EQUIPMENT & ENGINEERING

Nicholas Frantzis, former senior research project manager at Minneapolis-Honeywell, elected executive vp and director of engineering for Semtran Instruments Inc., Maple Shade, N. J., electronics manufacturing firm.

John W. Gilpin, secretary of Eitel-McCullough, San Carlos, Calif., electronics manufacturer, elected vp-administration. Mr. Gilpin joined Eitel-McCullough in August 1958 after seven years with management firm of Booz, Allen & Hamilton in San Francisco.



Dr. Gleichauf

Dr. Paul Gleichauf consulting engineer with General Electric Co.'s electronics lab in Syracuse, N. Y., appointed manager of monochrome cathode ray tube research and development department at Rauland Corp., Chicago, subsidiary of Zenith Corp. Earlier, Dr. Gleichauf was research engineer with Westinghouse. He received his Ph.D. degree in physics from Masaryk U. in Czechoslovakia.

Milton Kestenberg, president of Kenton Assoc., New York real estate firm, and **Daniel N. Crowley**, owner of Cadillac Motor agency, Peabody, Mass., elected directors of Bell Television, New York, closed circuit tv organization.

Karl E. Clough appointed director of engineering for Radcom-Westrex

Shapp receives award

Milton J. Shapp, board chairman of The Jerrold Corp., parent company of Jerrold Electronics Corp., Philadelphia, received 1963 Philadelphia Fellowship Commission Award last week in ceremonies there. Mr. Shapp was honored for Jerrold's interracial employment policies, for his work in helping to establish and for promoting country's Peace Corps, and for his sponsorship of Philadelphia neighborhood renewal program. He is consultant to Sargent Shriver, director of Peace Corps, and was recently named by Philadelphia Mayor James H. J. Tate to head local Manpower Utilization Commission. Fellowship has been given annually since 1947.



Mr. Shapp

Wanted

A disc jockey who has worked at Michigan stations and has claimed to have had experience in Los Angeles radio has been listed as wanted by the FBI.



The fugitive's last known employment was at WIBM Jackson, Mich., where he worked under the name **William London**. WIBM discharged him in March 1962. Before joining WIBM he was with WALM Albion, Mich., from December 1960 to April 1961.

Authorities in Jackson, Mich., have charged London with obtaining loans by fraud. A federal warrant, issued in U. S. District Court in Detroit last May 24, charges him with fleeing the state of Michigan to avoid prosecution for a felony.

London, according to the FBI, has used various names, including **William Holiday**, **William Holliday** and **William Howard**. He is described as about 30 years old, with dark hair and eyes and swarthy complexion, height 5 feet 8 inches, weight 180 pounds.

Div. (develops and manufactures radio communication equipment and facsimile transmitters and recorders) of Litton Industries, New York. Mr. Clough formerly was manager of facsimile sales for company. **Nelson M. Ripley** joins Radcom-Westrex as director of manufacturing.

Richard P. Gifford, manager of engineering for General Electric's communication products department, Lynchburg, Va., promoted to general manager, replacing **Harrison Van Aken**, who recently was



Mr. Gifford

named head of GE's computer business in Phoenix, Ariz. Mr. Gifford will have full responsibility for all product lines of department which include mobile two-way radio, microwave and telecommunications, power line carrier and military communications. Joining GE after World War II, he was member of team of engineers which established first microwave relay from New York City to Schenectady for tv transmission purposes. Mr. Gifford also served as member of Ad Hoc Committee on FCC Docket 11997, covering spectrum

utilization from 25 mc to 890 mc, and in 1959 was named chairman of TR panel of EIA's engineering section, covering engineering standards in broadcast, microwave, land mobile radio.

William C. Crowe appointed manager of General Electric rectifier components department in Auburn, N. Y.

James W. Ritter, northeastern district sales manager for electronic tube division of Sylvania Electric Products, New York, appointed assistant marketing manager-renewal, for division.

Richard H. Edwards appointed operations manager and marketing director of Continental Electronics Products Co., new communications systems organization of Ling-Temco-Vought, Dallas, Tex. Formerly sales representative for company's mid-continent region, Mr. Edwards joined LTV last June.



Mr. Edwards

Paul C. Bronesky, manager of mobile and microwave service sales of RCA, New York, appointed manager of mid-Atlantic region sales for RCA's two-way mobile radio systems, with headquarters in Cherry Hill, N. J.

ALLIED FIELDS

William W. Eaton, former executive vp and a founder of C-E-I-R Inc., international problem-solving and computer services organization and parent company of American Research Bureau, resigns from C-E-I-R board of directors to accept appointment as deputy assistant secretary of newly created Science & Technology Section of Commerce Department. Mr. Eaton is succeeded by **Robert Holland**, company's vp for finance and administration.

Irving Roshwalb, vp, Audits & Surveys Co., New York, named corporate technical director. Mr. Roshwalb will be responsible for problems of research design and procedures.

DEATHS

Willard A. Pleuthner, 61, former vp of BBDO, New York, died March 13 in Gainesville, Fla. Mr. Pleuthner retired from BBDO in 1960 after 32 years with agency. After leaving agency, Mr. Pleuthner served with Management & Marketing Institute and Magazine Publishers Assn.

Maurice Kalen, 47, director of financial operations and analysis for RCA, New York, died March 9 during vacation trip in Nassau, B. W. I. Mr. Kalen joined RCA as senior accountant in Camden, N. J., plant in 1941.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 7 through March 13 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

St. Louis, Mo.—Central Bcstg. Corp. Uhf ch. 30 (566-572 mc); ERP 466 kw vis., 233 kw aur. Ant. height above average terrain 370.5 ft., above ground 449 ft. P. O. address c/o H. C. Young Jr., WENO, Nesbitt Lane, Madison, Tenn. Estimated construction cost \$360,000; first year operating cost \$300,000; revenue \$300,000. Studio and trans. locations both St. Louis. Geographic coordinates 38° 39' 28" N. Lat., 90° 11' 13" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27F. Legal counsel McKenna & Wilkinson, consulting engineer Silliman, Moffet & Kowalski, both Washington, D. C. Principals: H. C. Young Jr. (50%) and Martha White Mills (50%), large corporation with no majority stockholder. Principals own WENO Madison, Tenn., and WGUS Augusta, N. C. Ann. March 8.

Albion, Neb.—Bi-States Co. Vhf ch. 8 (180-186 mc); ERP 20 kw vis., 10.7 kw aur. Ant. height above average terrain 1142 ft., above ground 1134 ft. P. O. address 414 East Ave., Holdrege, Neb. Estimated construction cost \$293,188; first year operating cost \$66,835; revenue \$140,000. Studio location south of Kearney, trans. location Albion. Geographic coordinates 41° 40' 54" N. Lat., 97° 52' 38" W. Long. Type trans. GE TT-23-A, type ant. GE TY-52-B1. Legal counsel John P. Southmayd, consulting engineer Commercial Radio Equipment Co., both Washington, D. C. Principals: F. Wayne Brewster (61.1%), C. E. Freas Jr. (13.9%), Willard F. Anderson (10%), Donald E. Brewster (11.1%), William S. Bivens (2.8%) and Willard F. Anderson (1.1%). Applicant owns KRNY-AM-FM & KHOL-TV Kearney, Neb., and KHPL-TV Hayes Center, Neb.; proposed to operate new station as semi-satellite of KHOL-TV. Ann. March 13.

Houston, Tex.—TVUE Assoc. Inc. Uhf ch. 23 (524-530 mc); ERP 229 kw vis., 124 kw aur. Ant. height above average terrain 564 ft., above ground 592 ft. P. O. address c/o Charles F. Macy, Box 1427, Houston 1. Estimated construction cost \$310,000; first year operating cost \$175,000; revenue \$240,000. Studio and trans. locations both Houston. Geographic coordinates 29° 45' 28" N. Lat., 95° 29' 02" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Welch Mott & Morgan, consulting engineer George C. Davis, both Washington, D. C. Principals: Roy O. Beach Jr., Charles F. Macy, John K. Bremyer, Elmer C. Gardner, R. A. DeVore, Elmer C. Moore, Tom Salter, Frank Kessler, Clare Miller and Audrey J. Beck (each 10%). Mr. Gardner is part owner of KRYS Corpus Christi, Tex.; Mr. Salter & C. Miller are part owners of KOMC McCook, Neb., and KARD Wichita, KCKT Great Bend & KGLD Garden City, all Kansas; all principals are Kansas or Texas businessmen. Ann. March 12.

Existing tv stations

CALL LETTERS ASSIGNED

KBAY-TV San Francisco, Calif.—Bay Tv. Changed from KEZE-TV.
KFJT-TV Durango, Colo.—Jeter Telecasting.
KJFL-TV Durango, Colo.—Jeter Telecasting. Changed from KFJT-TV.
WHYY-TV Wilmington, Del.—WHYY Inc.
KVSF-TV Santa Fe, N. M.—New Mexico Bcstg. Inc.
*WUHF-TV Philadelphia, Pa.—WHYY Inc. Changed from *WHYY-TV.
WAEO-TV Hurley, Wis.—Alvin E. O'Kon-ski.

New am stations

ACTIONS BY FCC

Sheffield, Ala.—J. B. Falt Jr. Granted cp for new am on 1290 kc, 1 kw-D. P. O. address Box 17, Huntsville, Ala. Estimated construction cost \$14,171, first year operating cost \$36,000, revenue \$42,000. J. B. Falt Jr. is sole owner. Mr. Falt is president, general manager and 60% owner of WFUN Huntsville, Ala., and licensee for WAJF Decatur, Ala. Initial decision of Jan. 15 looked toward grant. Action March 8.
Alisal, Calif.—KRKC Inc. Granted cp for new am on 1570 kc, 250 w-D. P. O. address Box 1167, King City, Calif. Estimated construction cost \$19,872, first year operating cost \$36,000, revenue \$42,000. Sole owner Robert T. McVay owns KRKC King City, Calif. and 50% of KGEN Tulare, Calif. Action March 13.
Santa Clara, Calif.—George B. Bairey. Granted cp for new am on 1430 kc, 1 kw, DA-1. P. O. address 941 Chehalis Drive, Sunnyvale, Calif. Estimated construction cost \$27,237; first year operating cost \$72,000; revenue \$100,000. Mr. Bairey, sole owner, is research scientist. Action March 8.

Cape Girardeau, Mo.—Missouri-Illinois Bcstg. Co. Granted cp for new am on 1220 kc, 250 w-D. P. O. address c/o Lionel D. Speidel, Box 380, Dexter, Mo. Estimated construction cost \$11,411; first year operating cost \$38,000; revenue \$46,000. Principals: Jerome B. Zimmer and Lionel D. Speidel (each 50%). Principals also own KDEX Dexter, Mo. Action March 13.

Burgaw, N. C.—Pender Bcstg. Co. Granted cp for new am on 1470 kc, 1 kw. P. O. address Rt. 2, Wallace, N. C. Estimated construction cost \$11,166, first year operating cost \$24,000, revenue \$36,000. Principals are Raymond W. Fields (1/2), Oathel B. Hall (1/2), and Wm. M. Baker (1/2). Mr. Baker has interest in local oil tanker business and in realty company. Initial decision of Jan. 14 looked toward grant. Action March 8.

Existing am stations

ACTION BY FCC

KAMD Camden, Ariz.—Granted increased daytime power on 910 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, and change from DA-N to DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and without prejudice to any action commission may deem necessary as result of its final determinations with respect to (1) pending application for renewal of license of KAMD, and (2) hearing on am application of Magnolia Bcstg. Co. (KVMA), Magnolia. Action March 6.

KRIZ Phoenix, Ariz.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 6.

KCVR Lodi, Calif.—Granted increased power on 1570 kc, D, from 1 kw to 5 kw, with DA; conditions and without prejudice to action commission may deem necessary as result of final consideration of pending applications for renewal of licenses of KCVR-AM-FM. Action March 13.

KWIP Merced, Calif.—Granted increased power on 1580 kc, D, from 500 w to 1 kw; remote control permitted; conditions. Action March 13.

WKPA New Kensington-Tarentum, Pa.—Granted mod. of license to change station location designation to New Kensington and vacate its alternate main studio at Tarentum. Action March 13.

KGFX Pierre, S. D.—Granted change from sp to daytime operation, continued operation on 630 kc, 200 w. Action March 6.

WHBL Sheboygan, Wis.—Waived Sec. 3.28(d)(3) of rules and granted change on 1330 kc, from 250 w-N, 1 kw-LS, to 1 kw-N, 5 kw-LS, DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 13.

CALL LETTERS ASSIGNED

KECH Ketchikan, Alaska—South Eastern Alaska Bcstrs. Inc.
KHIL Wilcox, Ariz.—Cochise Bcstg. Co. Changed from KWCX.
WVON Cicero, Ill.—L & P Bcstg. Corp. Changed from WHFC.
WVOC Battle Creek, Mich.—Don F. Price.
WLEF Greenwood, Miss.—William E. Hardy.
KMIA Milan, N. M.—C. M. Rouse.
KRDD Roswell, N. M.—F. F. Moore Jr.
WPTL Canton, N. C.—Vernon E. Pressley.
KBOM Bismarck-Mandan, N. D.—Capital Bcstg. Inc.
WQTW Latrobe, Pa.—Westmoreland Bcstg. Corp. Changed from WAKU.
WWSF Loretto, Pa.—St. Francis College of Loretto.
WRAI Rio Piedras, P. R.—Abacoa Radio Corp. Changed from WWWW.
WVTR White River Junction, Vt.—Green Mountain Radio Inc. Changed from WWRJ.

APPLICATIONS

KVWM Show Low, Ariz.—Cp to change frequency from 1050 kc to 970 kc; increase power from 250 w to 1 kw and install new trans. Ann. March 11.

WROA Guilford, Miss.—Cp to change fre-



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quency from 1390 kc to 1400 kc; change hours of operation from daytime to unl. using power of 250 w-1 kw. Ann. March 8.

