



BROADCASTING

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NEWSPAPER

ON AND RADIO

JANUARY 8, 1962

FCC pressure, end of rapid growth make public wary of big investing in tv 27

It's back to the fray for U. S. broadcasters as Congress reopens for business 50

Shell Oil comes out of shell in return to tv from 1961 newspaper experiment 33

Midseason comes and goes in tv programming but changes in lineups are few 58

COMPLETE INDEX PAGE 7

*Makes
you feel
like a king
every day!*



KPRC - TV

HOUSTON, TEXAS

*the best faces
watch KPRC-TV
Channel*

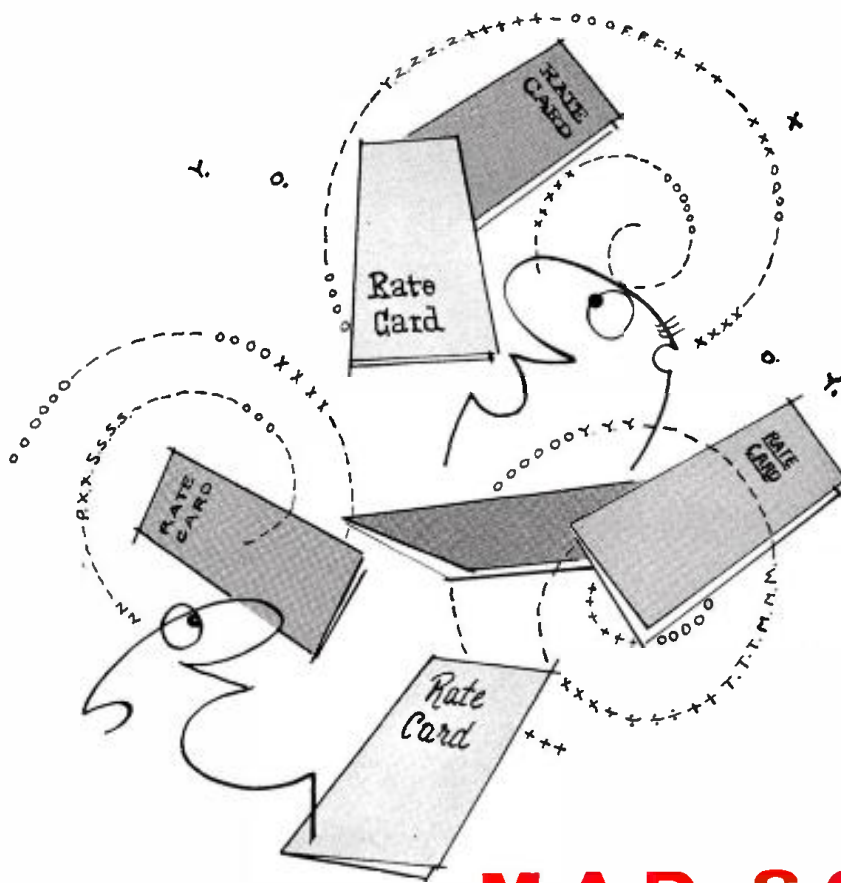
2



Fresh up yourself and your day with KPRC-TV-known everywhere as the world's finest television. It's a habit you'll enjoy.

Courtesy of KING'S MEN

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



MAD SCENE

"What kind of idiots do you have up there?" sputtered the irate client of a now defunct agency. "My total bill for TV time in January is \$5,219 on four stations."*

"But," he continued, "it doesn't say how much station A cost. Then it says that station B cost \$22 less than station A, station C cost \$30 less than A, and station D cost \$73 less than A. How, in the name of Nielsen, can I figure out what the costs for each station are?"

While we don't advocate billing in this form, the solution to the problem is simple and the principle intriguing—as simple as buying time on WMAL-TV and as intriguing as our feature programming. For the solution to the problem, we'll send you the usual token of our esteem for your perspicacity.

Puzzle courtesy of Dover Publications, Inc., New York 14, New York

** Down! AE's. This client exists only in our imaginations. But it doesn't take much imagination to figure out that the best buys for your clients in the rich D. C. area are minute participations in one of WMAL-TV's four daily half-hour news reports. A few choice availabilities are open.*

wmal-tv
abc
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.
Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

"the **82nd** SEASON"

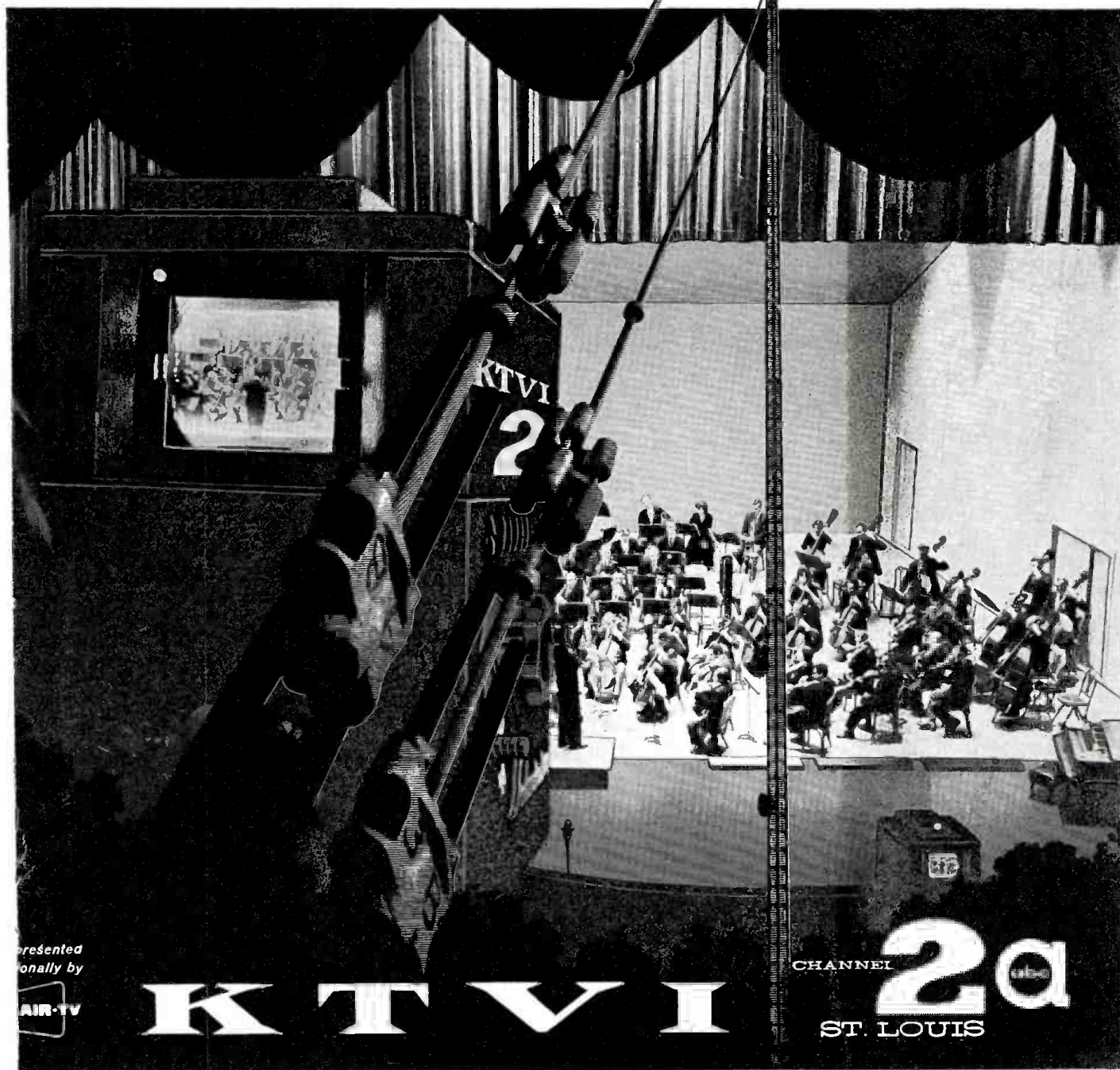
KTVI's answer to the St. Louis Symphony's desperate need for financial help

The NEW Spirit of St. Louis

The St. Louis Symphony Orchestra is among the nation's top ten. It is the second oldest in the nation. It is also in trouble, financially.

KTVI, to help alleviate the Orchestra's plight, responded with a full hour, staff-produced presentation, "The 82nd season". — Another reason why more citizens are calling KTVI the New Spirit of St. Louis... and further proof that

... in St. Louis the quality buy is KTVI

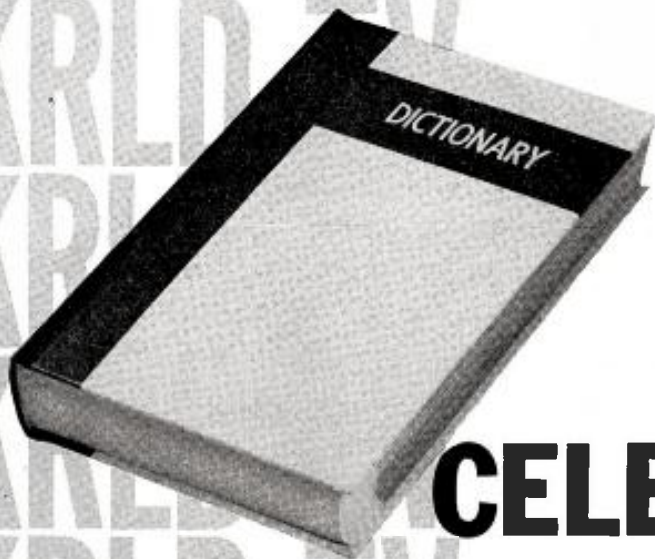


presented
sponsored by

KTVI

CHANNEL **2a** abc

ST. LOUIS



CELEBRATE

ce·le·brate (sĕl' ĕ·brāt), v. To sound the praises of; extol.

Which is exactly what we at KRLD-TV are doing, Mr. Webster. Celebrating the completion of the most successful TV year in our history and the beginning of our exciting 14th year of telecasting.

We sound praises for our thousands of satisfied 1961 clients, and pledge to you our continued best efforts in your behalf.

To give your ad dollar real cause for celebration, consult your Advertising Time Sales representative. He'll tailor a Channel 4 schedule to your own particular needs and requirements.

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



REPRESENTED NATIONALLY BY ADVERTISING TIME SALES - FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS



Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

Carson for Paar

NBC-TV officials have at last decided on successor to Jack Paar on network's Monday-Friday late show. He's Johnny Carson, comedian who has done many tv guest shots and is regular m.c. on ABC-TV Monday-Friday daytimer, *Who Do You Trust?* Only hitch is that Mr. Carson is having trouble escaping from contract with Don Fedderson Productions which produces *Who Do You Trust?* ABC-TV fears weakening of what is now one of its strongest daytimers and has put pressure on Fedderson to keep Mr. Carson. Negotiations are described as intense and complicated.

LA etv next

Now that each tv network has kicked in \$250,000 as its contribution to \$6.2 million fund to acquire ch. 13 WNTA-TV for Educational Television for the Metropolitan Area, Inc., etv eyes are focused in direction of Los Angeles where next move is expected. Notice has been served on at least one network by highly placed Washington authority that networks would be expected to contribute corresponding amounts for acquisition of one of seven Los Angeles outlets to be converted ultimately to non-commercial etv use under FCC auspices.

While there has been no pinpointing which of four Los Angeles independents will be sought, speculation has centered upon ch. 13 KCOP-TV as best bet. Station is owned by Nafi Corp. (auto accessories, Chris Craft) which also owns ch. 12 KPTV (TV) Portland; ch. 11 KTVT (TV) Fort Worth and KFYZ (AM) Houston. Nafi in 1957 paid \$4 million for Los Angeles property.

Van Duzer to Reno

Roger O. Van Duzer, general manager of KIVA-TV Yuma-El Centro, Feb. 1 joins Circle L Inc., Reno, to take over station management of new ch. 4 outlet recently authorized by FCC. E. L. Cord, Western industrialist, former automobile manufacturer, owner of KFAC Los Angeles and 90% of Circle L, has taken up permanent residence in Nevada. Station, to be built at estimated cost of \$530,000, has target date of next fall. Calvin J. Smith, vice president and general manager of KFAC, will be in supervisory charge of Reno operation with Charles Cord, president and general manager (son of E. L. and 10% owner) and Mr. Van Duzer to participate in construction and operations planning.

CLOSED CIRCUIT[®]

Ervin to NBC Board

Shortly to be announced will be election of Thomas E. Ervin, vice president and general attorney, NBC New York, to board of directors. Action was taken at same time Peter B. Kenney, NBC staff executive and former vice president-general manager of NBC's erstwhile uhf station in Hartford, was named vice president, Washington (WEEK'S HEADLINERS, page 10). Bud Rukeyser, now on NBC's New York public relations-trade press staff, is slated for assignment to Washington under Mr. Kenney. Washington network staff, which also includes Howard Monderer, attorney, will headquarter at RCA Building, 1725 K Street, N. W.

Super grades at FCC

FCC has received two new super-grades in turnabout by Civil Service Commission, it became known Friday. Grade 18 (\$18,500 a year) was approved for FCC General Counsel Max D. Paglin, and Grade 17 (\$16,530-\$17,570) was okayed for Executive Officer Robert W. Cox. FCC has six other Grade 17s now, mostly Bureau chiefs. Last month Civil Service Commission approved additional five grade 16s, bringing to 15 personnel in that salary bracket, but turned down requests for additional Grade 17s and one new Grade 18 (BROADCASTING, Dec. 25, 1961).

Guides for business

Don't dismiss idea broached by Federal Trade Commissioner Everett MacIntyre that FTC establish guidelines for businessmen through rule-making processes (BROADCASTING, Jan. 1). It's known FTC Chairman Paul Rand Dixon is favorably inclined toward this method, seen as much less cumbersome than present case-by-case litigation which not only runs on and on and on in many instances, but results frequently in decisions aimed only at specific practice for specific product used by specific company. MacIntyre idea was aired at American Marketing Assn. meeting in New York.

Color minded

Some tv stations that don't carry color say they are beginning to feel effects of color competition in local business. They complain that local businessmen, who are potential advertisers on their stations, acquire color sets, or their friends do, and then dismiss black-and-white station pitches

because they've become accustomed to what colorcasting has to offer.

ABC Radio high

ABC Radio president Robert Pauley reports last month at network was highest December in gross billing since same period in mid-1950's. ABC Radio 1961 gross billing increased estimated 21% over previous year.

Traffic rules

More details of anti-trafficking action ordered by FCC last week (see page 54) became known late in week. In agreeing to three-year holding rule, expected to cut down wheeling and dealing in sales of stations, commission told staff to write order which would require hearing if station is sold before three-year period under one ownership. Some details: Three years will run from date of acquisition of station to date application for transfer is filed; where multiple stations are sold, three years will run from youngest holding; inadequacy of capital will not be grounds for exemption of this rule (this was proposed in rulemaking notice); where principal owner dies or withdraws, exemption will be granted, but attempt to include key personnel in this provision was turned down.

Exceptions on Kingstree

Broadcast Bureau is expected to file exceptions to initial decision in hard-fought WDKD Kingstree, S. C., "obscenity" case (BROADCASTING, Dec. 18, 1961). Bureau does not object to examiner Thomas Donahue's ultimate finding that license not be renewed, but rather to reluctance with which examiner reached conclusion. Bureau counsel pulled all stops in hearing to show licensee E. G. Robinson Jr. was negligent and "lacked candor."

Latin anti-Commie effort

Importance of broadcast media in coping with Communist activities is underscored in extraordinary meeting scheduled in Nassau, Jan. 21-24, of Latin American nations. Jose Ramon Quinones, owner of WAPA San Juan, Puerto Rico, has been delegated by Inter-American Assn. of Broadcasters to represent group (with which NAB is affiliated) at sessions. Nations to be represented at conference to discuss means of combatting spread of Communism include Central American countries; Argentina, Bolivia, Brazil, Chile, Colombia, Mexico, Peru, Uruguay and Venezuela.

PROSPECTS 1962

A 30-minute radio program ready for air and recorded in Los Angeles, Atlanta, Boston, Chicago, Phoenix and Washington.

... Featuring fascinating opinions from Richard Nixon, Adlai Stevenson, Pierre Salinger, George Lodge, Barry Goldwater, Everett Dirksen, Arthur Schlesinger, Jr., Roswell Gilpatric, George Romney and Ted Kennedy, as interviewed by Time correspondents.

... Produced by Time-Life Broadcast in cooperation with RKO General, narrated by Dick McCutchen.

... Will be shipped to any radio station* in the U.S. and Canada on request, as an introductory sample of the Time-Life Broadcast News Service. No charge except for shipping and tape.

*First priority to RKO General Stations in New York, Boston, Washington, Memphis, Detroit, Los Angeles, San Francisco, and Time-Life stations in Denver, Grand Rapids, Indianapolis, Minneapolis.

Wire, call or write Ole G. Morby, Time-Life Broadcast News Service, Time-Life Bldg., Rockefeller Center, N.Y. 20.

WEEK IN BRIEF

Television has gone a long way but investors are wondering about future profits. They're concerned about the high cost of buying stations, the effect of Washington squeeze plays and wide criticisms of tv. See lead story . . .

TV STOCKS SUFFER . . . 27

Shell Oil deserted television last year, leaving grief in the medium and drawing gleeful reaction from tv's competitor. Now Shell is reported ready to return to video fold with a \$3-\$4 million budget. See . . .

SHELL TO RE-ENTER TV . . . 33

Washington is hopping again after several quiet months. Congress returns to Capitol Hill where the bins teem with bills and plans for assorted committee hearings and probes. Looks like a busy session. See . . .

CONGRESS BACK ON JOB . . . 50

Now that the House will have a new Speaker, the question uppermost in broadcasters' minds is the chance of getting broadcast gear into committee hearings. Rep. McCormack is waiting until he's on the job. See . . .

NEW SPEAKER NONCOMMITTAL . . . 50

Looking back at mid-season on tv programming there are definite signs of stability and progress, but also some important changes have been made. Some new programs seem certain to be continued next season. See . . .

MID-SEASON LOOK AT TV . . . 58

A year ago the FCC upset broadcasters with a plan to clamp down on station sales. Now it is ready to act but it appears final rules may not be as tough as once proposed but they're still full of hobbles. See . . .

TRAFFICKING BAN APPROVED . . . 54

A bright glow has appeared in spot radio. National volume picked up nicely in the third quarter of 1961, just about reaching 1961 nine-month figure and promising slight gain when 12-month data are compiled. See . . .

SPOT RADIO SHOWS GAIN . . . 40

Americans are tooth conscious and the dentrifice manufacturers are bound to keep them that way. Broadcasters will help them. New fluoride entry will challenge Crest and larger television budgets are looming. See . . .

TOOTHPASTE WAR ON TV . . . 38

If those sandpaper-shaving ads grated on your nerves, they made the Federal Trade Commission jumpy, too. Last week FTC found Colgate guilty of misleading advertising and issued rules for tv props and mockups. See . . .

FTC FINDS COLGATE GUILTY . . . 35

For a decade NAB has operated under direction of a board organization with 43 directors representing radio and tv stations and networks. Now special group is working on reorganization. See . . .

NAB STRUCTURE CHANGES . . . 44

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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In the first place

...in the first place, there was this network called ABC-TV... followed in the second and third place by those other two networks called Z & Y. And this network called ABC-TV, rated first according to the latest Nielsen figures,* further demonstrated its popularity by placing 8 of its programs in

the top 20. And did this where it counts most—where the watchers can watch all 3 networks. Which is, in the first place, the truest test of program popularity.

ABC Television

*Source: Nielsen 24 Market ratings, week ending December 23, 1961. Average audience, Sunday thru Saturday, 7:30-11 PM.

Broadcasters seek music control—ASCAP COURT FILING ALLEGES BIAS FAVORING BMI MUSIC

Charges that broadcasters seek to "control" music performed in syndicated tv shows and destroy bargaining power of non-BMI music writers and publishers were leveled by ASCAP in papers on file Friday in U. S. Southern District Court in New York.

ASCAP couched its charges in formal reply to petition of All-Industry Television Station Music License Committee, which is seeking court's approval of "at the source clearance" of ASCAP music used in future syndicated programs, and lower fees on music in local shows (BROADCASTING, Dec. 25, 1961). Full-scale hearing to determine "reasonable" fees and licenses is scheduled to start Feb. 14.

ASCAP reply claims stations are not entitled to at-source clearance under terms of ASCAP consent decree, and asks court to withhold approval of license forms different from those used in past. These call for payments to ASCAP on "per program" or "blanket license" basis for use of music in both local and syndicated programs.

Current licenses expired Dec. 31 but court extended them without change pending hearing and final decision (BROADCASTING, Jan. 1). ASCAP contends that while current license forms should be retained, fees paid under them should be "substantially increased."

BMI Charged ■ In its brief, filed Thursday by law firm of Sullivan & Cromwell and ASCAP general attorney Herman Finkelstein, ASCAP charges that in "anticipation" of current suit, potential ability of networks and stations to "dominate the market for television program material" has been increased "through a campaign undertaken by BMI to obtain the means of controlling the music performed on pre-recorded [syndicated] television programs" Brief continues:

"Towards that end, BMI has induced many members of ASCAP, including a large number who are primarily composers of background music, to resign from the society and to license their works through BMI, in return for long-term and very substantial annual guaranteed payments wholly independent of any works that subsequently may be composed by such writers or of any actual performances that may be made of their works on television. Among others receiving such guarantees are employees of pro-

ducers who are charged with the responsibility of selecting the music for certain pre-recorded programs and who are thus predisposed to select BMI music."

In addition, ASCAP contends, "Broadcasting industry through BMI" has made arrangements which give "a number of major television program producers . . . substantial payments in cash or other consideration if they use specified amounts of BMI-licensed music in the programs they produce for television."

If required by at-source clearance to negotiate directly with producers, ASCAP continues, individual writers and composers would face "the impossible negotiating task of persuading program producers to pay out money to them for the right to include ASCAP music in their programs, when the producers and their personnel are now taking in money from BMI for including BMI music in their programs."

White House group asked for repeal of Sec. 315

LeRoy Collins, NAB president, called on President Kennedy's Commission on Campaign Costs to recommend repeal of Sec. 315, equal time clause of Communications Act. He made suggestion in response to request for his views from Alexander Heard, commission chairman.

No stranger

Federal Trade Commissioner Philip Elman, writer of drastic Colgate-Palmolive decision involving use of props for tv commercials (see page 35) is former FCC attorney (1940-41) and was law clerk to Associate Justice Felix Frankfurter when Justice Frankfurter wrote famous decision upholding FCC's chain monopoly regulations (1943). Mr. Elman was appointed to FTC by President Kennedy early last year from post as assistant to Solicitor General of U. S. This is sixth FTC decision written by Mr. Elman since he took office, but first involving radio-tv advertising.

Gov. Collins said broadcasters fully discharged their public responsibilities in 1960 Kennedy-Nixon debates after Congress temporarily suspended requirement to grant equal time to all splinter party candidates for President and Vice President.

Proposals that broadcasters make free time available to Presidential candidates without imposing similar requirements on other types of communications would be discriminatory, Gov. Collins told commission.

Gardner expects new high in billing

Gardner Advertising expects to set new broadcast billing high in 1962. Agency president, Charles E. Claggett, in statement released today (Jan. 8) puts overall billing at \$50 million, or 25% increase over 1961. Agency predicts that 47%, or \$23.5 million, will represent broadcast billing, substantial increase over 1961 radio-tv billing that earlier in year was estimated at \$18 million level.

Mr. Claggett said firm has expanded overseas, acquired seven new accounts with total billings of some \$7 million anticipated in 1962, successfully introduced four new products, reorganized agency's marketing department and remodeled New York office and will expand in St. Louis.

New accounts include Sunray Oil Co., Jif Peanut Spread (Procter & Gamble), Kiekhaefer Corp. (Mercury outboard motors), Wayne Knitting Mills (Belle-Sharmer hosiery), Northrup, King & Co. (seed), Crisp Products Inc., and New England Lumber Division of Diamond National Corp.

New products introduced included: Pet milk's Sego liquid diet food, and several new cake mix products for P&G's Duncan Hines.

Celler plans to probe folding of L. A. papers

Facts surrounding simultaneous closing of two Los Angeles newspapers will be investigated by House Antitrust Subcommittee, Rep. Emanuel Celler (D-N.Y.), subcommittee chairman, announced Friday.

Rep. Celler, who also heads parent Judiciary Committee, said inquiry will seek to determine whether "concerted action" was involved in folding of *Los Angeles Examiner* and *Los Angeles Mirror*.

He said investigation will also get into question of mergers and concen-

WEEK'S HEADLINERS

John L. McClay, general manager, WJZ-TV Baltimore, named assistant to president, Westinghouse Broadcasting Co. **Herbert B. Cahan**, program manager, WBZ-TV Boston, succeeds Mr. McClay as general manager of Westinghouse's Baltimore outlet. **George Moynihan**, executive producer, WBZ-TV, named program manager succeeding Mr. Cahan. Mr. McClay assumed duties of general manager of WJZ-TV in January 1959, after serving in similar capacity at KYW-TV Cleveland. Mr. McClay joined Westinghouse in 1956 after serving as operations and program managers for WCAU-TV Philadelphia and WPIX (TV) New York. Mr. Cahan went to WBZ-TV in 1956. Westinghouse Broadcasting Stations: WBZ-AM-FM-TV Boston; KYW-AM-FM-TV Cleveland; KPIX (TV) San Francisco; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM-TV Pittsburgh; WOWO Fort Wayne; KEX-AM-FM Portland, Ore.; WIND-AM-TV Chicago, and WJZ-TV Baltimore.

Hershner Cross, general manager, General Electric Company's radio-tv division since 1959, with headquarters at De Witt, N. Y., elected vp of company. Division consists of tv receiver, radio receiver and audio products departments and broadcasting stations operations. Mr. Cross joined GE in 1946 as methods division analyst. General Electric stations: WGY, WGFM (FM) and WRGB (TV), all Schenectady.

Kenneth M. Curto, formerly sales manager of WFIL-TV Philadelphia, ap-



Mr. McClay



Mr. Cahan

pointed general manager of KFRE Fresno, Calif., succeeding **H. George Carroll**, assigned to Triangle Stations headquarters staff. Mr. Curto, 15 year broadcasting veteran, previously served in sales and management capacities at WPRO Providence, R. I., before joining WFIL-TV in 1957. Triangle stations are: WFIL-AM-FM-TV Philadelphia; WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WBNF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven; KFRE-AM-TV and KRFM (TV) Fresno.

Delbert L. Mills, division vp and general manager of RCA Victor Home Instrument operations, elected corporate vp of RCA. He will serve in new position of vp and general manager of RCA Victor Home Instrument Div. Mr. Mills, who joined RCA in 1960, will also continue in post of operating vp of RCA Sales Corp. Before joining RCA, he was president of Federal Telephone & Radio Div., International Telephone & Telegraph.

Thomas E. Daley, vp, Clay Stephenson Assoc., Houston advertising agency, named to newly created post of senior vp and service coordinator. **Patrick C. Tims**, account executive, Tatham-Laird, and **Kenneth G. Boehmert**, vp and executive art director, Grant Adv., both Chicago, join Stephenson as vp and account supervisor and vp and art director, respectively, in agency expansion. In other changes **Helen Sanford**, media director, was elected vp; **Robert T. Wollebak**, production manager, to secretary; **Everett C. Wilkie**, controller, to assistant treasurer. **Robert H. Crockford**, brand manager, Procter & Gamble, Cincinnati, and **Earl Wettstein**, account executive, Knox Reeves Adv., Minneapolis, join Stephenson, effective Jan. 15, as account executives. **Robert Fromm**, senior analyst, A. C. Nielsen Co., Chicago, to Stephenson as director of research. **Tim Alban** and **Richard H. Fielder** appointed copywriter and associate media director, respectively.

Peter B. Kenney, vp, NBC International, in Buenos Aires and for year—starting in July 1960—station manager of WRC-TV Washington, elected vp, Washington, for NBC. Mr. Kenney fills post formerly held by Frank M. (Scoop) Russell who became consultant to NBC several years ago. Mr. Kenney managed WKNB (TV) Hartford and when uhf station was purchased by NBC in 1956, he was made vp and general manager. He went to Buenos Aires in 1959 as consultant to NBC International helping to put station CADETE on air.

For other personnel changes of the week see FATES & FORTUNES

trations of newspapers and combinations of newspapers with radio and television.

Employees of Hearst's *Morning Examiner* and Chandler's *Evening Mirror* were told Friday newspapers would be discontinued over weekend. Hearst continues afternoon *Herald-Express* and Chandler continues *Morning Times*, which is connected with KTTV (TV) there.

N.Y. bill would outlaw false, misleading ads

Bill introduced Friday (Jan. 5) in New York State Legislature would impose fines up to \$1,000 on companies or persons responsible for false or misleading advertising.

Legislation, sponsored by Attorney General Louis Lefkowitz, would empower attorney general to bring suit against violators in state supreme court,

and would make advertiser, instead of ad media he uses, liable to fines.

Tv networks to decide who covers FCC hearing

Decision is expected tomorrow (Jan. 9) on which network is expected, in pool agreement, to cover FCC network study hearing on tv programming which starts Jan. 28. Both NBC and CBS are reported planning to air sequences. Hearing will be taped. It's to be decided also whether U. S. Hearing Highlights will tape proceedings in addition to, or in place of, network selected for pool.

These arrangements were indicated Jan. 5 by HH producer G. Bennett Larson. Firm plans to offer weekly half-hour taped highlights of Washington hearings in 1962. Mr. Larson said he had requested rights for tv coverage of FCC hearing few weeks ago.

Storer closes purchase of WMGM from Loew's

Formal papers passed Friday (Jan. 5) on sale of WMGM New York from Loew's Theatres Broadcasting Corp. to Storer Radio Inc. for \$10.95 million, of which \$3,185,250 was down payment, and remainder to be paid in installments over five years. Station call will be changed to WHN on Feb. 28 and station will introduce new programming format at that time (BROADCASTING, Dec. 25, 1961). Storer also owns and operates WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, and KGBS Los Angeles.

Heading principals in transaction were George B. Storer Jr., president of Storer Broadcasting Co., parent firm, and Preston Robert Tisch, president of Loew's Theatres Broadcasting.

Kim's Available...



"PUSHOVER"
FRED MacMURRAY • KIM NOVAK



"PHFFT!"
JUDY HOLLIDAY • JACK LEMMON • KIM NOVAK



"JEANNE EAGELS"
KIM NOVAK • JEFF CHANDLER



"5 AGAINST THE HOUSE"
KIM NOVAK • GUY MADISON

but only in **COLUMBIA'S POST-48's!**

Kim Novak, one of Hollywood's top box-office attractions is available exclusively in Columbia's Post-48's... in four of her finest roles.

Other great stars exclusively yours in Columbia's Post-48's include Jack Lemmon in 6 of his greatest movie successes and Judy Holliday in 5 of her most hilarious hits.

No wonder Columbia's Post-48's are already sold in top markets across the country!



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

**NEW ORLEANS'
ONLY STATION
WITH MOVIES
EVERY NITE!**

**BUY
IT!**

Represented nationally by Katz

WWL-TV
NEW ORLEANS

SINCE 1904 **CB**

**COATS &
BURCHARD
COMPANY**
appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

Write for complete information and analysis of your specific requirements (no obligation).

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SERVICE — COAST TO COAST
Industrial • Commercial • Institutional Appraisals

DATEBOOK

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

*Indicates first or revised listing.

JANUARY

Jan. 8-14—International Television Festival at Monte Carlo, sponsored by the government of Monaco.

*Jan. 10 — Western States Advertising Agencies Assn., dinner meeting. Ira W. Rubel, business consultant, will discuss changes in advertising budgets' placement.

*Jan. 11—Academy of Tv Arts & Sciences, New York chapter forum. Topic is: "Satellite television, just over the horizon." Versailles Ballroom, Hotel Astor, New York.

Jan. 11—FCC Chairman Newton N. Minow speaking on "Uhf and the All-Channel Receiver." National Press Club luncheon, Washington.

*Jan. 12—Federal Communications Bar Assn., annual banquet. Robert D. Hurligh, president of Mutual, will be principal speaker. Statler-Hilton Hotel, Washington, 7:30 p.m.

Jan. 12—North Carolina AP Broadcasters Assn., annual meeting, Carolina Inn, Chapel Hill, N. C.

Jan. 15—Hollywood Advertising Club second "creative" session of season on "Creative Television." 12 noon to 3 p.m. Jack Brembeck, KABC-TV, will moderate panel that includes Richard Beesemyer, National Television Station Sales; Peter G. Robinson, CBS-TV; Kenneth C. T. Snyder, Needham, Louis & Brorby; Lee Goodman, actor who has done Purina commercials since 1954, and Joe Barbera, Hanna-Barbera Productions. Hollywood Roosevelt Hotel, Hollywood.

Jan. 15-19—American Management Assn., "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

Jan. 16—Philadelphia chapter, American Women in Radio & Television, dinner meeting. Gertrude G. Broderick, U. S. Office of Education, will be guest speaker. Hotel Sheraton, Philadelphia.

Jan. 17—Assn. of National Advertisers workshop—"How to get maximum results from your business films," Hotel Plaza, New York.

Jan. 17—Advertising Council, 20th anniversary dinner, Waldorf-Astoria Hotel, New York.

Jan. 17—Awards presentation of the International Television Festival at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

*Jan. 18—Academy of Television Arts and Sciences, Los Angeles chapter, evening meeting. Richard Hough, AT&T vice president for engineering will speak on space satellites and their relationship to the everyday work of broadcasting. Los Angeles.

Jan. 19—Educational Foundation, American Women in Radio and Television, board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—American Women in Radio and Television, board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—Advertising Assn. of the West, annual conference. Hotel Californian, Fresno.

Jan. 20-21—Retail Advertising Conference,

10th annual meeting. Goals of the meeting are to bring advertising ideas, information, news and people together; and to increase advertising creativity. Miles David, RAB vice president will speak for radio, and Norman Tatman of Patterson Fletcher, Fort Wayne, Ind., will represent television. Palmer House, Chicago.

Jan. 21—Iowa AP Radio & TV Assoc. meeting. Des Moines.

Jan. 23—Final phase of FCC hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC en banc. Washington, D. C.

Jan. 23-25—Georgia Radio-Tv Institute, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Talshoff and Ann Corrick.

*Jan. 24—FCC Chairman Newton N. Minow will address luncheon meeting of National Religious Broadcasters. Mayflower Hotel, Washington.

Jan. 25-27—South Carolina Broadcasters Assn, 15th annual convention. Holiday Inn, Sumter. South Carolina AP Broadcasters Assn., which had originally scheduled its meeting in Columbia Jan. 26 has rearranged plans to hold meeting in conjunction with SCBA's winter session.

Jan. 29-Feb. 3—NAB board committees Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY

Feb. 1—Deadlines for entries to the Headliner Awards contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

Feb. 1—Deadline for entries for the American Tv Commercials Festival. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 2-3—Minnesota School of Journalism, Minnesota U., 15th annual radio-tv news short course, sponsored in association with the Northwest Radio-Television News Assn., and the Radio-Television News Directors Assn. U. of Minnesota campus, Minneapolis.

Feb. 4-13—Advertising Recognition Week.

Feb. 5—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

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



BALTIMORE IS YOUR OYSTER...

Visitors and Baltimoreans alike enjoy the luscious oysters for which Baltimore is justly famous. But salesminded advertisers and businessmen enjoy another facet of Baltimore that is near and dear to their hearts. They know that in Baltimore sales R always in season! The problem: how to best reach the television audience in this gigantic market... the nation's 12th largest. This is where WMAR-TV enters the picture.