New fm station

APPLICATION

Bozeman, Mont.—Gallatin Empire Bcstrs. 93.7 mc, ch. 229, 18.5 kw. Ant. height above average terrain minus 237 ft. P. O. address Box 238, Belgrade, Mont. Estimated construction cost \$46,210; first year operating cost \$30,000; revenue \$30,000. Ben Hespen, sole owner, owns radio and tv sales and service shop. Ann. March 11.

Existing fm stations

CALL LETTERS ASSIGNED

***WPKN (FM)** Bridgeport, Conn.—U. of Bridgeport.

WHFC (FM) Chicago, Ill.—L. & P Bcstg. Corp. Changed from WEHS (FM).

WCUF (FM) Akron, Ohio—WCUE Radio Inc. Changed from WCUE-FM.

***WUHY-FM** Philadelphia, Pa.—WHYY Inc. Changed from *WHYY-FM.

KLUR (FM) Wichita Falls, Tex.—Nortex Bcstg. Co. Changed from KFMG (FM).

Ownership changes

ACTIONS BY FCC

KTUX Pueblo, Colo.—Granted assignment of license from H. Myers Bumgardner (100%), trustee in bankruptcy, to Donald W. Reynolds Jr. (100%). Consideration \$30,000. Mr. Reynolds is time salesman for KOAT-TV Albuquerque, N. M. Action March 6.

WDEE-AM-FM Hamden, Conn.—Granted transfer of control of licensee corporation, Southern New England Bcstg. Corp., from Vincent DeLaurentis (386 shares), Aldo DeDominicis (373 shares) and Phyllis DeLaurentis (2 shares) to Richard S. Greene and Stuart M. Cadan (each 50%), d/b as C-G Assoc. Inc. Consideration \$200,000. Mr. Greene is employed by garment-making firm; Mr. Cadan is insurance consultant. Action March 6.

WHNB-TV New Britain, Conn.—Granted transfer of negative control of Transcontinental Properties Inc., 50% stockholder in Plains Tv Corp., parent company of Connecticut Tv Inc., licensee of WHNB-TV, from Alfred G. Burger, deceased, to Herbert Scheffel, Cecile E. Burger and Abraham L. Bienstock, executors of A. G. Burger's estate. No financial consideration involved. Also see WCHV (TV) Champaign, Ill., grant below. Action March 11.

WMAZ-AM-FM-TV Macon, Ga.—Granted transfer of control of licensee corporation, Southeastern Bcstg. Co., from George P. Rankin Jr. (71.4%), Wilton E. Cobb (22.6%) and Mr. & Mrs. Wallace Miller (6%) to Greenville News-Piedmont (49.8%), R. A. Joliev and family (14.6%), and others, tr/as WMRC Inc. Consideration \$2,094,750. Applicant owns WFBC-AM-TV Greenville, S. C., WBIR-AM-TV Knoxville, Tenn., WUNC Asheville, N. C., and Asheville Citizen-Times. Also see grant below. Action March 13.

WMAZ-AM-FM-TV Macon, Ga.—Granted assignment of license from Southeastern Bcstg. Co. to WMRC Inc. No financial consideration involved. Also see grant above. Action March 13.

WCHU (TV) Champaign, WICD (TV) Danville & WICS Springfield, all Illinois—Granted transfer of negative control of Transcontinental Properties Inc., 50% stockholder in Plains Tv Corp., licensee corporation of three stations, from Alfred G. Burger to Herbert Scheffel, Cecile E. Burger and Abraham L. Bienstock, executors of A. G. Burger's estate. No financial consideration involved. Also see WHNB-TV New Britain, Conn., application above. Action March 11.

KADY, KADI (FM) St. Charles, Mo.—Granted assignment of license from William R. Cady Jr. (80%), Omar & May Schnatmeier (10%) and Jack A. Chenoweth (10%), d/b as KADY Inc., to Rodney Erickson (100%), tr/as company of same name. Consideration \$175,000. Mr. Erickson owns film distribution firm. Action March 13.

WCSM Celina, Ohio—Granted assignment of cp from Marshall Rosene (100%) to Mr.

Rosene (50%), C. Oscar Baker (25%) and Richard E. Hunt (25%), tr/as WCSM Radio Inc. No financial consideration involved, as Mr. Rosene desires benefits of broadcast experience of Messrs. Baker and Hunt, who also own WPTW-AM-FM Piqua, Ohio. In addition, Mr. Hunt is sole owner of WCBY Cheboygan; majority owner of WCRM Claire; and 1/3 owner of WMA6 Munsing, all Michigan. Action March 6.

KLTR Blackwell, Okla.—Granted assignment of cp and license from Robert F. Pool (100%), d/b as Star Bcstg. Co., to Wallace B. Waters (51%) and William Brockman, Virgil J. Kuntz, Jack H. Saidel & Burton R. Saidel (each 12.25%), tr/as KLTR Inc. Consideration \$84,650. Mr. Waters is employed by WONE Dayton, Ohio; Messrs. Brockman & Kuntz are Dayton businessmen; Drs. Saidel are dentists. Action March 13.

KSTB Breckenridge, Tex.—Granted assignment of license from Hugh M. McBeath (100%) to Frank Junell and Dossie M. Wiggins (each 40%) and Jefferson D. Sanderfer III (20%), d/b as Breckenridge Radio Inc. Consideration \$60,000. Mr. Junell is 25% owner of KNIT Abilene and KBYG Big Spring, both Texas. Action March 6.

KWFA Merkel, Tex.—Granted transfer of control of permittee corporation, Taylor County Bcstg. Co., from David W. Ratliff (100%) to Keith Hodo (100%). Consideration \$1,921. Action March 13.

KUKO Post, Tex.—Granted assignment of license from Galen O. Gilbert (66 2/3%) and Phil Crenshaw (33 1/3%), d/b as Radio Station KUKO Inc., to Leo Holmes (49.40%), J. Dave Sanford (49.35%) and William J. McGowan (1.25%), tr/as Garza Bcstg. Co. Consideration \$55,000. Mr. Holmes is banker and insurance agent; Mr. Sanford works for Y.M.C.A.; Mr. McGowan is attorney. Action March 6.

KSYD-TV Wichita Falls, Tex.—Granted transfer of control of licensee corporation, KSYD Tv Inc. (410.55 shares issued), from Nat Levine & Lee Optical and Associated Companies Retirement Pension Plan Trust (each 111.85 shares), Irving & Murray Gold (each 55.925 shares), Sidney A. Grayson (61.25 shares), Bernard Behrman (5 shares), Art Harris & Dan Goldfeder (each 3.125 shares) and Alix Levine (2.5 shares) to Paul Harron (41.44%, plus 18.47% in trusteeship) and more than 25 others, tr/as Mid-Texas Bcstg. Corp. Consideration \$2,350,000. Applicant owns WKTU (TV) Utica, N. Y. Also see grant below. Assigner retains control of KSYD radio. Action March 13.

KSYD-TV Wichita Falls, Tex.—Granted assignment of cp and license from KSYD Tv Inc. to Mid-Texas Bcstg. Corp. No financial consideration involved. Grant follows above action. Action March 13.

KMO Tacoma, Wash.—Granted assignment of license from Dana J. Hunter (37.5%), J. Archie & Clara H. Morton (each 25%) and Charles H. Hunter (12.5%), d/b as Tacoma Radio Corp., to Broadcast House Inc., wholly owned by Leonard V. Dayton (46.2%), Edward A. Wheeler (32%), Jane A. Dayton (17.4%) and Leslie H. Vogel & Marvin Metge (each 2.2%), tr/as North Shore Bcstg. Inc. Consideration \$254,500. Applicant owns WEAW-AM-FM Evanston, Ill. Action March 6.

APPLICATIONS

KBBA Benton, Ark.—Seeks assignment of license from C. Lavelle Langley (100%), d/b as Benton Bcstg. Service, to J. Winston Riddle, Melvin F. Spann and David C. McDonald (each 33 1/3%), tr/as Benton Bcstg. Co. Consideration \$18,400. Mr. Spann is part owner of KWAK Stuttgart, Ark.; Mr. Riddle is gen. mgr. of KWAK; Mr. McDonald is local businessman. Ann. March 11.

KIIX Los Angeles, Calif.—Seeks transfer of control of permittee corporation, Central Bcstg. Corp. of California, from Martha White Mills Inc. and H. C. Young Jr. (each 50%) to same parties, tr/as Central Bcstg. Corp. No financial consideration involved. Ann. March 13.

WSAF Sarasota, Fla.—Seeks assignment of license from Betty LeBrun (40.5%), J. Lee Friedman (34.5%), Robert Hogg (10%) and Andrew Carlos, Alfred A. Davis & James Collier (each 5%), d/b as Radio Sarasota Inc., to William A. & Louise K. Dodd (each 30%), Harry H. Foster (25%) and Florence L. Foster (15%), tr/as Pan Florida Inc. Consideration \$98,000. Mr. Dodd is physician; Mr. Foster is account executive with Crosley Bcstg. Corp.; two women are housewives. Ann. March 12.

WNEG Toocoo, Ga.—Seeks acquisition of negative control of licensee corporation, Stephens County Bcstg. Co., from William

B. Schaefer and Robert E. Shiflet (each 25%) by Charles H. Gaines and Roy E. Gaines (each 50% after transfer, 25% before). Consideration \$30,000. Ann. March 11.

WAAF Chicago, Ill.—Seeks relinquishment of positive control of licensee corporation, Corn Belt Publishers Inc., by First National Bank of Chicago and Adah W. Neff (84.14%), co-executors of estate of Ward A. Neff, deceased, to First National (42.07) as trustee; other ownership remains stable. No financial consideration involved. Ann. March 7.

WCCM & WGHJ (FM), both Lawrence, Mass.—Seeks assignment of licenses from Eileen M. & George H. Jaspert III, executors of estate of George H. Jaspert (100%), tr/as Lawrence Bcstg. Co., to Curtis E. Gowdy (100%), d/b as Curt Gowdy Bcstg. Corp. Consideration \$265,000. Mr. Gowdy, national sportscaster and owner of tv production firm, is minority stockholder in KFBC-AM-TV Cheyenne & KVR5 Rock Springs, both Wyoming, and KSTF (TV) Scotts Bluff, Neb. Ann. March 7.

KROC-AM-TV Rochester, Minn.—Seeks transfer of control of licensee corporation, Southern Minnesota Bcstg. Co., from Agnes P. (38%), Gordon P. (19.5%), G. David (17.8%), Philip H. (15.2%) and Allen A. Gentling (9.5%) to G. D. (56.3%) and G. P. (43.7%) Gentling. Total consideration \$438,000. Ann. March 11.

WTKO Ithaca, N. Y.—Seeks assignment of license from Radio Ithaca Inc. to parent corporation, Ivy Bcstg. Inc. No financial consideration involved. Ann. March 12.

WLFH Little Falls, N. Y.—Seeks assignment of license and cp from Carmen H. Gaines, executrix of estate of Walter T. Gaines (100%), to C. H. Gaines (100%) individually. No financial consideration involved. Ann. March 13.

KGKB Tyler, Tex.—Seeks transfer of control of licensee corporation, KGKB Inc., from Wallace Barbee (65%) and Sam Matthews (35%) to Lucille R., Robert P., Gerald and Geoffrey Buford (each 25%), d/b as Buford Investment Co. Consideration \$7,000 and option for Mr. Matthews to purchase 20% interest. Bufords own KLTU (TV) Tyler and KTRE-AM-TV Lufkin, Tex. Ann. March 11.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Denison Bcstg. Co. to change facilities of KDSN Denison, Iowa, from 1580 kc, 500 w, DA, D, to 1530 kc, 500 w-D, and for new daytime am stations of Norton Bcstg. Inc. on 1530 kc, 1 kw, in Norton, Kan., and Lancaster County Bcstg. Co. on 1530 kc, 5 kw, DA, in Lincoln, Neb.; each conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action March 12.

■ Hearing Examiner Millard F. French issued initial decision looking toward denying application of Dolph-Petty Bcstg. Co. to increase nighttime power of KUDE Oceanside, Calif., on 1320 kc, from 500 w to 5 kw, change from DA-1 to DA-2, continued daytime operation with 50-w. Action March 12.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Thomas County Bcstg. Inc. to increase power of WKTG Thomasville, Ga., on 730 kc, D, from 1 kw to 5 kw; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 12.

DESIGNATED FOR HEARING

Big Bear Bcstg. Co., Big Bear Lake, Calif.—Designated for hearing application for new daytime am on 1050 kc, 250 w, DA; made KNX Los Angeles and Federal Aviation Agency parties to proceeding. On own motion, waived Sec. 1.351 of rules regarding applications for frequencies adjacent to Class I-A channels. Action March 13.

KFIV Modesto, Calif.—Designated for hearing application to increase daytime power on 1380 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-N to DA-2; made KSRO Santa Rosa and KEEN San Jose parties to proceeding. Action March 13.

Van Wert Bcstg. Co., Plymouth, Ind., WDC, Mid-States Bcstg. Co., Decatur, Ill.—Designated for consolidated hearing applica-

tions of Van Wert for new daytime am on 1050 kc, 250 w, DA, and WDX to increase power on 1050 kc, D, from 1 kw to 5 kw with DA; made WLIP Kenosha, Wis., and WZIP Cincinnati, Ohio, parties to proceeding. Action March 13.

Ponce Bcstg. Corp., Cayey, P. R.; WMIA, Abacoa Radio Corp., Arecibo, P. R.—Designated for consolidated hearing am application of Ponce for new station on 1080 kc, 250 w, unl., and WMIA to increase daytime power on 1070 kc from 500 w to 5 kw, continued nighttime operation with 500 w; issues include Sec. 3.35 multiple ownership and concentration of control with respect to WMIA. Action March 6.

OTHER ACTIONS

By memorandum opinion & order, commission (1) denied petition by Beacon Bcstg. System Inc. to amend its application for new am in Grafton-Cedarburg, Wis., by deleting all references to Paul T. Foran, and (2) dismissed petition insofar as it sought leave to amend engineering showing. (Jan. 11 supplemental initial decision in Docs. 13088-13088 looked toward denying Beacon application and granting similar application of Suburban Bcstg. Inc. for new station in Jackson, Wis.) Action March 6.