Ever since WMAR-TV went on the air over 14 years ago—the first in the city—the station has consistently enjoyed a position of leadership... in ratings as well as in programming. For, in addition to CBS network features, WMAR-TV programs for

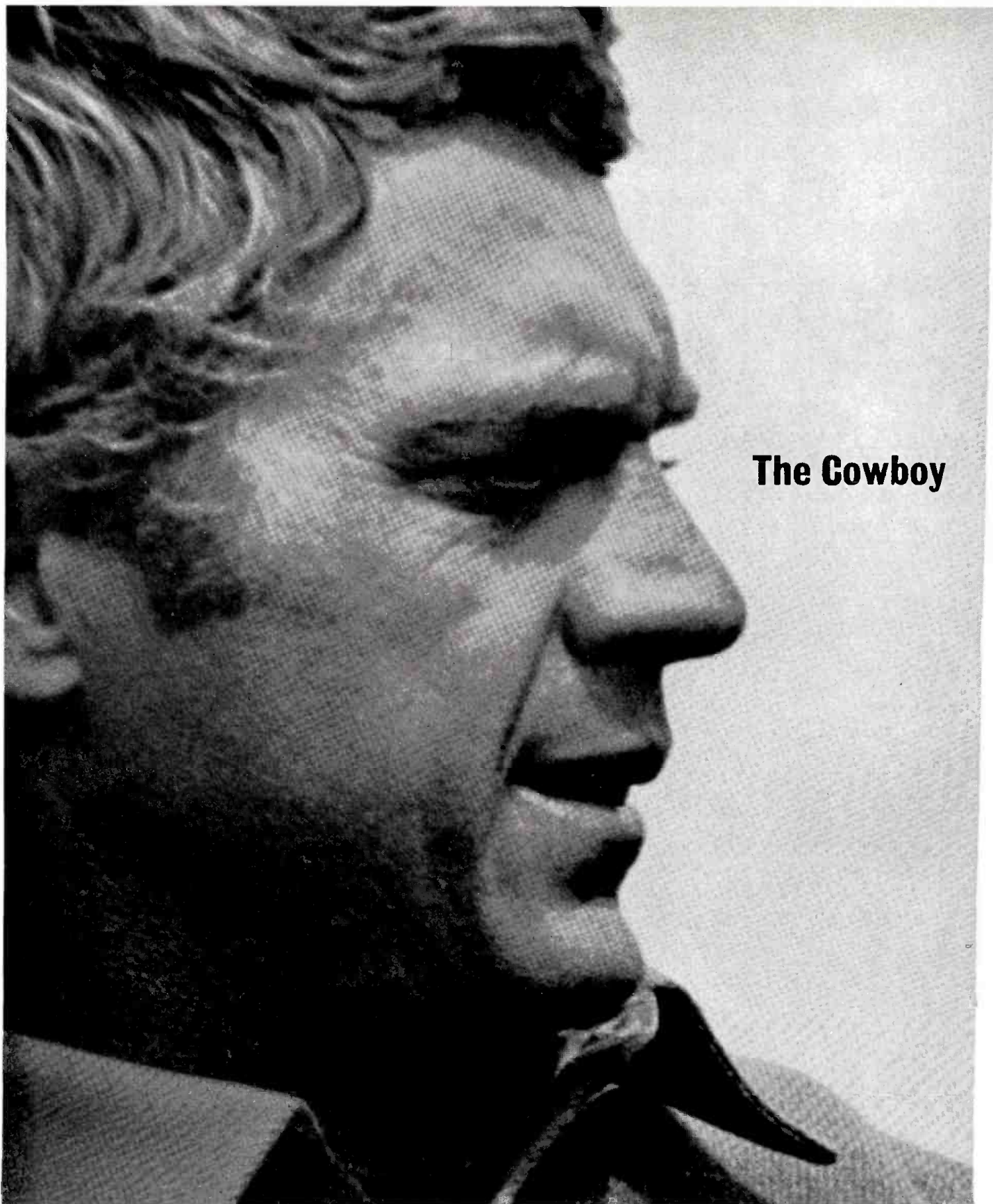
Baltimoreans... by Baltimoreans! No wonder viewers in the city—and state—look to WMAR-TV as *their* station. You can do the same... when you want the best showcase for your advertising message in this vitally important market.

No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.



The Cowboy

...and You! It's a winning combination: WANTED: DEAD OR ALIVE (94 half-hours), Four Star Films' fast-action Western starring Steve McQueen, which enjoyed a three-year average 24.7 Nielsen rating on the CBS Television Network. And DECEMBER BRIDE (157 half-hours), Desilu's lighthearted comedy series starring Spring Byington, which boasted an average 32.2 Nielsen during



the Lady

its long prime-time network run. Separately, each is a sure hit. Together, they pack a 1-2 wallop that will have competition reeling. They're available now, separately or together, for local and regional sales. How? That's where you come in. Call one of our offices in New York, Chicago, Boston, San Francisco, Atlanta, Dallas, St. Louis. In Canada: S.W. Caldwell Ltd. CBS FILMS®



a
4 1/2"
Missile
lands
in
U. S. A. ...and its 3" sister too!

Bringing Superlative Pictures to U. S. Broadcasters—From English Electric, pioneer in quality image orthicon tube design, production, and quality control.

4 1/2" IMAGE ORTHICON (field mesh)

3" IMAGE ORTHICON (field mesh)

These tubes, proven in performance by the majority of broadcasters around the globe—are now proving to surpass equivalent types heretofore available in the United States.

**NOW
STOCKED, TESTED, WARRANTED
IN THE UNITED STATES**

With the appointment of VISUAL ELECTRONICS CORPORATION as U. S. Distributors for English Electric Valve Co., Ltd.:

- tubes are available for immediate deliveries
- complete testing facilities are established
- the best warranty service...adjustments within 24 hours
- replacement from stock...overnight shipments
- and coast-to-coast engineering sales/service

For the best and most modern broadcast systems and supplies, look to VISUAL the SOURCE—for Superior Equipment from Specialist Manufacturers.

MAIL COUPON FOR INTERESTING RECENT TECHNICAL ARTICLES ON OPERATION OF IMAGE ORTHICON TUBES BG

NAME _____
STATION _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

VISUAL ELECTRONICS CORPORATION



Keeps You in View!

356 west 40 street • new york 18, n. y. • pennsylvania 6-5840

gomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 6—Advertising Committee of U. S. Commerce Dept. Department headquarters, Washington, D. C.

Feb. 7—Western States Advertising Agencies Assn., annual awards luncheon for the "advertising citizen of 1961." Ambassador Hotel, Los Angeles.

Feb. 7—Advertising Federation of America, mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—National Winter Convention on Military Electronics. Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, Directors Guild of America. Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 13—Formal awards banquet of the International Broadcasting Awards contest. Hollywood Palladium, Hollywood, Calif.

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

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

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

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

MARCH

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

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

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

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

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

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

APRIL

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

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

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

April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.



YOU MAY NEVER EXPERIENCE 136° HEAT* —

BUT... WKZO-TV In Kalamazoo-Grand Rapids Will Give You Hot Results!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

| STATION TOTALS | | | | |
|-----------------------|-----------------|-----------|-------------------|-----------|
| | Homes Delivered | | Per Cent of Total | |
| | WKZO-TV | STATION B | WKZO-TV | STATION B |
| Mon. thru Fri. | | | | |
| 9 a.m.-Noon | 48,400 | 34,000 | 58.7 | 41.3 |
| Noon-3 p.m. | 65,900 | 53,800 | 55.0 | 45.0 |
| 3 p.m.-6 p.m. | 56,400 | 71,900 | 43.9 | 56.1 |
| Sun. thru Sat. | | | | |
| 6 p.m.-9 p.m. | 155,600 | 96,800 | 61.7 | 38.3 |
| 9 p.m.-Midnight | 138,200 | 66,200 | 67.6 | 32.4 |

WKZO-TV reaches an average of 80% more homes in the fast - growing Kalamazoo - Grand Rapids area than Station B, Sunday through Saturday, 6 p.m. - Midnight (NSI — Feb. 20 - March 19, 1961).

This spectacular coverage means even more *here* than in most areas — *both* Kalamazoo and Grand Rapids are among the 55 fastest - growing markets in America. Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U.S. between now and 1965.

And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac - Traverse City, to your WKZO-TV schedule!

Sources: Sales Management Survey of Buying Power, May 10, 1961; Television Magazine.

**A record high shade reading of 136.4° F. was taken on September 13, 1922 at Azzizia, Libya.*



The Felzer Stations

- WKZO-TV — GRAND RAPIDS-KALAMAZOO
- WKZO RADIO — KALAMAZOO-BATTLE CREEK
- WJEF RADIO — GRAND RAPIDS
- WJEF-FM — GRAND RAPIDS-KALAMAZOO
- WWTV — CADILLAC-TRAVERSE CITY
- KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

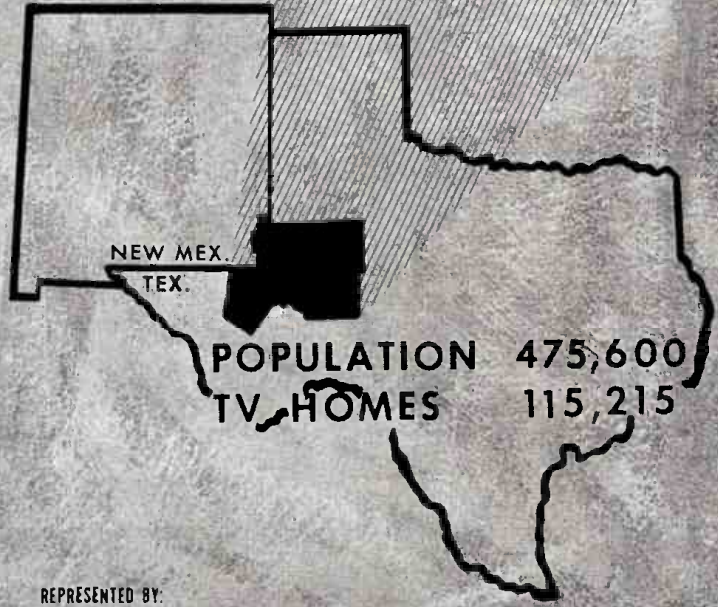
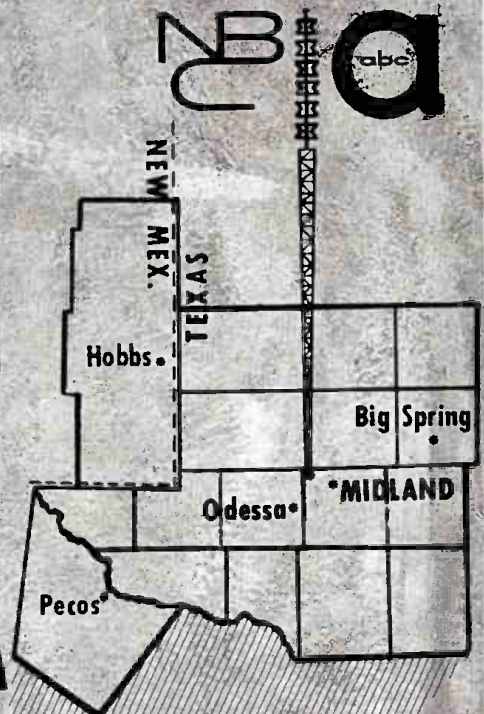
100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in *Both* Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

ALL
EXAN
OWER

1137 Ft. Above Ground
4049 Ft. Above MSL



REPRESENTED BY:
VENARD, RINTOUL & MCCONNELL INC., NEW YORK

channel 2
KMID TV

OPEN MIKE®

The modified Minow

EDITOR: Again, congratulations on keeping Mr. Minow's facts and fiction in proper alignment, per your current editorial [EDITORIALS, Dec. 25]. . . .
—James O. Parsons Jr., Harrington, Righter & Parsons Inc., New York.

EDITOR: The editorial . . . is one of the clearest statements of the basic issue that I have seen. It's what I call government by the raised eyebrow technique. We need more broadcasters who recognize the dangers which you have so clearly cited and I hope that your editorials will continue to have great influence on the industry in the year ahead. . . .
—Thad M. Sandstrom, general manager, WIBW-AM-TV Topeka, Kan.

Index to articles

EDITOR: We note that a number of magazines publish an index to their articles from time to time in a regular issue, but note that your magazine does not do so. . . .

If you prepare a separate index, available to subscribers and librarians, please send us whatever copies are necessary to cover articles published in 1960 and 1961. . . .

This request is being made because we have found the commercial indexing services noticeably lacking in detail, particularly in the financial, advertising and marketing areas often covered in your magazine.—Kenneth Costa, librarian & research assistant, Hicks & Greist Inc. Adv., New York.

[All important stories carried throughout the year in BROADCASTING are listed by general subject, with issue references, in each BROADCASTING Yearbook for the 12 months preceding the annual publication deadline.]

Riverton microwave case

EDITOR: Please allow me to congratulate you on the excellent coverage [GOVERNMENT, Dec. 18] of the precedent-setting decision by the FCC on the Riverton microwave case. . . .
—William C. Grove, vice president-general manager, KFBC-TV Cheyenne, Wyo.; KSTF (TV) Scottsbluff, Neb.

EDITOR: . . . Western Tv (catv) has contracts with thousands of individual members of the public to act as their agent in providing them a television service of their choosing. . . . The carrier hasn't been allowed to perform, and it has been three years since the request was made.

We understand that the principles of common carrier law surrounding this case have been firmly established by court decisions. . . .

Fortunately our courts still demand

VOL. 3—"FILMS OF THE 50's"—NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS



**SEVEN ARTS
ASSOCIATED
CORP.**

HENRY FONDA JAMES CAGNEY WILLIAM POWELL

JACK LEMMON BETSY PALMER WARD BOND PRODUCED BY LELAND HAYWARD

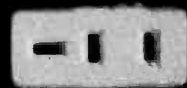
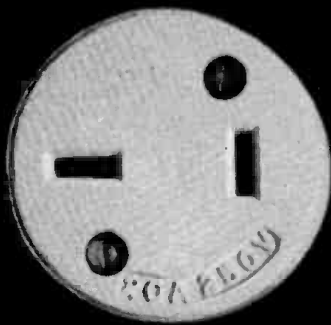
DIRECTED BY JOHN FORD AND MERVIN LeROY SCREEN PLAY BY FRANK NUGENT AND JOSHUA LOGAN

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

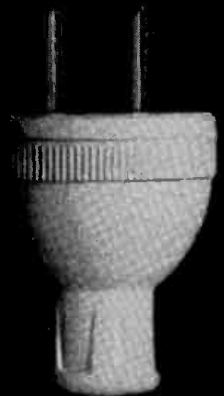
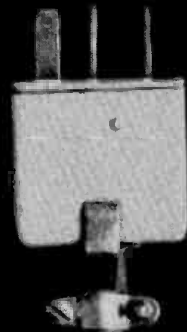
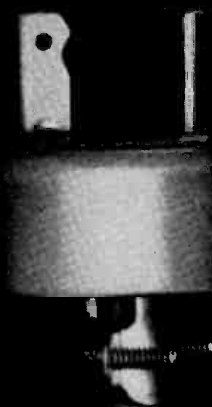
SEVEN ARTS "FILMS OF THE 50's"—MONEY MAKERS OF THE 60's

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

MISTER ROBERTS!



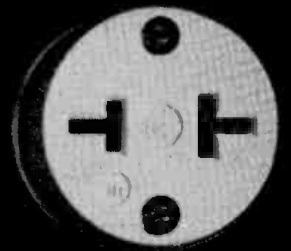
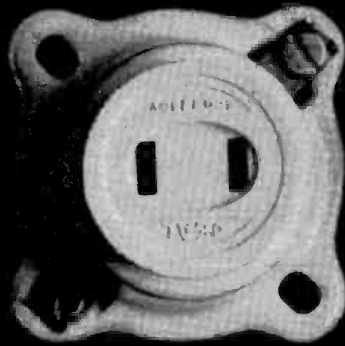
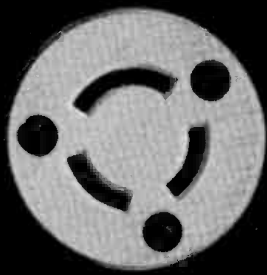
6 ways to



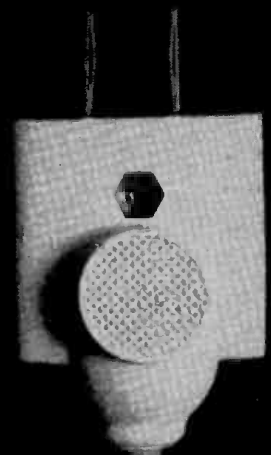
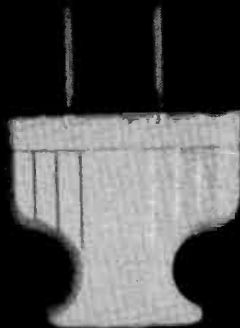
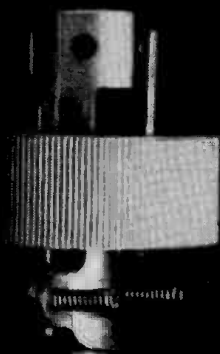
(Each of the 6 ABC owned radio stations connect

Shocking—how some people try to enter every market in the same way. This single-prong approach doesn't fit when you really want to connect in six of the biggest, and yet very different markets. It explains why the big switch is to the six superb ABC owned radio stations.

Our power generates from what we call The Flexibil Factor, a skillful fusing of all types of programming the needs of each local mass audience. All six great radio stations are operated by dedicated radio men with an understanding of today's radio, and a talent for



connect.



you with the mass buying public in its own way)

making the use of our stations profitable for the advertiser. Spark your selling with the high-voltage versatility of WABC, WLS, WXYZ and KGO: make a connection with John Blair & Company. You'll light up with information on KQV from Adam Young, Inc. and

learn what's watt on KABC from The Katz Agency. See how our varied live-wire input can boost your output.



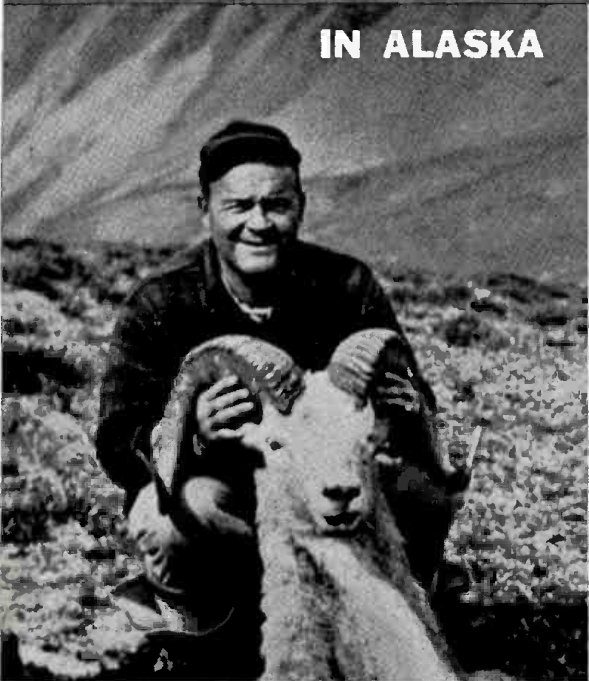
ABC OWNED RADIO STATIONS

**WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES**



IN WISCONSIN

'Where it happens' there's KGW-TV, Portland



IN ALASKA



IN LOS ANGELES

IN WISCONSIN three-man crew from KGW-TV covers the Oregon State-Badger Game. IN ALASKA Jim Conway brings hunting exploits to KGW-TV viewers. IN LOS ANGELES Doug LaMear handles live coverage of Portland-Los Angeles Hockey Game.



Prime example of program leadership by alert management, enabling creative talent continually to build new vision into Television on stations represented by

BLAIR-TV

"At KGW-TV, Community Integration is a religion. So we maintain more-than-usual human and mechanical resources to present events of vital interest to our area. Often we go afield—totelecast the ritualistic funeral of an Indian Chief; or the activation of a Columbia River dam; or the Miss Oregon contest; or the Timber Carnival. Sports are important, too. We cover Oregon football from coast to coast; hockey live from the entire Northwest; hunting and fishing from California to Alaska. Yes, KGW-TV is wherever it's happening—and there we shall continue to be."

WALTER E. WAGSTAFF
Station Manager, KGW-TV

Conquering Distance

KGW-TV is where it happens. That's the basic principle of the station's programming—a major secret of its success. Let's consider a not-unusual week-end:

Friday evening KGW-TV Sports Director Doug LaMear is in Los Angeles. Live to Portland he sends play-by-play of the Portland Buckaroos hockey game with the Los Angeles Blades.

One hour after the final buzzer, Doug and Production Manager Bernie Carey are on a plane to Madison. There next day they join station photographer Dick Althoff in filming, sound-on, the Oregon State-Wisconsin football game, to be shown in full color Sunday on KGW-TV.

The next Wednesday Jim Conway, KGW-TV's 'Outdoor Sportsman' is back from Alaska with 28 minutes of fascinating sound on color film of his trek after a mountain ram.

Later in the fall Linfield College of McMinnville, Oregon, plays Pittsburgh State of Kansas at Sacramento, Cal. for the NAIA Small College Championship. On hand are Doug LaMear and Program Director Tom Dargan. So KGW-TV fans see the game live from Sacramento. Yes, KGW-TV makes a business of being 'where it happens.'

To Blair-TV, resourcefulness of great stations like KGW-TV in conquering distance to benefit their viewers, is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.



Television's first exclusive national representative, serving:

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

proof and deal more with facts. . . — Roy E. Bliss, secretary-treasurer, Western Tv Corp., Worland, Wyo.

EDITOR: . . . The hearing examiner and the common carrier bureau of the FCC had ruled that the common carriers serving the catv industry were totally valid. . . . The broadcast bureau, on the other hand, argued that the FCC should take into account possible, alleged, unproven charges of economic injury and deny the common carrier facility.

Should reason prevail, might it not be possible that the protesting station would have to prove economic injury? Wouldn't this entail a detailed study of the profits and losses of this station. . . ?—E. M. Allen, vice president, Winona Tv Signal Co., Winona, Minn.

Charlotte 'Radio Report'

EDITOR: . . . There have been many articles I have enjoyed reading in BROADCASTING, specifically those on quality programming and programming in the public interest.

Because there have been adverse comments in this regard, especially from certain print media, I thought I would take time out to say that in Charlotte we have seven am and two fm stations and because of the outstanding programming in the public interest by all our radio stations, the *Charlotte News* has instituted a special column known as the "Radio Report" in which they point out many of the public service programs for the week. . . —Herb Berg, general manager, WWOK Charlotte, N. C.

New name coming

EDITOR: I noticed a small piece [FANFARE, Dec. 11] which needs a correction.

The Hollywood Motion Picture and Tv Museum will soon have its name changed to a more general term which will refer to the four entertainment industries of Hollywood—motion pictures, tv, recording and radio. . . —Robert M. Light, president, Southern California Broadcasters Assn., Los Angeles.

Blair-Tv title mixup

EDITOR: ONE MAJOR INACCURACY CREEPT INTO BROADCASTING'S MENTION OF JACK DENNINGER'S RESIGNATION [HEADLINERS, Jan. 1]. YOUR WRITE-UP REFERS TO FRANK MARTIN AS "GENERAL MANAGER" WHEREAS FRANK IS GENERAL SALES MANAGER. THE EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER OF BLAIR-TV IS NOW AND HAS BEEN SINCE 1957 NONE OTHER THAN EDWARD P. SHURICK. WE HOPE YOU WILL MAKE APPROPRIATE CORRECTION. — PAUL BLAKEMORE, ADVERTISING MANAGER, BLAIR-TV, NEW YORK.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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Republic Steel radio test proves to be a double success

In the scramble of mass consumer selling sometimes there is a tendency to forget what broadcast media can do in more specialized situations. We have such an experience with Republic Steel. The final results now are in and we all feel we have learned something.

Republic Steel normally does advertise locally in plant cities and has been doing so for many years. Traditionally this has been in newspapers. But in the summer of 1960 Republic decided to test radio as both an employe relations and a public relations tool.

It was felt that if we could find a geographical area that would provide a valid research situation we could test the effectiveness of radio for these purposes. We decided a before-and-after survey would be the best method.

Test Market ■ The market selected was the Canton-Massillon area in Ohio. This is the location of Republic's fourth largest basic steel operation, its Central Alloy District. Also here are four fabricating divisions: Truscon, Berger, Culvert and Union Drawn. The program selected was one-third sponsorship of the Cleveland Indians' baseball games on WHBC Canton, with a total of 150 games, April through October. We divided our commercial subjects into four basic categories:

1. Republic as a part of the community (mentioning the participation of employes in such activities as the Little League and Boy Scouts) and Republic as a corporation (with its contributions to the United Fund, etc.).

2. Product. For example, the production and uses of stainless steel. This category, although not directly concerned with public or employe relations, nevertheless did have some effect on morale and pride in workmanship.

3. Republic as a good place to work.

4. Miscellaneous. This included such broad areas as productivity, domestic competition, foreign competition and other economic factors affecting the cost of steel, therefore the price, and therefore the company's ability to stay in a competitive market.

Voice of Republic ■ To use the prestige and acceptability of well-known sportscasters, some of the commercials were taped by the two announcers for the actual games. Institutional commercials were taped by an announcer not known to the listeners in the Canton-Massillon area. These commercials usually spoke of the company as "we" and it was believed that the listeners would not readily accept the close tie of identification from a Canton announcer.

However, there was a third group of commercials, done by a Canton announcer. These involved taped interviews with Republic Steel employes. Since the subject matter was so diverse, we created a basic signature line to close all commercials in a uniform way.

The research objectives were twofold: 1. To determine the effectiveness of radio as a medium for communicating information, messages and ideas to Republic Steel employes and the general public. 2. To determine whether the cumulative effect of the radio program enhanced the overall reputation of Republic among its employes and the general public in such a way as to increase productivity and help the company sell competitively.

Technique and Results ■ A total of 390 interviews was made in the area—212 during the pre-test the first week in April and 178 during the post-test the first week in October. Personal and telephone interviews were conducted with both employes and non-employes. Neither Republic Steel nor Meldrum & Fewsmith was identified or connected with the interviews.

Here are the results, as quoted directly from the final research report:

Effectiveness of Radio—the survey tests indicated conclusively that radio can be used effectively to communicate both specific information and abstract ideas to employes and the general public. Further, these communications improved the stature of Republic Steel significantly in the Canton-Massillon community.

Listenership and Identification—Among non-employes 78% in Canton and 52% in Massillon listened to and were aware of Republic's sponsorship of the baseball broadcasts. Of these, 82% were favorably impressed. Approximately 80% of Republic's hourly wage employes in the Canton-Massil-

lon area listened to the baseball broadcasts and were aware of Republic's sponsorship. Of these 96% were in favor of this sponsorship.

Pre- vs. Post-Test Awareness—The level of understanding and awareness among non-employes increased measurably in virtually every area covered by test questions. The post-test in some instances revealed such substantial increases over the pre-test that a complete reversal to positive was indicated in respondent opinion. Among employes, specific knowledge of Republic improved significantly. The level of understanding and awareness increased in six of ten subjects. On the remaining four test subjects, employe reaction remained static or firmed around the "average" level. Lack of improvement in these four areas can be attributed directly to the effect of layoffs during the program period.

Non-Employe, Employe Comments—In addition to response to survey questions, the post-survey produced substantial employe and non-employe comment regarding the program. Virtually all of this comment was extremely favorable.

Conclusions ■ The favorable results of the pre-post tests indicate that the radio campaign achieved its objectives.

The overall high level of listenership and success in transmitting information and concepts indicate that radio is effective in communicating to plant cities. This is particularly true when the program is evaluated in terms of cost-per-listener message. While radio is an effective public and community relations aid, it is also a useful employe relations device. Its use in a plant city not only permits direct communication with employes, but has the supplemental effect of transmitting the same message repeatedly to employes through friends, neighbors and local families.



Bruce Stauderman, vice president for tv, radio and film, came to Meldrum & Fewsmith in 1954. Before that he had been a writer-producer-director at WXEL (now WJW-TV) Cleveland from 1951. He started writing for radio in 1945 in New York and went into tv in 1949. Some of his credits have included such network radio and tv shows as "The Columbia Workshop," "Armstrong's Theatre of Today," "The House of Mystery," "Captain Video" and "The Big Story."

FORM FITTING

TARGET
JINGLES'
NEW
hit
intro
package

JINGLES THAT FIT ONLY YOUR
STATION BECAUSE THEY'RE
TAILORED EXCLUSIVELY FOR YOU
EVERY MONTH AT NO EXTRA COST

hit intro package gives you

120

Specially created, sleekly customized jingles, form-fitting your specifications and at the same time tailored to crossfade directly into a current top-selling tune.

120

Different record intro jingles, each styled and performed to musically match and complement the song it introduces. A brand-new, never-before-on-the-air record cueing service.

120

Musical beds in the style of each month's leading tunes. Perfect for your own local production treatment.

360

hip jingles PROMOTE while you entertain. Customized for your I.D.'s, sponsors, schools, local organizations **WITHOUT EXTRA COST**. Thirty sparkling new cuts delivered to you every month.

You'll segue into more sales with hip. Send for your demo today or call your **H**ullman-Man. He's hip, too.



TARGET JINGLES PRODUCES HIT INTRO PACKAGE. EXCLUSIVE DISTRIBUTOR:

RICHARD **H ULLMAN, INC.**

Marvin A. Kempner, Executive Vice President
1271 Ave. of the Americas, New York 20 PL 7-2107
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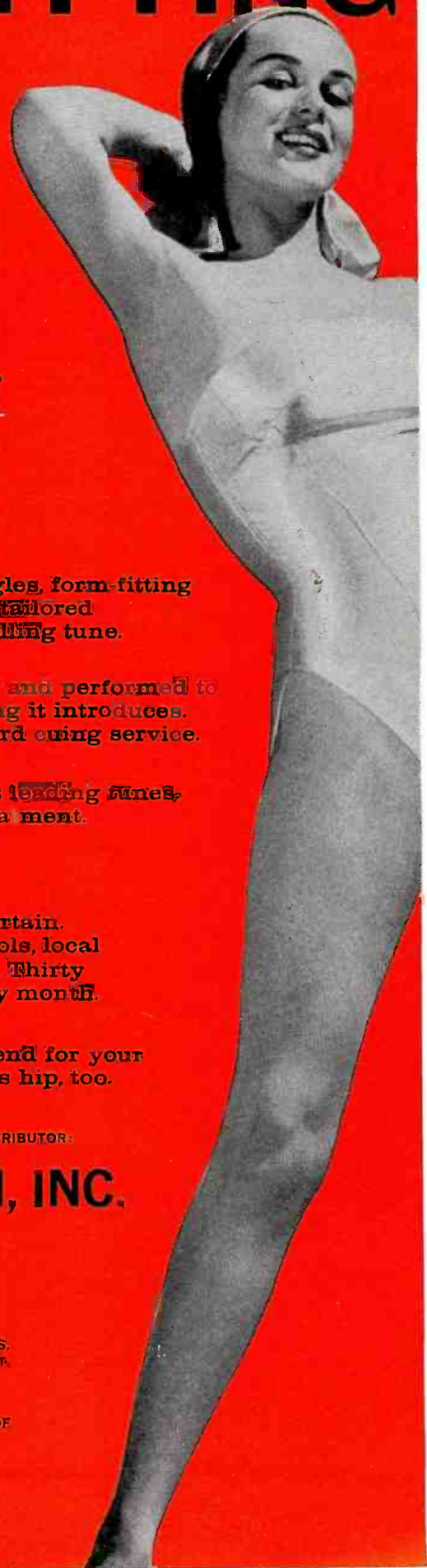
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"FULL CONTROL means FULL RESPONSIBILITY"

says **LOWELL MACMILLAN**, Vice-President
and General Manager of WHEC-TV now full-time
operator of CHANNEL 10, Rochester, New York

UNTIL very recently, Channel 10 was a share-time operation. Now, Rochester's "Big Ten" is completely owned and operated by WHEC-TV. Naturally, this is a matter of pleasure and pride to us. But our *predominant* feeling is one of tremendous responsibility.

We have acquired something very, very good, but it is our job to make it *better*. We have inherited a great popularity among local viewers, but we must maintain and *expand* this popularity. We have a large and high-level group of local and national sponsors to whom we must prove the value of their investment in us. We must also attract *new* customers.

We have *everything* that is essential to the attainment of these ends: complete modern equipment, a substantially-expanded staff of experienced and talented people, a dedicated and service-minded sales organization, an incomparable set-up for the gathering and telecasting of News, and basic affiliation with the great CBS Network.

Yes, and most important of all, we have the indomitable resolution to continue to be Rochester's top TV channel! Watch us! *Join us!* You'll get a good return *on every second you purchase!*

WHEC-TV
FULL CHANNEL



Represented by **EVERETT MCKINNEY, Inc.**

TV STOCKS SUFFER AS FCC FROWNS

- Investors worry about further major growth in this area
- Government criticisms make public cautious about buying
- But big brokers feel now may be a good time to go public

Washington's pressures on television, coupled with television's own successes, are having a clouding effect on broadcasting's prospects as a field for major public stock investment.

The strides television already has made in coverage and in time sales are so great that potential investors are dubious about major future growth in this area, and the high level of prices paid for tv stations in recent years further dampens expectations of exceptional profits to come.

This attitude is compounded by governmental and other criticisms of television programming in general. These have left the public hesitant or confused about the future prospects of tv, while the uncertainties raised by congressional and FCC investigations have made many investment counselors reluctant to recommend tv stocks to their clients.

These conclusions emerge from a canvass of leading stock brokers, investment bankers and underwriting specialists. The study was conducted to evaluate the advantages and disadvantages for broadcasting and tv film companies in "going public"—that change from private to public ownership which has attracted a growing number of companies in recent years—and to assess the current Wall Street climate for such moves at this time.

Generalities Dangerous ■ The consensus was that now is probably as good a time as any that can be foreseen. The current market for new issues is probably the best in history and investment specialists felt that companies electing to go public in the next several months may be expected to benefit from this situation.

Virtually without exception, however, the experts stressed the dangers of talking in generalities about matters that may be construed specifically: What is "good" for one company at a given time may not be "good" for another company at the same time—that conditions vary widely from one company to another, and each must be evaluated on its own merits.

There was little disagreement on this point: The radio-tv broadcasting and programming fields are not—as a whole—considered any longer to represent exceptional growth potential. This does not mean that growth is not expected, or that exceptional growth will not be shown by a number of companies, but reflects the dominant attitude toward the field in general. One analyst put it this way: "The prevailing opinion in the financial community is that the biggest growth in television is over. We don't expect that there'll be any more of the steady 10%-a-year growth that television used to show."

Radio-tv stocks for the most part have been riding a plateau for the past two or three years. Some have slipped, some have risen markedly; but these appear to be exceptions to the trend.

This relatively static behavior—and Wall Street's lessened appetite for radio-tv stocks—is generally attributed to these main influences:

- Television saturation has reached the level where investors can't see much room for further growth.
- Time sales on most networks and

many stations are so good (or are considered to be so good) that investors can't see room for exceptional further growth in that direction without rate increases of a size that they obviously don't regard as feasible.

■ The prices paid for most television stations in sales made during the past few years are so large that experts sometimes conclude that "the buyer isn't really getting a bargain" and that investing in his stock might pay off poorly or perhaps not at all.

On top of these built-in influences the Washington attitude toward television leaves the outlook even foggier in the eyes of most Wall Street experts queried.

The Minow Effect ■ "If FCC Chairman Newton Minow doesn't get what he wants within the next six months," said a stock analyst at one of the leading brokerage firms, "then the situation may clear up and radio-tv stocks may begin to rise."

He said he didn't share this fear but that because of Washington's attitude toward television "many people fear what's going to happen." Some, he

WILL MR. SAM'S BAN STAND?

Congress reopens shop again Wednesday with promise of a session packed with radio-tv activity. And



Rep McCormack

with the House of Representatives scheduled to elect a new Speaker when Congress reconvenes on Wednesday, radio-tv newsmen are awaiting word on whether the late Speaker Sam Rayburn's ban against camera-and-mike coverage of committee hearings will be lifted. Rep. John

W. McCormack (D-Mass.), the man who will be the new Speaker, doesn't rule out the possibility—but won't commit himself until he is installed in his new position. He says it would be "improper" to state his views now. But he had already gotten off to a good start with Capitol Hill's radio-tv newsmen by agreeing to permit them to cover, with cameras and microphones, some of the opening-day ceremonies in the House chamber.

For Rep. McCormack's comments on the question of radio-tv coverage of House committee hearings and a preview of what the second session of the 87th Congress has in store for broadcasting, see page 50.

Companies in broadcasting, once closely held,

Capital Cities Broadcasting Corp. (licensee of WROW-AM-FM and WTEN (TV) Albany, N. Y.; WKBW-AM-TV Buffalo, N. Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J.)—American Stock Exchange.

Capitalization: Long term debt \$6,293,270; common stock (\$1 par) 1,149,798.

Principal stockholders: Officers and directors hold some 52% of common stock. Frank M. Smith, president, holds about 11%; Lowell M. Thomas, director, owns some 15%. There are about 1,100 shareholders.

Balance sheet: Year ended 12/31

| | 1960 | 1959 | 1958 |
|----------------------------|-------------|-----------|-----------|
| Gross broadcasting revenue | \$8,421,321 | 6,067,424 | 2,880,003 |
| Net income | 800,285 | 380,050 | 314,050 |

Market price range, 1961: High 24%, low 9%.
Current quotation: 20.
Dividend: none.

Desilu Productions Inc. (producer of tv film series)—American Stock Exchange. Filed Nov. 10, 1958 to offer 525,000 shares of common stock at approximately \$10 per share, proceeds for general funds and studio purchases. Applied for exchange listing March 1959.

Capitalization: 1,150,000 shares common stock (par \$1), 1,750,000 shares authorized.

Principal stockholders: Desi Arnaz, president, and Lucille Ball, 25.98% each. For fiscal 1961 there were 6,380 stockholders (Class A), 2 of Class B stock.

Balance sheet: Year ended 4/30

| | 1961 | 1960 | 1959 |
|---------------|--------------|------------|------------|
| Gross revenue | \$19,845,513 | 23,406,100 | 20,470,361 |
| Net income | 319,146 | 811,559 | 249,566 |

Market price range, 1961: High 16%, low 7%.
Current quotation: 8½.
Dividends: none

Filmways Inc. (producer of tv film series)—American Stock Exchange. Went public in 1958.

Capitalization: Long term debt \$282,286; common stock (25¢ par) 447,986.

Principal stockholder: Martin Ransohoff, president, held 22% of common stock as of April 1961.

Balance sheet: Year ended 8/31

| | 1960 | 1959 | 1958 |
|--------------------|-------------|-----------|-----------|
| Revenue | \$5,721,173 | 4,448,650 | 3,758,317 |
| Net income | 33,893 | 190,537 | 224,870 |
| Earnings per share | | 41¢ | 69¢ |

Market price range, 1961: High 9%, low 4%.
Current market quotation: 6
Dividends: 2% stock dividend declared Dec. 2, 1960.

Four Star Television (tv film series producer)—No exchange. Made first public offering July 27, 1960, to register 120,000 shares of capital stock (no par value) offered for approximately \$1.8 million.

Capitalization: 1.2 million shares authorized; 611,250 shares outstanding; all capital stock, (no par).

Principal stockholders (at time of filing): Richard E. Powell, president, owned 42.5%; Thomas J. McDermott, chief executive officer, 15%; Charles Boyer and David Niven, 21.25% each. There are about 1,100 stockholders.

Balance sheet (before public offering):

| | Year ended June 27 1961 (approx.) | 1959 | 1958 |
|-----------------------|-----------------------------------|-----------|-----------|
| Gross tv film revenue | | 8,293,859 | 3,638,354 |
| Net income | | 302,698 | 162,694 |
| Earnings per share | | 63¢ | 34¢ |

Six months ended 12/31 (after offering):

| | 1960 | 1959 |
|------------------------|--------------|-----------|
| Gross tv film revenues | \$10,842,781 | 6,237,218 |
| Net income | 317,203 | 160,858 |

Current market quotation: 21 bid, 22½ asked.
Dividends: none

Gross Telecasting Inc. (owns WJIM-AM-FM-TV Lansing-Flint-Jackson, Mich.)—No exchange.

Capitalization: Common stock (\$1 par) 200,000; Class B common (\$1 par) 200,000.

Principal stockholders: Harold F. Gross, president, and his wife own 98.8% of Class B stock, 4.3% of common. There are some 1,750 shareholders of common stock.

Balance sheet: Year ended 12/31

| | 1960 | 1959 | 1958 |
|--------------------|-------------|-----------|-----------|
| Broadcast revenue | \$2,580,112 | 2,651,877 | 2,876,569 |
| Net income | 639,715 | 672,418 | 766,373 |
| Earnings per share | \$1.60 | 1.68 | 1.91 |

Stock price range, 1961: High 31¼, low 19¾.
Current quotation: 20 bid, 21½ asked.
Dividends: \$1.60 on common stock; 30¢ on Class B stock.

said, think that "Mr. Minow seems to want to wreck the industry."

This viewpoint, he said, stems less from Mr. Minow's criticisms of programming than from his pushing of uhf and his talking about opening up vast numbers of new stations—and even additional networks—in order to promote competition.

The analyst reporting this viewpoint said he did not share it because, in order to "wreck the industry" in this way, somebody would have to be willing to invest in all those extra stations and operate them—and he didn't think enough people were willing to take the gamble.

This was the most extreme viewpoint found in BROADCASTING's study. Others credited Mr. Minow with somewhat less influence on current stock-market think-

ing and were less inclined to think that his failure to "get what he wants" would immediately improve Wall Street's attitude toward radio-tv.

The consensus, however, was that Washington's attitude—including Mr. Minow's—was an important factor retarding current interest in broadcasting stocks.

Tv Film Prospects ■ The outlook for tv film companies—as a group—was regarded as not particularly bright at the moment, but for reasons differing from those governing the outlook for broadcasting.

The interest of motion pictures in tv programming and their willingness to spend money in developing it was seen as a plus. But film already is the major staple of tv programming and its opportunities for expansion into addi-

tional hours is considered limited. In addition, the syndication-production market currently is at a low point and the film business is regarded as more "competitive" than broadcasting.

Some experts also pointed out that film production companies face a hazard that most stations are spared—name-star talent demanding and often getting "unreasonable" salaries or re-run arrangements that leave relatively little money for the investor to share in. While networks as well as companies encounter this problem, a smaller percentage of network money is tied up in this way and stations for the most part do not have to face the problem at all. In addition, stations are considered "not particularly bothered by rising costs."

The outlook for both film and radio-

which now offer their shares to the public

Jayark Films Corp. (tv film distributor)—No exchange. Filed with SEC Aug. 24, 1961, to offer 72,000 shares of common stock (par \$1).

Capitalization: about \$2 million.

Principal stockholders: Reuben R. Kaufman, president, and his wife hold 60.2% of the outstanding stock.

Balance sheet: Year ended 5/31

| | 1961 | 1960 | 1959 |
|--------------|-------------|-----------|---------|
| Film rentals | \$1,175,632 | 1,105,212 | 328,875 |
| Net income | 175,252 | 77,852 | 64,497 |

MCA Inc. (owns Revue Productions, major tv film series producer, has talent and other interests)—New York Stock Exchange.

Capitalization: Long term debt \$16,255,874; 5% cumulative preferred stock (par \$100) 14,238; common stock (no par) 4,040,375.

Principal stockholders: Officers and directors own 85.2% of the outstanding stock, primarily Jules C. Stein, president, and Lew R. Wasserman, executive vice president. There are some 4,500 shareholders.

Balance sheet: Year ended 12/31

| | 1960 | 1959 | 1958 |
|--|--------------|------------|------------|
| Tv film and studio rentals | \$67,317,103 | 57,786,616 | 38,656,767 |
| Net income | 6,270,230 | 5,186,066 | 4,328,442 |
| Earnings per share | \$1.55 | 1.28 | 1.18 |
| Market price range, 1961: High 83¼, low 36¾. | | | |
| Current market quotation: 78%. | | | |
| Dividends: none | | | |

Metromedia Inc. (formerly Metropolitan Broadcasting Co., previously Du Mont Broadcasting Corp.) (licensee of WNEW-AM-FM-TV New York, WTTG (TV) Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KMBC-AM-FM-TV Kansas City) in addition to tv and radio properties, Metromedia owns Foster & Kleiser, outdoor advertising firm which provided about half of its revenue)—No exchange.

Capitalization: Long term debt \$26,595,425; common stock (\$1 par) 1,707,057.

Principal stockholder: John W. Kluge, president, holds about 12.3%. There are about 7,500 shareholders.

Balance sheet (includes Foster & Kleiser):

| | 12/31/60 | 1/2/60 |
|--------------------|--------------|------------|
| Year ended | | |
| Gross revenue | \$35,859,384 | 13,855,314 |
| Net income | 1,707,981 | 1,352,463 |
| Earnings per share | \$1.01 | \$1.00 |

Stock price range, 1961: High 24½, low 14.

Current quotation: 16¼ bid, 17¾ asked.

Dividend: 15¢

MPO Videotronics Inc. (producer of tv commercials [75% of revenue] and industrial films [25%])—American Stock Exchange. Filed with SEC in March 1960 and June 1961.

Capitalization: \$162,995 in debts; 210,000 shares of Class A common stock (par \$1); 260,000 shares of Class B common stock (par \$1).

Principal stockholders (as of 1960 annual report): Judd L. Pollock, president; Marvin Rothenberg, vice-president and secretary; Gerald Hirschfeld and Arnold Kaiser, vice-presidents, 11.6% each. There were 1,079 stockholders (Class A) and 12 (Class B).

Balance sheet: Year ended 10/31

| | 1960 | 1959 | 1958 |
|---|-------------|-----------|-----------|
| Sales | \$7,865,971 | 6,047,570 | 4,957,956 |
| Net earnings | 349,499 | 270,414 | 92,702 |
| Earnings per share | 93¢ | 87¢ | 30¢ |
| Market price range, 1961: High 25¾, low 8¾. | | | |
| Current quotation: 12¾. | | | |
| Dividends 1961: 40¢. | | | |

Official Films Inc. (tv film series producer-distributor)—No exchange.

Capitalization: Long term debt \$429,259; common stock (10¢ par) 2,810,428.

Principal stockholders: Louis C. Lerner, board chairman, owns 9.97%; Victoria Investment Co. Ltd. (largely held by Mr. Lerner) owns 20.27%. There are some 5,500 shareholders.

Balance sheet: Year ended 6/30

| | 1961 | 1960 | 1959 |
|-------------------------------------|-------------|-----------|-----------|
| Gross income | \$1,487,527 | 1,174,711 | 1,577,568 |
| Net income | 237,854 | 691,030 | 178,461 |
| Earnings per share | 10¢ | 30¢ | 8¢ |
| Price range, 1961: High 4½, low 2¼. | | | |
| Current quotation: 2% bid, 3 asked. | | | |
| Dividend: none. | | | |

Programs for Television Inc. (distributor of feature films

tv stocks could change abruptly if pay television suddenly materialized as a major force, but the infrequency with which it was mentioned was taken to mean that this is not regarded as imminent.

Wall street's generally non-bullish attitude toward radio-tv and film companies does not mean it looks upon underwriting stock issues for such companies as unwelcome or unprofitable. Even those experts who talked most bearishly had at least one or two radio, tv or film stocks that they gladly recommended. None offered a solid line of argument against the idea of "going public."

Some Advantages ■ The obvious advantages are that going public can raise money for expansion or for acquisition of other properties, usually

can expedite credit financing in the future, can establish a market value for the owners' interest for estate-tax purposes, can enable the owners to set up stock-option incentives for key employees, or can simply enable them to get their money out without losing control of the company.

The biggest disadvantage is that henceforth the owners may have no "secrets" relating to their financial dealings with the company, for the Securities & Exchange Commission demands that all important business and financial arrangements and changes be reported.

Otherwise the principal disadvantages cited by Wall Street relate not to the questions of going public, but to the timing. Sometimes, for instance, a delay may mean that the issue will be

launched in a more favorable climate; an unusually bad earnings report may be balanced by better subsequent ones, or perhaps net worth may be improved so that less stock will need to be sold off. These are questions which must be decided in terms of the immediate need for financing—which takes precedence, the need or the possible advantages of delaying?

Distinguishing Factors ■ In considering whether to underwrite a public issue, Wall Street firms find little to distinguish radio-tv from companies in any other field. The main difference is that in the underwriting they must make sure that not more than 20% of a radio-tv station stock is acquired by foreign interests, under the law.

The evaluation of a specific company's prospects encompass details on

and film series to tv)—No exchange. Filed with SEC Aug. 29, 1961, to register 201,000 shares common stock (par 10¢) and 25,000 warrants. Founded in 1959.

Capitalization: about \$1.2 million.

Principal stockholders: Leonard Loewinthan, president; Everett Rosenthal, executive vice president, and Samuel Schulman, director, own 29% each.

Balance sheet: Year ended May 31, 1961
 Distribution & time income \$1,183,671
 Net income 44,929
 Earnings per share 13¢
 Current quotation: not available.

Reeves Broadcasting & Development Co. (owns WUSN-TV Charleston, S. C.; KBAK-TV Bakersfield, Calif., and WIITN Huntington, W. Va., as well as real estate holdings)—American Stock Exchange.

Capitalization: about \$2 million.

Outstanding shares: 1,408,893; common stock (\$1 par) approximately 800 stockholders.

Principal stockholders: Hazard E. Reeves, president, held 596,772 shares (42.3%) as of April 1, 1961; J. Drayton Hastie held 76,100 shares.

Balance sheet: Year ended 12/31

| | 1960 | 1959 | 1953 |
|---------------|-------------|-----------|-----------|
| Tv revenue | \$1,757,094 | 768,353 | 678,453 |
| Gross revenue | 2,432,280 | 1,929,321 | 1,678,100 |
| Net income | 328,284 | 208,702 | 111,251 |

Market price range, 1961: 10½ to 3¾.

Current quotation: 4%.

Dividends: none.

Rollins Broadcasting Co. (licensee of WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis; WAMS Wilmington, Del.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ (TV) Plattsburgh, N. Y.)—American Stock Exchange. Made first stock offering June 1960.

Capitalization: Long term debt \$1,577,256; common stock (\$1 par) 1,500,000; Class B common (\$1 par) 1,500,000.

Principal stockholders: O. Wayne Rollins, president, retains 75% of Class B common; John W. Rollins holds 25% of Class B. They own 17.3% of the common stock. There are some 470 shareholders.

Balance sheet: Year ended 4/30

| | 1961 | 1960 | 1959 |
|--------------------|-------------|-----------|-----------|
| Gross revenue | \$4,401,773 | 3,761,011 | 2,673,223 |
| Net earnings | 353,553 | 374,513 | 268,610 |
| Earnings per share | 42¢ | 48¢ | 34¢ |

Market price range, 1961: High 18¾, low 11.

Current quotation: 12¾.

Dividend: 32¢ plus stock dividend.

Screen Gems Inc. (producers of tv film series)—American Stock Exchange. Filed with stock exchange July 21, 1961 to list 2,603,400 shares of common stock (par \$1). Made first public offering 1960; was subsidiary of Columbia Pictures.

Principal stockholder: Columbia Pictures, 88.64% as of Sept. 30, 1961.

Balance sheet: Year ended 6/25

| | 1961 | 1960 | 1959 |
|--------------------|--------------|------------|------------|
| Gross income | \$55,821,052 | 41,690,402 | 38,378,139 |
| Net income | 2,665,371 | 1,620,017 | 1,097,907 |
| Earnings per share | \$1.05 | 62¢ | 49¢ |

Price range, 1961: High 27, low 20.
 Current market quotation: 21%.

Sterling Television Co. (produces and distributes films to tv)—No exchange, does not file regular reports. Filed with SEC March 31, 1959 offering 200,000 shares of common stock at \$1 per share.

Capitalization: 2 million shares (par 25¢); 1.5 million Class A; 500,000 Class B.

Principal stockholder: President Saul J. Turell owned 60% of outstanding stock at time of filing.

Balance sheet: Year ended 3/31

| | 1958 | 1957 |
|----------------|-----------|---------|
| Gross revenues | \$670,480 | 867,983 |
| Net income | 55,515 | 40,975 |

Current market quotation: 3½ bid, 3¾ asked.

Storer Broadcasting Co. (licensee of WHN New York, WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta, WJW-AM-FM-TV Cleveland, KGBS Los Angeles, WIBG-AM-FM Philadelphia and WITI-TV Milwaukee)—New York Stock Exchange. First went public in 1955.

Capitalization: Common stock (\$1 par) 978,610; Class B common (\$1 par) 1,458,840.

Principal stockholders: George B. Storer Sr. and family hold most of the Class B common stock. There are some 5,500 shareholders.

Balance sheet: Year ended 12/31

| | 1960 | 1959 | 1958 |
|-------------------|--------------|------------|------------|
| Broadcast revenue | \$30,562,176 | 28,114,937 | 25,176,710 |
| Net income | 5,062,667 | 5,336,682 | 1,676,754 |

Market price range, 1961: High 34¾, low 27¾.
 Current quotation: 29.
 Dividends: \$1.80 on Class A; 50¢ on Class B.

Taft Broadcasting Co. (licensee of WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; and WKYT (TV) Lexington, Ky.)—No exchange. First public offering made at

such factors as its position in its field, its growth prospects (and the growth prospects of its field), sales and earnings record, cash flow, its management, its reputation, its competition—and frequently, in addition, the underwriting company calls for separate evaluation by an independent company.

When the underwriting decision has been reached, the whole process normally takes five to six months before the public offering is finally made—two to three months for the company and underwriter to get the details worked out, another three for SEC to investigate and approve.

During 1961 about five times as many film companies went public as did com-

panies owning radio-tv stations. This can be explained by the greater need for increasing operating capital in the somewhat speculative and highly competitive tv film field.

On these pages are capsule reports, compiled primarily from SEC reports and Standard & Poor stock reports, on some radio-tv and film companies which were once closely held and went public after some growth. Certain small issues and companies whose primary source of revenue is not broadcast-connected have been excluded.

American Broadcasting-Paramount Theatres (WABC-AM-FM-TV New York; WLS, WENR-FM, WBKB (TV) Chicago; KGO-AM-FM-TV San Fran-

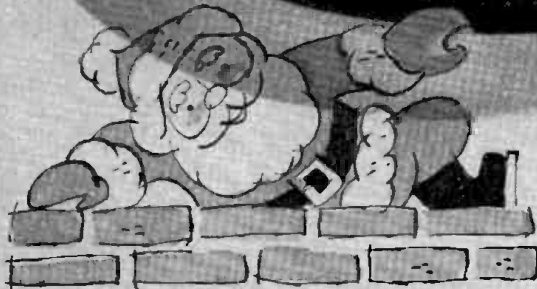
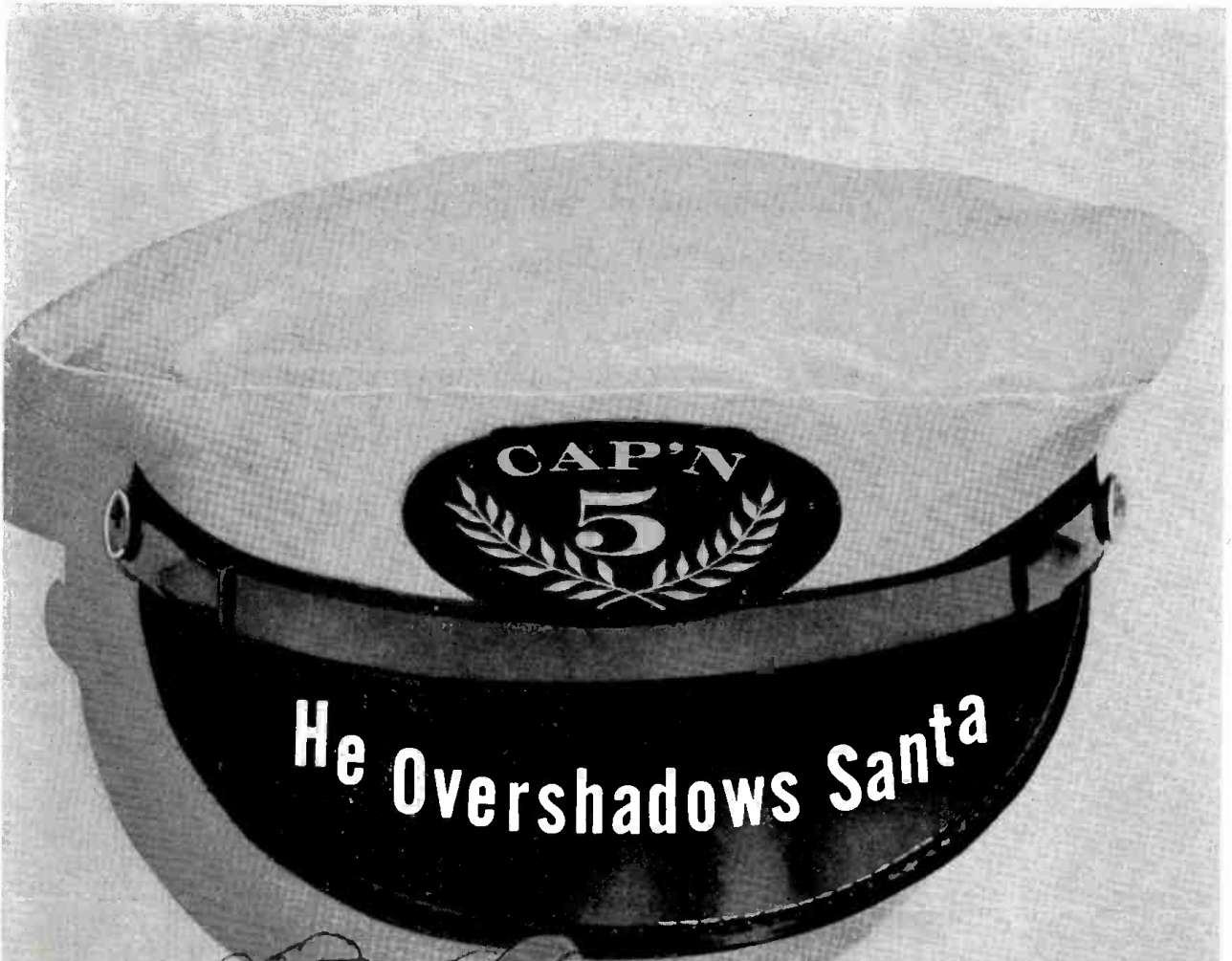
cisco; WXYZ-AM-FM-TV Detroit; KABC-AM-FM-TV Los Angeles and KQV Pittsburgh).

Avco Corp. (owns Crosley Broadcasting Co.—WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton and WLWC (TV) Columbus, both Ohio, WLWA (TV) Atlanta and WLWI (TV) Indianapolis).

Bartell Broadcasters (WOKY Milwaukee, KCBQ San Diego, Calif.; WADO New York, KYA San Francisco).

Boston Herald-Traveler Corp. (owns WHDH-AM-FM-TV Boston).

Buckeye Corp. (owns Transfilm-Caravel and Flamingo Films, producer-



It happens at every Raleigh-Durham Christmas Parade. Santa's supposed to climax the whole procession. Everybody knows that . . . except the kids. They're transfixed at the sight of a man named Herb Marks—ventriloquist, pixy and baby-sitter for two of his own. [redacted] He's also Cap'n 5 on WRAL-TV. Maybe the name means nothing to your brood—but in Eastern N.C., it means that suppers start when his show ends . . . and not one chainbreak sooner. [redacted] Just ask any H-R man who steals Santa's thunder and the hearts of a million kids in the Raleigh-Durham TV market. [redacted]

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

SEC June 5, 1959, 483,322 shares, approximately one-third of outstanding stock.

Capitalization: Long term debt \$1,400,000; common stock (\$1 par) 1,539,162.

Principal stockholders: The Taft and Ingalls families and their trusts own about 65% of the common stock. There are about 3,800 shareholders.

| Balance sheet: Year ended 3/31 | 1961 | 1960 | 1959 |
|---|--------------|------------|-----------|
| Gross revenue | \$11,076,717 | 10,426,309 | 8,972,501 |
| Net earnings | 1,580,003 | 1,586,204 | 1,134,109 |
| Earnings per share | \$1.04 | 1.04 | .78¢ |
| Price range, 1961: High 24¾, low 11¾. | | | |
| Current quotation: 17¾ bid, 19 asked. | | | |
| Dividends: 40¢ plus 2½% stock dividend. | | | |

Transcontinent Television Corp. (licensee of KERO-TV Bakersfield, Calif.; WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego, Calif.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WDAF-AM-TV Kansas City)—No exchange. Made first public offering at SEC May 25, 1961. Tv revenue provides 88%, rest from radio.

Capitalization: Long term debt \$11,975,050; Class A common (\$2.50 par) 30,000; Class B common (\$2.50 par) 1,738,612.

Principal stockholders: Paul A. Schoellkopf Jr., president and board chairman, owns 16.67% Class A common, 17.78% of Class B common. Jack D. Wrather Jr. owns 10.66% of Class A, 17.96% of Class B. George F. Goodyear, Seymour H. Knox III, David G. Forman and J. Fred Schoellkopf IV hold 16.67% of Class A common each.

| Balance sheet: Year ended 6/30 | 1960 | 1959 | 1958 |
|--------------------------------------|--------------|-----------|-----------|
| Gross revenue | \$12,714,232 | 7,079,905 | 5,261,782 |
| Net income | 1,139,050 | 618,004 | 403,021 |
| Earnings per share | 64¢ | 58¢ | 42¢ |
| Price range, 1961: High 12½, low 9¾. | | | |
| Recent quotation: 9¼ bid, 10¼ asked. | | | |
| Dividend: 40¢ | | | |

Walt Disney Productions (tv series and theatrical feature films)—New York Stock Exchange. Filed with SEC Aug. 6, 1957 offering 400,000 shares of common stock (par \$2.50). Went on Exchange Nov. 12, 1957.

On Nov. 6, 1960 there were some 1.6 million shares of

common stock outstanding; Walt and Roy Disney owned 46.8% of this stock. There are about 6,700 shareholders.

Balance sheet:

Before filing with SEC, Disney gross tv income was: 1955: \$1,855,000; 1956: \$4,947,000.

In 1959 gross tv revenue reached its peak, \$9,639,687, declining to \$4,997,939 in 1960.

Market price range, 1961: High 46½, low 26¾.

Current quotation: 37¼.

Dividends: 40¢ per share plus stock dividend.

Wometco Enterprises (owns WTVJ [TV] Miami; WLOS-AM-FM-TV Asheville, N. C., KVOS-TV Bellingham, Wash., 47.5% of WFGA-TV Jacksonville, Fla., in addition to theater, entertainment and vending interests)—No exchange. Became publicly owned in May 1959.

Capitalization (at time of first filing) Long term debt about \$2.5 million; capital stock (\$1 par) 363,730; Class B stock (\$1 par) 540,000.

Principal stockholders: Mitchell Wolfson and family holds controlling interest. There are some 1,500 shareholders of Class A capital stock; about 85 shareholders of Class B. There were 1,007,757 shares outstanding in April 1961.

| Balance sheet: Year ended 12/31 | 1960 | 1959 |
|--|--------------|------------|
| Gross revenue | \$12,673,650 | 10,364,753 |
| Net income | 1,013,429 | 936,356 |
| Earnings per share | \$1.01 | 1.04 |
| Current quotation: 26½ bid, 28½ asked. | | |

Wrather Corp. (tv film series producer-distributor, real estate and other interest; tv interests account for 38% of revenue)—No exchange. First offered stock publicly in March 1961, filing at SEC registering 350,000 shares of capital stock (no par).

Capitalization: Long term debt: \$6,875,533; Capital stock (no par) 1,750,000.

Principal stockholders: Jack Wrather Jr. and other officers hold 48.2%; General Television Corp. (owned by Wrather interests) own 18.6%.

| Balance sheet: Year ended 6/30 | 1960 | 1959 | 1958 |
|---|-------------|-----------|-----------|
| Tv rental gross income | \$4,666,103 | 4,399,432 | 3,575,772 |
| Net income | 260,915 | 433,059 | 416,489 |
| Stock price range, 1961: High 10½, low 7½. | | | |
| Current market quotation: 6% bid, 7% asked. | | | |
| Dividends: none. | | | |

distributor of films for tv and tv commercials).

Canadian Marconi (several radio-tv properties in Canada).

Columbia Broadcasting System (owns WCBS-AM-FM-TV New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WCAU-AM-FM-TV Philadelphia, KCBS-AM-FM San Francisco, KMOX-AM-TV St. Louis, WEEI-AM-FM Boston).

Columbia Pictures (KCPX-TV Salt Lake City. Purchase of WAPA-TV pending FCC approval).

Consolidated Sun Ray Inc. (owns WPEN-AM-FM Philadelphia, WALT Tampa).

Cowles Magazines & Broadcasting Inc. (owns KRNT-AM-TV Des Moines).

Crowell-Collier Publishing Co. (owns KFVB Los Angeles, KEWB San Francisco, KDWB St. Paul, Minn.).

Esquire Inc. (owns WQXI Atlanta).

Franklin Broadcasting Co. (owns WMIN Minneapolis, WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla.).

Friendly Frost Corp. (owns WGLI-AM-FM Babylon, N. Y.).

General Electric (owns WGY, WGFM (FM) and WRGB (TV) Schenectady, N. Y.).

General Tire & Rubber Co. (owns RKO General Inc., which is licensee of WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston, KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington and WHCT (TV) Hartford).

Goodwill Stations Inc. (WJR Detroit, WJRT (TV) Flint, Mich. and WSAZ-AM-TV Huntington, W. Va.).

Meredith Publishing Co. (owns KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, Ariz., WOW-AM-FM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y., and KRMG Tulsa, Okla. KRMG sale is pending FCC approval).

Metro-Goldwyn-Mayer (owns MGM-TV, producer of tv films).

Nafi Corp. (owns KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., KTVT (TV) Fort Worth and KXYZ Houston).

National Telefilm Assoc. (film).

The Outlet Co. (owns WJAR-AM-TV Providence).

Paramount Pictures Inc. (owns KTLA (TV) Los Angeles and International Telemeter, pay tv company).

Plough Inc. (owns WMPS-AM-FM Memphis, Tenn.; WJJD-AM-FM Chicago; WCOP-AM-FM Boston, WCAO-

AM-FM Baltimore and WPLO-AM-FM Atlanta).

Radio Corp. of America (owns National Broadcasting Co., licensee of WNBC-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles and WJAS-AM-FM Pittsburgh).

Tele-Broadcasters Inc. (owns KALI San Gabriel and KOFY San Mateo, both California; WPOP Hartford,

Conn., and KUDL Kansas City).

Television Industries (formerly C&C Super Corp., distributes films to tv).

Time Inc. (owns KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.; purchase of KOGO-AM-TV San Diego pending FCC approval).

Trans-Lux Corp. (distributor of tv film series).

Twentieth-Century-Fox (owns tv subsidiary, producer of tv film series).

Warner Brothers (subsidiary produces tv film series).

Westinghouse Electric Corp. (owns Westinghouse Broadcasting Co., licensee of WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, Ind.; KEX-AM-FM Portland, WIND-AM-TV Chicago, WJZ-TV Baltimore).

Zenith Radio Corp. (owns WEFM (FM) Chicago).

BROADCAST ADVERTISING

Shell re-enters tv with \$5.4 million

REVERSES TREND TO NEWSPAPERS; SPOTS TO GET MOST OF BUDGET

Shell Oil Co., which last year moved all its consumer products advertising in the measured media to newspapers, reportedly will put \$3-\$4 million of this budget category into television in 1962.

Shell's advertising budget this year in the measured media (radio, tv, newspapers and consumer magazines) is reported to be about \$9 million for both consumer products and institutional. Approximately 60% of this total will be in television and the rest in local newspapers.

This means television will get a total of \$5.4 million, both consumer and institutional. Included in this figure is the institutional advertising which finances the prime-time Leonard Bernstein youth concerts and the new *Shell Golf Show* series, both on CBS-TV. Kenyon & Eckhardt handles the institutional advertising; Ogilvy, Benson & Mather is the agency on consumer products.

Reluctant Shell ■ Shell and OB&M officials are reluctant to talk advertising figures, particularly tv expenditures. But a break in the dam occurred last week, inadvertently—at least so far as Shell was concerned—when the company's president, M. E. Spaght, was quoted as saying that Shell's ad budget would break down to a 60-40 ratio between tv and newspaper advertising.

This relationship was based on a Shell expenditure of an estimated \$13 million, but the oil company immediately labeled this construction erroneous. Actually the \$13 million (or more) includes about \$9 million in institutional and consumer products advertising in measured media, plus at least \$4 million in agency fees and point of sale, dealer giveaways, trade and outdoor, jobber cooperation and other non-measured "media."

Shell, at the time it announced the newspaper-only policy, also disclosed a straight agency fee arrangement with

Ogilvy, Benson & Mather, New York, in place of the traditional 15% commission on media billings. That fee arrangement is continuing.

Though Shell is playing its cards close to the vest in its advertising plans, it's been reported by the company's own officials that the tv budget for consumer products will be mostly—and possibly all—in spot advertising (CLOSED CIRCUIT, Jan. 1).

Shell's spot campaign includes weather shows and announcements. The advertiser has been lining up 40-second spots in its nation-wide television re-entry for its consumer products. Involved are scores of markets, the drive set to begin in a week to 10 days for

an initial 11-13 week push.

Dealt Direct ■ In some cases, Shell, through Ogilvy, Benson & Mather, has dealt directly with stations as well as station representatives. The full extent of the Shell campaign is not known, nor is there a reliable dollar estimate on the current placement.

Shell, it is reported, showed a drop in earnings for the first nine months of last year, compared with increases for other petroleum companies (most of which are in television). In 1960, the company placed a smaller share than last year of its budget in newspapers—about \$3,145,000—and an equal amount in tv (BROADCASTING, Dec. 11, 1961).



ABC-TV to carry bowling participations

This is a view that will become familiar to housewives as they watch their favorite daytime tv shows in the coming months.

Beginning Jan. 30, AMF Pinspotters Inc. begins a major advertising campaign on ABC-TV to lure the housewife away from vacuum clean-

ers and washing machines and into the neighborhood bowling alley. AMF will have participations in *Make a Face* (12:30-1 p.m.), *Seven Keys* (2:30-3 p.m.) and *Who Do You Trust?* (3:30-4 p.m.)

Cunningham & Walsh, New York, is AMF's agency.

REMEMBER WHEN?



ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

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

NIELSEN

Second report for December, 1961
(Based on two weeks ending Dec. 17, 1961)
NIELSEN TOTAL AUDIENCE (†)

| Rank | | Rating | % U.S. TV Homes | No. Homes (000) |
|------|------------------------------|--------|-----------------|-----------------|
| 1 | Wizard of Oz | | 46.7 | 21,902 |
| 2 | Bob Hope Show | | 40.2 | 18,854 |
| 3 | Wagon Train | | 37.9 | 17,775 |
| 4 | Bonanza | | 34.7 | 16,274 |
| 5 | Sing Along With Mitch | | 33.6 | 15,758 |
| 6 | Candid Camera | | 31.3 | 14,680 |
| 7 | Dr. Kildare | | 31.3 | 14,680 |
| 8 | Perry Mason Show | | 30.9 | 14,492 |
| 9 | Gunsmoke (10:30 p.m.) | | 30.5 | 14,305 |
| 10 | Perry Como | | 30.5 | 14,305 |
| 11 | Gunsmoke (10:00 p.m.) | | 29.7 | 13,929 |
| 12 | Hazel | | 29.6 | 13,882 |
| 13 | Walt Disney's World of Color | | 29.5 | 13,836 |
| 14 | Garry Moore Show (10:30) | | 29.4 | 13,789 |
| 15 | Rawhide | | 29.4 | 13,789 |

(†) Homes reached during the average minute of the program.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.
Bonanza (NBC-178); Chevrolet (Campbell-

NIELSEN AVERAGE AUDIENCE (‡)

| Rank | | Rating | % U.S. TV Homes | No. Homes (000) |
|------|--------------------------|--------|-----------------|-----------------|
| 1 | Bob Hope Show | | 32.9 | 15,430 |
| 2 | Wizard of Oz | | 32.5 | 15,243 |
| 3 | Wagon Train | | 31.8 | 14,914 |
| 4 | Bonanza | | 29.9 | 14,023 |
| 5 | Gunsmoke (10:30 p.m.) | | 28.2 | 13,226 |
| 6 | Candid Camera | | 28.0 | 13,132 |
| 7 | Gunsmoke (10:00 p.m.) | | 27.9 | 13,085 |
| 8 | Dr. Kildare | | 27.5 | 12,898 |
| 9 | Hazel | | 27.3 | 12,804 |
| 10 | Red Skelton Show | | 26.8 | 12,569 |
| 11 | Perry Mason Show | | 26.4 | 12,382 |
| 12 | Sing Along With Mitch | | 26.0 | 12,194 |
| 13 | Garry Moore Show (10:30) | | 25.8 | 12,100 |
| 14 | Garry Moore Show (10:00) | | 25.3 | 11,866 |
| 15 | Defenders (9:00) | | 25.2 | 11,819 |

(‡) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

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Ewald, Sun., 9-10 p.m.
Candid Camera (CBS-197); Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.
Perry Como (NBC-168); Kraft (JWT), Wed., 9-10 p.m.
Defenders (CBS-176); Brown & Williamson (Bates), Kimberly-Clark (FC&B); Lever

(O-B-M), Sat. 8:30-9:30 p.m.

Walt Disney (NBC-182); RCA (JWT), Eastman Kodak (JWT), Sun., 7:30-8:30 p.m.

Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.

Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat. 10-11 p.m.

Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.

Bob Hope Show (NBC-165); Revlon (Grey), Wed., Dec. 13, 9-10 p.m.

Garry Moore Show (CBS-188); R. J. Reynolds (Esty), Oldsmobile (D. P. Brother), S. C. Johnson (NL&B), Tue. 10-11 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat., 7:30-8:30 p.m.

Rawhide (CBS-190); General Foods (B&B), Bristol-Myers (Y&R), Colgate (L&N), Drackett (Y&R), National Biscuit (M-E), Philip Morris (Burnett), Fri., 7:30-8:30 p.m.

Sing Along With Mitch (NBC-171); Ballantine (Esty), Buick (Burnett), R. J. Reynolds (Esty), Thur., 10-11 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tue., 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-E), Wed., 7:30-8:30 p.m.

Wizard of Oz (CBS-180); P&G (B&B), Sun., Dec. 10, 6-8 p.m.