Commission scheduled following proceeding for oral argument on April 11: am applications of Burlington Bcstg. Co., Burlington, N. J., and Burlington County Bcstg. Co. and Mt. Holly-Burlington Bcstg. Co., both Mount Holly, New Jersey; WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla.; am applications of S & W Enterprises Inc., Woodbridge, Va., Interurban Bcstg. Corp., Laurel, Md., and Scott Bcstg. Corp. (WJWL), Georgetown, Del.; am applications of Spedel Bcstg. Corp. of Ohio, Kettering, Ohio, and Greene County Radio, Xenia, Ohio; and am applications of Walter L. Follmer, Hamilton, Ohio, and Interstate Bcstg. Inc. (WQXR), New York, N. Y. Action March 6.

By memorandum opinion & order, commission (1) granted WAJM Inc. temporary authority to operate WAJM (FM) Montgomery, Ala., from March 7 to June 7 in accordance with terms of former license of Advertiser Inc. (relinquished March 6), conditioned that former license shall have been mailed to commission before operation commences pursuant to temporary authority, and (2) waived Sec. 1.356 of fm "freeze" rules and accepted for filing WAJM Inc. application for cp for new fm on 103.3 mc for consideration at early date; also waived rules to permit acceptance of competing applications provided they are substantially complete and tendered for filing by April 15. Due to illness of controlling stockholder, Advertiser on Jan. 31 contracted to sell all stock to Southern Newspapers Inc. with provision that license for WAJM be returned to commission for cancellation prior to closing. WAJM Inc., company formed by three employees of Advertiser for express purpose of trying to save station and service it has been providing, entered into agreement with latter company to purchase transmitting equipment and other assets of station, and to lease facilities for duration of temporary authorization. Action March 6.

By memorandum opinion & order, commission denied petitions by WHDH Inc. to (1) reconsider and set aside Dec. 19, 1962, order which established definite date within which competing applications for new tv stations on ch. 5 in Boston, Mass., may be filed with assurance of comparative consideration with application for renewal of license of WHDH-TV on that channel, and (2) disregard as mutually exclusive with WHDH-TV's renewal application any application for that channel filed subsequent to Jan. 24. Comr. Craven not participating. Action March 6.

By memorandum opinion & order, on petition by Radio KLOK Inc., waived Sec. 1.351 of rules to extent of returning to processing line to be considered in proper turn its application to increase nighttime power of KLOK San Jose, Calif., on 1170 kc, DA-2, from 1 kw to 5 kw, continued daytime power with 10 kw; denied petitioner's request for immediate consideration and grant of application. Action March 6.

By telegram, commission granted petition by Albert S. Tedesco, tr/as Broward County Bcstg., for reconsideration of Feb.

13 action (which withheld program test authority) to extent of granting authority to conduct program tests over WIXX Oakland Park, Fla., on conditional basis. Grant (1) is without prejudice to whatever action commission may take as result of final decision on its license application in Doc. 14963, (2) is subject to substantial compliance with Broward 1960 programming proposals, and (3) is not to be construed as indicating eventual commission approval or disapproval of its license application or its petition for reconsideration of Feb. 13 order designating license application for hearing. Action March 6.

By order, commission designated for oral argument application by WDUL Tv Corp. for additional time to complete construction of WHYZ-TV (ch. 10) Duluth, Minn. Issues are to determine whether, in light of findings of fact and conclusions made in commission's decision in Doc. 13414 which denied mod. of cp for WHYZ-TV, WDUL Tv possesses requisite character qualifications to be licensee. Comr. Ford not participating. Action March 6.

By memorandum opinion & order in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, Ill., commission (1) denied in its entirety licensee's request for mod. of procedure to afford it opportunity to submit comments, either orally or in writing, upon agenda item which commission counsel will present prior to issuance of formal report by commission, and (2) on own motion, enlarged proceeding to inquire into whether various contests and/or other forms of promotional ventures broadcast by licensee caused, and might reasonably have been expected to cause, (a) damage or threat of damage to public or private property; (b) harassment, annoyance, or interference with right of privacy of certain telephone subscribers; (c) disturbance in one or more of Chicago public high schools; or (d) otherwise exhibited lack of reasonable care or prudence on part of licensee in permitting broadcast of such contests and/or other promotional ventures. Action March 6.

Show Low Tv Inc., Show Low, Ariz.—Granted cp for new vhf tv translator station on ch. 7 to rebroadcast programs of KVOA-TV (ch. 4) Tucson. Action March 6.

People's Tv Inc., Leadville, Colo.—Granted cp for new vhf tv translator station on ch. 8 to rebroadcast programs of KRMA-TV (ch. 6) Denver. Action March 6.

Mass. Executive Committee for Educational Tv, Amherst & Springfield, both Mass.—Waived mileage separation requirements of Sec. 4.702 of rules and granted cps for two uhf tv translator stations on chs. 82 (Amherst) and 73 (Springfield) to rebroadcast programs of *WGBH-TV (ch. *2) Boston; condition. Action March 6.

Wedderburn Tv Assoc., Wedderburn, Ore.—Granted application to continue operation of temporarily authorized vhf tv repeater facility on ch. 12 to rebroadcast programs of KIEM-TV (ch. 3) Ureka, Calif.; conditioned to filing license application within 30 days. By letter, advised applicant to consider raising additional funds with which to purchase type approved equipment to replace repeater facility by expiration of three-year license term, and stressed that commission does not contemplate authorization for indefinite period of facilities which do not conform with its technical requirements. Action March 6.

Jackson Hole Translator Inc., Jackson, Wyo.—Granted cp for new vhf tv translator station on ch. 12 to rebroadcast programs of KIFI-TV (ch. 8) Idaho Falls, Idaho; condition. Action March 6.

Routine roundup

ACTIONS BY REVIEW BOARD

By memorandum opinion & order in consolidated proceeding in Docs. 14873 et al., granted petition by applicant Prince William Bcstg. Corp. (WPAW), Manassas, Va., and extended to April 8 time to respond to petition to enlarge issues filed by Easton Bcstg. Co. (WEMD), Easton, Md. Action March 11.

By memorandum opinion & order in consolidated proceeding on applications of Semo Bcstg. Corp. and Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., respectively, in Docs. 14773-4, granted petition by Brownsville to extent of enlarging issues to determine whether proposal of Semo would

provide coverage of city sought to be served, as required by Sec. 3.188 (b) (2) of rules, and, if not, whether circumstances exist which would warrant waiver of section. Action March 7.

By memorandum opinion & order in proceeding on am applications of 1540 Radio Inc. and Eliades Broadcast Co. (1) granted petition by Eliades and dismissed, but with prejudice, application for new station on 1540 kc, 10 kw, 1 kw-CH, D, in Hopewell, Va., and (2) granted application of 1540 Radio Inc. for new station on 1540 kc, 10 kw, DA, D, in Richmond, Va.; condition, and dismissed as moot petition to reopen record. Oct. 10, 1962, initial decision looked toward grant of Eliades Broadcast Co. and denial of 1540 Radio. Action March 7.

By memorandum opinion & order, granted joint petition by applicants to extent of (1) dismissing, but with prejudice, application of Nicholas Tedesco and Victor J. Tedesco, d/as Gabriel Bcstg. Co., for new am on 980 kc, 5 kw, DA-1, unl., in Chisholm, Minn., and (2) retaining in hearing application of Peoples Bcstg. Co. for change of WPBC Minneapolis, Minn., on 980 kc, from 1 kw-D to 5 kw, DA-1, unl., and move station to Richfield, Minn.; held in abeyance part of petition seeking approval of agreement whereby WPBC would pay Gabriel \$16,000 for partial reimbursement of expenses incurred in connection with latter's application, pending resolution of trafficking and character qualifications issues concerning Tedescos in proceeding on application for new station in Bloomington, Minn., in Docs. 14739-40. Action March 7.

In proceeding on application of Paul Dean Ford for new daytime am on 800 kc, 250 w, in Casey, Ill., granted petition for acceptance of late publication of hearing notice and waived Sec. 1.362 of rules insofar as it requires notice to be published immediately following release of order specifying time and place for commencement of hearing. Action March 7.

In proceeding on applications of Valparaiso Bcstg. Co. and Porter County Bcstg. Co. for new am in Valparaiso, Ind., in Docs. 14806-7, granted petition by Porter County and extended to March 18 time to file opposition to petition by Valparaiso to enlarge issues. Action March 7.

Review Board, by members Nelson, Pincock, and Slone adopted decision (1) granting application of Windber Community Bcstg. System for new am on 1350 kc, 1 kw-D, in Windber, Pa., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denying application of Ridge Radio Corp. for same facilities. May 15, 1962, initial decision looked toward grant of Ridge Radio Corp. and denial of Windber Community. Action March 7.

By memorandum opinion & order in proceeding on application of Geoffrey A. Lapping for new am on 1280 kc, 500 w-D, in Blythe, Calif., in Doc. 14691, (1) granted petition by KYOR Inc. (KYOR), Blythe, and enlarged hearing issues to determine (a) whether applicant conspired with Robert W. Presley to obtain confidential information concerning operations and principals of KYOR by means of Presley's employment at said station under false pretenses; (b) whether applicant Lapping sent letters containing false and misleading statements to prospective deponents and businessmen in Blythe community; and (c) in light of evidence adduced pursuant to foregoing issues, whether applicant Lapping has requisite character qualifications to be licensee. Action March 6.

In proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., in Doc. 14577, dismissed joint petition by respondents Connecticut Tv Inc. and Springfield Tv Bcstg. Corp. for extension of time to file petition for review of interlocutory ruling by examiner. Action March 6.

By memorandum opinion & order in proceeding on application of Pinellas Radio Co. for new daytime am on 570 kc, 500 w, DA, in Pinellas Park, Fla., in Doc. 14692, (1) denied appeal by Cherry Bcstg. Co. (WDBO), Orlando, from examiner's Oct. 19, 1962, action which granted Pinellas leave to amend application to reflect withdrawal of partners Francis G. Bonsey and Edward P. Landt and show William D. Mangold as sole applicant, d/b as Pinellas Radio Co.; and (2) dismissed petition by Pinellas to accept late

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4800 <i>Member AFCEE</i></p>	<p>JAMES C. McNARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— PAUL GODLEY CO. Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J. <i>Member AFCEE</i></p>	<p>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. STERling 3-0111 Washington 4, D. C. <i>Member AFCEE</i></p>
<p>COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. <i>Member AFCEE</i></p>	<p>A. D. Ring & Associates 41 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFCEE</i></p>	<p>Lohnes & Culver Munsey Building District 7-8215 Washington 4, D. C. <i>Member AFCEE</i></p>
<p>RUSSELL P. MAY 711 14th St., N.W. Sheraton Bldg. Washington 5, D. C. REpublic 7-3984 <i>Member AFCEE</i></p>	<p>L. H. Carr & Associates Consulting Radio & Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. <i>Member AFCEE</i></p>	<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8360 <i>Member AFCEE</i></p>
<p>GUY C. HUTCHESON P.O. Box 32 CRestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</p>	<p>SILLIMAN, MOFFET & KOWALSKI 1405 G St., N.W. REpublic 7-6646 Washington 5, D. C. <i>Member AFCEE</i></p>	<p>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N. W. Washington, D. C. Federal 3-1116 <i>Member AFCEE</i></p>	<p>WALTER F. KEAN CONSULTING RADIO ENGINEERS Associate George M. Skiom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) <i>Member AFCEE</i></p>
<p>HAMMETT & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208 <i>Member AFCEE</i></p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>	<p>JULES COHEN & ASSOCIATES 9th Floor, Securities Bldg. 729 15th St., N.W., 393-4616 Washington 5, D. C. <i>Member AFCEE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCEE</i></p>
<p>J. G. ROUNTREE CONSULTING ENGINEER P.O. Box 9044 Austin 56, Texas GLendale 2-3073</p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering 232 S. Jasmine St. P. O. Box 13287 DENVER 22, COLORADO <i>Member AFCEE</i></p>	<p>A. E. Towne Assocs., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 5-3100</p>	<p>PETE JOHNSON Consulting am-fm-tv Engineers Applications—Field Engineering Suite 601 Kanawha Hotel Bldg. Charleston, W.Va. Dickens 2-6281</p>
<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Luffkin, Texas NEptune 4-4242 NEptune 4-9558</p>	<p>WILLIAM B. CARR Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas BUTler 1-1551</p>	<p>RAYMOND E. ROHRER & Associates Consulting Radio Engineers 436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCEE</i></p>	<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</p>
<p>Service Directory</p>	<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclède 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone TRowbridge 6-2810</p>	<p>JOHN H. MULLANEY and ASSOCIATES A Division of Multronics, Inc. 2000 P St., N.W. Washington 6, D. C. Columbia 5-4666 <i>Member AFCEE</i></p>

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 13

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	for new stations
AM	3,768	55	120	470
FM	1,071	21	122	187
TV	515	54	80	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 13

	VHF	UHF	TOTAL
			TV
Commercial	486	93	579
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,760	1,066	515
Cps on air (new stations)	63	26	64
Cps not on air (new stations)	115	122	79
Total authorized stations	3,938	1,214	658
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	198	13	50
Total applications for new stations	475	186	104
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	370	112	51
Licenses deleted	1	1	1
Cps deleted	2	0	0

¹Includes 3 stations operating on unreserved channels.

filing of opposition to appeal. Action March 5.

ACTIONS ON MOTIONS

■ Commission granted request by Frontier Bcstg. Co. and extended from March 1 to March 15 time to file reply comments in matter of amendment of Subpart L, Part 11, of rules and regulations to govern grant of authorizations in Business Radio Service for microwave stations to relay tv signals to catv systems. Action March 6.

■ Commission granted request by Midwest Program for Airborne Tv Instruction Inc. and extended from March 5 to March 15 time to file reply comments in matter of proposal to amend Part 3 of rules governing tv broadcast stations to authorize use of airborne tv trans. Action March 5.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for April 15 in Washington, D. C., and hearing for April 29 in Mobile, Ala., in matter of revocation of licenses of Pape Tv Inc. for WALA-AM-TV (ch. 10) Mobile. Action March 8.