FTC WARNS ABOUT PROP USE Decides Colgate's 'sandpaper' ad is a symptom of too liberal use of 'misleading' mockups

If you're trying to sell it, don't trifle with the absolute truth. This is the warning written on the advertising wall this week following the Federal Trade Commission's precedent-making decision finding Colgate-Palmolive Co. guilty of misleading advertising on television. Colgate immediately announced it would appeal the ruling.

The unanimous FTC decision said that Colgate-Palmolive and its advertising agency, Ted Bates & Co., had deceived the public when C-P showed what the firm called sandpaper being shaved after an application of Palmolive Rapid Shave lather.

The Jan. 4 order is believed to rule out the use of props, camera tricks and mockups for tv commercials.

Advertising and broadcast sources refrained from comment pending a study of the decision. NAB, however, issued an explanatory statement on its activities in publicizing the complaint to its members (see page 36).

The FTC decision, written by Commissioner Philip Elman, who was named to the commission last year by President Kennedy, held that:

▪ The use of plexiglass coated with sand to represent sandpaper in the

1959 Rapid Shave tv commercials was a deliberate fraud. And, it's no excuse to say it was necessary to use the prop because sandpaper doesn't look like sandpaper on tv.

▪ Sandpaper cannot be shaved clean no matter how much Rapid Shave is used or how long it is allowed to soak.

Reverses Examiner ▪ In making their ruling, the FTC commissioners reversed a recommendation by one of their hearing examiners that the complaint be dismissed. FTC Hearing Examiner William L. Pack said last May that the use of the plexiglass-sand mockup was necessary because of technical limitations inherent in tv. He accepted Colgate-Palmolive's defense that real sandpaper doesn't look like real sandpaper on tv; it looks like plain paper.

The examiner also found that the deception was not significant, merely harmless puffery.

Not so, said Mr. Elman. He declared:

"The limitations of the [tv] medium may present a challenge to the creative ingenuity of copywriters; but surely they do not constitute lawful justifica-

tion for resort to falsehoods and deception of the public. The argument to the contrary would seem to be based on the wholly untenable assumption that the primary or dominant function of television is to sell goods, and that the commission should not make any ruling which would impair the ability of sponsors and agencies to use television with maximum effectiveness as a sales or advertising medium.

"Stripped of polite verbiage, the argument boils down to this: Where truth and television salesmanship collide, the former must give way to the latter. This is obviously an indefensible proposition. The notion that a sponsor may take liberties with the truth in its television advertising, while advertisers using other media must continue to be truthful, is patent nonsense. The statutory requirements of truth in advertising apply to television no less than to other media or communication.

"Adherence to the truth should be no more of an impediment to effective advertising in television than in any other medium. But if, though we are inclined to doubt it, respondents do not believe they can effectively market their product on television within the legal requirements of truthful advertising, it does not follow that the commission should relax those requirements. . ."

Props and Truth ▪ Continuing this discussion of the use of props and

mockups on television because of technical limitations of the medium, Mr. Elman declared:

"A kindred argument, of the 'parade of horrors' variety, is that a decision against respondents in this case will disrupt the entire television industry by prohibiting all future use, in all circumstances, of props to simulate reality. This is, of course, absurd. No one objects to the use of papier mâché sets to represent western saloons or an actor's drinking iced tea instead of the alcoholic beverage called for by the script. The distinction between these situations and the one before us is obvious. The set designer is not attempting, through his depiction of the saloon, to sell us a saloon, nor is the actor, sipping at his drink, peddling bourbon. There is a world of difference between a casual display of steaming 'coffee' that is really heated red wine (again, because of television's 'technical difficulties'), and a commercial showing a closeup of what is actually red wine to the accompaniment of a claim that the high quality of the sponsor's coffee is proved by its rich, dark appearance—which the viewer can verify for himself simply by looking at the 'coffee' on the screen. Similarly, an announcer may wear a blue shirt that photographs white; but he may not advertise a soap or detergent's 'whitening' qualities by pointing to the 'whiteness' of his blue shirt. The difference in all these cases is the time-honored distinction between a misstatement of truth that is material to the inducement of a sale and one that is not."

Bates Guilty Too ■ Mr. Elman said that the request of the Bates company that the complaint be dropped against it because it was acting merely as an agent for Colgate-Palmolive must be denied. The advertising agency, he pointed out, not only originated the

sandpaper commercial, it actively ordered it for the advertiser to the networks.

In framing the order, Mr. Elman devoted some discussion as to how far the FTC could go in banning similar practices. He found that it could issue an order broad enough to cover all similar practices; it was not confined to issuing a cease and desist order against the use of the product and sandpaper alone.

It was in this section of his opinion that Mr. Elman referred to "the problem of deceptive television advertising" and its "increasing" appearance on the FTC's docket. Acknowledging that most of these have concluded in consent judgments, Mr. Elman held that this indicates "the prevalence and growing seriousness of the problem." He added: The FTC "would be derelict in its duty to protect the public if the order were confined merely to advertisements for Rapid Shave or to the use of mockups made of plexiglass and sand."

F&DA issues warning on air purifier ads

Claims that household air purifiers are effective in preventing or treating respiratory ailments, sinus trouble or allergy conditions drew a warning last week from the Food & Drug Administration. The F&DA cited a federal court decision (District of Columbia) limiting claims that can be made on behalf of Puritron, made by Michael Electric Co.

Puritron is listed as a past user of spot television and a participant on the NBC-TV *Jack Paar Show*. F&DA said its tests show such devices have no significant effect in ridding the air of contaminants and dust nor will they afford relief to sufferers of asthma, hay fever, allergies and sinus conditions.

Code offices watch for 'sandpaper,' too

NAB subscribers to the television code are under obligation to guard against commercials of a deceptive nature, the association's code authority pointed out Jan. 4. The announcement followed issuance of a Federal Trade Commission ruling that Colgate-Palmolive Co. and Ted Bates & Co. must cease broadcasting "deceptive" advertising for C-P's Rapid Shave shaving cream.

Robert D. Swezey, NAB code authority director, said tv code subscribers have been kept informed of FTC hearings and initial decisions of hearing examiners. This is mainly for the information of broadcasters,

Mr. Swezey said, since the code authority withholds ruling upon advertising complaints until the FTC has taken official action.

The tv code contains the following section which explains the code authority's interest in advertising:

"While it is entirely appropriate to present a product in a favorable light and atmosphere, and techniques may be used to depict the characteristics of the product as they appear in actuality, the presentation must not, by copy or demonstration, involve a material deception as to the characteristics, performance or appearance of the product."

40-SECOND ADS

Most viewers unaware of change, Pulse finds

Few viewers are aware of any change in the amount of commercial time between programs, The Pulse Inc. stated Jan. 4 after a survey conducted among tv advertising executives who feared the 40-second station break might reduce effectiveness of commercials by irritating viewers.

Laurence Roslow, Pulse associate director, added that the public does not sense any increase in amount of commercial time within programs.

Pulse conducted its first survey of the 40-second break last August. A second followed in November when the new break was well established. In each case a sample of 500 viewers was studied in Metropolitan New York. "By using the before-and-after technique Pulse was able to eliminate the bias resulting from a known tendency among many viewers to react negatively when questioned about tv commercials, Mr. Roslow said.

The findings show "a general lack of awareness regarding length of time set aside for commercials between the end of one program and the start of another," he said. "In August 50% of the respondents estimated (erroneously) that station-break time was 41 seconds or more. In November this figure was up slightly, to 51%."

The tables show comparative findings:

| Viewers who estimate station-break to be: | % in Aug. | % in Nov. |
|---|-----------|-----------|
| 30 sec. or less | 23 | 21 |
| 31-40 sec. | 12 | 11 |
| 41-60 sec. | 34 | 27 |
| more than 1 min. | 16 | 24 |
| don't know | 16 | 17 |

| Viewers who felt the time devoted to the station-break was: | % in Aug. | % in Nov. |
|---|-----------|-----------|
| longer | 27 | 36 |
| shorter | 18 | 19 |
| unchanged | 55 | 45 |

| Viewers who felt the time devoted to commercials within programs (as compared with a year ago) was: | % in Aug. | % in Nov. |
|---|-----------|-----------|
| longer | 32 | 35 |
| shorter | 21 | 24 |
| unchanged | 47 | 41 |

Rep appointments...

■ WINS New York: Robert E. Eastman & Co., as national representative.

■ WBFM (FM) New York: Weed Radio Corp., New York, as national representative.

■ Alto, Chronicle and Monserrat Broadcasting Networks, all Philippine Islands, appoint Pan American Broadcasting Co., New York, as exclusive American representative.

**5,000
TRANSMITTERS
AGO...**

this fellow had 21 gauges, 12 hand controls, and numerous switches that required constant manipulation and frequent checking just to stay on the air.

**TODAY'S
LATEST
TRANSMITTER,**

Continental's 315B/316B 5/10 KW AM transmitter features push-button control for unattended operation, instantaneous power cut-back to 1 or 5 KW and tuning that is instant and reliable.

Get the details on tomorrow's transmitter today. It will be operating reliably 5,000 TRANSMITTERS FROM NOW...

Continental Electronics

MANUFACTURING COMPANY

1212 South Buckner Boulevard ■ Dallas 27, Texas ■ Evergreen 1-1135

LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.

Designers and Builders of the World's Most Powerful Radio Transmitters



Tv seen the winner in toothpaste war

FLUORIDE, LARGER AD BUDGETS INTENSIFY BATTLE FOR BRUSHERS

A new fluoride competitor, a switch to national advertising by one brand and anticipated larger advertising budgets across the board promise to intensify the already hot battle of the toothpaste manufacturers during the new year (BROADCASTING, Sept. 25, 1961).

While no one can be sure which will emerge victorious among the dentifrices, it is logical to assume that television, which reaped the benefits of increased toothpaste billings last year, will gain even greater rewards in 1962.

It is also apparent that the battle will be centered in the fluoride area where Crest, which upset the market last year, will now be met for the first time on a national sale by more than one strong competitor anxious to gain in sales at the expense of the Procter & Gamble product.

During the first nine months of 1961, according to TvB, dentifrice advertising in tv rose to \$27,253,877 from \$22,302,354 in the same period during 1960. While ad budgets for the new year have not yet been revealed, increased activity on tv is almost guaranteed by the entry of Lever Bros. in the fluoride field, and the change to national advertising by Colgate-Palmolive contender Colgate Fluoride, both during the fourth quarter of last year.

Lever Bros. began selling Pepsodent

fluoride paste on a nationwide scale to the trade in December, the latest of major dentifrice manufacturers to introduce a stannous fluoride product.

A rise in gross time billings is also presumably forthcoming from Colgate-Palmolive, which began selling Colgate Fluoride on a national scale in November, following a successful test period in Kansas, Oklahoma and western Missouri.

Both of these products offer challenges to the rising dominance of P&G's Crest, which has been the second leading dentifrice in the country with an estimated 22% or \$51 million of the \$23 million toothpaste market. When the American Dental Assn's Council on Dental Therapeutics endorsed Crest last August, P&G substantially increased its already heavy tv schedule for the fluoride. Indications are that P&G will again boost its tv budget now that two powerful competitors have entered the fluoride market.

Test Products - In addition to Pepsodent fluoride, Lever Bros. also is testing a stannous fluoride version of Stripe with hexachlorophene in the Boston area and a tyrothricin-formula Stripe in Richmond and Wichita. Colgate-Palmolive also has another fluoride paste, Cue, in the test stage in Louisiana and Texas.

Only manufacturer not yet marketing its Fluoride product on a national scale is Bristol-Myers which introduced New Ipana, a combination of sodium fluoride and hexachlorophene in Washington and Baltimore and is currently marketing the dentifrice in states east of the Rocky Mountains.

Crest has moved swiftly up the ladder since its introduction seven years ago. It jumped from third to second place among dentifrices following its endorsement by the dental association. While Colgate-Palmolive's conventional paste, Colgate Dental Cream, is still leader in the field, its former 35% of the market slipped last year to 26%, only 4 percentage points better than Crest.

Gleem, another P&G non-fluoridated brand which was the second ranking toothpaste, now is in third place with about 20% of the dentifrice market. Lever's non-fluoridated brands, Pepsodent and Stripe, both have declined in popularity. Pepsodent, once outranking Crest, currently is the fourth leading toothpaste with 9% of total dentifrice sales and Stripe is in fifth place with about 7% of the market. Ipana held 6% of the market compared to 7% before Crest was endorsed—and is right behind Stripe in the standings.

DENTRIFRICE TV GROSS TIME BILLINGS
January - September

| | 1960 | | 1961 | |
|----------------------|-------------|-------------|--------------------|--------------------|
| | Network | Spot | Network | Spot |
| Colgate Dental Cream | \$2,230,746 | \$2,496,460 | \$3,485,030 | \$3,297,680 |
| Crest | 2,946,825 | 165,670 | 6,114,972 | 2,102,180 |
| Gleem | 3,466,787 | 2,335,160 | 5,801,947 | 3,133,800 |
| Stripe | 1,424,487 | 1,353,020 | 1,777,507 | 2,343,640 |
| Pepsodent | 1,812,411 | 3,900 | 1,816,311 | 603,210 |
| Ipana | 24,612 | 641,190 | 665,802 | 734,880 |
| Total | | | \$4,727,206 | \$6,782,710 |

Sources

Network: TvB/LNA-BAR

Spot: TvB-Rorabaugh

Business briefly ...

Joseph Schlitz Brewing Co. through Leo Burnett, **Bristol-Myers** through Young & Rubicam, and **Schick** through Norman, Craig & Kummel, have bought sponsorship in several NBC-TV programs. Schlitz ordered participations in *Saturday Night at the Movies* and *Laramie*, in addition to one-third sponsorship of the Emmy Awards telecast on May 22, and weekly participations in *Saturday Pro Basketball*. Bristol-Myers bought participations in *Laramie*, *International Showtime*, *Outlaws*, *Saturday Night at the Movies*, and *David Brinkley's Journal*. The company also pur-

chased schedules in daytime programs *Say When* and *Concentration*. Schick ordered participations in *Saturday Night at the Movies*, *87th Precinct*, and *Outlaws*.

Minnesota Mining & Manufacturing Co., St. Paul, has placed a 52-week sponsorship order for over \$1 million in ABC-TV daytime programming during 1962. The company will sponsor all ABC-TV daytime women's programming as well as *American Bandstand*. The order, on behalf of its retail tape and gift wrap division, was placed through MacManus, John & Adams, and through BBDO for Scotchbrite. At the same time, 3-M renewed its *Ben*

Casey sponsorship through MJ&A, and announced it will sponsor the *Bing Crosby Golf Tournament* Jan. 20-21 through Erwin Wasey, Ruthrauff & Ryan.

147 CBS-TV sponsors reported for 1961

A total of 147 sponsors used the CBS-TV network to advertise their products in 1961, the network said in a year-end review issued last week. It said 25 of these had not used CBS-TV before, and 11 were using network television for the first time.

The report said CBS-TV expects its

Thermo-Fax

COPYING MACHINE "THE SECRETARY"

"MBS WEB AUDIENCE UP 19% IN '61"

This picture brings two growth stories into focus. One is the remarkable growth of "Thermo-Fax" Brand Copying Machines. The other is the Mutual Broadcasting System's audience growth story. Both are part of the Minnesota Mining & Manufacturing Company's pattern for success: "sponsored growth." Of all 4 radio networks, only Mutual shows a marked audience increase... 19% in the first 9 months of 1961. Over 420 affiliated local stations can tell you why: Mutual's local programming plus authoritative network personality news in established time slots. Mutual delivers today's growing radio audience. Buy Mutual Radio—where your advertising dollar works harder. **Mutual Radio** | **3M**
A SERVICE TO INDEPENDENT STATIONS

Average Audience Per Broadcast A. C. Nielsen Radio Index, In-Home Audience (All Networks) All Commercial Segments, Jan. thru Sept. 1960 vs Jan. thru Sept. 1961 7:00 AM thru 5:59 PM (Mon. thru Fri.)

Spot radio gains in 1961 third quarter

National spot radio volume picked up sharply in the third quarter of 1961, leaving only a slight "loss" for the first nine months compared to the same period of 1960.

Station Representatives Assn. Managing Director Lawrence Webb said the third-quarter pick-up coupled with a second-quarter rally (BROADCASTING, Sept. 4, 1961) led him to believe that a small increase can be expected for the full year.

This should prove out even if 1961's last quarter—October-December—should only "hold up." If there is an increase for the year, however, it's believed it will be only slight.

SRA's estimated figures for 1961 have been calculated on the FCC-

reported total of \$202,102,000 gross spot time sales in 1960 (BROADCASTING, Nov. 13, 1961).

The SRA estimates are compiled for the association by the independent accounting firm of Price Waterhouse & Co.

The figures place national spot radio gross time sales for the first nine months last year at an estimated \$147,595,000, a loss of less than 1% (0.78%) from the same period of 1960 when sales were \$148,769,000.

Second Quarter Perked ■ The spot radio comeback was visible in early fall when the second quarter perked, contrasting with a listless first-three-months period. The first quarter declined 7.9% but the next period,

showing a 1.9% drop below the figure for the same period in the previous year, indicated the bottom had been hit and that an upturn was on the way.

The third-quarter increase was substantial—a 7.9% climb. Time sales figures totaled \$52,531,000 in the 1961 period compared to \$48,827,000 for the same quarter in 1960.

SRA's figures by quarters follow:

| Quarter | 1961 (in thousands) | 1960 (in thousands) | Change in per cent |
|---------|---------------------------|---------------------------|-----------------------|
| 1st | \$ 43,104 | \$ 47,115 | Minus 8.3 |
| 2nd | 51,870 | 52,827 | Minus 1.8 |
| 3rd | 52,531 | 48,827 | Plus 7.9 |
| Totals | \$147,595 | \$148,769 | Minus 0.78 |

12-month billing figures to show that in 1961 it was the "world's largest advertising medium" for the eighth straight year.

CBS-TV's volume of informational programming increased by 40% during the 1961 fall season, the report said. This programming during the year included both the regular series such as *CBS Reports*, *Eyewitness* and *20th Century*, and scores of special and regular telecasts covering national and world news developments. Five new public-affairs series were added to the schedule in 1961.

A total of 276 hours was devoted to coverage of sports during the year, the report said. Network affiliates numbered 203 U. S. stations at the year's end, plus 47 in Canada and others in Puerto Rico, Guam, Bermuda, Virgin Islands and Mexico City.

ABC Radio begins year with 37% sales gain

A total of \$4,709,626 in new and renewed business for 1962 was contracted in December by ABC Radio, according to Jim Duffy, vice president and national sales director. With three selling months still to go in the first quarter of 1962, ABC Radio's program sales already show a 37% increase over the complete first quarter of 1961, Mr. Duffy noted.

The Miller Brewing Co. contributed more than \$500,000 toward the overall figure, sponsoring the new nighttime *Good News With Alex Dreier*.

Bulk of the new business will come from William Wrigley Jr. Co.; J. B. Williams; Knox Gelatine; Mar Pro Inc., subsidiary of Maremont Automotive Productions Inc.; General Foods; Pepsi-Cola, and S. C. Johnson.

GLOBAL AGENCIES

K&E's Stewart stresses Common Market potential

The expansion of U.S. advertising agencies overseas is increasing partly because of a potential \$4 billion advertising budget by 1970 for products distributed and sold in the European Common Market, David C. Stewart, president of Kenyon & Eckhardt Inc., New York, believes.

In a Mutual radio network interview with Joseph Kaselow on his *About Advertising* program yesterday (Jan. 7), Mr. Stewart said that the dollar-growth pattern in the "Common Market as a 'unit' and Europe as a whole" is only one of five reasons for the rush into international expansion by domestic agencies.

Other reasons cited by Mr. Stewart:

(1) the necessity of or opportunity for serving present clients already marketing or planning to market overseas; (2) the potential of developing new business opportunities "among domestic advertisers"; (3) the desire to prevent U.S. agencies already operating internationally from "soliciting your own domestic accounts which they service overseas"; and (4) the opportunities for obtaining business from foreign firms now marketing in this country.

He thought American advertising men and advertising agencies will be operating abroad in increasing numbers because of the expected potential of the Common Market as a "vital consuming area for American products."

Although he said Europeans consider U.S. agencies more advanced in marketing and creativity, Mr. Stewart noted it is "conceivable" that Europe will be the source of "some refreshing ideas

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

CBS Animations, 477 Madison Ave., NYC 22
Colgate-Palmolive Co. (Colgate toothpaste with Gardol), one 45, three 20s, film, animation. Frank Schudde, prod. mgr. Agency: Ted Bates; Bob Harrison, agency producer.

Elektra Film Productions Inc., 33 W. 46th St., NYC 36

General Electric (coffee maker), one 60, live, film. Sam Magdoff, prod. mgr. Agency: Maxon Adv; Tony Russo, agency producer.

Lever Bros. (Blue Breeze), four 60s, four 30s, live action and animation, film. Sam Magdoff, prod. mgr. Agency: MacLaren Adv., Toronto; Larry Trudel, agency producer.

Eastman-Kodak (Kodak camera), one 60, picture animation, color, film. Sam Magdoff, prod. mgr. Agency: J. Walter Thompson; Arthur Kling, agency producer.

Kleititz & Herndon Inc., 3601 Oak Ave., Dallas, Tex.

Kitty Clover (potato chips) one 20, film, animation and live. Agency: Allen & Reynolds, Omaha. Don Amsden, account executive.

National Cotton Council (cotton products) one 60 live. Agency: Kleititz & Herndon. Ed Lipscombe, account executive.

Seven-Eleven (stores) three 20s, live, film. Agency: Bob Sanford Adv. Howard Green, account executive.

Dean's Milk five 60s, live, animated, film. Agency: Clinton E. Frank. Buck Gunn, account executive.

WHAT DO

YOUNG & RUBICAM
COLGATE-PALMOLIVE CO.
CAMPBELL-EWALD
WILLIAM ESTY CO.
FULLER & SMITH & ROSS
McCANN-ERICKSON
KENYON & ECKHARDT
SULLIVAN, STAUFFER,
COLWELL & BAYLES
EDWARD H. WEISS & CO.
HICKS & GREIST
CURTIS PUBLISHING CO.
WESTINGHOUSE
BROADCASTING CO.
TUCKER WAYNE & CO.
LAWRENCE C. GUMBINNER
JOHN BLAIR & CO.
THE KATZ AGENCY
H-R REPRESENTATIVES
N. W. AYER
RKO GENERAL STATIONS

KNOW ABOUT
EVERY TV
PROGRAM...
that you don't
know?

ANSWER: They know whether or not the numbers *they* buy will buy what they're *selling*. They know because they have used Pulse's TV Program Profiles, a marketing survey of every network tv program in light of 55 product-use and socio-economic categories. January report (based on November interviewing) deals with Automobiles . . . Cigarettes . . . Cereal . . . Grocery Spending . . . Hair Sprays . . . Color Rinses . . . Home Permanents . . . Electric Razors . . . Cigars . . . Soaps & Detergents . . . Regular Coffee . . . Instant Coffee . . . Tea . . . Food Wrap . . . Cleanser . . . Dish-

washers . . . Clothes Washers . . . Driers . . . Air Conditioning Units . . . Air Travel . . . Headache Remedies . . . Weight Reduction . . . Magazine Readership (Life, Look, Post, Time, Newsweek) . . . Life Insurance . . . and 16 distinct socio-economic characteristics. We'll consider your individual needs for next interviewing, February, 1962. Meanwhile, make sure your buying and selling are informed by what the above-listed companies know; subscribe! For details including subscription rates, write, wire or phone.

Know your prospect prospects with . . .

PULSE TV PROGRAM PROFILES

. . . another service of **THE PULSE, INC.**
the face-to-face touch in
Audience and Market Research



730 Fifth Avenue, New York 19, N. Y. Phone: JUdson 6-3316

and techniques" and emphasized "highly imaginative" European tv commercials as typical of new techniques affecting American advertising.

Mr. Stewart added that in France and Italy there is "a great tendency to create a beautiful ad for beauty's sake . . . American influence will temper this tendency which perhaps will make the ad a little less attractive as an art form, but much more powerful in terms of selling."

KBEA absolved of liquor advertising 'violation'

KBEA Mission, Kan., was absolved Jan. 4 of willful or gross violation of the NAB Radio Code's ban against liquor advertising. No disciplinary action against the station is warranted, according to a ruling by Robert D. Swezey, NAB code authority director.

The action was taken after the NAB had reviewed recordings of KBEA broadcasts in which the Stephenson Liquor Store, Shawnee, Kan., had mentioned the word "liqueur" as well as "liquor" as part of the store name. The store was suspended 30 days by the Kansas Alcoholic Beverage Control Board (BROADCASTING, Jan. 1).

Mr. Swezey pointed out station management had voiced regret over two broadcasts by the store. The broadcasts, Nov. 29 and Dec. 6, took place before a new NAB code ruling on the subject had been circulated. This interpretation holds that the word "liquor" cannot be used even in mentioning the name of a store. He said monitoring of KBEA reflected an overall programming format of superior quality in content and production.

The infraction will be reported to the NAB Radio Board at its Jan. 31 meeting in Sarasota, Fla., Mr. Swezey said, adding that he felt it did not warrant disciplinary action. The Radio Code permits advertising of beer and wine but not beverages containing distilled spirits.

What happened to WNTA-TV's sponsors?

What happens to the commercial business of a station that ceases operations? WNTA-TV New York went off the air on Dec. 22 in preparation for its re-emergence as an educational tv station in about two months (AT DEADLINE, Dec. 25, 1961). A check last week showed that other independent stations in the area benefited slightly from WNTA-TV's demise but the consensus of station managers is that the impact of the change, if any, will not be felt for several months.

They noted the WNTA-TV sale

Belair said leaving Ted Bates for KM&J

Brown & Williamson Tobacco Corp.'s Belair cigarette brand, billing more than \$6 million through Ted Bates & Co. New York, reportedly is moving to Keyes, Madden & Jones, Chicago. But last week neither Brown & Williamson nor the agencies involved had confirmed the report, which had been rumored in the last several weeks.

The advertiser acknowledged, however, that the entire Belair marketing plan is being "re-examined," and that all advertising for the menthol filter cigarette has been discontinued for the duration of this re-examination.

Ted Bates continues to handle B&W's Kool, Viceroy, Life, Kentucky Kings and Du Maurier cigarette brands. KM&J is the agency on the tobacco company's Raleigh cigarettes and Sir Walter Raleigh pipe tobacco.

Sponsors lauded by WGA

Writers Guild of America sent laudatory letters last week to four tv sponsors whose representatives have stated publicly that their companies' policy is not to interfere in the writing and production of tv programs. On instruction from the Guild's National Council, David Davidson, WGA national chairman, wrote to Peter G. Peterson, president, Bell & Howell Co.; H. M. Kennedy, vice president in charge of public relations and advertising, Prudential Insurance Co. of America; Allen Stoneham, president, The Purex Corp., and David A. Shepard, executive vice president, Standard Oil Co. (New Jersey).

Doner and Harrison merge

W. B. Doner & Co. has merged its New York branch with Lester Harrison Inc., to form Doner-Harrison Inc., New York. Lester Harrison is chairman of the new company and Sanford Hirsh-

berg, formerly Doner president, retains same position in the merged firm. Billings of D-H will be about \$6 million.

Each of the five W. B. Doner branches in Detroit, Chicago, Philadelphia, Baltimore and New York, with combined billings of around \$20 million, is run as an autonomous organization.

Videotape Productions says volume up 70%

Videotape Productions of New York's volume of business in 1961 was 70% ahead of last year, John B. Lanigan, vice president and general manager, reported last week in a year-end statement.

The number of commercials produced in 1961 rose to 810 from 530 in 1960, representing a 58% increase. The remainder of the increase was accounted for by the ordering of more taped duplicates by clients and by a rise in the number of taped programs produced.

The last quarter of this year was "more than double the comparable three months of any previous year," Mr. Lanigan said. He attributed the upswing to new accounts using tape commercials for the first time and to a change in attitude among advertising agencies which now are dividing their commercial production between tape and film. Videotape Productions, which recently moved into new facilities in New York, has been enlarging its staff and adding new equipment to its studios.

Agency appointments...

■ Jaylis Industries (window decor products), Los Angeles, which is starting national distribution, names Kenyon & Eckhardt, Los Angeles, as its advertising agency.

■ The Wabash Railroad Co., St. Louis, appoints Winus-Brandon, that city. Though 1962 advertising plans call for a concentration in print media, some radio spots will be used.

■ Freedomland Inc., Bronx, N. Y., has re-appointed Cole Fischer Rogow Inc., New York, as its advertising agency for the second year. Part of the \$750,000 budget will be used in spot radio and tv.

Also in advertising...

Expansion ■ Courtenay McCurray, president of McCurray, Henderson, Enright, Norfolk, Va., advertising agency, announced an expansion of the firm and a move to a new location around June 1. Joining the agency are Aubrey F. Watson, creative director for publication; Howard L. Goshorn, copy staff; David Ward, traffic control, and Suzanne Carper, art staff.

There's a whole new look to television market comparisons! And the reason why is KELO-LAND TV.



NOW 46TH

IN THE ENTIRE CBS 181-STATION LINEUP!

NOW 52ND

AMONG ALL TOP STATIONS IN ALL MARKETS!

— in actual homes delivered!

Thanks to KELO-LAND TV's magnetic hold on its market, the Sioux Falls, S.D. market is bigger in effective population — homes delivered to the advertiser — than San Diego, Calif., Denver, Colo., Rochester, N.Y., Oklahoma City, Okla., Omaha, Neb. and scores of other CBS market cities.

CBS • ABC

(Source: Special ARB Study, March 1961. Homes reached per quarter-hour, 6 p.m. to midnight, Sun. thru Sat.)

No Campaign is a National Campaign without

KELO^{tv}LAND

KELO-tv SIOUX FALLS; and boosters

KDLO-tv Aberdeen, Huron, Watertown • KPLO-tv Pierre, Valentine, Chamberlain

Joe Floyd, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by **H-R** In Minneapolis by *Wayne Evans & Associates*



— **MIDCO** Midcontinent Broadcasting Group —

KELO-LAND/tv & radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO Des Moines

NAB to consider structural changes

DISTRICTS MAP, BOARD UP FOR REVISION IN DRIVE TO STREAMLINE

NAB's complex board and district structure is due for an overhaul.

Plans to cut the size of the board and realign the regional map will be reviewed Jan. 11 by a special eight-man committee of board members. If they agree on a plan or series of recommendations, the decision will be up to the NAB joint board at its Jan. 29-Feb. 2 meeting in Sarasota, Fla.

If the board adopts a revamping, the new structure may require rewriting of the bylaws and a membership referendum.

The special eight-man board committee will meet in Washington. It was named last June at the summer board session. Structural overhaul would complete a reorganization process begun a year ago when LeRoy Collins, shortly after becoming president, called for simplification of the NAB headquarters operation and the board-committee setup.

Last summer Gov. Collins, with board sanction, effected a series of staff

changes. These included addition of an executive vice president, a post given Vincent T. Wasilewski, government relations manager; abolition of the tv vice presidency; creation of a combined radio-tv code authority headed by Robert D. Swezey; creation of a station services vice presidency and appointment of William Carlisle, station relations manager, to the post.

These changes, Gov. Collins said at the time (BROADCASTING, Aug. 14, 28, 1961), were designed to improve efficiency and reduce operating costs. Over a half-dozen standing committees have been appointed by the president though he had questioned the utility of the committee format.

Present Districting ■ The longtime NAB geographical structure is based on 17 districts. Each district has an elected member serving on the radio board. This board also includes eight at-large directors—two each for large, medium, small and fm stations—plus four directors representing the four ra-

dio networks (appointed by each).

The annual election process to fill vacancies on the radio board is under way. Certification forms for eligible station voters have been received and nominating forms will be mailed Jan. 16. They are returnable Feb. 2. Final ballots will be mailed Feb. 13, returnable Feb. 28. Ballots will be counted March 1.

Included in the voting will be radio directors for even-numbered districts and one for each of the four at-large classifications. Seven of the current radio directors are ineligible for re-election, having served two consecutive terms. They are Simon Goldman, WJTN Jamestown, N. Y.; Jack Younts, WEEB Southern Pines, N. C.; F. C. Sowell, WLAC Nashville; Joseph M. Higgins, WIBC Indianapolis; George C. Hatch, KALL Salt Lake City; Robert J. McAndrews, KBIG Hollywood, Calif., and Merrill Lindsay, WSOY-FM Decatur, Ill.

Other radio directors whose terms expire are Richard W. Chapin, KVOR Lincoln, Neb.; Allan Page, KGWA Enid, Okla.; John F. Patt, WJR Detroit; Alvis H. Temple, WKCT Bowling Green, Ky.; Robert T. Mason, WMRN Marion, Ohio.

The tv board will elect directors during the NAB convention, to be held April 1-4 in Chicago. Of the seven tv directors whose terms expire, only Dwight Martin, WDSU-TV New Orleans, present tv board chairman, is ineligible to run for election.

Other tv directors whose terms expire are Campbell Arnoux, WTAR-TV Norfolk, Va.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Joseph C. Drilling, WJW-TV Cleveland; William B. Quarton, WMT-TV Cedar Rapids, Ia.; Joseph S. Sinclair, WJAR-TV Providence, R. I.; Eugene S. Thomas, KETV (TV) Omaha, Neb.

At this point the radio election is going ahead as usual despite proposals for broad reorganization.

Top Level Meetings ■ Two top-level policy meetings are scheduled late this week in Washington. The board finance committee will meet Friday after the structure (reorganization) committee session the previous day.

Members of the structure group, all board members, are Clair R. McCollough, Steinman Stations; Mr. Hatch; Mr. Martin; Mr. Higgins; Mr. Chapin; Mr. Quarton, and W. D. Rogers, Texas Telecasting.

Back of the NAB reorganization move

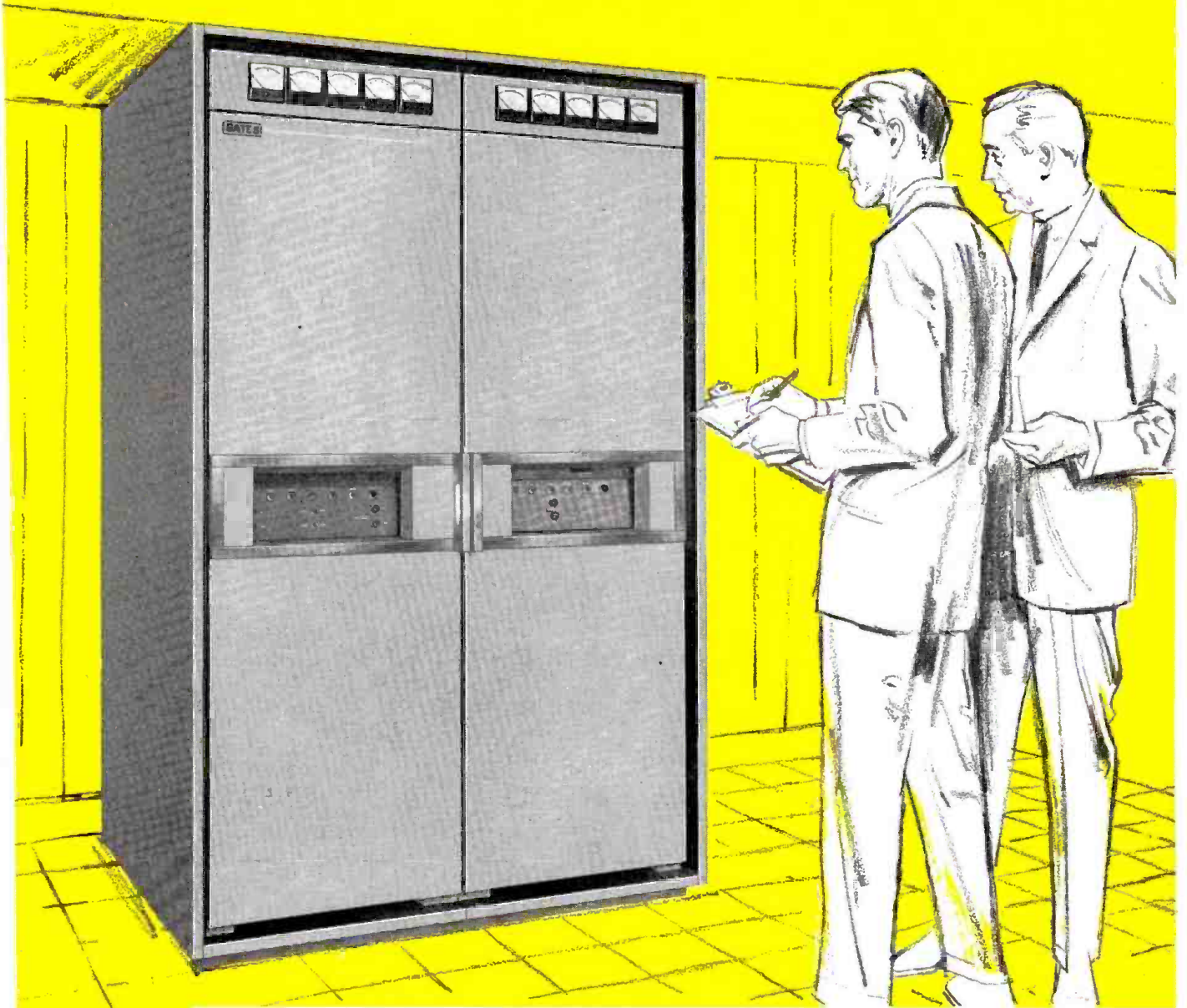


This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results in the Central U.S.



ENTIRELY NEW GATES FM-5C 5 KW FM TRANSMITTER—with new advanced shadow-mold styling, new cooling system, longer tube life, silicon rectifiers throughout and built-in remote control. Just a few of the outstanding features of this entirely new FM transmitter. ■ The FM-5C is a picture of conservative simplicity, with clean vertical lines accented by an array of controls protectively enclosed in a horizontal three-dimensional setting. Basic cabinet is medium dark glossgray, outlining the soft tones of recessed twin doors and meter panel, further distinguished by brushed aluminum door handles and trim. ■ Inside is an engineer's dream. A new cooling system reduces blower noise to an extremely low level — a low whispering hum is the sound of the FM-5C at work. One type 4CX5000 power tetrode, conservatively rated for long tube life, is used in the final amplifier. Silicon rectifiers are used in all power supplies, and all remote control accessories are included as part of the transmitter. ■ There are many other exceptional features that tell an exciting story of engineering excellence in FM. Write today for complete technical information — yours for the asking.



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

is the feeling that the present 43-man board is unwieldy, a conviction held by Gov. Collins. Among proposed steps is elimination of the separate radio and tv directorships. The dual setup was developed a decade ago when the old Television Broadcasters Assn. merged with NAB.

The board finance committee will review the association's \$1½ million budget at the Sarasota meeting. It includes cost of the radio and tv codes, whose expanding operating cost is offset in part by increased dues from subscribers. Members of the finance committee are Messrs. Lindsay, Chapin, Hatch, Martin, McCollough, Rogers, Sowell, Arnoux, Drilling, Patt and Ben Saunders, KICD Spencer, Iowa.

Changing hands

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

■ **KCRA - AM - FM - TV** Sacramento, Calif.: 50% interest sold by C. Vernon, Kenneth W. and Gerald Hansen to the family of the late Ewing C. Kelly for price understood to be in excess of \$2 million. KCRA, founded in 1945, operates on 1320 kc with 5 kw daytime, 1 kw nighttime. KCRA-FM is on 96.1 mc with 82 kw. KCRA-TV, begun in

1955, is on ch. 3. All stations are affiliated with NBC.

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 72).*

■ **KBIF** Fresno, Calif.: Sold by Ethan Bernstein and John Poole Broadcasting Co. Inc. to Norwood J. Patterson and wife for \$86,000 and \$8,500 agreement to act as consultant and not compete in radio broadcasting for three years within 50 miles of Fresno. Transaction also provides for purchase of John Poole Radio Properties for \$60,000. The FCC action also included renewal of KBIF's license. The Pattersons control KSAN San Francisco and KICV-TV Visalia, Calif.

■ **WRKT** Cocoa Beach, Fla.: Sold by Mel Wheeler to C. Sweet Smith Jr. for \$132,942 and agreement not to compete in ownership or management for three years within 50 miles of Cocoa Beach.

■ **KBAR** Burley, Idaho: Sold by Jessica L. Longston group to Dean S. Lesher and family for \$125,000 and agreement not to compete in radio in Cassia and Minidoka Counties for five years.

Minow, Rusk to talk at NAB conference

Top Washington figures will take part in NAB's first public affairs-editorializing conference, to be held March 1-2 in the Nation's Capital. They include FCC Chairman Newton N. Minow and Secretary of State Dean Rusk.

Radio and tv executives from all over the nation will participate along with delegates attending the NAB conference of state presidents, who open their meeting Feb. 28.

NAB President LeRoy Collins said the conference will provide advice on legal and ethical responsibilities in broadcast editorials, acquaint delegates with successful campaigns and techniques, and provide background information needed for on-air editorializing.

Chairman Minow will address the March 1 luncheon. Daniel W. Kops, WAVZ New Haven, Conn., and Gov. Collins will welcome delegates. Arrangements for the conference are under direction of Howard H. Bell, NAB industry affairs vice president.

Ford fund tv grants top \$7 million in '61

The Ford Foundation during 1961 made grants of over \$7 million to educational tv activities.

The largest of its awards in this field was a \$2.26 million grant to the Midwest Program on Airborne Television Instruction (BROADCASTING, Jan. 1). Ford funds for this activity now exceed \$6 million.

A \$2 million grant was made to Educational Television for the Metropolitan Area Inc., New York, to help in the \$6.2 million purchase of WNTA-TV New York for educational tv purposes (AT DEADLINE, Dec. 25, 1961).

The National Educational Television & Radio Center, New York, was granted \$1.8 million to provide video-tape equipment for 25 etv stations. This is in addition to \$2.7 million granted in 1959 to similarly equip 42 etv stations.

For tv experiments in classrooms, the foundation granted \$518,000 to 17 local and state school systems, and \$450,000 to finance improved tv instruction in 7,500 elementary and secondary schools.

CBS fund taking bids for news fellowships

Applications are being accepted for the sixth annual CBS Foundation News Fellowships for the 1962-63 academic year at Columbia U., New York.

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This is a fulltime property in a medium size market. Station is profitable and has outstanding local acceptance. 29% down and balance over 7 years.

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SOUTH
\$118,000

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affairs staffs of CBS News, CBS owned stations, CBS radio and tv affiliates, non-commercial educational stations and teachers of news and public affairs courses in colleges and universities are eligible. The foundation's fellowships include a year of study at Columbia U. and a program of lectures and dinner discussions. Fellowship grants average about \$8,000 each to cover university costs and living expenses.

In the program's first five years, fellowships have been granted to 40 broadcast journalists working in 21 states and three foreign countries.

The closing date for applications is Feb. 28. The winners will be announced in April.

WREX-TV wins suit for \$1.2 million

WREX-TV Rockford, Ill., won a \$1.2 million judgment against a west coast group which had proposed to buy the ch. 13 station in 1958 for \$2.8 million.

The \$1,211,910 award was handed down by Circuit Judge William R. Dusher Dec. 22 against Continental Television Corp. and its four backers—Bob Hope, Albert Zugsmith, Ashley Robison and Arthur B. Hogan. All are or have been in station ownership.

The decision stems from an original suit brought by Continental against WREX-TV for return of \$20,000 earnest money after it was decided to cancel the contract to buy the station. The station filed a counter suit asking \$1.5 million in damages. The judgment represents the difference between what the buyers had offered for the stock of Greater Rockford Television Inc. (\$135.71 per share) and its actual market price at the time of the proposed sale (\$78 per share). Greater Rockford Television has 21,000 shares outstanding.

Hurleigh to address FCBA

Robert D. Hurleigh, president of Mutual, will be the principal speaker at the annual banquet of the Federal Communications Bar Assn. Jan. 12 at the Statler-Hilton Hotel, Washington. Outgoing President Robert M. Booth will turn the gavel over to President-elect Harold E. Mott at the conclusion of the banquet, which begins at 7:30 p.m.

Other incoming officers are Donald C. Beelar, first vice president; Thomas W. Wilson, second vice president; Warren E. Baker, secretary; Philip Bergson, assistant secretary; Marcus Cohn, treasurer; Maurice M. Jansky and Frederick H. Walton Jr., members of executive committee for three-year terms.

RAB reports on daily auto radio listening

A study by the Radio Advertising Bureau indicates that motorists spend an average of 56 minutes a day listening to their car radio.

The study is based on more than 1,400 personal interviews with car owners in Columbus, Ohio, and Albany, N. Y. The questioning was conducted for RAB by R. H. Bruskin Assoc., independent research firm.

Virtually all (97.2%) of the car-radio owners are listeners, the study points out, noting that 78% are "heavy listeners" (listen to car radio "half the time or more"). More than four of five new cars are sold with radios, according to RAB, which estimates that by 1965 the number of autos with radios will be 65 million.

NBC-TV bars Weavers over loyalty oath

The Weavers, a folk-singing quartet, were barred from the *Jack Paar Show* last Tuesday night after refusing to sign loyalty oaths.

The members of the group had been asked by NBC to sign statements that they had never belonged to the Communist Party. Each member declined to sign.

NBC said company policy barred "the use of its facilities by performers identified with the Communist Party."

"When questions concerning such association are raised, NBC seeks to obtain information as to the facts from the performers concerned," the com-

pany added. "Two of the present four members of the singing group known as The Weavers have refused to testify before a congressional committee on this matter."

CBS News forms election unit

CBS News has formed a permanent election unit to plan radio and tv coverage of future political campaigns and elections. The unit, with CBS News correspondent Bill Leonard as executive producer, will handle both technical and editorial planning.

The first event to be handled by the new division will be the congressional campaign this coming fall.

Paul Levitan, director of special events for CBS-TV will serve as consultant to the election unit.

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It's touch-and-go, not golden touch for many broadcasters

Broadcasting is a touch-and-go business for many station operators, NAB President LeRoy Collins wrote in the current issue of *Business Horizons*, published by the Indiana U. graduate business school.

The success of a relatively few large stations "tends to give the impression that all broadcasters are operating equally prosperously," he said in discussing the industry as a public service and private enterprise. "The reverse, however, is often nearer the truth."

Many television stations in these larger markets and a fair number of the 3,600 am and 800 fm radio stations providing service to small communities have financial problems, he continued.

"Proof of this is contained in the 1960 operating figures for the typical radio and television station," he said. "Revenue of the typical radio sta-

tion amounted to \$110,200 in 1960 but expenses ran to \$101,800, leaving a profit before federal income taxes of \$8,400 or 7.6% on sales.

"Revenue for the typical television station in 1960 amounted to \$904,500; expenses, however, totaled \$765,300, leaving a profit of \$139,200 or 15.4%, again before federal income taxes."

From these figures Gov. Collins drew this conclusion, "While there are obviously some very successful stations, these figures are convincing evidence that, on the whole, the broadcasting business is not an exceedingly profitable one."

Gov. Collins said that because of its tremendous impact on the public, broadcasting is often thought to be much larger than its actual size. Of the 87,000 employees, about 12,000 are with networks. The rest are split about equally between radio and

television, he said.

"The typical tv station employes about 58 people," he explained. Very large stations employ as many as 250 while very small stations employ as few as 20. In radio, the typical station employs about 17 people. A very large station might employ 100, but the small one might have as few as six."

Automation has gained rapidly in radio, according to Gov. Collins, with completely remote operation possible. But he explained the impact of automation on television has not been quite as dramatic. He said remote control of tv transmitters is promised for the near future.

"The broadcaster is torn between his desire to use new devices and equipment that will improve efficiency and his concern for employes whose livelihood may be substantially changed," he said.

THE RIDE ON THE TV-CYCLE'S OVER

Or so claims a publisher who sees magazines on the rise

C. D. Jackson, publisher of *Life* magazine, thinks that such leisure-time activities as television watching "go in cycles." Now, after a 10-year "spree," he says, people have rediscovered the "old-fashioned" diversion of reading.

In a pamphlet published today (Jan. 8) by the Center for the Study of Democratic Institutions, Santa Barbara, Calif., Mr. Jackson declares that the U.S. has entered a "reading cycle" which bodes well for the future of the large-circulation news-carrying magazine.

"In spite of all the other media of communications—the daily newspaper, radio, television—people still want to know in greater depth about the things that interest them," Mr. Jackson told interviewer Donald McDonald of the center's Study of the American Character. "And that is the role of the magazine, to give them knowledge in depth."

Mr. Jackson said the "important distinction between written journalism and television" is that "thoughtful writing in magazines, pamphlets and newspapers goes back a long time: it goes back to an era of great courage and great thought and great emotion." He added: "People actually went to jail for something they published. People have even wanted to die for something they've wanted to publish. There was no 'show biz' element in writing in those days. . . . But television started

off as pure show business, and now they're trying to tack on to show business what journalism always had. And that's why they're floundering: nobody ever died for Broadway."

Mr. Jackson also disagrees with those who feel that the American public lacks good taste in reading or tv programming. He cited the sale of \$20 million worth of "highest level" books on history, religion and anthropology which have been published and sold by *Life*.

Violations denied in Fredericks case

A former chairman of the FCC told 46 radio stations last week that the FCC was wrong in implying that there was a question of sponsorship identification violation in the Carlton Fredericks health program.



Mr. Porter

Paul A. Porter, FCC chairman in 1944-46, wired all radio stations which had received the FCC's letter last month that in his opinion the "program is not in violation of Sec. 317 of the Communications Act or any other regulation or policy of the FCC." He said his office

is preparing a detailed legal memorandum with affidavits which will establish this conclusion. Mr. Porter said last week he would send this document to each of the stations and to the FCC.

Mr. Porter was retained by Mr. Fredericks after the FCC action last month informed about 50 radio stations that there is a question of hidden sponsorship involved in the Fredericks program. The program is syndicated by C-F Productions Inc. and paid for by stations, but the FCC alleged, adjacent spots for mail order vitamins raise questions of Sec. 317 (CLOSED CIRCUIT, Dec. 18, 1961).

The FCC said that C-F and the vitamin firm maintain the same New York address, have common principals and that purchasers of the Fredericks program are promised that the cost will be recouped through the sale of vitamin spots.

"Very few" stations have cancelled the Fredericks program, it was said.

Mutual now in 97 of top 100 markets

Mutual radio gained 11 stations in the top 100 marketing areas of the U. S. in 1961 and lost none, according to MBS President Robert F. Hurleigh.

This gives Mutual affiliations in 97 of the top 100 marketing areas. The improved affiliation picture also gave the network higher-powered affiliates in several markets such as Milwaukee where a 10 kw station replaced one with 250 w and Cincinnati where a 50 kw station took over from a 1 kw affiliate.



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Congress to keep broadcasters busy

LEGISLATION PENDING ON FCC POWER, VHF MAKES '62 VITAL

Congress returns to Washington this week geared for a comparatively short session in this election year. But between this Wednesday and next summer, when every House member and one third of the Senate will flee Washington to beat the bushes back home for votes, action is expected on a number of bills critically important to the broadcasting industry.

Network regulation, television's effect on juvenile delinquency, broadcast ratings, all-channel set legislation, political broadcasting, educational television, communications satellites—these and other issues affecting the industry will have broadcasters climbing Capitol Hill long before the Japanese cherry blossoms are in bloom on the Tidal Basin.

But the FCC rather than any broadcaster will probably get the first invitation from a congressional committee. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has promised early hearings on the commission's controversial plan to

break down 13 of the 25 Class 1A clear channels and to deintermix eight markets by withdrawing their vhf channels.

The committee was shocked last September when the commission announced its plan to break down the clears, and thus resolve a 16-year-old issue. The committee had expressly asked the FCC not to take any action until Congress had an opportunity to act on a number of bills that would prohibit the clear-channel breakdown. Congress, however, can still reverse the FCC decision by passing the pending legislation.

All-Channel-Set Legislation ■ The deintermixture move has aroused considerable opposition among congressmen, including several on the House Commerce Committee, whose home districts would be affected by the proposal. And nine bills have been introduced either to block implementation of the plan temporarily or to limit the FCC's power to shift a station from a vhf to a uhf band.

Tied in with this issue is another of the FCC's controversial plans to solve the vhf-uhf dilemma—its proposal to require set manufacturers to build only all-channel television receivers. The commission has requested this legislation, and five of the bills that would block the deintermixture plan incorporate it as an alternative method of encouraging the growth of uhf.

Probably the most significant broadcasting measure to be debated this year, however, will be the FCC-drafted bill to grant the commission regulatory power over the networks. Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced the bill (S 2400) for the commission, and has indicated that hearings on it will be held shortly after the commission completes its own network programming hearing, scheduled to begin Jan. 23. Bills to regulate or license the networks are pending before the House Commerce Committee, but Sen. Pastore's group is expected to take

McCormack noncommittal on House radio-tv coverage

Rep. John W. McCormack (D-Mass.) may be House Speaker in everything but name, but until the formality of his election is disposed of on Wednesday, he refuses to say what his position will be on a question that has tantalized radio-tv journalists for months—whether he will reopen committee hearings to the cameras and microphones.

He did say last week that, as Speaker, he would be "constrained to follow" the late Speaker Sam Rayburn's interpretation of the rules of the House—an interpretation that barred cameras and microphones from committee hearings.

But he quickly added that he would not indicate his own feelings on the matter "until such time as a parliamentary inquiry" about the rules is raised in the House. "It would be as improper as a judge commenting on a case before it is presented," he said.

Two months ago, Rep. McCormack had indicated he would not reverse the Rayburn ruling, at least for the present (CLOSED CIRCUIT, Nov. 13, 1961). But that was before Speaker Rayburn's death. Since then, there has been considerable, if

conflicting, speculation as to what will be Rep. McCormack's position. Some have predicted that opening committee hearings to electronic journalists would be one of his first acts as Speaker; others that he would go slow about overturning any Rayburn ruling.

Although he is keeping radio-tv newsmen in suspense on this question, Rep. McCormack said he has already approved, in principle, their request to cover some of the new session's opening-day ceremonies in the House chamber.

This Session Different ■ Normally, cameras and microphones are seen in the House only at the start of a new Congress or during a joint session of House and Senate—never at the start of a second session, which will be the case Wednesday. But the fact that a new Speaker will be sworn in makes this time different from past second sessions.

Details of what radio-tv coverage will be permitted were not yet worked out at week's end between Rep. McCormack and representatives of the House radio-tv gallery. But it was understood the coverage would include Rep. McCormack's entry into

the chamber, his swearing-in and his remarks.

In ruling against radio-tv coverage of committee hearings, Speaker Rayburn had maintained that the rules of the House do not provide for such coverage and that, as a result, it could not be allowed. But he also made sure the rules were not changed to authorize such coverage. This was the case last year, shortly after the 87th Congress convened, when the Democratic majority on the Rules Committee accepted his wishes and killed a resolution to permit radio-tv coverage (BROADCASTING, Feb. 27, 1961).

The last time broadcasters covered committee hearings was during the 83rd Congress, 1953-54, when the Republicans controlled the House and Rep. Joseph Martin (R-Mass.) was speaker.

Under his interpretation of the rules, committee chairmen decided for themselves whether to allow radio-tv coverage. This is the way the matter is handled in the Senate. And this, it is believed, is the kind of ruling Rep. McCormack will issue—if he rules in favor of the electronic journalists at all.



Rep. Harris



Sen. Pastore



Sen. Magnuson



Sen. Dodd

the lead in the matter in this session.

The Senate Juvenile Delinquency Subcommittee, whose hearings on television sex and violence produced headlines last summer, has yet to complete its work. A number of highly secret executive sessions involving top NBC officials were held last fall, but more public sessions are being prepared. (See story, page 52). Sen. Thomas Dodd (D-Conn.), subcommittee chairman, says he has been convinced by the testimony of social scientists that television can contribute to the growth of juvenile delinquency, and he is now out to fix responsibility—and pin down the reasons—for the injection of sex and violence in television programming.

Broadcast Ratings ■ Another potentially explosive hearing in preparation has as its center broadcast ratings and their use. The House Regulatory Agencies Subcommittee has been investigating this matter for months. The announced purpose of the probe is an examination of the way ratings are used by broadcasters, advertisers and others. But the proposed hearings are also expected to publicize cases of alleged rigging by some smaller rating companies in certain cities. The ratings question may come up in the Senate, too, where the Communications Subcommittee is awaiting the results of a rating study being made by the Federal Trade Commission. The FTC took over the study two years ago after preliminary work had been done on it by the subcommittee staff.

Legislation providing federal aid for educational television, which has been introduced in three previous Congresses, will probably make it through the legislative mill in this session. The Senate, as it has three times previously, in the first session passed a proposal by Sen. Warren G. Magnuson (D-Wash.) to grant each state up to \$1 million for educational television facilities. The House Commerce Committee approved

a more modest \$25,500,000 bill requiring state-matching funds. The bill (HR 132), supported by the administration, is now in the Rules Committee, but it is expected to be approved there and, eventually, on the House floor as well.

Favorable action is likely also on legislation liberalizing the equal-time provision of the Communications Act to enable broadcasters to give free time to major political party candidates without worrying about equal-time demands from splinter groups. The only question is how far Congress will go. Sen. Magnuson, chairman of the Commerce Committee, has introduced legislation (S 204) to make permanent the 1960 suspension of the equal-time provision, which applied to presidential and vice presidential candidates only. Sen. Pastore later introduced a broader bill (S 2035) applying to congressional and gubernatorial candidates as well. Hearings on both will be held by Sen. Pastore's subcommittee.

Meanwhile, a report bearing on this matter is now being completed by the Senate Watchdog Subcommittee, composed of three members of Sen. Pastore's group. The Watchdog unit, set up to keep an eye on broadcasters during the 1960 campaign, held hearings last spring on complaints that some radio and television stations were guilty of political bias. The subcommittee's report, which is expected to include legislative recommendations, is scheduled to be filed this week.

Communications Satellites ■ Another issue sure to stir considerable controversy involves the proposed U. S. space communications system. The plan submitted to the FCC by private industry—which provides for ownership by private international carriers—failed to arouse any enthusiasm among administration officials, and the White House is expected to submit a proposal of its own. But in the meantime, congressional forces favoring private owner-

ship and others advocating government ownership are jockeying for position in anticipation of an all-out legislative battle.

Legislation to give the FTC new cease and desist powers is expected to come up again in the House, but chances of passage seem poor. The bill, requested by the commission, would empower it to issue a stop order, pending completion of proceedings against a company accused of violating federal trade laws. It is backed by the President, but members of the House Commerce Committee, in hearing last August, appeared almost unanimously opposed to it.

A number of other matters affecting broadcasting are likely to develop in the new session. They include the FCC's request for:

- Regulatory authority over catv systems.
- Some control over trafficking in station sales.
- Power to require licensees to maintain and illuminate abandoned radio towers (this proposal passed the Senate in the last session but remained in Committee in the House).
- Power to invoke summary judgment procedure in certain cases.
- Authority to reopen a record to hear new evidence after a decision has been reversed by the courts and remanded to the commission.

In addition two congressional subcommittees, not otherwise regarded as having any particular interest in television, are expected to continue probes of the industry begun in the first session.

A subcommittee of the House Small Business Subcommittee is looking into charges that industry practices tend to discriminate against small advertisers seeking to buy prime time. And a subcommittee of the House Un-American Activities Committee is investigating alleged Communist infiltration of radio

and tv technical positions.

The session will, said one Capitol Hill observer, be a busy one, possibly a productive one so far as broadcast legislation is concerned. But if nothing else, the variety of bills and planned investigations indicates Congress' fascination with television in all its ramifications remains undimmed.

First catv microwave to be granted by FCC

The first grant of a private microwave system to bring tv signals to a community antenna system is on the way.

The FCC last week instructed its staff to grant the application of Community Television Systems of Wyoming Inc. for a privately owned microwave system to bring the programs of two Denver, Colo., stations (KRMA-TV and KTVR [TV]) to the catv operation in Casper, Wyo. There was no objection to the grant on the part of KTVW-TV Casper.

Last month the FCC decided that the impact on local tv stations would be a consideration in considering microwave applications to bring multiple tv signals from distant cities to catv systems (BROADCASTING, Dec. 18, 1961). The Wyoming application proposes to carry the Denver signals a distance of about 200 miles via a three-hop relay system using 12,000 mc.

FCC offers early views on global frequencies

Preliminary views covering future international frequency allocation changes for the radio astronomy service were adopted Jan. 4 by the FCC. Comments are invited up to Feb. 16.

The FCC also proposed amendment of domestic allocations to set aside bands promising to be most useful for astronomical observation. Comments also were invited on this separate action.

A third invitation for comments covers proposed rules which would bring annual reports to the FCC from radio astronomy observatories for forwarding to International Telecommunications Union. The three FCC proposals are designed to expand radio astronomy allocations beyond the Geneva Radio Allocations and the FCC's Dec. 1, 1961, amendment to the national table of frequency allocations.

FCC denies WNOK-TV plea

WNOK-TV Columbia, S. C., has been denied FCC reconsideration of the Commission's Nov. 15, 1961, order extending to Feb. 5 the time for filing comments and March 9 for replies in the Columbia deintermixture proceeding. WNOK-TV also was denied a request for more time to file opposition to a petition by WIS-TV Columbia.

FILM MAKERS TO FACE DODD

West coast program firms expected to testify before Senate subcommittee at end of January

After five months in which their only hearings were held behind sealed doors, the Senate Juvenile Delinquency Subcommittee is coming out into the open again in its probe of tv sex and violence. The public hearings, expected to start around the end of January, will involve west coast studios and independent producers who feed the three networks. Sessions are expected to be held in Washington.

The subcommittee refuses comment, but Screen Gems, Warner Bros., and 20th Century Fox have acknowledged that they are among the companies whose files and records for various series have been subpoenaed. One producer said to be involved is Quinn Martin, formerly executive producer of *The Untouchables*, and now head of Q. M. Productions.

The shows in which the subcommittee is reportedly interested are Screen Gems' *Route 66*, 20th's *Bus Stop* (particularly "A Lion Walks Among Us," the controversial episode starring Fabian), Warner's *77 Sunset Strip* and *The Untouchables*, and Mr. Martin's *The New Breed*.

Although most of the shows thus far mentioned appear on ABC (*Route 66* is CBS), it is believed that programs featured on all three networks will be brought into the hearings. The subcommittee has not yet asked for any program films, but subcommittee staff

members indicated some might be requested.

In its hearings last summer, the subcommittee, headed by Sen. Thomas Dodd (D-Conn.), showed episodes from a number of westerns and action-adventure series as examples of what it considered television's undue emphasis on sex and violence. The subcommittee also strung together several reels of teasers and trailers from various shows which served to enlighten the audience in the hearing room with fleeting scenes of alluring women, bar-room brawls and cops-and-robbers gun fights.

Who's Responsible ■ The hearings, which were launched last summer with the announced purpose of determining whether tv sex and violence has a harmful effect on youthful viewers, have long since veered off into a search for the reasons—and the individuals—behind that type of programming.

The subcommittee has subpoenaed the west coast film makers' records—which sources said were due in Washington last Thursday—in hopes they would throw some light on the personalities, thinking, pressures and attitudes behind shows the congressmen regard as particularly vulgar or violent. Sen. Dodd decided on this approach last summer after hearing conflicting testimony from network officials, tv writers and producers as to which creative or economic factors were responsible for offensive shows.

Subpoenas last July produced a small mountain of memoranda, scripts and other documents which proved embarrassing to some industry officials. One batch of memos indicated NBC executives were interested in injecting more sex into the *Man and the Challenge* series, produced for the network by Ziv-UA.

Other memos involved *The Untouchables*. One Jan. 1960 communication signed by Mr. Martin, who was then executive producer of the series, complained about the repetitiveness of men being run down by automobiles in the series. "I like the sadism," the memo said, "but I hope we can come up with another approach to it." Since reading the memo, the subcommittee has indicated interest in Mr. Martin.

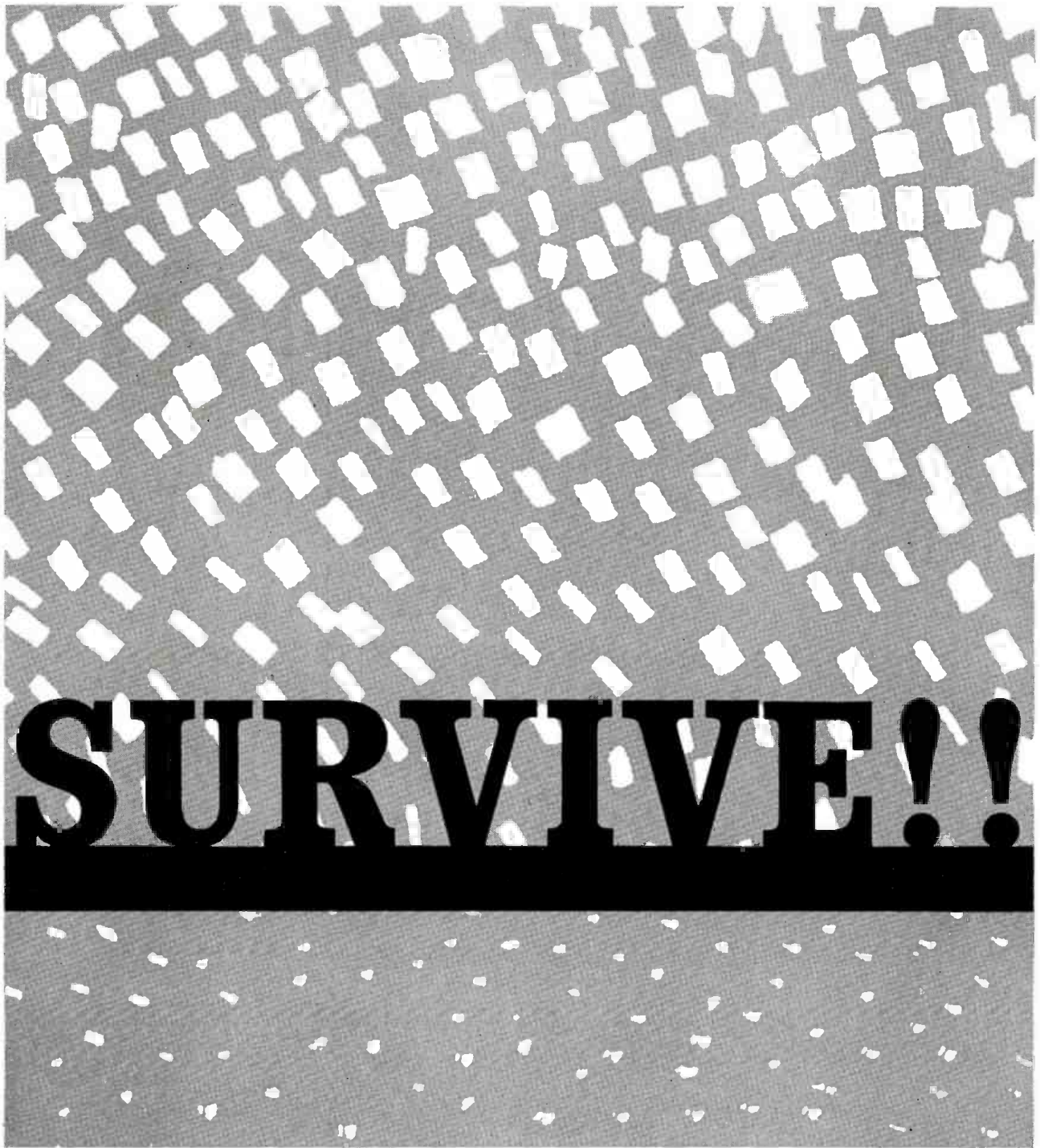
Fm-tv standards finalized

Fm and tv standards in Part 3 of the FCC rules were finalized Jan. 4 following rulemaking. The new provisions allow fm and tv stations to determine aural power by direct measure-

Ad counselor bill pends

Charles Edward Chapel, member of the California State Legislature from Redondo Beach, has announced plans for forming a citizens advisory committee to study proposals for a bill to license advertising counselors in California. Mr. Chapel said he is inviting representatives of the consuming public, business and civic organizations, advertising media and advertising practitioners to serve on the committee.

"I hope all persons interested in this proposed bill, which is designed to protect the public and the media by establishing enforceable standards of conduct and proficiency among those who counsel others in advertising, will give the committee the benefit of their views," Mr. Chapel said. He invited interested persons and organizations to write to him, P.O. Box 327, Redondo Beach.



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ARB 1960 TV Homes

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ment or the prescribed indirect method; clarify specifications for frequency response in vicinity of the color pass band; relax rules for reduced-power operation so the Commission need only be notified if the required minimum operating schedule cannot be maintained and provided the period is not over 10 days; abolish reference (Sec. 3.689 [a] [1]) to standard black television picture, adding language specifying form and amplitude of modulating signal when determining operating power of visual transmitter.

FCC finds new data, reopens Florida case

A hearing for ch. 6 Perrine, Fla., was ordered reopened last week when the FCC sent the whole case back to the hearing examiner with orders to examine allegations of log concealment and faked letters made against the president of what was up to then the leading applicant.

In its order last week, the FCC vacated a Sept. 12, 1960, initial decision recommending the grant of ch. 6 in Perrine to South Florida Amusement Co., and denying applications by Publix Television Corp. and Coral Television Corp.

South Florida, which owns a theatre in the Miami area, is headed by Sherwin Grossman; Coral, composed of local businessmen, is headed by Leon McAskill, printing and publishing.

The charges concern the program logs of ch. 17 WBUF (TV) Buffalo, N.Y., at one time owned by Mr. Grossman and his associates, and the allegations that letters by Buffalo organizations sent to the FCC in behalf of deintermixture of that city were actually typed and signed by WBUF personnel without authorization of the organizations involved. WBUF was sold to NBC in 1955; it surrendered its license in 1958. Questions were raised by Coral and the FCC's Broadcast Bureau.

Commissioner T. A. M. Craven did not participate in this action.

WIOS to quit

Roger S. Underhill, owner of WIOS Tawas City, Mich., has informed the FCC he is closing down his station Jan. 13 unless the commission acts on the application for sales of the 1 kw day-timer (on 1480 kc) to Superior Broadcasting Co. Mr. Underhill's notification came one week after the FCC issued its final decision, revoking his license for the Tawas City station (BROADCASTING, Dec. 25, 1961).

TRAFFICKING BAN APPROVED

Plan to restrict 'dealing' in station sales modified from 1960 proposal, covers am, fm, tv

The FCC has decided to put a hobble on station trading—but it won't be as confining as at first proposed.

The commission last week announced that it has instructed its staff to write an order to require a hearing on station sales where the broadcaster has held the station for less than three years. But, it was announced, some changes would be made from the terms first proposed in December 1960.

The proposed rule-making, opposed by virtually all broadcasters and their legal counsel, would have required a full-scale public hearing when a station is sold if it has not been owned by the seller for at least three years or when a major change in the station's facilities has been approved in the last three years.

Among the changes approved last week by the FCC is a revision of the facilities-change tenure. When a station, already owned for three or more years, has been granted a change in facility and that change has been accomplished, the three-year term will run from the date of the station's original construction permit; when it is still only a piece of paper, however, the three years will run from the date of the modification cp. This, it was explained, is to forestall owners from selling a piece of paper.

Originally, it is understood, the rule was written to apply to am radio stations only. In the revisions approved last week, the rule will apply to all broadcast properties—am, fm and tv.

The FCC vote to issue the original 1960 proposed rule-making was 5-2. Commissioners Rosel H. Hyde and T. A. M. Craven dissented. The vote last week, which of course is not official and was not divulged, was the same.

Announcement of instructions includes the usual warning that it does not constitute commission action, and that a different result may be reached when the formal document is before the FCC.

Trafficking Issue ■ Originally proposed as an anti-trafficking measure, the prospective new rule is aimed at the wheeling and dealing transactions prevalent some years ago by which a purchaser bought a station and within a year or 18 months resold it to a new buyer. This practice has been criticized not only by FCC members but also by congressmen and senators.

In the early post-war years, the commission instituted the "Avco" rule also

aimed at trafficking in licenses. This required a broadcaster selling his station to advertise and permit anyone meeting his sales terms to come in and be heard by the FCC in opposition to the buyer he had chosen. The rule was repealed by the 1952 McFarland Act amendments.

Opposition to the proposed three-year rule was virtually unanimous by all facets of the broadcasting industry. The main objections were that the FCC's approach is unnecessary, illegal, unconstitutional and would stifle free enterprise and add cumbersome burdens to the already overburdened FCC. Above all, it was stressed, the proposal would not stop trafficking.

The commission, it was held, already has the power to institute a hearing where it suspects trafficking. There's no need for an arbitrary rule on the subject.

Corinthian to test NLRB boycott stand

The tolerant attitude of National Labor Relations Board toward boycott pressures by unions against sponsors is due for a test in the federal courts.