■ Scheduled prehearing conference for 9 a.m., April 8, and hearing for May 15, in proceeding on am applications of Ponce Bcstg. Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action March 8.

■ Granted petition by Porter County Bcstg. Co. and extended from March 11 to March 15 date for exchange of exhibits to meet issue 7 specified in Oct. 10, 1962, hearing order, and from March 18 to March 22 for notification by parties of witnesses desired for cross-examination in proceeding on Porter's application and that of Valparaiso Bcstg. Co. for new am stations in Valparaiso, Ind. Action March 6.

■ Granted petition by Dr. Charles H. Haggard and Kenneth R. Rogers to extent of dismissing application for new am in Crystal City, Tex., but with prejudice, and terminated proceeding. Action March 6.

■ On own motion, ordered introduction of evidence in matter of formal inquiry of McLendo -Corp. (WYNR), Chicago, Ill.,

shall commence in Chicago on April 9 in lieu of March 19, and cancelled conference scheduled for March 18. Action March 6.

■ Granted petition by Genkar Inc., Gouverneur, N. Y., and scheduled further hearing for 9 a.m., April 11, in proceeding on its application, et al., in consolidated am proceeding in Docs. 14617 et al. Action March 6.

By Hearing Examiner James D. Cunningham

■ On own motion, continued March 11 further hearing to March 18 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action March 6.

By Hearing Examiner Thomas H. Donahue

■ By memorandum opinion & order in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, both Arkansas, in Docs. 14193-4, vacated and held in abeyance rulings of examiner made on record of proceeding on March 7 concerning appearance on stand of Walter E. Hussman until such time as transcript of proceeding is in hands of counsel for Broadcast Bureau, at which time they shall become final. Action March 11.

By Hearing Examiner Asher H. Ende

■ By memorandum opinion & order in proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc. for new vhf tv translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, denied Laramie's petition for leave to amend to change site for its translators and to reopen record; without prejudice to filing of further petition for leave to amend consistent with views expressed in memorandum opinion & order should it ultimately be decided applications of Laramie Community rather than Albany Electronics should be granted. Action March 6.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Broadcast Bureau and extended from March 20 to May 15

time to file its proposed findings or comments on proposed findings of International Bcstg. Corp. in proceeding on International's application and Jesus Vargas Candelaria and Mauricio Alvarez-Martin for new am stations in Carolina and Bayamon, both Puerto Rico. Action March 8.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Osage Programmers and corrected record in proceeding on its application and Cherokee Bcstg. Co. for new am stations in Bartlesville and Pawhuska, both Oklahoma, respectively. Action March 7.

By Hearing Examiner Millard F. French

■ Received in evidence exhibit 3 filed by applicant, closed record, and ordered proposed findings, if any, shall be filed by March 18 in proceeding on application of Harry Newby for new am in Cambridge, Minn. Action March 11.

■ Granted Feb. 9 petition by Saul M. Miller for leave to amend application for new am in Kutztown, Pa., which is in consolidated am proceeding in Docs. 14425 et al., effective as of Feb. 16, and accepted *nunc pro tunc* amendment tendered with petition. Action March 7.

By Hearing Examiner Isadore A. Honig

■ Upon request by Broadcast Bureau and with consent of applicant, advanced from 2 p.m. to 9 a.m. March 19 formal hearing conference following remand in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex. Action March 12.

■ On own motion, scheduled formal hearing conference for March 19, at 2 p.m., to arrive at necessary procedural arrangements for further hearing after remand on additional issue specified by Review Board in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex. Action March 7.

By Hearing Examiner Annie Neal Huntting

■ Reconsidered order released March 1 in Rochester, N. Y., tv ch. 13 proceeding to extent of again reopening record, limited official notice to be taken of facts stated in affidavit of Lawrence P. Fraiberg to facts stated in first two sentences of his affidavit, and again closed record. Action March 12.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued March 11 prehearing conference to March 15 in proceeding on application of Albert S. Tedesco, d/b as Broward County Bcstg., for renewal of license of WIXX Oakland Park, Fla. Action March 7.

By Hearing Examiner David I. Kraushaar

■ By order after March 12 prehearing conference in proceeding on application of Magic City Bcstg. for additional time to construct WBHM Birmingham, Ala., in Doc. 14954, approved procedural ground rules as established, and ordered hearing to commence as previously scheduled on April 18. Action March 12.

■ Granted motion by Griffith Bcstg. Corp. and rescheduled April 8 hearing for March 20 in proceeding on its application for new am in Lynchburg, Va. Action March 8.

By Hearing Examiner Jay A. Kyle

■ On own motion, changed from March 18 to March 20 date for notification of parties as to witnesses desired for cross examination in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif. Action March 11.

■ Upon request by Redding-Chico Tv Inc. scheduled further prehearing conference for March 12 in Redding, Calif., tv ch. 9 proceeding in Docs. 14626-7. Action March 11.

■ Granted motion by Redding-Chico Tv Inc. and extended from March 8 to March 15 time to file opposition to petition for leave to amend by Northern California Educational Tv Assn. Inc. in Redding, Calif., tv ch. 9 proceeding. Action March 11.

■ In light of March 7 action by Review Board enlarging issues in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif., extended from March 11 to March 15 time for exchange of exhibits. Action March 8.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Grand Bcstg. Co., West Michigan Telecasters Inc. and MKO Bcstg. Corp. and extended from March 11 to March 14 date to file proposed findings in Grand Rapids, Mich., tv ch. 13 proceeding. Action March 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request by Blue Ridge Mountain Bcstg. Inc. continued April 23 hearing to May 15 in proceeding on its application and that of Reliable Bcstg. Co. for new am stations in Ellijay and Calhoun, both Georgia, respectively, in Docs. 14673-4. Action March 11.

■ Pursuant to agreements reached at March 7 hearing conference in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739-40, continued March 18 hearing to March 19, to be confined to certain rebuttal evidence and scheduled certain procedural dates. Action March 7.

By Hearing Examiner Herbert Sharfman

■ Scheduled oral argument for March 18, at 9 a.m., on petitions for limited reopening of record, filed March 1, by Rockland Bcstg. Co. and Rockland Radio Corp. in proceeding on their applications and that of Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, both New York, respectively. Action March 11.

■ Granted motion by Rockland Bcstrs. Inc. and corrected transcript as proposed in proceeding on its application and Rockland Bcstg. Co. and Rockland Radio Corp. for new am stations in Spring Valley and Blauvelt, both New York, respectively. Action March 5.

BROADCAST ACTIONS by Broadcast Bureau

Actions of March 12

KMAR Winnsboro, La.—Granted license covering increase in power and installation of new trans.

K73AF Rawlins, Wyo.—Granted assignment of license of uhf tv translator station from William C. Grove et al, to Frontier Bcstg. Co. (KFBC-TV), Cheyenne, Wyo.; no monetary consideration.

K09AD Newcastle, Wyo.—Granted cp to change type trans. for vhf tv translator station.

WLAN Lancaster, Pa.—Granted extension of completion date to Sep. 26.

Actions of March 11

■ Granted renewal of licenses for following stations: WAAB-AM-FM Worcester, Mass.; WADK Newport, R. I.; WARA Attleboro, Mass.; WBET-AM-FM Brockton, Mass.; WBRK Pittsfield, Mass.; WBSM New Bedford, Mass.; WBTN Bennington, Vt.; WCAT Orange, Mass.; WCCM Lawrence, Mass.; WDCR Hanover, N. H.; WDRC-AM-FM Hartford, Conn.; WEAN Providence, R. I.; WELI New Haven, Conn.; WEMJ Laconia, N. H.; WESO Southbridge, Mass.; WEZE Boston, Mass.; WFGM Fitchburg, Mass.; WFGM-FM Fitchburg, Mass.; WFST-AM-FM Caribou, Me.; WHAI-AM-FM Greenfield, Mass.; WHMP Northampton, Mass.; WICC Bridgeport, Conn.; WIDE Biddeford, Me.; WJKE Newport, Vt.; WJAB Westbrook, Me.; WJAR Providence, R. I.; WJOY-AM-FM Burlington, Vt.; WJTO Bath, Me.; WKBK Keene, N. H.; WKBR-FM Manchester, N. H.; WKXL Concord, N. H.; WLAD-FM Danbury, Conn.; WLAM Lewiston, Me.; WMAS-AM-FM Springfield, Mass.; WMMM Westport, Conn.; WMOU Berlin, N. H.; WNBH-AM-FM New Bedford, Mass.; WNHC-AM-FM New Haven, Conn.; WNLC New London, Conn.; WNRI Woonsocket, R. I.; WOCB-AM-FM West Yarmouth, Mass.; WPOR Portland, Me.; WRUM Rumford, Me.; WSTC-AM-FM Stamford, Conn.; WSUB Groton, Conn.; WSYB Rutland, Vt.; WTAG-AM-FM Worcester, Mass.; WTSN Dover, N. H.; WTWN St. Johnsbury, Vt.; WWRI West Warwick, R. I.; WYNG Warwick-East Greenwich, R. I.; WBM1 (FM) Meriden, Conn.; WBSM-FM New Bedford, Mass.; WCCC-FM Hartford, Conn.; WFAU-FM Augusta, Me.; WGHJ (FM) Lawrence, Mass.; WHRB-FM Cambridge, Mass.; WPJB-FM Providence, R. I.; WPRO-FM Providence, R. I.; WSCH (FM) Hartford, Conn.; *WERS (FM) Boston, Mass.; *WFCR (FM) Amherst, Mass.; *WMHC (FM) South Hadley, Mass.; *WRJR (FM) Lewiston, Me.; *WTBS (FM) Cam-

bridge, Mass.; *WGBH-TV Boston, Mass.; WSN0 Barre, Vt.

WCKT (TV) Miami, Fla.—Granted licenses (main trans. and ant.) and installation of aux. trans. at main trans. site.

WHNB-TV New Britain, Conn.—Granted cp to change ERP to 165 kw vis., 83 kw aur., type ant., decrease ant. height to 910 ft., and make other changes in ant. system.

KDFC (FM) San Francisco, Calif.—Granted cp to install alternate main trans.

WVEC Hampton, Va.—Granted cp to install old main trans. as aux. trans. at new main trans. site; remote control permitted.

WERA Plainfield, N. J.—Granted cp to install new aux. trans. at main trans. location.

K77BD Trancas, Calif.—Granted cp to replace expired permit for new uhf tv translator station.

KNIK-FM Anchorage, Alaska—Granted mod. of SCA to change type equipment.

WRLB (FM) Long Branch, N. J.—Granted mod. of cp to increase ERP to 3 kw, change ant. height to 130 ft., type ant. and make changes in ant. system.

WCEN-FM Mt. Pleasant, Mich.—Granted mod. of cp to decrease ERP to 3.9 kw, increase ant. height to 450 ft., move ant. location 550 ft. east of present site, make changes in ant. system (increase height), change type ant. and type trans.; condition.

KORK-TV Las Vegas, Nev.—Granted extension of completion date to May 15.

Actions of March 8

*KSPC (FM) Clairemont, Calif.—Granted cp to change frequency to 88.7 mc, increase ERP to 3 kw and install new trans.

KCHJ Delano, Calif.—Granted mod. of cp to make changes in ant. system (increase height); condition.

KRGN (FM) Las Vegas, Nev.—Granted mod. of cp to change type trans.

Town of Alma, Alma, Colo.—Granted cp for new vhf tv translator station, on ch. 13, to translate programs of KBTW (TV) (ch. 9) Denver, Colo.

Actions of March 7

KGUC Gunnison, Colo.—Granted mod. of license to change studio location and remote control point.

*WBIQ (TV) Birmingham, Ala.—Granted cp to change ERP to 316 kw vis., 158 kw aur., type trans., ant. height to 1050 ft., modify ant. system and redescribe trans. location; condition.

KWAK Stuttgart, Ark.—Granted cp to move trans. site, change main studio location and install new trans.; remote control permitted; condition.

WWGS Tifton, Ga.—Granted cp to change daytime trans. site to nighttime trans. site, using non-DA; condition.

WIGO Indianapolis, Ind.—Granted mod. of cp to change trans. location and make changes in ground system and ant. system (increase height).

WPTL Canton, N. C.—Granted mod. of cp to change ant.-trans. location, make changes in ant. system (increase height) and ground system; condition.

KAAB Hot Springs, Ark.—Granted authority to operate sign-off at 6 p.m. (except for special events), for period ending April 9.

WDEE-FM Hamden, Conn.—Granted extension of completion date to July 23.

Actions of March 6

WAIT Chicago, Ill.—Granted licenses covering installation of new main trans. and establishment of remote control point; redescribe trans. location as Elmhurst, Ill.; and installation of aux. trans.

WBTW (TV) Charlotte, N. C.—Granted cp to change exciter-driver section of trans.

K80BE Twentynine Palms & Twentynine Palms Marine Base, Calif.—Granted cp to replace expired permit for new uhf tv translator station.

WTCN Minneapolis, Minn.—Granted mod. of cp to make changes in DA (N) pattern.

KU2XAR Honolulu, Hawaii—Granted mod. of cp to change type trans. for experimental tv translator station.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K09AS, Isabel Tv Assn., Isabel, S.D.; K08AB, K12AG, Garden County T. V. Booster Co., Oshkosh & Lewellen, Neb.; K11DO, K13DI, Emery Town, Emery, Utah; K06CG, Clifton Chamber of Commerce, Clifton, Kan., and change transmitting ant. location.

■ Following stations were granted extensions of completion dates as shown: WCPC Houston, Miss., to June 27; WRKM Carthage, Tenn., to May 31; WENN Birmingham, Ala., to Sept. 19.

Southern Minnesota Bcstg. Co., Rochester, Minn.—Granted cp for new vhf tv translator station, on ch. 7, to translate programs of KROC-TV (ch. 10) Rochester, Minn.

Mimbres Tv Assn., San Lorenzo & Mimbres Valley, N. M.—Granted cp for new vhf tv translator station, on ch. 2, to translate programs of KROD-TV (ch. 4) El Paso, Tex.