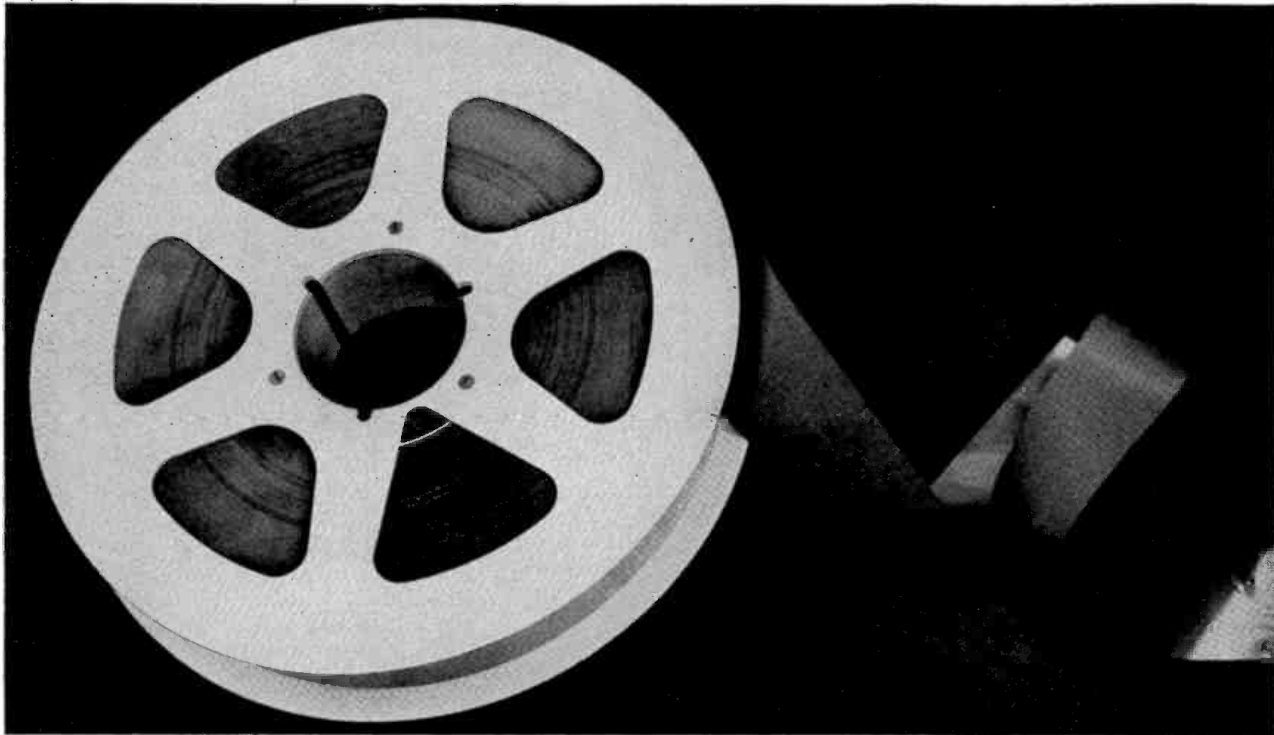
Last week Corinthian Broadcasting Corp. filed an action in the U. S. Court of Appeals, San Francisco, from a decision handed down Dec. 28 by NLRB. This decision held union pressures designed to scare advertisers away from KXTV (TV) Sacramento, Calif., were not violations of the labor law (BROADCASTING, Jan. 1).

The appeal contends the NLRB decision was wrong on several grounds and was arbitrary and capricious. The case is expected to provide a searching legal review of the NLRB's attitude toward union boycotts directed at business interests other than a primary employer.

FCC denies single sideband

The two-year fight by Kahn Research Labs to persuade the FCC to permit am stations to use the "compatible single sideband" system of modulation ended last week when the FCC denied the Dec. 21, 1959 petition.

The commission's order, which also terminated its inquiry into the subject, said the FCC has concluded Kahn did not make a sufficient showing and there is not enough interest by broadcasters or the public. The FCC also said that the system does not conform to the definition in the North American Regional Broadcasting Agreement.



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'Underdog' wants to debate Taft on tv

The faith that political underdogs have in television debates as a great leveler was indicated again last week in a challenge sent to Robert A. Taft Jr., secretary of Taft Broadcasting Stations and Republican candidate for congressman-at-large from Ohio.

The challenge, to a series of tv debates, was issued by Alan F. Reeves, a native of Cleveland and a Commerce Dept. official, when he announced his candidacy for the congressional seat.

Mr. Taft, son of the late senator, is Republican leader of the Ohio House of Representatives and a vote-getter of proven ability.

"I know I will be the underdog," Mr. Reeves told reporters. "That's one reason I am asking Taft to debate with me." There was no word at week's end as to Mr. Taft's reaction.

FTC warns Jerrold on antenna

The Federal Trade Commission has charged Jerrold Electronics Corp., Philadelphia, with misrepresenting the nature and effectiveness of its "Tv Receptor." The device is an attachment for tv receivers which acts as an indoor antenna. The FTC complaint alleges that the Tv Receptor is not su-

perior to rabbit ear indoor antennas, that it is not equal to nor does it outperform outdoor or rooftop antennas in many locations as claimed in nationally circulated advertisements. The product, the FTC says, is not an antenna, is not adjustable, does not have a tuning device and does not utilize the wiring system of a home or an apartment as an antenna. Jerrold has 30 days to answer the complaint.

FCC acts in cases involving tv changes

FCC action was taken Jan. 4 in a series of cases involving allocation of tv channels in several markets. Television Broadcasting Circuits was denied a rulemaking petition to assign ch. 25 to Tuscaloosa, Ala., since it is in conflict with a proposal to assign the channel to Huntsville or Hamilton, Ala.

The commission invited comments on proposed rulemaking that would move ch. 3 from Sterling, Colo., back to Cheyenne, Wyo. The action was requested by Steuer Broadcasting Co., holder of a cp for KHQL-TV on ch. 3 at Sterling. The channel originally was assigned to Cheyenne but was moved to Sterling in 1957.

Additional comments were invited in connection with proposed deletion of ch. 19 from Palm Springs, Calif., and

its assignment to Indio, same state. The proposed rulemaking would be subject to coordination with Mexico and involves shift of ch. 27 from San Diego to Palm Springs. Unless interest is shown, the FCC will defer action on making a substitute uhf channel available for San Diego until decisions are reached in Docket 14229 covering future methods of assigning stations on uhf channels.

Comments were invited to proposed rulemaking that would shift ch. 14 from Modesto to San Mateo, Calif., reserving it for noncommercial educational use. The move was asked by National Educational Television & Radio Center which said College of San Mateo would apply for it. No ch. 14 commercial application has been filed at Modesto.

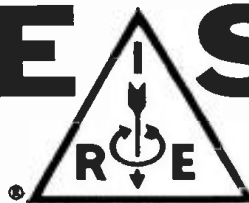
The FCC last week...

- Granted request of Storer Broadcasting Co. to change WMGM New York call letters to WHN, used by station for 26 years before being changed to WMGM by Loew's Theatres Inc., which was affiliated with MGM Pictures. Storer bought New York independent for \$11 million and part of the contract was the change in call letters (BROADCASTING, Dec. 25). Commissioner Robert T. Bartley dissented; he saw no reason to change present policy prohibiting the issuance of three-letter calls.

- Renewed the licenses of WOPA-AM-FM Oak Park, Ill. There was question of technical violations as well as service to community, but the commission majority considered the station's answers as satisfactory. Commissioner Robert T. Bartley dissented; he felt there should be more followup on these matters.

- Renewed the licenses of three stations, but included proviso that actions are without prejudice to other proceedings involving these stations: WKRC-TV Cincinnati (subject to interference from station on ch. 11 Dayton, Ohio, if assignment of ch. 11 to Dayton is ordered); WTVP (TV) Decatur, Ill. (subject to final determination of *ex parte* hearings regarding ch. 9 Orlando, Fla.), and WOKY Milwaukee, Wis. (subject to outcome of private suit in New York District Court involving the 1960 sale of WYDE Birmingham and WAKE Atlanta by the Bartell Broadcasting Corp. to Ira Herbert and associates).

IRE SHOW



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March 26-29, 1962

The New York Coliseum

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International Convention of the IRE

The Institute of Radio Engineers

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EQUIP. & ENGRG.

Tv picture relay test planned for satellite

The "Telestar" communications satellite AT&T plans to orbit this spring will be used to test out the relaying of television pictures too. This became known last week when details of modifications being made at the Bell Telephone Labs. space communications center at Holmdel, N.J., were released.

The station, used in 1960 for voice and teletype tests with the passive satellite, Echo, will be used in conjunction with Bell's transmitting station near Andover, Me.

The Telestar satellite, which is expected to be about 3 ft. in diameter, will travel up to 3,000 miles above the earth. It will be launched from government facilities, presumably at Cape Canaveral, but AT&T will pay for the use of the launch facilities and the rocket carrying the privately built satellite.

Page gets VOA relay contract

A \$7 million contract to build the Voice of America's powerful new mid-African relay station near Monrovia, Liberia, has been awarded to Page Communications Engineers Inc., a subsidiary of Northrop Corp. The new relay station due to begin operating in August 1963, will pick up VOA broadcasts beamed from the United States and will rebroadcast them to Africa, parts of Central Europe and the Middle East on six 250 kw and two 50 kw transmitters. The contract awarded to Page, totaling \$7,373,000, calls for installation of equipment, erection of antennas, building of transmission lines and construction of buildings. Total cost of the new facility, including site clearance, access roads, and power supply, is estimated at \$13,867,000.

Technical topics...

Tube sales up - Electronic tube sales by Westinghouse Electric Corp. in 1961 gained 12% over the previous year. An advance of about 10% in power, receiving and tv picture tubes is anticipated by Westinghouse in 1962, according to B. W. Sauter, general manager, electronic tube division.

Emerson's earnings - Emerson Radio & Phonograph Corp. earnings for the fiscal year ended Oct. 31, 1961, rose to \$1,851,684 or 84 cents a share from \$1,686,568 or 76 cents a share in the comparable period of 1960. Net sales for fiscal '61 increased to \$70,903,466 from \$63,776,658 in the previous year.

#1 across the board

ALMOST DOUBLE THE AUDIENCE
of the next Negro Station
Pulse: Oct. '61

GOSPEL TRAIN
with Joe Bostic

GOSPEL TRAIN (9:30 AM to 12:30 PM) is first in every one of its half-hour segments across the board. Its cume is almost double that of the next nearest station in the Negro market—and larger than both other Negro stations combined!

Being first is the story of WLIB from sign-on to sign-off practically every moment of the day. The Oct. Negro Pulse gave it 20 out of a possible 26 FIRSTS ACROSS THE BOARD! And it was tied for first in three more!

This extraordinary record of achievement was won by a policy of programming that integrates the station completely with the vital Negro Community it serves.

Advertisers have found this policy pays off, too. WLIB has more national advertisers than any other Negro Station in New York.



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NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

- 52 weekly issues of BROADCASTING \$ 7.00
- 52 weekly issues and Yearbook Number 11.00
- Payment attached Please Bill

name _____ title/position* _____

company name _____

address _____

city _____ zone _____ state _____

Send to home address—

* Occupation Required

A mid-season look at the tv lineup

FEW PROGRAM CHANGES PLANNED BY GENERALLY CONTENTED NETWORKS

The television networks' programming face as shown to viewers last October is still recognizable at mid season, though a little battle scarred.

Despite some casualties and disappointments, each of the networks can lay claim to current strong points on its schedule:

ABC-TV picks *Ben Casey* and *Target: The Corrupters* from this season's new entries, and adds *Naked City*, *77 Sunset Strip*, *Rifleman* and the *Lawrence Welk Show* as remaining heavies. Next season, the network has *Wagon Train* wheeling in from NBC-TV, and in its situation comedies, *Flintstones* continues strong while the usual favorites *The Real McCoys* and *My Three Sons* on the Thursday night schedule have managed to steady themselves against this season's "hit" *Dr. Kildare* on NBC-TV.

CBS-TV's power this season has come from *The Defenders*, considered as a standout among its new entries, and from such constant audience getters as the *Ed Sullivan Show*, *Garry Moore*, *Perry Mason* and *Gunsmoke*.

In the situation comedy area, programs such as *Dennis The Menace* and *Andy Griffith* are strong. The network also found several of its specials, in-

cluding "The Power and The Glory," the Westinghouse dramas and the Danny Kaye show, providing excitement this season.

NBC-TV checks off these regular series as particularly strong: *Hazel, International Showtime* (surprise showing), *Dick Powell Show*, *Dr. Kildare*, *Walt Disney, Car 54, Where Are You?, Sing Along With Mitch* and *Bonanza*. Significantly all except *Mitch* and *Bonanza* are new series, though both are in new time periods this season.

Most Return ■ Most if not all of the above mentioned shows are expected to return next fall. Here is a general rundown on the current nighttime schedule, including some future prospects.

Sunday: ABC-TV has its problems, may discard *Follow The Sun* and even *Lawman*. *Bus Stop* is a near-certain casualty. There is talk of feature movies (Metro-Goldwyn-Mayer has presented an offer to "double feature" that night) starting either this spring or next fall, but the network is luke warm. CBS-TV looks firm with what it has, though *General Electric Theatre* (at 9 p.m.) is said to be shaky. NBC-TV's lineup has no rough spots foreseeable just now, except perhaps *DuPont Show of the*

Week presented at 10 p.m.

Monday: ABC-TV already has tipped its hand for next season. It will move *Ben Casey* up an hour to 9, and expects a new show, *Going My Way* (with Gene Kelly) to fill the current *Casey* spot at 10. This leaves the future of *Surfside Six* (now at 9) in doubt. CBS-TV has two weak points: *Pete & Gladys* and *Window on Main Street*, (now filling 8-9). NBC-TV's lineup that night is problematical—*National Velvet*, *87th Precinct* and *Thriller* at one point or another this season have been suspect.

Tuesday: *Bachelor Father* seems doomed on ABC-TV, and *Ichabod and Me* on CBS-TV is sure to be off the air next season regardless of its sustaining power now. NBC-TV's weakest spot is *Cain's Hundred* at 10, although that program, which had a near disastrous start this season, has been gaining attention.

Wednesday: The highpoint change on ABC-TV has been Steve Allen's departure at mid-season and the move of *Straightaway* into the 8-8:30 period following news programming (specials followed by a new show featuring Howard K. Smith). But *Straightaway* probably won't be returning next season, and *Top Cat* that night is on the fence. CBS-TV already may have earmarked *The Alvin Show* for departure next season. The network earlier this season moved the faltering Gertrude Berg show into a new period on Thursday. *Dick Van Dyke*, moved from Tuesday to Wednesday, is being watched closely. NBC-TV may reprogram this whole night: *Wagon Train* is going to ABC-TV, *Joey Bishop* is not among the strong program set, *Perry Como* may go on the alternate or occasional show route, *Bob Newhart* is in the so-so class and *Brinkley's Journal* is at 10:30.

Thursday: The weak sisters on ABC-TV are *Donna Reed* and *Margie* (the network insists *The Untouchables* will be back for another season). CBS-TV's *Investigators* already is a casualty and Gertrude Berg seeks her diploma from the network that night, while *Bob Cummings Show* probably won't last the season. The new *Alfred Hitchcock Show*, which CBS-TV last week confirmed would be expanded to an hour next season, may be slotted on Thursday night. *Frontier Circus* is shaky and the new *Groucho Marx* show is just coming in for a try out. NBC-TV is strong.

Friday: The early part of this night

COLORCASTING

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

NBC-TV:

Jan. 8-12, 15-17 (10:30-11 a.m.) *Play Your Munch*, part.

Jan. 8-12, 15-17 (11-11:30 a.m.) *The Price Is Right*, part.

Jan. 8-12, 15-17 (12-12:30 p.m.) *Your First Impression*, part.

Jan. 8-12, 15-17 (2-2:30 p.m.) *Jan Murray Show*, part.

Jan. 8, 15 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Jan. 8-12, 15-17 (6-6:30 a.m.) *Continental Classroom*, contemporary mathematics.

Jan. 8-12, 15-17 (6:30-7 a.m.) *Continental Classroom*, American government.

Jan. 8-12, 15-17 (11:15 p.m.-1 a.m.) *Jack Paar Show*, part.

Jan. 9 (7:30-8:30 p.m.) *Laramie*, part.

Jan. 10, 17 (10-10:30 p.m.) *The Bob Newhart Show*, Seaitest through N. W. Ayer.

Jan. 10, 17 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Jan. 10, 17 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

Jan. 11 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Jan. 13 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Jan. 13 (10-10:30 a.m.) *The Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Jan. 13 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Jan. 13 (7:30-8:30 p.m.) *Tales of Wells Fargo*, part.

Jan. 14 (3:45 p.m.-concl.) *Pro Bowl Game*, L&M through J. Walter Thompson, General Motors through Campbell-Ewald, Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Jan. 14 (6-6:30 p.m.) *Meet the Press*, co-op.

Jan. 14 (7-7:30 p.m.) *The Bullwinkle Show*, General Mills through Dancer-Fitzgerald-Sample; Beech-Nut Gum through Young & Rubicam.

Jan. 14 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, RCA and Eastman Kodak through J. Walter Thompson.

Jan. 14 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

Jan. 14 (10-11 p.m.) *Theatre '62*, American Gas Assn. through Lennen & Newell.

is very uncertain for ABC-TV. Music programming is temporarily filling the 7:30-8 gap caused by *Straightaway's* shifting to Wednesday, and *Hathaways* is suspect. CBS-TV's current weakness that night is *Father of the Bride* and NBC-TV is moving *Here and Now* out of the 10:30 period and replacing it with the Chet Huntley show that had been on Sunday afternoon.

Saturday: *Calvin and the Colonel*, which was moved from Tuesday to permit *The New Breed* to take another crack at ratings in an earlier time period, has to make good or depart for certain (*Calvin and Room For One More* are filling the hour starting at 7:30 formerly filled by *Roaring 20's*, a mid-season casualty). CBS-TV and NBC-TV have no violent complaints that night. NBC-TV's movies reportedly are on the fence though advertisers continue to buy into each show.

NBC to present program hearing

NBC-TV and NBC Radio will present three special programs covering the highlights of the forthcoming FCC hearing on television programming and practices, which begins in Washington on Jan. 23. The tv programs will be carried on successive Sundays—Jan. 28, 6:30-7 p.m., and Feb. 4 and Feb. 11, 5-5:30 p.m. The radio highlights will be broadcast on the same three dates from 9:05-9:30 p.m.

The heads of the three major networks will testify before the seven FCC commissioners during this final phase of the hearings. The commission's program inquiry was initiated four years ago, and in earlier sessions, advertising agency, advertiser and programming executives appeared.

ABC and CBS spokesmen said they plan to cover the hearing on their regular news programs, although a CBS official said the network is "considering a special program."

William R. McAndrew, executive vice president, NBC News, said: "The public has an intense interest in questions relating to television programming, and on the basis of our news judgment, we believe this hearing warrants coverage through the type of programs we are scheduling. These special programs will provide the public with an intimate and detailed view of the proceedings."

NBC-TV sets blaze of color

Three color days (and nights) offering 30 hours of color broadcasts have been scheduled by NBC-TV for Feb. 5, 7 and 10. More than 75% of the network's programs on those dates will be broadcast in color.

BROADCASTING, January 8, 1962



Coverage for 18 straight hours

KVIE (TV), Sacramento, Calif., etv station, received a special commendation from Gov. Edmund (Pat) Brown for its full day live telecast of a controversial freeway hearing late last month. KVIE, using equipment borrowed from KCRA-TV,

KXTV (TV), both Sacramento, KQVR (TV) Stockton-Sacramento and that the Army's signal depot, telecast the proceedings for 18 consecutive hours. Photo above shows the camera work at a highspot of the hearing.

THE LAUGH'S THE THING AT DESILU

Five new tv series gamble on perservering funny bone

Desilu has its chips on comedy as the thing for the coming season. Five tv pilots to be filmed in January and a new movie to go into rehearsal in March, adding up to an all-time high production schedule of \$2 million in the first quarter of 1962, are all comedies. Announcing the new schedule, Desi Arnaz, president of Desilu Productions, called it "our most ambitious production program in a decade. . . . If current plans are fully implemented for the 1962-63 production years, it will represent 275 half-hours of tv programming with a gross value of \$14 million."

The tv projects include:

The Victor Borge-Desilu Comedy Playhouse, a comedy-anthology series of 39 shows made in association with CBS-TV, starring the Danish pianist-comic as host-narrator-performer. Jerry Thorpe, Desilu vice president in charge of programming, will supervise production, which begins Jan. 8.

Fair Exchange, a one-hour situation comedy series with U.S. and British locales, created and produced by Cy Howard, written by Artie Julian and William Templeton. Starring will be Eddie Foy Jr., Audrey Christie, Brenda Scott, Flip Mark and English actors

Victor Maddern, Diana Chesney, Judy Carne and Dennis Waterman. Filming starts Jan. 9.

The Two of Us, a half-hour comedy series in color, combining live action and animation, Elliott Lewis and Claudio Guzman will co-produce the series, written by Artie Julian. The stars are Pat Crowley, Russ Brown and Bill Mumy. Mr. Guzman directed the pilot, which has been completed.

Swinging Together, a half-hour situation musical comedy series to be produced by Howard R. Kreitsek in a co-production deal with Ludlow Productions. Bobby Rydell stars with James Dunn as co-star. Filming started Jan. 2.

College Humor, a half-hour situation comedy with music to be made in association with Essex Productions and produced by Howard W. Koch. Phillip Lindsay and Dennis Crosby will star in this series, to be filmed starting mid-January.

The Desilu slate also includes a feature motion picture, tentatively titled "Full House," to star Lucille Ball. Bob Carroll Jr. and Madlyn Martin are writing the script, based on a recent news story about a Navy warrant officer widower and father of 10, marry-

TELEVISION MARKETBOOK '62

U.S. Television Homes by Counties

Directory of 3070
United States Counties
reflecting the newest
U. S. Census Bureau
Information.

| | TV Homes Feb. '61 | Total Households Feb. '61 | | TV Homes Feb. '61 | Total Households Feb. '61 |
|------------|-------------------------|---------------------------------|--------------|-------------------------|---------------------------------|
| McDuffie | 2,500 | 3,100 | Wilkes | 2,100 | 2,800 |
| McIntosh | 1,100 | 1,600 | Wilkinson | 1,300 | 2,100 |
| Macon | 2,200 | 3,000 | Worth | 2,500 | 4,100 |
| Madison | 2,000 | 2,500 | Total | 828,400 | 1,037,400 |
| Marion | 1,000 | 1,400 | IDAHO | | |
| Meriwether | 4,000 | 5,500 | Ada | 23,300 | 27,300 |
| Miller | 1,100 | 1,800 | Adams | 600 | 900 |
| Mitchell | 2,900 | 5,500 | Bannock | 10,600 | 13,600 |
| Monroe | 2,100 | 2,600 | Bear Lake | 1,200 | 1,800 |
| Montgomery | 900 | 1,600 | Benewah | 1,200 | 1,400 |
| Morgan | 1,900 | 2,500 | Bingham | 5,800 | 7,600 |
| Murray | 2,100 | 2,600 | Blaine | 1,000 | 1,400 |
| Muscatoge | 40,600 | 44,300 | Boise | 400 | 400 |
| Newton | 4,400 | 4,600 | Bonner | 3,700 | 4,500 |
| Oconee | 1,300 | 1,500 | Bonneville | 9,700 | 12,200 |
| Oglethorpe | 1,400 | 1,900 | Baundry | 1,400 | 1,500 |
| Paulding | 2,500 | 2,900 | Butte | 600 | 800 |
| Peach | 2,100 | 3,100 | Camas | 200 | 200 |
| Pickens | 2,000 | 2,200 | Canyon | 14,300 | 18,300 |
| Pierce | 1,500 | 2,400 | Caribou | 1,500 | 1,900 |
| Pike | 1,500 | 1,600 | Cassia | 2,800 | 4,000 |
| Polk | 7,600 | 8,400 | Clark | 200 | 200 |
| Pulaski | 1,400 | 2,100 | Clearwater | 1,700 | 2,100 |
| Putnam | 1,000 | 1,700 | Custer | 500 | 900 |
| Quitman | 400 | 400 | Elmore | 2,700 | 3,300 |
| Rabun | 1,300 | 1,700 | Franklin | 1,700 | 2,300 |

Television Markets vs. Standard Metropolitan Markets

An effective concept showing
Television coverage to define
the unique development
in sales & advertising
buying techniques.

The Television Markets
show dramatic differences
when compared to standard
Metropolitan Areas.

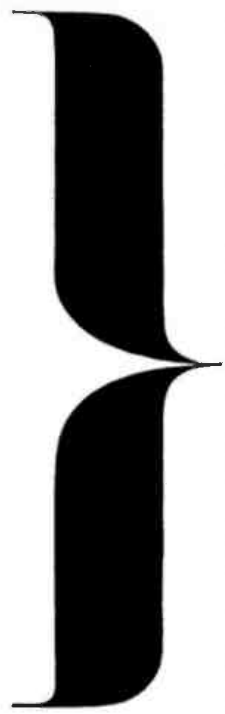
EXCLUSIVE IN TELEVISION!

| | TV HOMES Feb. '61 | | TOTAL HOUSEHOLDS Feb. '61 | |
|---------------------------------------|----------------------------------|---------------------------|----------------------------------|---------------------------|
| | Television Market (Thous.) | Metro Area (Thous.) | Television Market (Thous.) | Metro Area (Thous.) |
| Spartanburg-Greenville, S.C. | | | | |
| Asheville, N.C. | 389.9 ²⁴ | 111.7 | 500.2 | 137.5 |
| Spokane, Wash. | 262.1 | 87.7 | 340.2 | 97.4 |
| Springfield, Ill. | 135.4 | 42.5 | 179.1 | 47.1 |
| Springfield-Holyoke, Mass. | 314.9 | 128.7 | 365.3 | 136.5 |
| Springfield, Mo. | 111.0 | 38.5 | 138.5 | 42.8 |
| Steubenville, Ohio | 332.9 ³⁷ | 42.9 | 381.5 | 47.5 |
| Stockton-Sacramento, Cal. | 426.7 ³⁸ | 200.1 | 493.8 | 230.9 |
| Superior, Wis.-Duluth, Minn. | 147.8 | 79.2 | 174.7 | 86.1 |
| Sweetwater, Tex. | 46.7 ³⁹ | --- | 58.6 | --- |
| Syracuse, N.Y. | 453.6 | 151.9 | 502.2 | 163.9 |
| Tacoma-Seattle, Wash. | 556.3 ⁴⁰ | 413.5 | 636.6 | 467.8 |
| Tallahassee, Fla.-Thomasville, Ga. | 123.0 ⁴¹ | 9.7 | 202.4 | 20.4 |
| Tempe-St. Petersburg, Fla. | 307.9 | 206.0 | 403.6 | 252.2 |
| Tempe-Waco, Tex. | 122.5 ⁴² | 108.4 | 160.8 | 120.9 |
| Terre Haute, Ind. | 192.3 | 32.5 | 212.3 | 34.6 |
| Tazarkana, Tex. | 78.3 | 26.8 | 105.5 | 29.9 |
| Thomasville, Ga.-Tallahassee, Fla. | 123.0 ⁴³ | 9.7 | 202.4 | 20.4 |
| Toledo, Ohio | 414.2 | 139.2 | 450.3 | 146.8 |
| Topeka, Kan. | 114.7 | 41.0 | 143.7 | 45.4 |
| Travis City, Mich. | 44.6 | --- | 83.4 | --- |
| Troy-Albany-Schenectady, N.Y. | 418.8 | 198.6 | 452.8 | 210.8 |
| Tucson, Ariz. | 100.9 | 69.5 | 126.4 | 86.2 |
| Tulsa, Okla. | 322.3 | 110.6 | 393.6 | 123.7 |
| Tupelo, Miss. | 44.3 | --- | 74.7 | --- |
| Twin Falls, Ida. | 24.1 | --- | 32.4 | --- |
| Tyler, Tex. | 103.2 | 19.2 | 145.9 | 24.7 |
| Utica-Rome, N.Y. | 145.8 | 87.3 | 156.9 | 92.5 |
| Valley City, N.D. | 132.5 ⁴⁴ | --- | 170.5 | --- |
| Waco-Tempe, Tex. | 122.5 ⁴⁵ | 108.4 | 160.8 | 120.9 |

The most important reference publication for agency and advertising buying executives, featuring exclusive new Television market figures.

The Television Markets

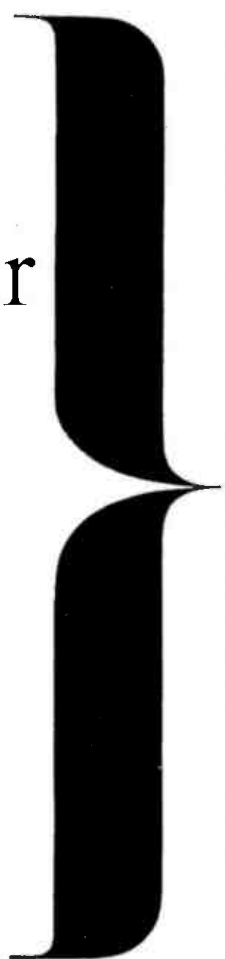
TELEVISION MAGAZINE'S exclusive County-by-County data correlated to the coverage area of every television market in the United States. Each market will reflect the total number of television homes by county, as of February, 1962.



| | VHF Homes (Thousands) | Total Homes (Thousands) | | VHF Homes (Thousands) | Total Homes (Thousands) |
|------------------------------------|-----------------------|-------------------------|--------------------------|-----------------------|-------------------------|
| BEAUMONT-PORT ARTHUR, TEXAS | | | | | |
| Louisiana: | | | | | |
| Allen | 3.9 | 6.0 | Skagit | 13.3 | 16.5 |
| Beauregard | 4.1 | 6.3 | Whatcom | 20.6 | 25.0 |
| Calcasieu | 30.1 | 41.4 | Total | 47.1 | 57.5 |
| Cameron | .9 | 1.6 | BIG SPRING, TEXAS | | |
| Vernon | 4.0 | 6.7 | Texas: | | |
| Texas: | | | | | |
| Chambers | 2.0 | 2.4 | Glasscock | .2 | .2 |
| Hardin | 4.0 | 6.8 | Howard | 7.6 | 10.8 |
| Jasper | 3.6 | 5.4 | Mitchell | 3.3 | 3.9 |
| Jefferson | 61.7 | 75.3 | Seury | 7.2 | 9.6 |
| Liberty | 7.0 | 8.1 | Sterling | .2 | .2 |
| Newton | 1.6 | 2.6 | Total | 18.5 | 24.7 |
| Orange | 14.3 | 18.3 | BILLINGS, MONTANA | | |
| Sabine | 1.2 | .7 | Montana: | | |
| San Augustine | 1.1 | 1.7 | Big Horn | 1.3 | 2.8 |
| San Jacinto | 1.2 | 1.7 | Blaine | 1.4 | 2.6 |
| Tyler | 2.1 | 2.8 | Carbon | 1.9 | 2.4 |
| Total | 142.8 | 188.8 | Carter | .3 | .8 |
| BELLINGHAM, WASHINGTON | | | | | |
| Washington: | | | | | |
| Clallam | 8.2 | 9.0 | Chouteau | 1.7 | 2.4 |
| Island | 4.0 | 6.1 | Custer | 2.0 | 4.0 |
| | | | Fergus | 2.7 | 4.4 |
| | | | Gorfield | .3 | .6 |
| | | | Golden Valley | .2 | .4 |

Reserve Space Now Opposite Your Own Market Listings

This unique data will serve as a primary working tool for the buyers of more than 85% of all national spot, network and regional television time. It's of primary importance for you to describe your coverage facilities and the economic complexion of your market in this publication.



Deadline:
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 Plates January 20, 1962.

Mechanical Requirements:
 Same as every regular issue of TELEVISION.

PLATE SIZE

Full page 8 1/4 x 11
 Will accept plates from 7 x 10 up to 8 1/4 x 11 1/2

3/4 page 5 3/16 x 11
 1/2 page horizontal 8 1/8 Wide x 5 3/8 Deep
 1/2 page island 5 3/16 Wide x 8 1/8 Deep

1/3 page 2 7/16 x 11
 1/4 page horizontal 8 1/8 x 3 1/2
 1/4 page island 5 3/16 x 5 1/4
 1/6 page 2 7/16 x 5 1/4

Trim Size 10 x 13
 Bleed Page 10 1/8 x 13 3/8 size of plate

Circulation:
 Minimum guaranteed: 12,500.
 This is an increase of 2,500 above the regular circulation guaranteed, due to the outstanding number of additional orders already received.

Figures appearing above are from 1960 Marketbook

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ing a widow, mother of eight. April 2 is the tentative shooting date.

Pilots plus the regular programs, Desilu-owned and below-the-line series, will bring January production at the studio to an all time high of 20 shows before the cameras at the three Desilu lots.

'FLAIR' SPECIALS

ABC Radio plans features for monthly program service

ABC Radio is putting an extra selling push behind a new concept it has developed for its *Flair* program service heard Monday-Friday, 1-1:55 p.m.

The new concept is the programming of "specials" but not in the tv sense. The *Flair* special programming—tentatively set for an approximate one-a-month basis—will put aside a full 55 minutes for service features on a single theme.

Advertisers are being urged to participate, particularly if they sell goods within the frame of reference of that particular program.

As explained last week in interviews with Robert Pauley, president of ABC Radio, and Jim Duffy, the network's national director of sales, the new design will get a try out on Jan. 31 when the 55-minute network feed will be devoted entirely to service features dealing with foods. Some future specials now planned will be built around seasons of the year—for example a fashion show appears assured this spring before Easter.

Mr. Duffy explained the concept as having a two-fold selling purpose: attract new advertisers to network radio, and increase radio use by the advertiser "heavies."

Mr. Pauley noted that the concept is a service to the listener primarily. But, he said, the special format "editorially conditions" the listener to commercials

CBS-TV, Ziv-UA series

CBS-TV and Ziv-United Artists are developing a new full-hour tv series for the 1963-64 season. It will star George C. Scott (CLOSED CIRCUIT, Jan. 1).

Oscar Katz, vice president for network programs at CBS-TV, said the proposed programs—"quality dramas"—will feature Mr. Scott and that the pilot film already is being developed. Ziv-UA will handle the production and CBS-TV has "creative control." Mr. Scott has co-starred in *The Power and the Glory* and *The Picture of Dorian Gray* both on CBS-TV, and in "The Hustler" currently in theatrical release.

Quick sale

Three days after David L. Wolper had announced he was starting production of a tv hour-long documentary, "D-Day," the program was purchased by NBC-TV for broadcast June 3 on the *Du Pont Show of the Week*.

placed within the special.

ABC Radio has 9 one-minute announcements available for national sponsorship in the 55 minutes and stations can sell another two announcements locally. A participation costs a national advertiser \$1,400 at the open rate (one-time, gross) and the show is claiming an average 265-station clearance.

Film sales...

Ripcord (Ziv-UA): Purchased by Texas Optical Co., Beaumont, for use on KENS-TV San Antonio. Business placed through Erwin, Wasey, Ruthrauff & Ryan, Houston.

Everglades (Ziv-UA): Purchased by Texas Optical Co., Beaumont, for use on KFDX-TV Wichita Falls and KMID-TV Midland, both Texas. Business placed through Erwin, Wasey, Ruthrauff & Ryan, Houston.

By-Line, Steve Wilson (M&A Alexander Productions): Sold to Metropolitan Broadcasting System of Manila for distribution in the Philippine Islands. Program was originally shown in the U. S. under the title, *Big Town*.

Space Angel (George Bagnell & Assoc., Beverly Hills, Calif.): Sold to WFIL-TV Philadelphia; WNHC-TV New Haven; WNBC-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa.; WLYH-TV Lebanon, Pa.; KFRE-TV Fresno, Calif.; WFMJ-TV Youngstown, Ohio; WTTG (TV) Washington, D. C.; KPIX (TV) San Francisco; WBRC-TV Birmingham, Ala.; WBEN-TV Buffalo; WFBC-TV Greenville, S. C.; KENS-TV San Antonio; KR0D-TV El Paso; WSIL-TV Harrisburg, Ill.; WNEW-TV New York; KMBC-TV Kansas City; WTVH (TV) Peoria; WTVP (TV) Decatur, Ill.; KOVR (TV) Stockton, Calif.; WTRF-TV Wheeling, W. Va.; WREX-TV Rockford, Ill.; WSBT-TV South Bend, Ind.; WHDH-TV Boston; WIIN (TV) Washington, N. C.; WTVR (TV) Richmond; KOSA-TV Odessa, Tex.; WCKT (TV) Miami; KIRO-TV Seattle.

Program notes...

Berle returns ■ Milton Berle will be featured on "The Milton Berle Show," an hour-long color special on NBC-TV

Friday, March 9 (9:30-10:30 p.m. EST). Jack Benny and Laurence Harvey will be guests on the show, sponsored by the Chrysler Corp. through Leo Burnett Co.

Rocky first guest ■ Nelson A. Rockefeller, governor of New York, will be the first guest on *Public Office*, a new weekly series on WNEW-TV New York (Sunday, 8-8:30 p.m.). The program will study the complex problems facing public officials, both elected and appointed, and their performance of those duties.

Voice of FDR ■ Charlton Heston, tv and film actor, has been signed by ABC-TV to speak the words of Franklin D. Roosevelt on that network's series on the Roosevelt years starting in the fall. The series, which will include an opening one-hour program and 25 half-hours, will be a production of ABC-TV in association with Sextant Inc. Arthur Kennedy will be narrator for the Roosevelt series.