WIIC Inc., Washington, Pa.—Granted cp for new vhf tv translator station, on ch. 5, to translate programs of WIIC (TV) (ch. 11) Pittsburgh, Pa.

Actions of March 5

WRKM Carthage, Tenn.—Granted request for mod. of pre-sunrise operation condition attached to June 14, 1962, grant of cp to increase power to 1 kw, to extent of authorizing operation with non-DA 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.

KTSM El Paso, Tex.—Granted extension of completion date to June 2.

■ Granted cps for following new vhf tv translator stations: Cascadia Community T. V. Inc., on ch. 4, Cascadia, Ore., to translate programs of KOIN-TV (ch. 6) Portland, Ore.; Glacier County Tv Club Inc., on ch. 9, Cut Bank, Mont., to translate programs of KRTV (TV) (ch. 3) Great Falls, Mont.

■ Granted cps for following new uhf tv translator stations: Citizens T. V. Inc. on ch. 74, Milton-Freewater, Ore., to translate programs of KREM-TV (ch. 2) Spokane, Wash.; Humboldt County Tv Maintenance Board on ch. 80, Winnemucca, Nev., KTVB (TV) (ch. 72) Boise, Idaho.

■ Granted cps for following new vhf tv translator stations: Springfield Translator Tv Assn. on chs. 7, 11 & 13, Springfield & North Springfield, Vt., to translate programs of WRLP (TV) (ch. 32) Greenfield, WHDH-TV (ch. 5) Boston, both Massachusetts, and WMTW-TV (ch. 8) Poland Spring, Me.; Village of Elgin on ch. 13, Elgin, Neb., KTTV (TV) (ch. 4) Sioux City, Iowa; Kayenta Tv Assn. on ch. 2, Kayenta, Ariz., KOB-TV (ch. 4) Albuquerque, N. M.; Baker Community Services District on ch. 7, Baker, Calif., KNXT (TV) (ch. 2) Los Angeles, Calif.; Rodeo Tv Assn. on ch. 11, Rodeo, N. M., KVOA-TV (ch. 4) Tucson, Ariz.

■ Granted cps for following new vhf tv translator stations: Granada Community Tv on ch. 2, Granada, Colo., to translate programs of KGLD (TV) (ch. 11) Garden City, Kan.; Edward E. Schultz on ch. 13, Estes Park, Colo., KOA-TV (ch. 4) Denver, Colo.; Jordan Creek Viewers Inc. on ch. 4, Jordan Valley, Ore., KTVB (TV) (ch. 7) Boise, Idaho; Rogue River Translator Assn. on ch. 3, Rogue River, Ore., KMED-TV (ch. 10) Medford, Ore.

■ Granted cps for following new vhf tv translator stations: Springville Chamber of Commerce on ch. 11, Springville, Calif., to translate programs of KSBY-TV (ch. 6) San Luis Obispo, Calif.; Skyway Bcstg. Co. on ch. 5, Tryon, N. C., and Landrum, S. C., WLOS-TV (ch. 13) Asheville, N. C.; Long Valley Tv Assn. on ch. 13, Long Valley, Calif., KCRA-TV (ch. 3) Sacramento, Calif.; Hawk's Nest Translator Station on ch. 9, Lemert, Carrington and Sykeston, N. D., WDAY-TV (ch. 6) Fargo, N. D.; Gunnison County Chamber of Commerce Tv Div. on ch. 2, Doyleville, Colo., KREY-TV (ch. 10) Montrose, Colo., condition.

Actions of March 4

WNOE New Orleans, La.—Granted change in remote control authority (main trans.).

■ Granted cps for following new uhf tv translator stations: Utah State U. of Agriculture & Applied Science on chs. 70, 73 & 76, Logan, Utah, to translate programs of KUTV (TV) (ch. 2), KCPX-TV (ch. 4) and KSL-TV (ch. 5), all Salt Lake City, Utah; Tillamook Tv Transmitters Inc. on ch. 82, Tillamook, Ore., KATU (TV) (ch. 2) Portland, Ore.; Millard County School District on chs. 76 & 79, Fillmore and Delta, Utah, KUED (TV) (ch. 7) Salt Lake City, Utah.

■ Granted cps for following new vhf tv translator stations: Bagdad Copper Corp. on ch. 4, Bagdad, Ariz., to translate programs of KAET (TV) (ch. 8) Phoenix, Ariz.; Keyes Tv Assn. on ch. 5, Keyes, Keyes Helium Plant, Sturgis Area & South-

Continued on page 147

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 20 per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager sales experience, 1000 watt Oklahoma station full time. Good proposition qualified man. State age, experience, references. Box 685, Brownwood, Texas.

Opening for selling sales manager in fm-stereo radio. We will be more than liberal with the right person, however, you must be a commission type salesman with an understanding of soft sell. Order takers should not apply, as you will not last long. Air time and salary for same is available if your voice warrants. Contact: M. W. Ozier, 2424 W. Skyline Drive, Champaign, Illinois.

Sales

Wanted: Top notch salesman to call on radio stations in North Carolina, South Carolina and Virginia, and sell low cost custom spot package plans. If you can average five sales each week your income will be \$300 weekly, \$1,300 monthly or \$15,600 annually. You must be able to support your self for thirty days, have car. Send complete resume, photo and phone number to Box C-185, BROADCASTING.

Well established midwest daytimer has opening for an experienced salesman. Established accounts. Good future with a growing operation. Box C-203, BROADCASTING.

Southwest of Chicago. Capable man will earn at least \$6,000 first year. Box C-207, BROADCASTING.

Southern California. Immediate opening for solid salesman, capable of management, with top station multiple chain. Box C-236, BROADCASTING.

Salesman, for the north bay area of San Francisco guarantee. \$400 a month. Call or write KVVN, Napa, California.

Sales manager, expanding operation . . . unlimited opportunities. Send references. Contact: J. L. Seed, Manager, WEIC, Charleston, Illinois.

Madison, Wisconsin offers outstanding sales opportunity with number one rated station. We'll also pay biggest guarantee, biggest commissions to seasoned salesman. WISM.

Experienced radio salesmen wanted. WBIC, 540 kc, Long Island, N. Y. Salary plus commission. Call or write for appointment. PE 5-0540, 1 E. Main Street, Bay Shore, New York.

A promotion to manager has created an opening for an experienced salesman. WSMI, Litchfield, Illinois.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Announcers

Top flight morning personality for new Indianapolis clear channel WIGO airing in April. Send tape (airtake), resume, and salary requirements to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

Help Wanted—(Cont'd)

Announcers

Wanted . . . mature, versatile radio announcer. Must be good with news. Only experienced men will be considered. WCEN AM-FM, Mt. Pleasant, Michigan.

Announcer copywriter able to handle board. Adult good music station on Florida east coast. Send resume and background. Box C-89, BROADCASTING.

Announcer, experienced for wide awake suburban Philadelphia station. Operate own board. Non-frantic, non-format. Permanent position. Box C-53, BROADCASTING.

Southwestern Pennsylvania independent. Immediate need for announcer with first phone. No maintenance, state experience and salary required in first letter. Box C-93, BROADCASTING.

First phone operator with experience on maintenance and announcing. Resume. Box C-96, BROADCASTING.

Personality dj, modified format, Virginia. Send tape, photo, resume, all details first letter. All tapes returned. Box C-165, BROADCASTING.

Intermountain radio station wants announcer-copy writer. Good deal for right man. Send audition tape, snapshot and copy samples. If you have personal problems, don't apply. Starting salary based on experience. Box C-176, BROADCASTING.

Major midwest market wants you. Benefit loaded station needs most happy fellow to meet and beat tough morning competition. Also wants bright ladies home companion for afternoon and travel time . . . plus, the right man as night man. Rush tapes, background, salary. Box C-180, BROADCASTING.

Analysis of your audition tape! Suggestions for improvement and possible job leads by one of America's best known top ten market radio executives. Send your tape and \$5.00 to Box C-190, BROADCASTING. Tapes promptly returned.

Texas kilowatt seeking experienced, mature announcer. Salary \$90. Tape, resume to Box B-317, BROADCASTING.

Three stations, soon to be four looking for top talent with first phone. Offering future security, top pay. Rush air check, resume and picture to Thom Brown, Program Director, Box 1440, Normal, Illinois.

Announcer needed by regional station. Must have quality voice. KTOE, Mankato, Minnesota.

KBUD Athens, Texas has immediate opening for experienced, mature announcer.

Wanted, experienced staff announcer for thousand watt daytimer on 540 kc. Variety format station, pop music, country and gospel. Could use either, country and gospel or pop music announcer. Must have had professional experience. Send tape, and resume to General Manager, WRIC Radio, Richlands, Virginia. No collect telephone calls accepted.

Announcer for music-news operation. Better than average salary, permanent position. Ray Doss, WAIN, Columbia, Kentucky.

Aggressive 500 watt west Texas radio station always interested in able and ambitious announcers and newscasters, first class ticket required for newsmen. Interested? Write Box C-9, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Humorous morning announcer-salesman. Hard worker can earn \$7500. Personal interview required. KGRL, Bend, Oregon.

Experienced 1st phone announcer-newsman no maintenance. Michigan daytimer Mutual. Good opportunity with growing organization. Salary depends on experience and ability. Send tape, resume and photograph, WJUD, St. Johns, Michigan.

Leading suburban New York am fm station needs experienced announcer. Step up to a good operation. Send tape, resume, WLNA, Peekskill.

Approximately four months summer replacement utility announcer needed. Must be experienced. Apply Gerry Grainger, Program Director, WWCA, Gary, Ind.

Announcer-engineer with first class ticket many fringe benefits in regional fulltime station. Advance within expanding multiple station organization. Send data sheet, and audition to WALM, Albion, Michigan.

Help! We needed. Money! You need it? Adult Ohio daytimer needs first phone. Good pay, future, you'd like it here. WDLR, Box 317, Delaware, Ohio. Phone C. R. Taylor, 363-1107.

Immediate opening for experienced mature, announcer with top men, top station in market. Write, phone WASA, Harvè de Grace, Maryland. 301-939-0800.

Announcer with 1st class ticket. Daytimer 50 miles from New York City. Good salary, steady. WBNR, Beacon, New York.

Combo morning man experienced bright non lazy for hooper rated number one kilowatt fulltime NBC affiliate. Top format heavy local news. Call Mr. Smith 1-502-433-1737.

Ambitious, versatile, experienced dj seeking permanent position. WICY, Malone, N.Y.

Experienced announcers with or without first phone. Must have good voice. Good pay to right men. Write WION, Box 143, Ionia, Michigan or Phone 2-3000.

Still looking for top notch experienced announcer-newsman. Must be good, stable and program director material, experienced in all phases. Only the best need apply. Florida east coast, 24 hour top rated station. No collect calls. Dick Clark, WMFJ, Daytona Beach, Florida.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Technical

Attractive offer for mature combo morning man who will follow format. Minimum 5 years experience. WAYE, Baltimore, Maryland.

Wanted immediately, first class engineer. FM stereo multiplex operation in growing group. Post Office Box 390, Port Clinton, Ohio.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Help Wanted—(Cont'd)

Technical

First class engineer for Michigan 1,000 watt fulltime station. Excellent working conditions, fringe benefits for the right man. Emphasis would be on engineering with some announcing. Send full details to Box C-229, BROADCASTING.

Engineer-announcer for all new 5000 watt WTIK, Durham, North Carolina. Opening May 15, approx. Send tape, resume, photo to P. O. Box 1571, Durham.

Immediate opening for chief engineer 5 kw da. Must be able to announce. Call 2-3000 WION, Box 143, Ionia, Michigan.

1st class licensed engineer-announcer. Send all information and qualifications to: WREO Ashtabula, Ohio

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Broadcast engineers midwest tv station first class phone required will train. Apply in confidence. Box C-65, BROADCASTING.

Chief engineer-southern New York state. Am experience-good salary. Box C-69, BROADCASTING.

5 kw daytimer has immediate opening for qualified chief engineer. Position includes modest announcing shift. Top salary in region, with advances and fringe benefits. Send photo, tape and resume to Al Clark, KWYR, Winner, South Dakota.

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.

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Chief engineer-announcer position open with aggressive small market station. Good opportunity, salary open. Write or call immediately, Breazeal, KTTN, Trenton, Missouri.

New York-Westchester/Suburban radio station has opening for 1st class engineer to work under qualified supervision. Good chance to learn. Send resume to Box C-173, BROADCASTING.

Chief engineer or combination engineer-announcer with first class license. Excellent plant and working conditions. Starting salary \$5200-\$6500. Group operation. Experience necessary. Contact E. Dean Finney, General Manager, WTVN, St. Johnsbury, Vermont.

Wanted immediately. 1st phone with pleasant voice, a man who can handle pliers and screwdriver and can handle a dj show in the confines of a middle of the road format. Salary good. Contact: Jack Hallstrom, Radio WIZZ, Stretor, Illinois. Phone 2-2947.

Production—Programming, Others

TV-radio instructor for 1963-64 in north-eastern superly equipped college. Possibility of permanent appointment. Production, survey and law courses. MS and station experience preferred. Mail resume. Box C-222, BROADCASTING.

All around, experienced helper required at WBMI-FM, Meriden, Conn.

Immediate opening for serious minded news editor. Minimum two years broadcast experience required. Good pay, vacations, insurance and retirement plans. WHBY, Appleton, Wisconsin famous for Lawrence College. Mutual affiliate, fulltime in business for 40 years. Send picture, tape, and particulars to Radio Station WHBY, 600 South Lawe St., Appleton, Wisconsin.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman for major market. Negro programmed station. Send tape, photo, resume to Box C-83, BROADCASTING.

Experienced copy writer for new Indianapolis station WIGO, airing in April. Only forceful, convincing copy considered. Send resume and samples to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

RADIO

Situations Wanted—Management

Ready for management. Experienced in all phases, including deejay, news, engineering. First phone, member IRE. Currently with top Pulse in 275,000 area. Send for resume. Box C-162, BROADCASTING.

Qualified assistant manager. 35, married, 16 years announcer, engineer, sales. Desire general manager small Texas station. Box C-212, BROADCASTING.

General or commercial manager's post sought for our present commercial manager. He doubled business in this top 10 market. Expert in sales, research, administration, promotion and everything needed to make A-1 manager. Wants top 30 markets only, radio or television. We're selling shortly and he'll be available. Reply if you need top man will pay well, and have a "real job." All replies confidential and acknowledged. Box C-219, BROADCASTING.

General manager experienced all phases. Best of references. Available immediately. Box C-233, BROADCASTING.

Sales

Supersalesman available percentage basis. Coordinate production, copy and selection of promotional items to ensure profits for broadcasters selling merchandise on percentage basis. All replies confidential. Box C-179, BROADCASTING.

Announcers

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 303B, BROADCASTING.

Baseball announcer, seven years minor league experience. Play by play all sports news. sales. Box C-43, BROADCASTING.

Showman first phone, veteran, will travel, anywhere, good on news. Box C-68, BROADCASTING.

Good morning sound from a good morning man. Tremendous audience acceptance, always number one. With tasteful, comic approach, it's almost a pleasure to get up . . . almost. Box C-73, BROADCASTING.

Announcer with limited broadcasting experience. Cheerful style, with a great ambition to work in all phases of radio. Offers play by play sportscasting. Box C-94, BROADCASTING.

Attention top 40 outlets. Experienced first phone dj currently employed in major market now available. Excellent references. No maintenance. Box C-117, BROADCASTING.

Good music, announcer, experienced. Relaxed warm style, desire matching location. Box C-130, BROADCASTING.

San Francisco located top 40 jock. \$90 and let's wall! Box C-132, BROADCASTING.

DJ/announcer. Swinging modern sound. Build audiences. Sell products. Reliable. Box C-129, BROADCASTING.

D.J. announcer, lacking experience. Eager to learn. will travel immediately! Box C-163, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention: 24-hour radio operations: If your midnight dawn slot is in need of an experienced personality who knows how to program his music (good, modern, and jazz) interspersed with sensible, knowledgeable conversation—creating an image designed for the adult-minded night people in your area—may I offer my services. Box C-164, BROADCASTING.

Announcer, married, 10 years experience. Prefer informal or country operation. Listen to my tape. Box C-167, BROADCASTING.

Announcer, salesman, deejay, first phone. Wants opportunity to sink roots. Box C-169, BROADCASTING.

Negro announcer, experienced all facets of radio. Seeks station with opportunity. Box C-170, BROADCASTING.

Split personality. Young newsman/director, bright and tight jock. Will go either way. Four years experience, draft free and almost vice free. Box C-171, BROADCASTING.

Top staff announcer, young, experienced, college grad. Wants night spot on sound, good music organization offering advancement within 150 miles of Philadelphia. Currently employed. Box C-172, BROADCASTING.

Professional, ten years, with solid references. Know music and news. Veteran with college. Finest background. Prefer nights. Like southwest. Box C-175, BROADCASTING.

New York dj and announcer seeking night work as newscaster or personality am or fm. Box C-177, BROADCASTING.

Announcer - newsman - personality. Young, married, willing to work. Fast tight board. New ideas. Prefer New Jersey, New York. Box C-178, BROADCASTING.

Beginner, some experience, wants work on west coast. 1608 10th Avenue, San Diego 1, California.

Bright, swinging, warm sounding personality, now number one, wants station with the same qualifications. I'll win you the teen market like never before, plus I'll hold the adults. Currently the mest sold out show in history of station. Married, vet., with two children and the best references . . . available April 1, 1963. For tape and complete resume send your Box tops to Box C-188, BROADCASTING.

Experienced first phone announcer, dj desires position in medium or large market in west city within 200 miles of San Francisco especially preferred; one year college, young. Box C-191, BROADCASTING.

Sportscaster. Presently top rated, medium market. Nine years experience in college and professional baseball, football, basketball. Expert play by play, interviews. Finest references. Degree. Major markets only. Box C-213, BROADCASTING.

Tried the rest? Here's the best swingin' morningman you've ever heard. Nine years in nation's top market, proven record. Box C-214, BROADCASTING.

10 years experience. Prefer sports minded station seeking announcer with play by play and sales experience. College graduate, family, excellent character, employed. Prefer southeast. Box C-216, BROADCASTING.

South or west: Mature, married. Radio school plus two years experience. Will travel. \$80. UP 1-9514, Milwaukee. Box C-218, BROADCASTING.

Town and country showtime! Really knows C&W music. Young, married. Currently southwest fulltimer. Sales manager, airman. Available April. Box C-220, BROADCASTING.

When do I start? Salary's no problem if you have the right midwestern location. Box C-225, BROADCASTING.

Family man seeks permanent spot on fine arts station. Experienced, strong music background. Franklin Miller, 204 W. Congress, Sturgis, Michigan.

Situations Wanted—(Cont'd)

Announcers

Want country music show in south or west. Nine years experience. Now employed. Best references. Box C-192, BROADCASTING.

Attention California, announcer—23, six years major market, radio and tv. Employed, draft exempt, references. Box C-194, BROADCASTING.

Want a bright nite time sound for your medium to major market station? Let me fill that spot. Presently have top ratings in market, am looking for advancement in yours. Have first phone if you need one. Box C-199, BROADCASTING.

Sportscaster. Available now. Prefer north-east. Conscientious, knowledgeable. Money back guarantee. Box C-204, BROADCASTING.

Looking for June opening. Wife teaches, school out June 7th. Can leave then. Age 30, tape, data, references furnished on request. Box C-208, BROADCASTING.

Eager young broadcasting schooled announcer/d.j. looking for first chance. Any area. Doug Wade, 2739 Welborn, Dallas, Texas.

Announcing school and college graduate. One year experience announcing and newswork. Have first phone license. No maintenance. Box C-228, BROADCASTING.

Available now. Young, mature, 8 years experience, radio-tv announcer. Prefer good music, college, single. Box C-227, BROADCASTING.

Professional: Nine years, solid references. Veteran. College. Know music and news. Production. Present employer best reference. Contact: Rex Wilder, YMCA, Burlington, Iowa.

Announcer-salesman wishes to relocate. Currently sign-on man with sales remainder of day. 26, married, one child. 7 years experience. Good voice, good music, strong sales. Prefer midwest. Make an offer. Box C-239, BROADCASTING.

Technical

First phone-am combo, tv experience. Seeks NYC area. Box C-67, BROADCASTING.

Chief engineer. 12 years of responsible engineering management including planning and construction of vhf facilities. Excellent industry references. Available at NAB for interview. Box C-72, BROADCASTING.

First class engineer desires job as chief with a little announcing. Experienced as both engineer and announcer. Excellent references. State approximate salary in your first letter. Box C-215, BROADCASTING.

Engineer-announcer. 15 years experience all phases radio desires to relocate small station Rocky Mountain region. Emphasis engineering. Box C-221, BROADCASTING.

First phone experienced fm-am-tv. \$110 weekly. Midwest phone 605-334-2904.

First phone, no experience, single, 32, graduate Grantham School, Kansas City. Available immediately. J. Bridgwater, 11124 E. Freer, Temple City, California. Tel.: Gilbert 8-4548.

Available immediately. First phone, 5 months experience in am. 28. Desire work under qualified chief. Max Parker, P. O. Box 394, Winters, Texas.

Experienced, engineer-announcer. Directionals, remote, maintenance, construction. Available now. Don Brienon, 307 Oak Street, Auburndale, Florida.

Situations Wanted—(Cont'd)

Technical

Knowledge of engineering limited, but have first phone. Will go combo or straight. Larry Lane, 3929 Lively Lane, Dallas, Texas.

TV engineer, 1st phone. Studio switching, transmitter and maintenance experience. 5 years in tv. West preferred. Box C-202, BROADCASTING.

Engineer, Rocky Mountain or Pacific states preferred. Fully experienced. No board shift. Box C-230, BROADCASTING.

Production—Programming, Others

Newsman-five years experience, university graduate, current salary \$130. Box 219B, BROADCASTING.

Creative program production director desires responsible position with quality operation in lucrative market. Strictly professional. Dedicated to producing interesting sound with depth. Ten years experience. Presently employed. College graduate; family. Box C-182, BROADCASTING.

Newsman. Ten years experience. On-camera, photography, mobile rig. Degree, family, sober. Box C-186, BROADCASTING.

Program director, wants west coast market. Permanently. Superb leadership; 12 years experience (last 7 in top twenty market); top flight commercial voice; tape machine wizardry; good rating record; imagination; complete knowledge of FCC and R&R. Box C-187, BROADCASTING.

Strictly professional newsman. Will negotiate with management of dominant station in major market. Authoritative newscasts that get specific tuner-ins. No gimmicks, but intelligent reporting by seasoned man who's done years of research. News director, radio & tv, documentaries, editorials. Established stations only. Box C-189, BROADCASTING.

Newsman, announcer, production, also 1st phone. Experience as chief engineer and program supervisor. My basic interests are news and announcing, any format. Box C-201, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation. MA degree plus 6 years experience am-fm-tv. Box C-121, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

Newsman-announcer, first phone. College graduate. Year experience. Dependable ambitious. Box C-228, BROADCASTING.

Newsman-mature, family man—employed in major market to prestige operation, where reporting, writing, re-writing, editing counts. Box C-231, BROADCASTING.

TELEVISION

Help Wanted—Management

Need experienced manager for top market UHF-TV station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Central Florida television station, medium market, is interested in a possible business manager-comptroller with experience in television. Owner will be in Chicago at NAB convention. Send full particulars and approximate salary requirements. Box C-183, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Need experienced Sales Manager for top market UHF-TV station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Philadelphia station seeks resourceful and energetic salesman with a successful background of station sales experience. A perfect opportunity to move up to a major market! Box C-237, BROADCASTING.

Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details, manager, Box C-120, BROADCASTING.

Leading mid-west tv operation with NO. 1 rating children's programming is anxious to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard—please forward resume and salary requirements to Box C-168, BROADCASTING.

Opportunity for good announcer with live spot and news experience. Salary open. Contact Manager, KRTV, Great Falls, Montana.

Strong vhf CBS affiliate in mid-south has immediate opening for television technician experienced in studio maintenance and operation. Must be ambitious, dependable, and have a 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Box C-52, BROADCASTING.

Wanted broadcasting pro for tv staff announcer. Some audio board, booth work. Must have experience. Mature, cooperative, willing to work with staff of real pros. Photo, resume, salary requirements. Film and/or vtr (will be returned) first letter. Write Richard A. Fennel, Program Director, WLOS-TV, Asheville, North Carolina.

Technical

Assistant to chief engineer, some operating, mainly maintenance for studio, transmitter and microwave. Experience necessary. Box C-174, BROADCASTING.

Experienced TV engineer for UHF-TV station in midwest. Send qualification, experience and salary requirement to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Production—Programming, Others

Operation manager. To supervise directors, floor crew, traffic, continuity, art. Help create good live commercials and programs at NBC station in medium size midwest market. Must be solid announcer, also. Box C-86, BROADCASTING.

Need experienced Program Director for top market UHF-TV station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

TELEVISION

Situations Wanted—Management

Management material—36, married, 2 children, B.A. degree, 14 years tv experience all phases. Programming, production, strong sales and personnel background. Outstanding references, presently employed. Box C-198, BROADCASTING.

Sales

Graduate of major southeastern university in field of radio-television with twelve years experience in all phases including general manager of vhf, desires position as sales manager, national sales or manager. Can furnish super performance and character references. Box C-36, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Mature, executive-type salesman of integrity, presently employed, interested in sales position with reliable vhf operation. Completely qualified with 8 years tv and 10 years radio sales experience. For details contact Advertiser, P. O. Box 732, Portland, Maine.

Highly experienced tv sales. Desires sales management or larger market. Box C-232, BROADCASTING.

Announcers

Sportscaster. Wants on camera sports job in major league or live wire sports area. Radio play by play of college football, pro baseball, racing. Good knowledge of all sports. Will go in as number 2 man in major market. Working radio at present. Prefer sunshine. 7 years experience, family. Audio tape, sof, resume, references, on request. All inquiries invited. Box C-82, BROADCASTING.

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary \$1,000 per month, no contract required. Any city out of west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

Desire return to television in sports or commercial announcing. Nine years. Now employed. Excellent references. Box C-193, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Engineering supervisor, 13 years experience t.v. construction, maintenance, direction. Amiable, aggressive, desires secure challenging position. Presently employed. Excellent references. Box C-166, BROADCASTING.

Chief engineer. 12 years of responsible engineering management including planning and construction of vhf facilities. Excellent industry references. Available at NAB for interview. Box C-72, BROADCASTING.

Break needed, experienced first phone engineer (mostly operations). Married, seeks permanent tv, efv, position. Resume, references upon request. Will relocate. Box C-217, BROADCASTING.

Production—Programming, Others

College graduate desires to relocate. Extensive experience in traffic and programming. Managerial position preferred. Single. Presently employed. Box C-184, BROADCASTING.

Producer/director completing foreign assignment, seeks creative position, west coast. 1st fone if requested. Box C-195, BROADCASTING.

Experienced TV news editor. Network and station experience. College graduate, veteran, married. Young and willing to locate anywhere with opportunity. Please write Box C-156, BROADCASTING.

WANTED TO BUY

Equipment

New uhf needs studio transmitter equipment, antenna, adaptable to channel 17. Repairable equipment acceptable. Box C-108, BROADCASTING.

Tower wanted. Approximately 450 foot self-supporting. Bill Angle. Box 55, Greenville, North Carolina.

Wanted G.E. Filtrexer for channel 17. Write WMHT, P. O. Box 17, Schenectady, New York. Attention Chief Engineer.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

Wanted—parts for Westinghouse 5 HV 1 am transmitter. Will consider purchase of complete transmitter. Send full details to Chief Engineer, WIRL, 121 N. E. Jefferson Ave., Peoria, Illinois.

Used 3 to 11 kw high band (channel 7) tv transmitter. Send full details and price. Box C-181, BROADCASTING.

For Sale

Equipment

3 kw RCA fm transmitter and 2 bay antenna complete with 100 feet of 3 1/8 inch transmission line. Changing power. Located in southwest. Write Box C-95, BROADCASTING.