Pigskin issue ■ WMMW Meriden-Wallingford, Conn. on Saturday (Dec. 30) aired the inauguration of the Hon. William Bertini as the first mayor in the history of Wallingford, previously governed by a Board of Selectmen. WMMW became involved in a local political controversy during Mr. Bertini's campaign when he sponsored a high school football game over WMMW. A Wallingford bank sponsored the inauguration broadcast.

Carry Back ■ Four Star Television is entering the theatrical motion picture production field with "Born to Glory," an original story by academy award winner Douglas Morrow relating the history of Carry Back, winner of the 1961 Kentucky Derby. Picture will be filmed in Hollywood, with background scenes at Churchill Downs during this year's Derby.

Champ of champs ■ Henry Saperstein, producer of NBC-TV's weekly *All-Star Golf* programs, has arranged for the 1961 winners of the U. S. Open, PGA and Masters tournaments to meet in 18-hole medal play action. Match will be held March 18 at La Quinta Country Club, in the Palm Springs, Calif. area, with NBC-TV covering 90 minutes of it. Gene Littler, Gary Player and Jerry Barber, U. S. Open, PGA and Masters champions, will compete for the title of "National Golf Champion" and \$20,000 in prizes.

Yearly report ■ Broadcast House Enterprises, Manchester, N. H., did a gross business of \$945,000 for 1961, according to Norman Gittleson, president. The firm, which deals in program and sales promotions, has been in business less than six months. It is doing business

with 35 radio and television stations.

Cupid ■ Comedian Joe E. Brown, week-long co-host of the new *Mike Douglas Show* on KYW-TV Cleveland, brought an unexpected surprise with him—a live wedding. Mr. Brown got permission from program executives to telecast the wedding of two of his Chicago friends. Mr. Brown gave the bride away.

Mickey's friend ■ Peter M. Robeck & Co. has been retained by Buena Vista Distributing Co., Walt Disney subsidiary, to assist and counsel regarding the marketing of Disney's *Mickey Mouse Club* programs which ran on ABC-TV for several years and are now being put into syndication.

Music catalog ■ Thomas J. Valentine, Inc., New York, has released its 1962 Major Mood Music catalog. The new edition lists over 800 selections of music for use in television, and non-theatrical films and film documentaries.

Official films plans more diversification

Official Films Inc., New York, continued its policy of diversification of programming in 1961, when the company completed 513 sales on 35 different tv series.

Seymour Reed, Official Films president, noted that the sales covered 151 markets, comprising 86 of the top U. S. markets. During 1961 Official diversified its offerings by acquiring ownership and control of four off-network series—*Peter Gunn*, *Yancy Derringer*, *Wire Service* and *Mr. Lucky*—and obtaining distribution rights to the *Little Rascals* series. Other properties that Official is distributing to stations include *My Little Margie*, *Robin Hood*, *Star Performance* (formerly *Four Star Playhouse*), *The Invisible Man* and *Almanac*.

In 1962, Mr. Reed said, the syndication business must continue to diversify its programming. In this connection he noted Official is distributing the *Biography* half-hour documentary series, which already has been sold in more than 20 markets, for beginning air dates in February and March.



**MEN WHO READ
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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

BROADCASTING, January 8, 1962

Time Inc. in Cologne to produce tv films

Time-Life-Fortune Inc., New York, has established a television company in West Germany to produce and distribute tv documentaries. The new firm's name is DuMont-Time Fernseh-Programm-Gesellschaft, and it will operate from Cologne.

Programs in cultural and political fields produced by the company will be offered in the first instance to German television stations, and may later be syndicated in the U.S. with dubbed-in sound tracks. The firm begins operation with a capital registration of \$250,000.

The board of directors of DuMont-Time includes Alfred Neven-DuMont, chairman (no relation to the owners of the former U.S. tv network); Sig Mickelson, vice president of Time-Life Broadcast, New York; and John Snedaker, general manager of Time-Life International, London. Administrative plans call for the early appointment of two general managers, an American to handle production problems, and a German in charge of general administration and distribution.

New ABC-TV program features good music

ABC-TV, which accents westerns, situation comedies and action-adventure shows, is also going high-brow in prime time—at least temporarily.

Starting last Friday (Jan. 5), the network scheduled a three-week, half-hour series, *Music for the Young* (7:30-8 p.m.). The program fills the hole left by *Straightaway*, an action-adventure drama which has moved to Wednesdays (8-8:30 p.m.).

Arthur Fiedler, conductor of the Boston Pops Orchestra, leads the ABC Symphony Orchestra in a program of classical and light classical selections. Outstanding young instrumentalists are featured as soloists.

Frank sees big year for radio syndication

Radio program syndication was substantially better in 1961 than in 1960 and it should continue to improve in 1962, Peter Frank, president of the Peter Frank Organization, said last week. PFO, through Stars International, supplies the Big Sound programming, spots and production aids to 237 U. S.

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Company
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stations, plus 27 in Canada and others in every English-speaking land with commercial radio.

In the past year, the company has added Formatic Radio, a service for formula-programmed stations, and Country and Western, for Blue Grass stations. Target Jingles for stations and clients is another service and PFO has recently acquired ownership of IMN Jingles. Another wholly-owned subsidiary, Richard H. Ullman Inc., is the sales and distribution arm of PFO.

PFO, which started in business three years ago, in 1959 grossed \$392,000, in 1960 \$644,000 and in 1961 \$1.3 million. Mr. Frank looks forward to a 50% increase in the year ahead. He predicts that Target Jingles, now among the first five jingle production firms, "without a doubt, will rank first a year from now." Big Sound, which "did better in 1961 than in 1960" will also increase its volume in 1962, he said.

The reason radio program syndication is a flourishing business today is simple, Mr. Frank said. "Alert station operations in all but the largest markets realize that they cannot duplicate locally the kind of programming and program aids they are offered by the various syndicators. And even where they might be able to do the job themselves, the cost would be far in excess of the

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REPRESENTATIVES WORLD-WIDE

TvQ's top ten for November by age

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

| Rank | Program | Total Audience TvQ | Age Groups | | | | |
|------|------------------------------|--------------------|------------|-----------|-----------|-----------|---------|
| | | | 6-11 TvQ | 12-17 TvQ | 18-34 TvQ | 35-49 TvQ | 50+ TvQ |
| 1 | Ben Casey (ABC) | 50 | 46 | 51 | 56 | 48 | 47 |
| 2 | Saturday Night Movies (NBC) | 49 | 65 | 62 | 53 | 43 | 36 |
| 3 | Bonanza (NBC) | 48 | 57 | 58 | 46 | 47 | 41 |
| 4 | Disney World of Color (NBC) | 46 | 78 | 54 | 40 | 40 | 29 |
| 4 | Red Skelton (CBS) | 46 | 70 | 44 | 42 | 46 | 43 |
| 6 | Andy Griffith Show (CBS) | 45 | 59 | 56 | 35 | 38 | 48 |
| 6 | Sing Along With Mitch (NBC) | 45 | 42 | 30 | 38 | 44 | 57 |
| 8 | International Showtime (NBC) | 43 | 63 | 32 | 41 | 35 | 48 |
| 8 | Wagon Train (NBC) | 43 | 52 | 41 | 37 | 39 | 49 |
| 10 | Gunsmoke (CBS) | 42 | 59 | 41 | 37 | 38 | 44 |
| 10 | Perry Mason (CBS) | 42 | 28 | 31 | 40 | 40 | 56 |

© Home Testing Institute Inc., 1961

price of buying syndicated programming."

He declined to estimate the total radio syndication business volume, noting that the increase in the use of syndicated material by radio stations has been matched by an increase in the number of companies ready to supply this service. When PFO was organized, there were only a half-dozen or so companies active in the field, he said, whereas the 1961-62 BROADCASTING Yearbook lists

73 syndicators. "Many of these were not in business a year ago and many won't be next year, while some of the newcomers may develop into major figures in the field. With so much fluctuation, it would be hard to put a dollar figure on the overall volume of radio syndication business, but there's no doubt that it is on the increase.

"Any type of radio station operation, from rock and roll to classical music, can find syndicated material that will

help improve its program content and therefore its audience and its station image. And this is true of jingles as well as programming. There are some 20 styles of jingles available, designed to match the overall station program format. Whatever a station needs, there's a service ready to supply it."

Essex ties in with Chevilu

Essex Productions, Frank Sinatra's film company, has entered into an association with Chevilu Productions, formed by Edmund Chevie and Charles Luftig, with headquarters at the Samuel Goldwyn Studios in Hollywood, to supervise the Chevilu tv activities. Currently Chevilu is negotiating for four half-hour series for the 1962-63 season: *The Hungry Eye*, dramatic series created by Luke Lawrence; *The Third Party*, comedy created by Mr. Chevie with two top actresses co-starred; *The Wonderful World of Odd*, serio-comedy by Richard Schuler, and *The King and the Lion*, by Arthur Ross. Chevilu also has an hour anthology series based on the best European novels and plays of the past five years in preparation, titled *International Award Playhouse*.

INTERNATIONAL

BBG to slow down additional tv grants

SAYS LOCAL ECONOMY CAN'T SUPPORT STATIONS YET

The Canadian Board of Broadcast Governors has warned broadcasters that it will weigh new applications carefully for tv and tv satellite stations.

The new policy statement, issued late last month, pointed out that while second television stations are now operating in eight major Canadian cities "in relatively favorable locations, the second stations now licensed are experiencing some difficulty in meeting their obligations. Consequently, although the BBG is prepared to hear applications for further 'second' broadcasting stations as they come forward, it is the view of the BBG that alternative service beyond the major centers will proceed slowly. In the meantime, the long-run orderly development of 'second' broadcasting stations should not be impeded or disrupted by diversion of pockets of population through the licensing of rebroadcasting or network repeater stations. The BBG must also consider the effect on the position of existing stations.

"Even in the most favorable situations, the BBG does not believe that the conditions justify the provision of 'third' service, by rebroadcasting stations or otherwise, at the present time."

The BBG policy statement also outlined the necessity for satellite stations to have a studio in the area to be served

for part time use if it is economically feasible. The board feels that the programming of a tv station should reflect the community interests and needs, and this applies to a satellite transmitter as well as to a standard tv station.

The board indicated it will give first channel priority to a station with a local studio, second priority to a satellite station carrying the national service of CBC, and third priority to satellite stations not carrying national service.

Deputies seek to block German commercial tv

Commercial television in West Germany has come under fire in the Bonn Bundestag. An influential group of delegates is reported prepared to propose a bill that would rule out commercial tv in West Germany altogether.

The reason offered by the delegates for their opposition to sponsored programming and announcements is the acute shortage of time presently available for commercial participation. This shortage, they claim, tends to send rates for the small time allotments up beyond the reach of small business concerns who ought to be afforded equal advertising opportunities on the medium.

The group of delegates interested in this anti-commercial legislation is com-

posed in the main of small business representatives who are members of the Christian Democratic Party, presently controlling the Bonn Government.

Opposition to other aspects of media advertising was voiced recently in the House of Commons (BROADCASTING, Jan. 1).

No solution in sight in U.K. actors' strike

The actors' strike in Britain last week entered its third month as a yearend meeting (Dec. 28) between Equity (the actors' union) and representatives of that country's commercial television companies failed to produce results.

The dispute is about Equity's request for higher minimum fees and for a new system of assessing all fees to relate them directly to the number of stations using a program.

Thus far, the strike has not hit the British Broadcasting Corp.'s public service network but has been directed at the profitable commercial network.

The most notable effect of the strike as far as BBC-TV is concerned is that some of its programs have appeared in the top 20 programs for the first time, a result of the blackouts of some of Britain's top shows caused by the strike.

According to one British source, if the strike continues another month, more than 1,000 technicians will be laid off their jobs. This would affect all British unions, it was said.

Dentsu planning fast rating service

Dentsu Adv. Ltd., Tokyo, is preparing to establish a national radio and tv audience rating service in Japan. The new service is based on the Dentsu Videometer which has been undergoing preliminary tests in 30 sample houses in Tokyo since September 1961.

Invented by Dentsu, the automatic computing device is capable of completing the translation of tapes coming in from throughout the country within four hours. Tapes have been collected from the 30 sample homes once a week and have been regularly tabulated. The results of the test, Dentsu claims, have been entirely satisfactory, and the agency is ready to install the Videometers in Japan's major markets.

According to Dentsu, the Videometer is not affected by power supply conditions and is designed to function in combination with an electronic computer to provide automatic calculation and tabulation of returns. The device has transistor-diode tubes and two motors. The complete unit is placed inside a modern wooden cabinet that can be used as a table for tv sets. Viewing time and channel are recorded on paper tape.

Tapes from the sample homes will be collected and sent to the computation center where the decoding and sorting will be done automatically. Each tape can handle more than 10,000 codes a week, and each tape will take no longer than 90 seconds for sorting and decoding at the Dentsu Computation Center.

Dentsu asserts that the only other audience measurement method currently in use in Japan requires 40 hours for inspection, decoding and punching of 300 collected samples, and another two weeks before the report is completed. In comparison, Dentsu says its report for 300 samples can be completed in eight hours.

Commercial tv began in 1953 in Japan. The tv audience is currently at the 10 million level. Dentsu's advertising billing in 1961 was estimated at more than \$120 million, ranking fifth among the world's agencies.

Abroad in brief...

Exclusive representation ■ Sam Fox Film Rights Inc., New York, background music supplier, has acquired the exclusive representation of the Harmonic Music Background Library of Great Britain, consisting of over 50 hours of diversified music.

Agencies meet ■ Top British advertising men met in London last month to

talk over commercial tv's falling audience figures. The decline in viewers is traceable, at least in part, to the prolonged television artists' strike. In view of the audience decline, agencies may press commercial tv stations to reduce their advertising rates.

Colonialism ■ CTV, Canada's second tv network, has opened a New York office to serve advertisers and agencies in the U.S. who do not have Canadian branch offices. Address: 535 Fifth Ave., New York 17; telephone TN -0191.

CAB partnership ■ A number of broadcasting organizations are sharing the expenses of the operation of the Toronto, Ont., office of the Canadian Assn. of Broadcasters, T. J. Allard, CAB executive vice-president has announced. The CAB Toronto office will also act as headquarters for the Central Canada Broadcasters Assn., Station Representatives Assn. of Canada Inc., and Radio and Television Executives Club recently formed at Toronto. Mrs. Ruth Hancock, formerly of CKKW Kitchener, Ont., is in charge of the Toronto office at 200 St. Clair Ave. West.

BBG proposes finance data

Canadian radio and television stations may be required to file particulars regarding any loans, trust deeds for de-

ventures and management services with the Board of Broadcast Governors, according to proposed amendments to the Canadian Broadcasting Act. Public hearings are to be held at the Court House of the Queen's Bench at Quebec City, Que., on February 6, by the BBG regarding the proposed amendments. Under the proposed regulations stations would be required to file within 60 days of a BBG request particulars of any financial agreements made by the station with other persons or companies than equipment suppliers.

CTV launches daytime shows

Lever Brothers Ltd., Toronto, on Jan. 15 begins a 22-week contract for the half-hour Canadian quiz show *A Kin to Win*, telecast five afternoons weekly. The program will be shown over the eight stations of the CTV Television Network. Miles Laboratories Ltd., Toronto, sponsors a half-hour night show of the same program on the network.

This is the first afternoon network show on Canada's second television network, which began operations on Oct. 1. The program originates from CFCF-TV Montreal, Que., one of the eight stations in the network. Agencies are MacLaren Adv. Ltd., Toronto, for Lever Brothers, and Baker Adv. Agency, Toronto, for Miles Laboratories.

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Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Lorch

Richard E. Lorch, vp and group supervisor, Fuller & Smith & Ross, Pittsburgh, named management supervisor, succeeding **Kenneth L. Ede**, who resigns, effective Feb. 1, to head his own advertising and marketing consultation service. Mr. Lorch joined Cleveland office of F&S&R in 1945, working on such accounts as Pennzoil Co., Owens-Corning Fiberglas Corp. and Sherwin-Williams Co. He moved to Pittsburgh in 1957 to assume responsibilities of Alcoa Building Products account.

John Neale, member of advertising department, P. Ballantine & Sons, Newark, N. J. brewery, named assistant advertising manager. Mr. Neale, who joined Ballantine in June 1961, was former group product manager, General Mills, Minneapolis, and earlier, marketing executive on new product development for Honig, Cooper & Harrington, San Francisco.

Theodore M. Eleston Jr., account executive, Storer Broadcasting Corp., elected president of Moore & Bellows Adv., Toledo.

Wayne Tiss, vp, BBDO, retired Jan. 1 after 25 years with agency. He joined BBDO in Minneapolis, was manager of Hollywood office for 18 years and in 1958 moved to Chicago as manager of that office. Now back in Los Angeles, Mr. Tiss will serve as agency's consultant.

Suren H. Ermoyan, creative visual supervisor; **Leo J. Turner**, director of public relations and **C. J. Villante**, in charge of local and syndicated programming and sports director, BBDO, New York, elected vps.

Raymond C. Largo and **Donald J. Slattery**, account supervisors, Gardner Adv., New York, elected vps.

Thomas H. Dunkerton, market research director, Vick Chemical Co., named research director, Compton Adv., New York. **Marion Forster** has been named manager of research department. Mr. Dunkerton replaces **Edward Battey** who retired Dec. 31, 1961.

Richard C. Beeson, senior product manager for Colgate Dental Cream, named group product manager in charge of advertising, merchandising, sales and packaging for Colgate-Palmolive's Wildroot Cream Oil and Halo Shampoo.

Greg Sherry, executive vp, Grant Adv., named head of agency's Chicago office.

Robert F. Bruno, broadcast media buyer, Reach, McClinton & Co., New York, joins Im-Pac Television Sales Inc., that city, as national sales manager.

Roger L. Schwab, vp, Ashe & Englemore Adv., New York, joins Krupnick & Assoc., St. Louis advertising agency, as account supervisor. Previously, Mr. Schwab was general sales manager of Artemis Inc., St. Louis lingerie manufacturer.

Tom Taylor, account executive at Don L. Baxter Adv., Dallas, joins Fuller & Smith & Ross, Los Angeles, in similar capacity.

Malcolm Proper Jr. named account executive on Coyne Publishing and United Cork accounts for Post & Morr Adv., Chicago. **Ray Klaus** named account executive on Topco account. **Kevin Carlson** named manager of traffic department and **Alan Bergstedt**, assistant treasurer and controller, promoted to treasurer.

Paul E. Kelly, vp and account supervisor, Keyes, Madden & Jones Adv., Chicago, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Charles D. Richardson, sales representative, KGW-TV Portland, Ore., joins Clenaghan & Mount Adv., that city, as account executive.



Mr. Light

Gerald Light, vp for marketing, Schick Inc., New York, resigns. Mr. Light's resignation coincides with announcement that Schick is giving up its New York marketing offices and will consolidate all executive offices in company's Lancaster, Pa. plant. Mr. Light formerly was vp and account supervisor at McCann-Erickson, New York.

R. E. Thompson, vp and associate creative director, McCann-Erickson, New York, joins Leo Burnett, Chicago, as vp and assistant to chairman of creative review committee. Mr. Thompson was with McCann-Erickson for 26 years. Among accounts he was actively identified were Liggett & Myers, Coca-Cola, Buick, Ford, Chrysler, Standard Oil of N. J. and Esso.

Joseph Gerbl Jr., account executive, Needham, Louis & Brorby, Chicago, joins John W. Shaw Adv., that city, in similar capacity. Earlier, Mr. Gerbl served as account executive at N. W. Ayer & Son, San Francisco.

Bernard L. Friedberg joins Universal Adv., Omaha, as account executive. He was previously with promotion department of *New York Times*.

Harvey M. Anderson Jr., group marketing manager, Aunt Jemima Mix Div., Quaker Oats Co., joins Wade Adv., Chicago, as director of marketing. Mr. Anderson joined Quaker Oats in 1954 as assistant advertising manager, became advertising manager of Ken-L-Products Div. in 1955, and was promoted to his present position in 1958.

Dudley Sauve joins Allen & Reynolds Inc., Omaha advertising agency, as writer-producer.

Joyce Bothwell joins Shaw-Hagues, Chicago pharmaceutical advertising agency, as copywriter.

Betty Koven, assistant controller, Lennen & Newell, appointed administrative manager, Donahue & Coe, Los Angeles.

Jonas Gold, senior art director, McCann-Erickson, New York, transfers to firm's Los Angeles office as associate creative director.

Richard Olson, former account executive, Anderson-McConnell, Los Angeles, and Vic Maitland Adv., Pittsburgh, joins Boylhart, Lovett & Dean, Los Angeles, as account service representative. Also joining BL&D are **Don Ross**, who will function as creative director of art department, and **Mary Lou Carswell**, who will supervise publicity coordination. Mr. Ross has been with Logan & Carey,

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Learn how to raid accounts from other stations, close new accounts, increase budgets, pre-sell renewals. Results, not promises! You'll see action in less than a week. Call, write, or wire for the details on "AUDIO ADVENTURES," the merchandising plan that turns cold turkeys into live advertisers on your station.

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Area Code 202,
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BILL DEVRIES,
Vice President—Sales

San Francisco, and Campbell-Ewald, Detroit.

Leo Stahl, operator of Leo Stahl Art Studio, New York, joins Geyer, Morey, Madden & Ballard, that city. He will be in charge of design and production of visual aids and preparation of presentations. Mr. Stahl closed his studio before joining agency.

Theodore G. Heck, pr representative, N. W. Ayer & Son, Philadelphia, appointed director of information services.

Duncan Miller, director of promotion, Magazine Advertising Bureau, named director of sales promotion, Television Bureau of Advertising, New York. Mr. Miller was formerly with *New York Mirror*, WJZ (now WABC) New York and *Time* magazine.

Ralph Collier joins Philip Klein Adv., Philadelphia, as pr director.

THE MEDIA

Dr. Samuel B. Gould, chancellor of U. of California, Santa Barbara, appointed president of Educational Television for Metropolitan Area Inc., new owner of ch. 13, which will begin operations as first full time educational tv station in New York within next few months. Dr. Gould will assume his post on July 1. He was president of Antioch College of Ohio from 1954-59, leaving there to accept his present position. Dr. Gould also is board chairman of Broadcasting Foundation of America, which is active in exchange of radio-tv programs in countries throughout world.

George Moore, sales manager, WRGP-TV Chattanooga, and **D. T. Knight**, general manager, KODE-TV Joplin, Mo., elected vps of Friendly Group Broadcasting Corp. (WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin; WBOY-AM-TV Clarkesburg, W. Va.; WRGP-TV Chattanooga; WRDW-TV Augusta; WPIT-AM-FM Pittsburgh, and WSOL Tampa).

George E. Dail, commercial manager, **Joseph M. Hoppel**, program director, and **Stephen J. Hart**, chief engineer, elected vps in charge of sales, programming and engineering, respectively, for WCMS Norfolk, Va.

Ken Marston, general manager, WDXE Lawrenceburg, Tenn., named general manager of The Dixie Network (WDXI Jackson, WENK Union City, WTPR Paris, WDXE Lawrenceburg, WDXL Lexington, WDXN Clarkesville, all Tennessee, and WCMA Corinth, Miss.).

James P. Storer, national sales manager, WIBG Philadelphia, named assistant general manager, WJW Cleveland. Mr. Storer entered broadcasting in 1950 with WGBS Miami, serving first in production department and later in sales promotion and merchandising. In 1956 he was appointed merchandising manager for company's radio division in New York. He was national sales manager for radio division in 1958 and 1959 until being assigned to Philadelphia station. All are Storer Broadcasting stations.

Lester L. Gould has resigned as president and board member of KQAQ Austin, Minn. **Howard N. Fisher**, station's manager, elected executive vp.

John S. Stewart, director, special sales projects, Avery-Knodel Inc., joins Devney-O'Connell Inc., New York, as vp-sales manager.

Dennis Holt, sales staff, KEZY Anaheim, Calif., named radio sales executive for RKO General, to handle sales activity for KHJ Los Angeles and KFRC San Francisco, RKO General's west coast radio stations. He will operate from an office in San Francisco.

Raymond L. Schreiner, program director, WRNL Richmond, named general manager, WBCI Williamsburg, both Virginia. He succeeds **Howard H. Keller** who resigned to enter real estate business. Mr. Schreiner began his radio career in 1941 at Petersburg, Va. For past 12 years he has been associated with WRNL as announcer, sportscaster and newsman, and was appointed to his present position in 1960.

George Pleasants, formerly with WFLN Philadelphia and WBUX Doylestown, Pa., named general manager, WEAV-AM-FM Plattsburgh, N. Y.

William B. Ellis III joins WLOS-TV Greenville, S. C. as account executive. Mr. Ellis was sales manager for Miller Outdoor Adv., that city.

Chuck Mizner, manager, KVNC Winslow, to KIKO Miami, both Arizona, in similar capacity.

Keith Swinehart, sales manager, KVIP-TV Redding, Calif., promoted to national sales director of Shasta Telecasting Corp. (KEJO [TV] Fresno, KVIP-TV Redding and KVIQ-TV Eureka, all California), with headquarters in Fresno. **Ted Dooley**, station manager, KVIQ-TV, named sales manager, KVIP-TV, succeeding Mr. Swinehart. **Ed Deatherage**, assistant sales manager, KJEO (TV), to KVIQ-TV as station manager.

M. Earle McDonald II, local sales manager, WRVA Richmond, Va., appointed to newly created post of regional sales manager. **O. Broaddus Jones**, account executive, promoted to local sales manager. Mr. McDonald joined WRVA as account executive in June 1956. He was named to present post in January 1958. Mr. Jones came to WRVA in February 1956.

Larry Buskett, sales manager, KLAC Los Angeles, joins KRLA Pasadena, in similar capacity. Previously, he had been sales head of KMPC Los Angeles, executive vp and general manager, KGMS Sacramento, president, KRAM Las Vegas, and manager, KCBQ San Diego.

John Brigham, tv account executive, Peters, Griffin, Woodward Inc., New York, named television manager in San Francisco office.

Willard Marlow named merchandising manager WXEX-TV Richmond. Mr. Marlow was with Hall & Co. and Cargill, Wilson & Acree, both Richmond advertising agencies.

John H. Wessel appointed special feature newscaster for WISN-TV Milwaukee.

Bill Longworth joins WEJL Scranton as announcer. He was formerly with WDAU-TV and WGBI, both Scranton.



Dr. Gould



Donald H. Richards, research and promotion director, Advertising Time Sales, New York, joins Blair Television Assoc., that city, as head of tv research.

Robert A. Lazar, general manager, Forjoe & Co., Chicago, and **Robert McNear**, account executive, MCA-TV, that city, join Paul H. Raymer Co., Chicago, as account executives.

William J. Early, account executive, WDAU-TV Scranton, Pa., joins KDKA-TV Pittsburgh in similar capacity.

Hal Levin, formerly with advertising department of *The Miami Daily News*, joins WINZ Miami as account executive.

Harry J. Durando, timebuyer, Donahue & Coe, New York, joins George P. Hollingbery Co., that city, as radio account executive.

Donald H. Goldberger, WERE Cleveland, and **Buxton L. Johnson**, Blair-Tv, New York, join WPAT Paterson, N. J., as account executives.

Ronald Council, program director, WSFM (FM) Birmingham, to WCRT-FM, that city, as sales director.

Ed Samra, formerly with sales departments of WJBK Detroit and WKMF Flint, to sales staff of WOOD Grand Rapids, all Michigan.

Sherril Hops appointed assistant director of merchandising for KNX Los Angeles.

Charles Currier, engineer, WRCV Philadelphia, appointed chief engineer, WXUR-AM-FM Media, Pa.

Breck Harris, formerly with WACO Waco, Tex. and KZIX Ft. Collins, Colo., joins KMUS Muskogee, Okla., as engineer and announcer.

Jerry Chapman, promotion manager, WFBM Indianapolis, named program manager succeeding **Chuck Breece**, who begins extended tour of active duty in U. S. Army.

Al Taylor, former program director, WOKY Milwaukee, joins KOOL Phoenix, in similar capacity. **Pat McCallion**, account executive, promoted to sales manager.

Ken Draper, assistant general manager and program director, KSTT Davenport, Iowa, named program director, KEX Portland, succeeding **Donald Stellges**, who assumes an interest in KUIK Hillsboro, both Oregon.

Jerry Healey, air personality, WBBM Chicago, appointed director of programs.

Don Luftig, former producer-director, WNTA-AM-TV Newark, joins WINS New York as program director.

Larry Barwick, air personality,

KOMA Oklahoma City, to KFDA Amarillo as program director. **Charlie Pro** joins KFDA as air personality.

Squire Dee, air personality, WTRL Bradenton, Fla., promoted to director of programs, succeeding **Gordon Wyllie**, who becomes an account executive. **Pat Wilson**, formerly with WYAK (FM) Sarasota, joins WTRL as air personality.

L. K. Patton, formerly with WNOP Newport, Ky., joins program and production staff, WCKY Cincinnati.

N. Thomas Eaton named vp-news of WTIC-AM-FM-TV Hartford, Conn. Mr. Eaton was news director.

Ken Graham, announcer, KTVE (TV) El Dorado, Ark.-Monroe, La., named news director.

Jack Hamilton, formerly with news and public affairs department, WJR Detroit, joins WDTM (FM), that city, as director of news and commentary.

Don McMullin, former news director, WCIA (TV) Champaign, to WMBD-AM-FM-TV Peoria, both Illinois, as news coordinator.

Chuck Beach, formerly with KPRC Houston, joins KITE San Antonio as assistant news director.

Ben Vaughn joins news department of WBMC McMinnville, Tenn.

Mary Lou Bloch joins WSUN-TV St. Petersburg, Fla., as weather announcer.

Robert Goralski, NBC News, Washington, named NBC correspondent. **George Allen**, NBC News, New York, will replace Mr. Goralski on Washington news desk.

John Eustace, WPDM Potsdam, N. Y., and **James Witter**, WIST Charlotte, join WROV Roanoke, Va., as air personalities.

Don L. Brink joins WIBG Philadelphia as air personality.

Dick Whittington, air personality, KSFO San Francisco, joins KLAC Los Angeles, in similar capacity.

Ken Quick, projectionist, WBTW (TV) Charlotte, appointed film editor.

PROGRAMMING

Alan W. Livingston, vp for creative services, Capitol Records Distributing Corp., Hollywood, will head new records and phonographs group, one of two complete business groups into which Capitol is now divided. **Daniel C. Bonbright**, vp for administration and finance, heads other division, mail order and electronics. Mr. Livingston is now responsible for all sales, merchandising, manufacturing, and studio and international operations for records, phonographs and accessories.

Robert J. Kinney named vp in charge of sales, J. F. Films Inc., New York. Mr. Kinney formerly served with Robert Lawrence Productions and Film Inc., both New York.

Stan Applebaum appointed eastern artists and repertoire director for Warner Bros. Records, New York.

GOVERNMENT

William B. Sprague Jr., radio-tv newsman, and for past two years, radio-tv public relations consultant in Washington, appointed director of publicity for Republican National Committee. Mr. Sprague was formerly associated with NBC in New York and Washington as news reporter and commentator from 1950 to 1960.

EQUIPMENT & ENGINEERING

Joseph M. Hertzberg, vp of marketing, government and industrial group, Philco Corp., joins RCA as division vp, defense marketing. Mr. Hertzberg was vp, defense marketing before leaving RCA in 1960 to join Philco.

George C. Connor, senior vp, Sylvania Electric Products Inc., appointed general manager of newly established home and commercial electronics division. Mr. Connor also was named chairman of board of Sylvania Home Electronics Corp., marketing subsidiary for division's tv, radio and phonograph products.

Richard B. Tullis, executive vp, Harris-Intertype Corp., Cleveland printing equipment and electronics firm, elected president. Prior to joining firm six years ago, Mr. Tullis was president of Miller Printing Machinery Co., Pittsburgh.

Dr. Willard F. Libby, chemistry professor at UCLA, elected to board of Transis-Tronics, Santa Monica, Calif., electronics firm. Dr. Libby is Nobel prize winner and was member of the Atomic Energy Commission, 1954-59.

William J. Peterson, product manager for receiving and picture tube sales, Sylvania Electric Products Inc., New York, assumes additional duty of sales service-receiving tubes.

Robert S. Ziehm appointed district sales manager for General Electric's closed circuit tv equipment, covering seven-state southern area with headquarters in Atlanta.

William A. Gross, manager of IBM's applied mechanics department, San Jose, joins Ampex Corp., Redwood City, both California, as director of research department.

Charles R. Cortright, southern area, sales rep., RCA, appointed manager, eastern sales, for audio-visual products.



Gathering of CBS News clan

CBS News' principal overseas correspondents are shown above as they gathered in New York for a year-end wrap-up of the past year's news and their analysis of it.

As part of the home-coming presentation in this "Year of Crisis" pro-

gram, the correspondents were presented in a tour of Chicago, Washington, Dallas, Los Angeles and Philadelphia.

Appearing from left to right: **Charles Collingwood**; **Charles Kuralt**; **Alexander Kendrick**; **Richard**

Salant, president, CBS News; **Arthur Hull Hayes**, president, CBS Radio; **Blair Clark**, vp and general manager, CBS News, **Peter Kalischer**, **Daniel Schorr**, **David Shoenbrun**, **Blaine Littell**, **Marvin Kalb**, **Eric Sevareid** and **Richard C. Hottelet**.

INTERNATIONAL

F. H. R. Pounsett, Philips Electronics Industries Ltd., Toronto, re-elected president of Canadian Radio Technical Planning Board. Other officers elected: **C. J. Bridgland**, Canadian National Telecommunications, vp; **R. A. Hackbusch**, Hackbusch Electronics Ltd., advisory general coordinator; **R. C. Poulter**, Radio College of Canada, director of pr; **F. W. Radcliffe**, secretary-treasurer, **Cowan Harris**, assistant secretary-treasurer, and **R. T. O'Brien**, assistant general coordinator, all of Electronic Industries Assn. of Canada.

Ralph Misener, CJAY-TV Winnipeg, Man., elected president of Independent Television Organization of Canada Ltd., Toronto, representing eight second stations in Canada's eight major markets. **William Jones**, CHAN-TV Vancouver, B. C., and **CJCH-TV Halifax**, N. S., to vp; **Ernest Bushnell**, CJOH-TV Ottawa, to secretary-treasurer, and **Emerson Coatsworth** to office manager at Toronto headquarters.

W. R. Walter and **Ray Ireland** named radio sales representatives for Canadian Broadcasting Corp., Toronto.

Don M. E. Hamilton, general manager, CKSL London, Ont., appointed general sales manager, CKLG North Vancouver, B. C.

Maurice Boulianne, manager, CJSO Sorel, Que., named director and general manager, CJSO and CJLM Joliette, Que.

Reo Thompson, general manager, All-Canada Radio & Television Ltd., Toronto, elected president of Station Representatives Assn. of Canada Inc., succeeding **Bill Byles**, president, Stovin-Byles Ltd., Toronto. Other new officers: **Andy McDermott**, Radio & Television

Sales Inc., first vp; **Ernie Towndrow**, Stephens & Towndrow Ltd., second vp; **Ken Davis**, Interprovincial Sales Ltd., secretary, and **Gordon Ferris**, Radio-Television Representatives Ltd., treasurer.

Fernand Renault, former Quebec legislative correspondent of *Montréal Star*, named first French-language correspondent of Canadian Broadcasting Corp. at London, England.

Lloyd Lockhart, formerly with *Toronto Daily Star*, named director of new editorial and public affairs department, CHUM Toronto.

Marcel Beauregard, news editor, CKVL Verdun, Que., appointed director of newly formed Le Publicite Club de Montreal.

James Watson, formerly with Trans-Canada Telemeter, Toronto, joins Canadian General Electric Co. Ltd., that city, as radio-tv sales and service representative for Atlantic coastal provinces. **Peter Bowers** and **Harry Davis** appointed CGE's broadcast sales and service representatives for Quebec, and Ontario and Manitoba provinces, respectively. **Derek Pugsley** moves from Quebec district to CGE's Toronto headquarters to head product planning of new radio-tv broadcast equipment. **Thomas A. Yellowlees** appointed pr manager at CGE's Toronto headquarters, succeeding **Harry H. Rimmer**, who retires after 42 years with firm.

ALLIED FIELDS

Stanley S. Neustadt and **Stanley B. Cohen** named partners in Washington communications law firm of Cohn & Marks. Both joined firm in 1955 from posts at Federal Communications Commission. Mr. Neustadt was legal assistant to late Commissioner Frieda B.

Hennock and Mr. Cohen was hearing attorney in Broadcast Bureau.

Lawrence D. Huntsman, former assistant corporation counsel, Washington, D. C., and **Edward S. O'Neill**, formerly with Government Employees Insurance Co., join Welch, Mott & Morgan, Washington communications law firm.

DEATHS

Edward P. Broome, 54, vp and account executive, The Ralph H. Jones Co., Cincinnati advertising agency, died of heart attack Jan. 1. Mr. Broome joined Jones in 1954, and was elected vp in May 1961.