For sale or lease, Schafer 2100 system (current model) complete; terms negotiable. Box C-103, BROADCASTING.

For sale: 250 watt GE transmitter, \$800; two Presto turntables, \$200 each; Pt-6 Magnecord tape recorder, \$300; all good condition. Box C-75, BROADCASTING.

GEL FMC-1 main channel exciter and sub-channel generator, rack-mounted with power supplies. W. E. 506 B-2 10 kw fm transmitter. Andrews 8-Bay multi-v antenna. WKJF, Inc., Grandview, Pittsburgh 11, Pennsylvania.

Gates, one am modulation monitor MO-2639, one am frequency monitor MO-2890, both presently operating. Good condition. WROA, Gulfport, Mississippi. Phone 863-7133.

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. Electrofund, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Several slightly used type 8D21 tubes for RCA TT 5A transmitter. Serial numbers and hours on each furnished on request. Director of Engineering, WCCO-TV, Minneapolis.

10,000 watt fm transmitter. FCC type accepted. Designed by Bell Telephone, Western Electric 506B-2. Operates 88-108 mc. Very good condition, clean, complete. Location midwest. \$3500.00. Box 290B, BROADCASTING.

Complete remote broadcasting facilities incorporated in 35' x 8' trailer including all equipment necessary for mobile or permanent small studio installation. Console, turn tables, microphone; air conditioners, 5 kw generator and many incidentals. Box C-51, BROADCASTING.

19" Jack Panel assemblies, 2 rows, 48 each type 218A Jacks, like new. \$20.00 each postpaid. Box C-109, BROADCASTING.

For Sale—(Cont'd)

Equipment

Slightly used Amper stereo Neuman, Gotham, Marantz, Lansing professional recording equipment. Write for list. Box C-205, BROADCASTING.

Auricon Pro 600 with TVT shutter, 2 amplifiers, 2 magazines, other accessories. Excellent condition. \$1500. WSBT-TV, South Bend, Indiana.

Dumont 50 kw high band television transmitter. In excellent operating condition. Color modified. For additional information write J. E. Gray, Lee Broadcasting Inc., WCU Bldg., Quincy, Illinois.

Excellent one kilowatt fm transmitter available immediately. KRPM, 1506 Cherryvalley Drive, San Jose, California.

5 Ampex recorders for sale, very good condition. 601-2 (7 1/2 stereo); 601 (full track, 7 1/2); 601 (half-track, 3-3/4); PR-10 (7 1/2-3 3/4 stereo); 960 (7 1/2-3-3/4 stereo with two amplifier-speakers). Glen Broughman, Box 27, Opelika, Alabama.

Buy a complete 250/1000 watt am radio station in one package. Gates transmitter, mod. monitor, frequency monitor, limiter, 2 Gates turn tables and pre amps. G.E. push button console, 2 Magnecord tape recorders . . . all for \$2,500. F.O.B., Jacksonville, North Carolina. Call Bob Mendelson 347-1707.

We have complete spare parts for General Electric model TF8A Klystron uhf amplifiers. Also, one RCA WA-8A color stripe generator. Prices on request. Townsend Associates, P. O. Box 2210, Springfield, Massachusetts.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

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.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Are your cold?" Do you need a first phone? Sunny Florida—Gulf beaches—and a FCC first phone in just five (5) weeks—"Guaranteed." Latest teaching methods. Free placement service. Connected with modern commercial station. 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.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

INSTRUCTIONS

RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS

Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening coeducational classes. Write for FRFF career information. RCA Studio School, Dept. B-18, 1600 Broadway, N.Y.C.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America



The Most Trusted Name in Electronics

RADIO

Help Wanted—Sales

OPENINGS

SIX SALESMEN
Radio, Television and/or
Ad Agency Experience
A Necessity

High-caliber men, free to travel, with accustomed earnings to \$25,000 yearly. Travel and entertainment allowance, plus commissions.

Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.

"Call only if you are a salesman"

COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

Production—Programming, Others

PROGRAM DIRECTOR

For Major W. Va. Network Station

We're looking for a strong adult air personality who is also an experienced "take charge guy" in all phases of modern adult programming. We offer permanence plus opportunity, plus top working conditions. Salary open . . . tell us what you can do. Send complete resume, photo and tape.

Box C-196, BROADCASTING

Situations Wanted—Management

GENERAL MANAGER

in toughest large market in country wishes change. Experience includes production, program, promotion, local and national sales, administration. Best references. Will move anywhere for right offer.

Box C-200, BROADCASTING

I'm looking for another challenge. It may be working for a large broadcasting company . . . it may be as a partner in a radio station . . . it may be as an owner . . . it may be in some other branch of the broadcasting business . . . you might throw one from left field. Let's talk it over. After more than 20 years in broadcasting as owner, group station manager, general manager, salesman, d.j., and announcer, I have plenty to talk about.

Box C-210, BROADCASTING

Production—Programming, Others

PRODUCTION DIRECTOR— AIR PERSONALITY

Now in major market. Want security and career position in exchange for 10 years experience at 3 nationally known stations. Qualified for pd. Good music stations only. Available immediately.

Box C-161, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

Every goal we achieve and satisfaction we reap whets our ambitions to do an even better job to inform, entertain, protest, challenge, editorialize, and guide.

We seek the versatile and Experienced television director Who will develop and direct Outstanding live programs for a Leading VHF television station in A critical and dynamic metropolis In the East.

If your objectives coincide with Our aims please send your Resume and Photo to Box C-235, BROADCASTING.

For Sale

Equipment

Complete RCA Equipped Hi-Band VHF TV STATION

TT50 AH Transmitter

TT10 AH Transmitter

TK11 Studio Cameras

All associated equipment.

FOR LIST WRITE:

Public Service Television Corp.

P. O. Box NAL,

Airport Mail Facility,

Miami 59, Florida

Telephone NE 3-6311

Extension 345

FOR SALE—TV TOWER

300-ft. Dresser-Ideco Self supporting 3-# TV Tower. Like new. Reasonable.

M. BERKOWITZ & CO., INC.

1111 West Rayen Ave.

Youngstown, Ohio

TEL: RI 4-4147

For Sale

Stations

FOR SALE

500 watt Daytime Station located Southeast coast town of 15,000. Price \$45,000 with \$10,000 down. Balance five years at 6% interest.
Box C-211, BROADCASTING

ROCKY MOUNTAIN 5 KW

Dominant fulltime station in a stable market. 1962 gross excess of \$180,000. Priced at less than gross with low down payment and very favorable terms to a qualified broadcaster. Cash flow will provide owner-manager with good salary and easily pay off station.

Box C-160, BROADCASTING.

SOUTHEAST

Excellent market and facility. Annual cash flow of \$50,000. Asking \$300,000 with 29 percent down; balance over 5 years.

Box C-224, BROADCASTING.

GUNZENDORFER

\$10,000 down for ARIZONA FULL-TIMER asking \$50,000 EXCLUSIVE. CALIFORNIA DAYTIMER Good mkt. asking \$120,000 29% down EXCLUSIVE. ARIZONA EXCLUSIVE DAYTIMER 1 station mkt. asking \$62,500. FM's \$75,000-\$100,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
 864 So. Robertson, Los Angeles 35, Calif.

Tenn.	single	daytimer	48M	terms
Midwest	small	fulltime	33M	10M
Ca.	medium	daytimer	65M	23M
Fla.	medium	fulltime	230M	75M
S.E.	major	daytimer	238M	29%
N.E.	major	daytimer	400M	29%
S.E.	UHF-TV profitable		2MM	cash
And others				

CHAPMAN COMPANY
 2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Billing \$5,000 a month. Has done \$7,000. Priced at \$110,000. 29%.
UPPER MIDWEST. Exclusive. Full time. Three year average gross of close to \$90,000 annually. Priced at \$150,000. 29% down.
JACK L. STOLL & ASSOCS.
 Suite 600-601 6381 Hollyw'd Blvd.
 Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Continued from page 141

west Elkhart Area, Okla., KGNC-TV (ch. 72) Amarillo, Tex.; WIIC Inc. on ch. 8, Uniontown, Pa., WIIC (TV) (ch. 11) Pittsburgh, Pa.; Community Tv Assn. Coop. on ch. 6, Red River, N. M., KOB-TV (ch. 4) Albuquerque, N. M.

Action of Feb. 28

Community Tv Assn. of Havre, Havre, Mont.—Granted cp for new uhf tv translator station, on ch. 80, to translate programs of KRTV (TV) (ch. 3) Great Falls, Mont.

License revocation

Commission ordered Pape Tv Inc. to show cause why licenses of WALA-TV (ch. 10) and WALA, both Mobile, Ala., should not be revoked and to appear at hearing to be held in Mobile at time to be specified later. Action March 6.

Rulemakings

FINALIZED

By second memorandum opinion & order, commission vacated its Jan. 12, 1962, action (which reassigned ch. 7 from Bangor to Calais, Me., later stayed) and (1) retained ch. 7 in Bangor for commercial use and (2) assigned ch. *13 for noncommercial educational use in Calais; terminated rulemaking proceeding in Doc. 13852. Because of proximity to Canada, trans. of ch. 7 station at Bangor would have to be located at least 170 miles from CHLT Sherbrooke, Quebec, and ch. *13 station at Calais would have to protect CJBR-TV-1 at Edmundston, New Brunswick. Action March 13.

PETITION FOR RULEMAKING FILED

Florida Educational Tv Commission, State Board of Control of Florida and U. of South Florida—Request amendment of table of assignments to add ch. *22 to Tampa and ch. 70 to Lakeland, deleting ch. 22 from latter. Received March 5.

Processing line

Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on April 16, 1963, standard broadcast applications listed in attached appendix will be considered ready and available for processing. Pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission rules, application, to be considered with any application appearing on attached list or with any other application on file by close of business on April 15, 1963, which involves conflict necessitating hearing with application on this list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on April 15, 1963, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Applications from top of processing line:

- Bibb City, Ga.—Bibb City Bcstg. Co. 850 kc, 500 w-D, DA (BP-12197).
- WIVK Bearden, Tenn.—Dick Bcstg. Inc. of Tennessee. To 850 kc, 250 w, 1 kw-LS, DA-1, unli.; from 860 kc, 1 kw-D (BP-14006).
- KLOK San Jose, Calif.—Radio KLOK Inc. To 1170 kc, 5 kw, 10 kw-LS, DA-2, unli.; from 1170 kc, 1 kw, 10 kw-LS, DA-2, unli. (BP-14028).
- WOWW Naugatuck, Conn.—Naugatuck Valley Service Inc. To 1380 kc, 500 w, 5 kw-LS, DA-2, unli.; from 860 kc, 250 w-D, DA (BP-14829).
- KBAB Indianola, Iowa—Mildred B. & Charles L. Hamilton Sr. To 1490 kc, 250 w, 500 w-LS, unli.; from 1490 kc, 100 w, unli. (BMP-10047).
- Sylvester, Ga.—Worth County Bcstrs.

- 1540 kc, 1 kw-D (BP-15394).
- Huron, S. D.—Central South Dakota Bcstg. 1530 kc, 1 kw-D (BP-15395).
- WGRM Greenwood, Miss.—Fayette C. Ewing. To 1240 kc, 250 w, 1 kw-LS, unli.; from 1240 kc, 250 w, unli. (BP-15396).
- WBIE Marietta, Ga.—Marietta Bcstg. Inc. To 1080 kc, 10 kw-D, DA; from 1050 kc, 500 w-D (BP-15405).
- WXXX Hattiesburg, Miss.—WXXX Inc. To 1290 kc, 1 kw, 5 kw-LS, DA-2, unli.; from 1310 kc, 1 kw-D (BP-15408).
- Woodburn, Ore.—O. L. Withers. 940 kc, 250 w-D (BP-15411).
- Napoleon, Ohio—Downriver Bcstg. Assn. 1010 kc, 250 w-D, DA (BP-15412).
- Alamo Heights, Tex.—National Enterprises Inc. 1110 kc, 1 kw-D (BP-15423).
- Vivian, La.—North Caddo Bcstg. Co. 1600 kc, 500 w-D (BP-15424).
- Middlebury, Vt.—Voice of Middlebury. 1490 kc, 250 w, 1 kw-LS, unli. (BP-15426).
- KCRM Crane, Tex.—Albert L. Crain. To 970 kc, 1 kw-D; from 1380 kc, 1 kw-D (BP-15427).
- KSGM Chester, Ill.—Donze Enterprises Inc. To 980 kc, 500 w, 1 kw-LS, DA-N, unli.; from 980 kc, 500 w, DA-N, unli. (BP-10243).
- South Macon, Ga.—South Macon Bcstrs. 1560 kc, 1 kw-D (BP-15430).
- Green River, Wyo.—Daniel E. Breece. 1400 kc, 250 w, unli. (BP-15442).
- Marietta, Ga.—Cobb County Bcstg. Co. 1090 kc, 1 kw-D (BP-15443).
- Geneseo, Ill.—Geneseo Bcstg. Co. 1500 kc, 250 w-D (BP-15444).
- KBAR Burley, Idaho—Mini-Cassia Bcstg. Inc. To 1230 kc, 250 w, 1 kw-LS, unli.; from 1230 kc, 250 w, unli. (BP-15445).
- WMTS Murfreesboro, Tenn.—Arthur D. Smith Jr. To 810 kc, 5 kw-D; from 860 kc, 250 w-D (BP-15447).
- Renton, Wash.—Washington Bcstg. Co. 1420 kc, 500 w-D, DA (BP-15448).
- Ashland, Ala.—Clay Service Corp. 1500 kc, 500 w-D (BP-15449).
- KJCF Festus, Mo.—Donald M. Donze. To 1400 kc, 250 w, 1 kw-LS, unli.; from 1400 kc, 250 w, unli. (BP-15450).
- KCFB Spokane, Wash.—Christian Services Inc. To 1330 kc, 1 kw, 5 kw-LS, DA-N, unli.; from 1330 kc, 5 kw-D (BP-15451).
- Athens, Ala.—Limestone Bcstg. Co. 1080 kc, 1 kw-D (BP-15452).
- KWON Bartlesville, Okla.—Horace C. Boren. To 1400 kc, 250 w, 1 kw-LS, unli.; from 1400 kc, 250 w, unli. (BP-15453).
- Wabash, Ind.—William N. Udell. 1090 kc, 1 kw-D (BP-15455).
- WDOV Dover, Del.—Dover Bcstg. Co. To 1410 kc, 5 kw, DA-N, unli.; from 1410 kc, 5 kw-D (BP-15456).
- Dardanelle, Ark.—Central Arkansas Bcstg. Inc. 980 kc, 1 kw-D (BP-15457).
- Kankakee, Ill.—Valley Bcstg. 1080 kc, 1 kw-D (BP-15459).
- Mendota, Ill.—Mendota Bcstg. Co. 1090 kc, 250 w-D (BP-15460).
- Rockford, Mich.—Jack Lee Payne. 810 kc, 500 w-D (BP-15461).
- Sidney, Ohio—Van Wert Bcstg. Co. 1080 kc, 250 w-D, DA (BP-15465).
- WHRV Ann Arbor, Mich.—Zanesville Publishing Co. To 1600 kc, 1 kw, 5 kw-LS, DA-2, unli.; from 1600 kc, 1 kw, DA-1, unli. (BP-15466).
- Xenia, Ohio—West Central Ohio Bcstg. Inc. 1110 kc, 250 w-D (BP-15468).
- Wilmington, Ohio—Community Communicators of Ohio Inc. 1090 kc, 1 kw-D (BP-15469).
- Pontiac, Ill.—Livingston County Bcstg. Co. 1080 kc, 1 kw-D, DA (BP-15470).
- Dorado, P. R.—Luis P. Martorell. 1030 kc, 10 kw-D (BP-15471).
- Cathedral City, Calif.—Glen Barnett. 1340 kc, 250 w, unli. (BP-15472).
- WBBY Wood River, Ill.—Madison County Bcstg. Co. to 590 kc, 1 kw, 500 w-LS, DA-2, unli.; from 590 kc, 500 w-D, DA (BP-15473).
- WTUG Tuscaloosa, Ala.—Tri-Cities Bcstg. Inc. To 790 kc, 1 kw-D; from 790 kc, 500 w-D (BP-15475).
- King, N. C.—Stokes County Bcstg. Co. 1090 kc, 500 w-D (BP-15476).
- KWEL Midland, Tex.—George H. Vaught. To 1440 kc, 1 kw, 5 kw-LS, DA-2, unli.; from 1600 kc, 1 kw-D (BP-15477).
- Cuthbert, Ga.—Radio Cuthbert. 1510 kc, 1 kw-D (BP-15503).
- Quincy, Fla.—D & F Bcstg. Co. 1090 kc, 1 kw-D (BP-15508).
- Crystal Lake, Ill.—Lake-Valley Bcstrs. Inc. 850 kc, 500 w-D, DA (BP-15509).
- Denton, N. C.—Denton Radio Co. 710 kc, 10 kw-D, DA (BP-15510).



**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



OUR RESPECTS to Nelson Ira Carter

A good radio commercial—startling and bold

"A good radio commercial ought to be a little startling, a little bold and completely pleasant and interesting." So says Nelson Carter, vice president of Fletcher Richards, Calkins & Holden and manager of the agency's Los Angeles office.

"Come to think of it, that's not a bad formula for a tv commercial, or indeed for any advertisement," he observed. And the thought occurred that it's a pretty good description of a successful advertising man as well.

In Mr. Carter's case the emphasis would seem to be on the "pleasant and interesting," but associates note that behind his friendly manner and smile is a keen and active mind, a combination that has been known to produce startling results.

These characteristics, perhaps inborn, were undoubtedly strengthened during the days when young Nelson was preparing for a career in the diplomatic service. He majored in political science at Stanford U., where he received his B. A. in 1930 and his M. A. in 1931, and topped off his formal education with a year at the Sorbonne. ("Paris was wonderful, but I don't remember getting to class very often.") But when he returned home in 1932 the nation was in the grip of the depression. The independent income considered necessary for a career diplomat had vanished, so Nelson joined millions of job hunters.

A Native Son ■ Born in Long Beach, Calif., July 5, 1908, Nelson Ira Carter was writing ads for a local clothier before he was out of grade school. In college he edited the humor magazine, *The Chaparral*, and wrote sketches and a light opera which were staged as student productions. So he hoped for a job as a writer, either in advertising or the movies. But advertising agencies were laying off veteran employes, not hiring newcomers, and a publicity job at Columbia Pictures didn't last long.

For a while he wrote a radio serial for a Los Angeles station (today he can't recall what station or the name of the serial, only that "it was about two wise-cracking secretaries"). But that didn't last long either. When a friend called from New York to offer him a writing job on the *March of Time*, he was off on a fishing trip and never got the call. Instead, he spent a year as a department store stockroom boy before getting a copywriter's berth at Beaumont & Hohman in San Francisco.

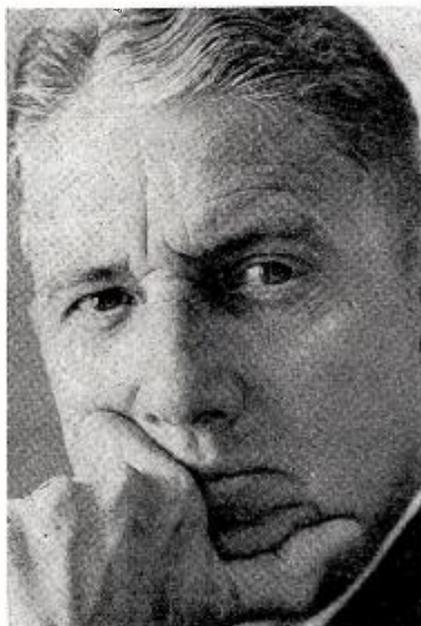
A few months later, the manager of the B & H Omaha office left and Nels was sent there to replace him. "This was great training. It was a small office

and I had to do everything myself, from looking for new business to writing copy and acting as an art director. In my three years in Omaha I really learned the advertising business." He also met Catherine Fredendall, who in due time became Mrs. Carter. Then he was transferred to the agency's home office in Chicago ("we liked the people, but hated the climate") and after two years they were happy to be sent back to the Los Angeles office.

If You Can't Lick 'Em . . . ■ His chief assignment was to try to keep the Lockheed account at B & H, "but when I went in for my first visit I met a delegation of about a dozen men from Foote, Cone & Belding coming out." Lockheed moved to FC&B and, shortly thereafter, so did young Carter. He soon was assigned to the Sunkist account and, except for a two-year stint for Union Oil, he handled Sunkist for the next 20 years. Meanwhile, he moved up the ladder at FC&B. From account executive he became account supervisor, vice president, chairman of the plans board and manager of the Los Angeles office.

Then, in 1959, the agency wanted Mr. Carter to move to New York. After a lot of thought, he said no. "It wasn't easy to leave after 20 years, but Catherine and the children love California as much as I do and our life here seemed more important than the job in New York," he recalls.

James Lane, a former client when he was president of Breast O' Tuna, was



Mr. Carter
Didn't underrate radio

then president of Barnes Chase Co. and he persuaded Nels to become head of the Los Angeles office of the San Diego-based agency. "We had a lot of plans that never got off the ground," Nels says, so along with several other BC employes he moved to FRC&H, where he is vice president and Los Angeles office manager.

"This agency believes in radio and it's the major medium for several of our accounts. About 80% of the Folger's coffee advertising budget goes into radio and for White King soaps the figure is nearer 85%. Like some other western agencies, we appreciated what radio can do at a time when most eastern agencies were underrating it. For some years the best radio advertising in the nation has been done in the West. Now that everybody's 'discovering' radio, the competition is tougher, but the rewards are worth working harder for."

What Lies Ahead ■ Like many thoughtful advertising executives, Nelson Carter looks for a radical change in the method of agency compensation in the near future. "Agencies are now supplying clients with services never contemplated in advertising's earlier days and seldom covered by commissions from media. The advertisers are coming to expect these services regardless of the size of their advertising budgets, which sometimes leaves the agency with a substantial loss on the account.

"But probably the worst thing about the commission system is that it makes the advertiser suspect that its agency's recommendations for more advertising are based more on a selfish desire to earn bigger commissions than because more advertising is the best solution to the advertiser's problem."

Nels and Catherine Carter live in Altadena, a socially correct suburb of Los Angeles. Daughter Crystal, now Mrs. Thomas O'Connell, is a Stanford alumna and son Steven, 20, is a junior there. Tom, 13, is in grammar school. Nels plays golf for exercise ("it used to be tennis") and gin for recreation ("it used to be poker"), goes trout fishing whenever he gets the chance and is a voracious reader, with early western Americana his specialty.

Active in his profession, Nels Carter is past president of both the Los Angeles Ad Club (1955-56) and the Advertising Assn. of the West (1957-58). Probably the recognition that has pleased him most came when Long Beach State College established the Nelson Carter Chapter of Alpha Delta Sigma, national advertising fraternity.

News frontier

NEWs is in the news these days. The Celler Antitrust Subcommittee last week began its month-long hearings on the economic plight of newspapers. This week, the Moss Subcommittee on Government Information gets its teeth into "news management" by the New Frontier. And last week an extraordinary conference on the handling of government information, which had been nailed down for April 5-6, suddenly was called off.

It came as no surprise that the opening salvo at the Celler hearing dealt with newspaper ownership of radio and tv stations. We predict that as the hearing develops, a big share of the interrogation will be directed toward purported monopoly situations stemming from newspaper ownership. Chairman Celler (D-N. Y.) laid this groundwork in his opening statement by citing three newspaper chains that control 45 dailies, 25 magazines, 10 radio-am's, 7 fm's, 12 tv stations, two press services and "several" photograph services and news feature syndicates.

But if the committee expects to develop that the newspaper owners dictate the news and editorial policies of the preponderance of these stations, or use combination advertising rates, it will be disappointed. There may be a few such instances but most newspapers maintain entirely separate news and sales staffs and meticulously avoid overlap.

It is no doubt true that the broadcast tail is wagging the newspaper dog in many instances. Should these newspapers be penalized because they had the foresight to get into radio and television early?

While newspaper economics held attention last week on Capitol Hill, the action downtown, wherein the White House called off the scheduled conference on handling of government information, evoked surprise. The White House said the reason was conflict with the Moss subcommittee hearings in which most of the same people would participate.

This is a lame excuse. There isn't the remotest chance that the March 19-21 Moss committee hearings would overlap the April 5-6 White House conference.

Apparently there has been newspaper resentment about the manner in which the White House conference was set up through the auspices of the NAB. There also has been backwash about "too much radio-tv representation."

This certainly is no time to argue about protocol or representation. The press is generally under attack. Whether publishers like it or not, radio and television are part of the "press." They are in the news business and are entitled to the same protection under the First Amendment, whatever the mouthings of power-bent bureaucrats.

Whether it's competition for news or competition for advertising, or union negotiations, publishers and broadcasters are in the same boat. All concerned had better quit quibbling and recognize this reality.

It's circulation

THE immediate effects of the House investigation of ratings services will bring little comfort to broadcasters. All the rating imperfections that come to light are bound to be dramatized and distributed by rival media. Nothing better has come into the hands of magazine and newspaper ad salesmen for years.

Yet the long-range effects of the hearings could be salutary. They could lead to basic revisions in the concepts and techniques of measuring radio and television audiences. Revisions are overdue. In many ways radio and television now measure themselves to their own disadvantage and to the advantage of print media.

The majority of newspapers and magazines sell total cir-

ulation. The "rating" service that they use is the Audit Bureau of Circulations which does nothing more than its name implies: It audits the records of the publishers to verify the number of copies that the publishers claim to deliver to subscribers or newsstand buyers. If ABC confirms that Newspaper X sells an average of, say, 1 million copies, 1 million then becomes the circulation guarantee of that paper, and the advertiser who buys a page in it tends to think a million copies of his ad will be seen and read.

The fact is, of course, that few if any ads in any issue of a general publication make any impression on a majority of readers. Research of the kind conducted by Daniel Starch & Staff consistently shows that only small minorities of readers so much as "note" a given ad. Magazines and newspapers have wisely refrained from basing their rates or their selling on Starch ratings. They continue to talk total circulation, and total circulation is what all but the most sophisticated buyers think they get.

The contrast between the use of circulation measurements in publishing and broadcasting is striking. While magazines and newspapers talk total circulation and do everything they can to avoid talking Starch, broadcasters talk about ratings. The television station that has a coverage area encompassing 1 million television homes will quote a rating of 20 as an argument to persuade an advertiser to buy a given period of time. If the advertiser buys it, he thinks he has bought 200,000 circulation. The same advertiser will think he is getting all 1 million of Newspaper X's total circulation, even though his ad may be noticed by no more than 10% of the readers of Newspaper X.

The net effect of broadcast selling by ratings is to minimize the size of radio's and television's circulation while print media are maximizing theirs. As a result, the broadcaster spends more energy selling against competing stations than he spends selling against other media. The ratings race pits broadcaster against broadcaster. Newspapers and magazines can stand on the sidelines and cheer.

What is needed in broadcasting is a thorough reappraisal of audience measurements and their use. The subject is intricate and therefore uninviting. Yet it deserves to be seriously studied by all broadcasters who are interested in looking beyond next month's P&L report. It is too big a subject to be successfully attacked by one element in broadcasting or one trade association of broadcasters. A study project under the joint sponsorship of NAB, RAB and TvB makes sense to us.



Drawn for BROADCASTING by Sid Hix

"Refinishing furniture was my hobby, but I haven't touched sandpaper since I did those shaving cream spots!"

People
try it
and they
like it

result:

KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . . **THEY PETRY, KPRC-TV.**"



KPRC-TV, CHANNEL 2, HOUSTON
Represented Nationally by Edward Petry & Co.

ALSO BREWERS OF
KPRC RADIO



COURTESY OF THE CARLING BREWING COMPANY



EMPHASIS NBC RADIO

OPINIONS AND INSIGHTS BY THE WORLD WIDE NBC NEWS STAFF—40 TIMES A WEEK.