Quentin Field Feitner, 42, account executive, Albert Frank-Guenther Law, New York advertising agency, died Jan. 1 at Harkness Pavilion, Columbia-Presbyterian Hospital Medical Center, New York. Mr. Feitner joined agency in 1958 after eight years with Tomaso, Feitner & Lane.

Norman V. Farrell, 60, formerly with sales staffs, Weed Radio Corp., New York, and WATV (TV) Newark, N. J., died in New York on Dec. 31, after long illness.

Carlo de Angelo, 66, actor and pioneer radio director, died of heart attack Jan. 3 in Cornwall, N. Y. In radio he directed early *Buck Rogers* and *Perry Mason* serials, and Jack Benny in his radio appearance in 1932. For last 10 years Mr. de Angelo had been producer-director of *Ave Maria Hour*, religious program on behalf of Graymoor Friars, Garrison, N. Y.

Keith Hetherington, 53, veteran radio-tv announcer seen most recently on commercials for Dr. Ross Pet Foods on KTTV (TV) Los Angeles, died Dec. 31.

KZAM (FM) salutes self, area competitors, too

KZAM(FM) Seattle, on the air since last November, has been conducting a two-pronged promotion the goal of which is not only to make the station known within its broadcast area, but also to sell radio in general. Daily, the station has aired salutes to the other am and fm outlets in the Seattle area.

Working down the station list alphabetically, the KZAM staff has prepared spot announcements on each of the 25 other area stations, and run them daily throughout the fm outlet's 24-hour schedule. In addition, each of the other stations was asked by KZAM(FM) to send over a specially prepared tape giving an hour's sampling of its programming, or a special feature which it wished to highlight.

To emphasize the personal aspects of radio, any station that wished could send over a disc jockey to program the

2-3 p.m. period exactly as he wished. Of the 14 am and 11 fm stations in the Seattle listening area, only one decided not to participate in the promotion, KZAM reports.

The station itself is aimed at the Puget Sound's Negro market, according to Monte Strohl, president and general manager of the outlet. Its daily programming highlights rhythm and blues music, as well as gospel and jazz selections.

Dollars can be counted in minutes, WSJS finds

The North Carolina National Bank of Winston-Salem, N. C., maintains its own "savings account" with local station WSJS. The "balance" of the bank's account with the station is figured in one-minute spots which North Carolina National draws upon whenever a news flash occurs in the local area.

The station's news staff has no spe-

cific schedule, nor explicit number of spots that it must program during any set period, and the choice of time and topic is left entirely to the station. In practice, the bank uses about 100 one-minute spots during the average month.

The "savings account" idea originated with the WSJS radio sales staff in 1958 when the bank was looking for an effective way to use radio advertising. After three years of partnership, both station and bank officials are satisfied that the news spots have helped both establish public affairs interest.

Drumbeats...

Old home town ■ WWDC Washington, D. C., has just released a recording it commissioned entitled "Washington—My Home Town." Lyrics for the song were composed by station Vice President Norman Reed, and sung by Terry Lee to Euel Box's music. The song neatly ties-in a tribute to the nation's capital and WWDC's "modern sound."

The 960 smilers ■ WATS Sayre, Pa., has just concluded its "Smile Promo" in which three smiling listeners won \$9.60 each once they had identified correctly the three mystery smilers selected by the station. Prizes were awarded to the first person approaching each one of the mystery men and asking: "Are you wearing a 960 smile."

Timesmanship ■ WTCN-AM-TV Minneapolis-St. Paul took a full page advertisement in *Time* magazine to pay tribute to what it considers its area's "greatest resource"—people. The black and white ad was made up of pictures of the Twin Cities' citizens at work.

Arizona coverage ■ Avery-Knodel Inc., New York, has completed a comprehensive study of the Arizona Broadcasting System, a nine-station regional radio network, for distribution to agencies and advertisers. Its coverage opportunities for advertisers are featured in a spot-buying guide entitled "Markets and Radio Facilities of the Arizona Broadcasting System." The stations are: KTAR Phoenix, KTAN Tucson, KYUM Yuma, KCLS Flagstaff, KYCA Prescott, KAAA Kingman, KIKO Globe-Miami, KATO Safford and KAWT Douglas.

Highway safety ■ WHNB-TV Hartford, Conn., has obtained a print of the "Holiday Weekend" episode of the NBC-TV *Dr. Kildare* series for showing to schools and service clubs and other civic groups as part of the station's safety education campaign. The program, produced by MGM-TV in cooperation with National Safety Council, was broadcast before Thanksgiving.



Ad executive computes as he commutes

Lincoln bookends were awarded to Lincoln Diamant (c), radio-tv director at Daniel & Charles, New York, as a special prize. WMAL-TV Washington bestowed the bookends in recognition of Mr. Diamant's record of 25 consecutive mathematical quiz contests entered and 25 contests won. The consistent winner—who also accumulated prizes as he chalked up each contest—got the special prize because the station felt he deserved an extra accolade.

Mr. Diamant, who daily com-

putes on the New York Central from his home in Westchester County to Daniel & Charles offices in the city, worked on the WMAL-TV puzzles on the train. The station runs the advertising campaign in trade publications each month.

At the special award ceremonies, Mr. Diamant was flanked by Don Howe (l), H-R Television Inc., station representation firm, and Neal Edwards, WMAL-TV's national sales manager, who made the presentation.

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Telephone District 7-1205
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Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
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CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
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CONSULTING RADIO ENGINEERS
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Washington 4, D. C.
Member AFOCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFOCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
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Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
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1302 18th St., N.W. Hudson 3-9000
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MEIrose 1-8360
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1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET &
ROHRER**
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Republic 7-6646
Washington 5, D. C.
Member AFOCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFOCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFOCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
Consulting Electronic Engineer
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1426 G St., N.W.
Washington 5, D. C.
Member AFOCE

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CONSULTING RADIO ENGINEERS
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Cleveland 41, Ohio
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Member AFOCE

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Austin 17, Texas
Glendale 2-3073

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DIRECTIONAL ANTENNAS
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Denver 22, Colorado
Member AFOCE

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Columbia 5-4666
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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 28 through Jan. 3, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

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. CH—critical hours. *—educational. Ann.—Announced.

New am stations

ACTIONS BY BROADCAST BUREAU

Brewster, N. Y.—Taconic Bcstrs. Granted 1510 kc, 1 kw D. P. O. address c/o Willi D. Schmidt, West Cornwall, Conn. Estimated construction cost \$32,603, first year operating cost \$48,000, revenue \$55,000. Principals are Willi D. Schmidt, Charles P. LeMieux Jr., and Ernest Field (each one-third). Mr. Schmidt is employe of Kimberly Clark; Mr. LeMieux is employe of WINS New York, N. Y.; Mr. Field is attorney. Action Dec. 27.

Logan, Utah — George Stuart Nixon. Granted 1300 kc, 1 kw D. P. O. address Box 174, Mission San Jose, Calif. Estimated construction cost \$30,000, first year operating cost \$54,000, revenue \$72,000. Mr. Nixon owns public relations firm. Action Dec. 27.

Existing am stations

APPLICATIONS

WAPI Birmingham, Ala.—Amendment to BP-14068 (which requested changes in DA system—one additional tower) to change to non-DA-D (DA-2 to DA-N) and delete request for additional tower.

KLMO Longmont, Colo.—Cp to increase power from 250 w to 1 kw and install new trans. (1050 kc).

WCHB Inkster, Mich.—Cp to change hours of operation from D to unl. using power of 1 kw; make changes in DA system (add seven towers) & change from DA-D to DA-2. (1440 kc).

KELY Ely, Nevada.—Mod. of license to change hours of operation from unl. to SH: 6 am to 6 pm. (1230 kc).

WCON Cornelia, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 28.

WDUN Gainesville, Ga.—Cp to change from DA-D to non-DA. Ann. Dec. 28.

New fm stations

APPLICATIONS

*Spring Arbor, Mich.—Spring Arbor Col-

lege. 89.3 mc, 10 w. Antenna height above average terrain 64 ft. Estimated first year operating cost \$2,400. All equipment has been donated to college. Ann. Jan. 2.

Golden Valley, Minn.—Western Bcstg. Corp. 92.5 mc 2.81 kw. Ant height above average terrain 230 ft. P. O. address 917 N. Lilac Drive, Minneapolis, Minn. Estimated construction cost \$14,257; first year operating cost \$12,000; revenue \$12,000. Sole owner is James A. McKenna Jr., attorney, partner in McKenna & Wilkinson, Wash- ington, D. C. He is also sole owner of KEVE Minneapolis; 51% owner of WMEW Baltimore (cp); 20% stockholder of WAWA West Allis, Wis.; 80% stockholder in Hudson Bcstg. Corp. (WCMB and WDTV [TV] Harrisburg, Pa., and applicant for station in Reading Pa.) Ann. Jan. 2.

Existing fm stations

APPLICATION

WIFE(FM) Amherst, N. Y.—Mod. of li- cense to change station location from Amherst to Buffalo, both New York.

Ownership changes

APPLICATIONS

KMAK Fresno, Calif.—Seeks assignment of license from McMahan Bcstg. Co. to Fresno Bcstrs. Inc. for \$172,200. Buyer is same as KPOI Bcstg. Co., licensee of KPOI Honolulu. Ann. Jan. 2.

KBOW Butte, Mont.—Seeks assignment of license from Copper City Radio Co. to KBOW Inc. for \$100,000. Buyer includes Richard E. Miller (50%) and Prudential Diversified Services (49.92%). Mr. Miller is promotion manager of Butte Standard-Post; Prudential is real estate and investment company. Ann. Jan. 2.

KRBO-AM-FM Las Vegas, Nev.—Seeks assignment of license from Rainbow Inc. to Meyer Gold for \$85,000. Mr. Gold is owner of Creative Productions Inc. and Mike Gold Advertising Agency, both Los Angeles. Ann. Jan. 2.

WRKH Rockwood, Tenn.—Seeks assign- ment of license from Blue Ridge Bcstg. Co. Inc. to Richard W. Holloway for \$73,500. Mr. Holloway has been sales and general manager of several radio-tv stations since 1954, most recently regional sales manager of WLOS-TV Asheville, N. C. Ann. Jan. 2.

Hearing cases

INITIAL DECISIONS

Hearing Examiner Asher H. Ende issued initial decision looking toward denying application of Wireline Radio Inc. for regular three-year renewal of license of its am station WITT at Lewisburg, Pa., but to grant it short-term renewal for one year. Examiner found no lack of candor and no misrepresentation in connection with transfer of control without prior commission consent, or with technical violations, since remedied, and recommended licensee be given opportunity to furnish affirmative evidence of its ability to operate in public interest. Action Dec. 29.

Hearing Examiner Herbert Sharfman

issued initial decision looking toward granting application of John M. Bryan and William K. Bowes Jr., d/b as Champion Electronics, joint venture, for new am station to operate on 1540 kc, 1 kw, D, in Provo, Utah. Action Dec. 29.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of The "Jet" Bcstg. Co. Inc. (WJET), Erie, Pa., and WBNY Inc. (WBNY), Buffalo, N. Y., to increase day- time power on 1400 kc from 250 w to 1 kw, continued operation with 250 w-N, each with interference condition, and Lake Shore Bcstg. Co. Inc. (WDOE), Dunkirk, N. Y., to increase daytime power on 1410 kc from 500 w to 1 kw, continued operation with 500 w-N, DA-N. Action Jan. 3.

OTHER ACTIONS

Commission designated for hearing and consolidated into pending proceeding in Docs. 14394-5 following mutually exclusive applications for new tv stations to operate on ch. 13 in Rochester, N. Y.: Rochester Area Educational Tv Assn. Inc.; Star Tv Inc.; Community Bcstg. Inc.; Heritage Radio & Tv Bcstg. Co.; Ivy Bcstg. Inc.; Main Broadcast Inc.; Federal Bcstg. System Inc.; Citizen's Tv Corp.; Rochester Bcstg. Corp., and Rochester Telecasters Inc.; ordered that issues 7 and 8 of this order shall supersede issues specified in Nov. 15 hearing order in Docs. 14394-5; that time and place of consolidated hearing will be specified in subsequent order. Applications of Flower City Tv Corp. and Genesee Valley Tv Inc. for same facility were previously designated for hearing. Action Dec. 27.

Commission designated for hearing and consolidated into pending proceeding in Docs. 14407-8 following mutually exclusive applications for new tv stations to operate on ch. 13 in Grand Rapids, Mich.: West Michigan Telecasters Inc.; MKO Bcstg. Corp.; Major Tv Co., and Peninsular Bcstg. Co.; ordered that issues 8 and 9 of this order shall supersede issues 5 and 6 of Nov. 21 hearing order in Docs. 14407-8; that time and place of consolidated hearing will be specified in subsequent order, and made Federal Aviation Agency party to proceed- ing. Applications of Grand Bcstg. Co. and Atlas Bcstg. Co. for same facility were previously designated for hearing. Action Dec. 27.

Routine roundup

By order, commission amended Sec. 1.76(c) of its rules concerning notices of violations to require licensee notified of any violation to report steps taken to correct condition complained of. Previously, com- mission has required such answers only from licensees notified of violation due to physical or electrical characteristics of trans. Under existing rules, such statements are required within 10 days of notification. Rule applies to all licensees.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by Broadcast Bureau and extended to Jan. 10 time to respond to petition by Putnam Bcstg. Corp. to en- large issues in proceeding on its applica- tion and Port Chester Bcstg. Co. for new am stations in Brewster and Port Chester, N. Y. Action Dec. 26.

By Acting Chief Hearing Examiner

Jay A. Kyle

Granted petition by Geneco Bcstg. Inc., Marion-Jonesboro, Ind., and extended from Dec. 22, 1961, to Jan. 5, 1962, time to file opposition to petition by Radio One Five Hundred Inc., Indianapolis, Ind., to enlarge issues, which issue is in nature of "Evans- ville Issue," in consolidated am proceeding in Docs. 14085 et al. Action Dec. 22.

Upon request by Broadcast Bureau, continued to dates to be specified time for filing proposed findings of fact and con- clusions of law and for replies in proceed- ing on applications of Lindsay Bcstg. Co., Peace River Bcstg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla. Action Dec. 27.

Scheduled prehearing conference for Jan. 26 and hearing for Feb. 28, 1962 in proceeding on applications of Jefferson Radio Co. for license to cover cp for new

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am station WIXI, at Irondale, and Voice of the Mid South for new am station at Centreville both Alabama. Action Dec. 28.

Upon request by Broadcast Bureau, continued Jan. 16 hearing to Jan. 30, 1962, and continued from Jan. 5 to Jan. 19 time for exchange of exhibits in proceeding on application of Crosby Bestg. Co. for new am station in Ralls, Tex. Action Dec. 29.

Upon request by La Fiesta Bestg. Co., continued Jan. 3 prehearing conference to Jan. 11, 1962, in proceeding on its application and Mid-Cities Bestg. Corp. for new am stations in Lubbock, Tex. Action Dec. 29.

Corrected orders released Dec. 15 which granted petitions by KSTP Inc. (KSTP), St. Paul, Minn., and by Post Newsweek Stations, division of Washington Post Co. (WTOP), Washington, D. C., for leave to intervene in consolidated am proceeding in Docs. 14085 et al (Community Service Bestrs. Inc., Ypsilanti, Mich., et al) to limit intervention to petitioners' participation only with respect to Issue 19. Primary purpose of this issue is to insure that no objectionable interference would be caused to nighttime operation of existing Class I stations, particularly KSTP and WTOP. Action Dec. 28.

By Hearing Examiner Forest L. McClenning

Denied petition by Ubiquitous Corp., Hyde Park, N. Y., for severance of its application from consolidated am proceeding in Docs. 14186 et al (Eastern Bestg. System Inc., Brookfield, Conn., et al) Action Dec. 28.

Granted request of Suburban Bestg. Co. Inc. and changed from Dec. 19, 1961 to Jan. 29, 1962 return date of subpoena duces tecum issued to Paul T. Foran in proceeding on Suburban's application and Beacon Bestg. System Inc., for new am stations in Jackson and Grafton-Cedarburg, all Wisconsin. Action Dec. 29.

By Hearing Examiner Herbert Sharfman

Granted petition by Santa Maria Tele-casting Corp. for leave to amend its application for new tv station to operate on ch. 12 in Santa Maria, Calif., to supplement financial showing for six stock subscribers and correct certain technical imperfections; application is consolidated for hearing in Docs. 14380-3. Action Dec. 26.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Dec. 28

Granted licenses for following am stations: WEIS Centre, Ala., and WGFA Watseka, Ill.

KBAY-FM San Francisco, Calif.—Granted license covering installation of new trans. and specify type trans.

WGHQ Kingston, N. Y.—Granted license covering change in station, studio, and ant-trans. location, increase in power, changes in DA and installation of new trans.; condition.

KDES Palm Springs, Calif.—Granted license covering change in ant-trans. location and changes in ant. and ground system.

WOCB West Yarmouth, Mass.—Granted license covering installation of old main trans. as auxiliary trans.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: KBRO Bremerton, Wash.; KSLV Monte Vista, Colo.; WRAW Reading, Pa.

Granted renewal of license for following stations: KMRC Morgan City, La.; KUTE(FM) Glendale, Calif.; WCTM(FM) Eaton, Ohio; WFMT(FM) Chicago, Ill.; WFRO Fremont, Ohio; WGRD Grand Rapids, Mich.; WKOW Madison, Wis.; WKYT(TV) Lexington, Ky.; WLOI La Porte, Ind.; WMDN Midland, Mich.; WMKE(FM) Milwaukee, Wis.; WMTL Leitchfield, Ky.; WNAH Nashville, Tenn.; WOHO Toledo, Ohio; WPCO Mt. Vernon, Ind.; WPLY Plymouth, Wis.; WPNC Plymouth, N. C.; WRIP Roseville, Ga.; WROY-AM-FM Carmi, Ill.; WSEV Sevierville, Tenn.; WTIG Massillon, Ohio; WTRU Muskegon, Mich.; WVLD Valdosta, Ga.; WYRE Pittsburgh, Pa.; WIKB Iron River, Mich.; WISH Indianapolis, Ind.; K71AT, K76AT, County-wide Tv Inc., Burns, Ore.; K73AR, Mid-Columbia Community Tv Corp., The Dalles, Ore., and Goldendale, Wash.

The Baca Tv, Pritchett, Colo.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KCSJ-TV (ch. 5) Pueblo, Colo.

K11DH Tucson, Ariz.—Granted mod. of cp to change type and location of trans. and make changes in ant. systems of vhf tv translator station.

Continued on page 78

RADIO-TV SET COUNTS

TENNESSEE

1960 U.S. CENSUS OF HOUSING

| Area | Population | Occupied Dwelling Units | Total Radio Homes | Radio Percent Saturation | 2 or more sets | Total Television Homes | Television Percent Saturation | 2 or more sets |
|----------------------|------------|-------------------------|-------------------|--------------------------|----------------|------------------------|-------------------------------|----------------|
| State totals | 3,567,089 | 1,003,301 | 879,163 | 87.6 | 227,266 | 813,827 | 81.1 | 60,480 |
| COUNTY TOTALS | | | | | | | | |
| Anderson | 60,032 | 16,371 | 14,708 | 89.8 | 5,563 | 13,965 | 85.3 | 1,221 |
| Bedford | 23,150 | 7,023 | 6,252 | 89.0 | 1,406 | 5,694 | 81.1 | 197 |
| Benton | 10,662 | 3,350 | 3,004 | 89.7 | 551 | 2,450 | 73.1 | 119 |
| Bledsoe | 7,811 | 1,948 | 1,627 | 83.5 | 126 | 1,239 | 63.6 | 40 |
| Blount | 57,525 | 15,778 | 13,910 | 88.2 | 4,550 | 13,226 | 83.8 | 698 |
| Bradley | 38,324 | 10,767 | 9,546 | 88.7 | 2,419 | 9,132 | 84.8 | 771 |
| Campbell | 27,936 | 7,356 | 6,182 | 84.0 | 1,143 | 4,780 | 65.0 | 230 |
| Cannon | 8,537 | 2,489 | 2,218 | 89.1 | 228 | 1,875 | 75.3 | 23 |
| Carroll | 23,476 | 7,328 | 6,511 | 88.9 | 917 | 5,115 | 83.4 | 60 |
| Carter | 41,578 | 11,283 | 9,947 | 88.2 | 2,478 | 8,982 | 79.6 | 493 |
| Cheatham | 9,428 | 2,667 | 2,302 | 86.3 | 414 | 2,222 | 83.3 | 63 |
| Chester | 9,569 | 2,713 | 2,167 | 79.9 | 189 | 2,023 | 74.6 | 37 |
| Claiborne | 19,067 | 4,986 | 4,363 | 87.5 | 391 | 2,913 | 58.4 | 38 |
| Clay | 7,289 | 1,969 | 1,642 | 83.4 | 158 | 1,226 | 62.3 | 19 |
| Cocke | 23,390 | 6,217 | 4,914 | 79.0 | 623 | 4,243 | 68.2 | 60 |
| Coffee | 28,603 | 8,167 | 7,397 | 90.6 | 1,650 | 6,915 | 84.7 | 319 |
| Crockett | 14,594 | 4,298 | 3,735 | 86.9 | 404 | 3,257 | 75.8 | — |
| Cumberland | 19,135 | 4,899 | 4,213 | 86.0 | 315 | 3,147 | 64.2 | 22 |
| Davidson | 399,743 | 114,635 | 103,641 | 90.4 | 37,180 | 103,056 | 89.9 | 12,576 |
| Decatur | 8,324 | 2,517 | 2,137 | 84.9 | 116 | 1,651 | 65.6 | 39 |
| De Kalb | 10,774 | 3,208 | 2,702 | 84.2 | 277 | 2,311 | 72.0 | 42 |
| Dickson | 18,839 | 5,525 | 5,002 | 90.5 | 867 | 4,664 | 84.4 | 244 |
| Dyer | 29,537 | 9,016 | 7,811 | 86.6 | 1,323 | 6,988 | 77.5 | 272 |
| Fayette | 24,577 | 5,381 | 4,160 | 77.3 | 310 | 2,969 | 55.2 | 60 |
| Fentress | 13,288 | 3,152 | 2,720 | 86.3 | 458 | 1,844 | 58.5 | 48 |
| Franklin | 25,528 | 6,884 | 6,121 | 88.9 | 1,617 | 5,435 | 79.0 | 234 |
| Gibson | 44,699 | 13,940 | 11,978 | 85.9 | 1,865 | 10,659 | 76.5 | 228 |
| Giles | 22,410 | 6,582 | 5,865 | 89.1 | 1,051 | 4,500 | 68.4 | 77 |
| Grainger | 12,506 | 3,327 | 2,730 | 82.1 | 336 | 2,068 | 62.2 | — |

Continued on page 79

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RADIO

Help Wanted—Management

Station manager—N.Y.S.—Immediate opening. Excellent opportunity. Send complete details. Box 272J, BROADCASTING.

Owner-manager wanted. Florida daytimer, must be fully qualified to handle all phases of radio station management, including first class ticket. Must have small amount of cash to invest. Box 320J, BROADCASTING.

Top-flight manager with proven sales and promotion background. Mississippi's second market. Daytimer, firmly established. Good salary plus % of net. Competition keenest therefore only best apply. Complete resume, please. Box 366J, BROADCASTING.

Stiffed? Here's your chance. Produce. Make money. Sell, announce, write, remotes, sports. Civic minded dynamo. You'll be virtually a one man station. Ambitious man can make more money than in larger station. Share in profits. Apply in person or send photo & resume. WLFH, Little Falls, New York.

Sales

Louisiana. Sales-announcer, first ticket, as assistant manager. Box 104J, BROADCASTING.

Northern New Jersey, major independent growing multiple chain needs experienced salesman capable of management or sales manager, strong on personal sales, complete resume to Box 208J, BROADCASTING.

San Francisco classical music station desires sales manager to organize sales department. Send resume and other information to Box 214J, BROADCASTING.

Robots for sale! Attention owners—Managers only. Fantastic 6-foot money-making promotion. Sold in every Florida market. Over 100 in use. Now—exclusive market rights—your station—your market. Write: Box 246J, BROADCASTING.

National sales manager. For midwest regional radio station. Must have had experience in selling agencies in New York, Chicago, Detroit and other major cities. Good salary plus incentives and many benefits. Fine opportunity to advance with multi-property company. Send complete details to Box 306J, BROADCASTING.

Immediate opening. Established Michigan 5 kw. Good commission, pension-insurance plan, expanding market. Prefer man from state or close-by. Mail resume. Box 342J, BROADCASTING.

Wanted salesman, liberal commission plus draw. Metro market in north central Florida. No drifters. Tell all in first letter. Box 353J, BROADCASTING.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABR Radio, Aberdeen, South Dakota. BA 5-1420.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Sky's the limit for ambitious and experienced small market salesman. Good record and top references necessary. Write to WICY, Malone, New York.

Help Wanted—(Cont'd)

Sales

Attention salesman! Solid, 5 kw suburban metro market independent expanding sales department. If you are a pro, and want to hold a position paying \$8,000 to \$12,000 annually, send resume and recent photo to Ed Morgan, WETU Radio, P. O. Box 453, Montgomery, Alabama. All replies confidential.

Sales manager needed for small market Negro outlet. Commission plus salary. Box 210J, BROADCASTING.

Announcers

Wanted: 1st phone announcers for dominate 5 kw in rich west Texas. . . . Write and send tape to Box 102J, BROADCASTING.

Mid-south. Announcer-sales. First ticket. Managerial position. Box 105J, BROADCASTING.

Pacific northwest-Washington. Require immediately adult announcer first telephone. \$100 week. Write Box 126J, BROADCASTING.

Wanted! Good, strong commercial radio announcer who can do outstanding job of airing news. Leading, fulltime network station in medium-sized Minnesota market. Power increase expected soon. Send tape, resume and salary needs. Tapes, returned. Box 207J, BROADCASTING.

Full-time classical music station in San Francisco has position for experienced classical music announcer. Top salary for right man. Send resume and other information to Box 215J, BROADCASTING, or call YUKon 6-2825.

January opening for experienced staff announcer. Tight good music format . . . central Pa. Expanding four station Pa.-Fla. chain. Minimum of \$80.00 to start—more if qualified. Send resume, tape and photo to Box 250J, BROADCASTING.

Good-music kilowatt needs good, morning "personality" dj-commercial announcer. Must have 1st ticket and production experience or anxiety to learn. Good future, excellent pay. Top station in beautiful midwest area. No beginners. Send full information and tape to program director. Box 262J, BROADCASTING.

New Jersey. Experienced news-man announcer. Salary commensurate with ability. Interview required. Send tape and resume. Box 264J, BROADCASTING.

First class Christian announcer with license to match. Send tape with commercials and news and why you feel qualified to speak for the Lord Jesus Christ. Box 270J, BROADCASTING.

New York state 100,000 market needs self starter with good voice, programming idea man with follow through. Other talents helpful. Solid citizen only. Box 275J, BROADCASTING.

Two men phone 1st. Great Lakes area excellent opportunity to gain experience in radio and television. Box 281J, BROADCASTING.

Immediate opening for night announcer. Good music format experience with emphasis on voice quality and reliability. Play-by-play would be helpful. Contact KFTM Radio, Kent Roberts, Program Director, Fort Morgan, Colorado.

Help Wanted—(Cont'd)

Announcers

Experienced announcer, not rock and roll, with success record seeking chance as program director of alert, established station 150,000 metropolitan market. Send resume, tape, salary requirements to Box 311J, BROADCASTING.

Combo man for New England daytimer. \$100 weekly to start for person qualified in both fields. No screamers please. Good future for right individual. Send tape, photo, experience in first letter. Box 314J, BROADCASTING.

Immediate opening for staff announcer progressive Kentucky station. Send tape, resume and salary required. Box 334J, BROADCASTING.

Announcer-copywriter wanted by Virginia station, will have morning time, small, congenial staff. Good opportunity. Adult programming. Send tape, resume, photo to Box 359J, BROADCASTING.

Experienced announcer desired. Must be dependable, strong on news and commercials. Good pay, 5000 watt station located in western North Carolina. Send tape and references to Box 376J, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Experienced morning man, tight production but adult music, medium midwest market—salary \$110 to \$125. Send resume, picture, tape to Box 310J, BROADCASTING.

Start the year where opportunity and growth abounds. Experienced dj. only—No beginners! Minimum start \$700. No r. and r. or big sound types. Want maturity, talent and guts. Send tape—complete resume of experience—qualifications—references. Bill Harpel, KHAR, Pouch 7-016, Anchorage, Alaska.

Wanted: Combination engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Announcer with first phone for position opening February 15. \$500 per month or more to right man. Send tape, resume, references and picture to Dan Breece, KOVE, Lander, Wyoming.

Experienced first class licensed announcer. Box 1056, Twin Falls, Idaho.

Experienced morning man. Send tape and resume, WEAV, Plattsburgh, New York.

First class ticket-announcer—immediate opening. Phone Norman Glenn, station WJDY, Pioneer 2-5191, Salisbury, Maryland.

Experienced first phone announcer. Immediate opening. Send resume, tape and salary requirements to J. F. Marzke, WJUD, St. Johns, Michigan.

Mature voice for 5000 watt adult programming into tidewater Virginia. Send tape and resume including salary requirements or contact E. Baydush, WLPm, Suffolk, Virginia.

Wanted: Combination announcer-salesman for top Daytona Beach station. Good opportunity. Only experienced men apply. No phone calls. send tape and resume to Dick Clark, WMFJ, Daytona Beach, Florida.

Needed 2 announcers-dj's. Immediate. Call or write Program Director, WTNS, Coshoc-ton, Ohio.

Help Wanted—(Cont'd)

Announcers

Announcer-salesman needed immediately. Experience necessary. Good opportunity. Call or rush tape, complete resume and photo to WRNY, Rome, N. Y.

Technical

Chief engineer position now available at good music directional station in southern California city. Must be able to take complete charge of equipment. Must also work board shift with smooth, professional delivery. Wonderful climate; stable, hard-working staff. Reply Box 360J, BROADCASTING.

Wanted . . . transmitter engineer. Must be familiar with transmitter maintenance. First class ticket required. Send resume to Box 317J, BROADCASTING.

Chief engineer, top California station, some air work. Immediate opening. Format, 1000 watt—24 hour directional. Good job for right man. KAFY, Bakersfield, California. Call collect Empire 6-4411 for Al Anthony or Paul Bappistta.

Chief engineer—must have directional experience. KHAK-AM-FM, Cedar Rapids, Iowa.

Wanted: First phone engineer-announcer . . . WAJP-FM, Joliet, Illinois. Call collect 6-3760.

Engineer-announcer, WGTN, Georgetown, South Carolina. Must be good in both.

Good chief engineer wanted immediately. Salary \$95.00 if you qualify. Contact Al Stanley, Manager, WTSB AM/FM, Lumberton, North Carolina.

Engineer. Immediate opening. WVOS, Liberty, New York.

Production—Programming, Others

North Carolina station wants experienced program and production director with knowledge and imagination. Must have ability to handle department and public. Station insists on good production. Good salary and permanent job for right man. Box 287J, BROADCASTING.

Immediate opening for night news editor in upstate New York CBS affiliate. Applicant must have news gathering and writing background, willingness to work, versatility, reliability, showmanship. Opportunities rewarding. Personal interview after tape, photo, resume and salary requirements. Box 339J, BROADCASTING.

WJL-Niagara Falls, N. Y., for middle of February—person for traffic, copy with radio background. References. Good conditions, good folks.

RADIO

Situations Wanted—Management

Manager-salesmanager. \$15,000 current income desires to relocate for realistic opportunity. Available after January 31. All information first letter. Box 188J, BROADCASTING.

Manager—heavy sales background. Twelve years experience, ten management. Mature, thorough knowledge. Stable, responsible, family man. Excellent ownership references. Area \$10,000. Box 229J, BROADCASTING.

Terrific young manager with proven sales record. First class license and 11 years experience desires permanent position in middle west. Current operation changing ownership. Income \$10,000 plus. Box 238J, BROADCASTING.

Seasoned radio-tv executive midwest-California group. Excellent references. Presently sales manager eastern. Minimum \$15,000 manager-sales manager. Box 252J, BROADCASTING.

Available. Mature broadcaster experienced in all phases of radio, including legal background. Interested in any reasonable proposition. Write Box 301J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

15 years experience, management, sales management. First phone. Excellent references. Box 313J, BROADCASTING.

My 16 years experience in newspaper and radio may be what your station needs. Thorough knowledge all phases radio management and sales direction. Excellent news delivery and top sportscasting. Wish to relocate to west coast medium or large market with opportunity. Top market radio or tv sportscasting considered. Married, sober, permanent. Excellent all-round references. Present management position seven years. Box 351J, BROADCASTING.

Sell, improve programming, community image, audience. Successful manager, sales, programming. Eight years present company. 31, family, college, Methodist, Rotarian. Phone Rockwood, Tennessee, 354-1581.

Sales

Top air salesman . . . bright polished, professional. Excellent references, work habits, and nine years experience. Desires permanency and salary commensurate with ability. Box 307J, BROADCASTING.

Four years experience as radio time salesman. Desires permanent position in small midwest market with am or fm station. Family man. Box 316J, BROADCASTING.

Salesman—sportscaster. 8 years experience all phases radio industry. Currently managing station. Excellent sales record. Award winning play-by-play. Box 324J, BROADCASTING.

Attention—station owners & managers. When was the last time you found great potential sales management material? High-flying sales personality ready for second-stage development. If your organization is ambitious, aggressive & promotional-minded. . . . If you mean business (\$), and want business . . . with an opening for local, regional or national sales manager. Write Box 355J, BROADCASTING.

Announcers

Sports announcer looking for sports minded station—best of references. Box 183J, BROADCASTING.

Swinging dj, announcer. Fast board. Bright sound. Not prima donna. Not floater. Box 172J, BROADCASTING.

Former New Englander employed in small Florida market, misses snow. Adult music and news. Wishes employment in eastern Massachusetts or Rhode Island. Young, aggressive, experienced. Tape available on request. Box 254J, BROADCASTING.

1st license experienced announcer; salesman; maintenance. Family; station near Washington, D. C. Box 255J, BROADCASTING.

News director at metropolitan midwest radio station seeks advancement to major market. College graduate. Authoritative . . . mature . . . top references. Box 274J, BROADCASTING.

Announcer, dj. Tight format, some experience. Family man, Negro, will travel. Box 302J, BROADCASTING.

Top 40 dj., wants any medium, medium-large, or large market; young, single, draft-free. Box 308J, BROADCASTING.

Announcer, dj, experienced, tight production, mature veteran, want to settle. Box 309J, BROADCASTING.

Experienced, college trained broadcast engineer desires position, am, fm, or tv. Box 312J, BROADCASTING.

College sports director, looking for start with sports minded station. Outstanding play-by-play on all sports, especially baseball. Send for tapes and see. Would like to learn sales also. Produced and announced own sports show on college station the past year. Available January 1, 1962. Tapes, resume, photo on request. Veteran, and hold B.S. degree. Box 318J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Give me a try! Inexperienced in commercial radio, but, oh so willing to learn. 2½ years college radio experience. Graduated from radio school—good "combo." Have resume—have tape—will send! Box 322J, BROADCASTING.

Southern Wisconsin — northern Illinois. Young family man desires staff position. Experienced all phases. Box 323J, BROADCASTING.

We hate to lose this man! Operational changes make it necessary to let him go. 21, sober, dependable, loyal. Not the best announcer in the world, but comes to work on time every day. Manager. Box 327J, BROADCASTING.

Announcer. Young. Cheerful. Versatile. Sales ability. Excellent training. Tape available. Box 328J, BROADCASTING.

Announcer. Experienced. Adult music. Prefers radio/tv opportunity. Sincere. Tape. Box 329J, BROADCASTING.

Attention general managers—Looking for baseball broadcasting opportunity. Four years experience—currently sports director. Draft free. Box 336J, BROADCASTING.

Good radio announcer, first phone. Nice appearance. Looking for a chance in television. Box 341J, BROADCASTING.

Ohio-Indiana-Kentucky-Florida. 6 years experience in radio/tv announcing, play-by-play. Box 345J, BROADCASTING.

Mature, married, fully experienced radio and television announcer, program director, manager, salesman desires permanent position with station seeking solid company man. Box 346J, BROADCASTING.

Announcer, dj, play-by-play. Young and single. Five years experience. Four years at present station. Ready to move up to sports minded operation. Box 352J, BROADCASTING.

Versatile announcer-dj. Mature, good voice, selling sound. Box 358J, BROADCASTING.

Staff announcer desires location in metro market. 8 years experience in all phases of production including play-by-play. Resonant, pleasing voice. Married, college, dependable. Box 361J, BROADCASTING.

Recent radio-tv college journalism graduate desires broadcasting start. Veteran, 25, single, employed. Box 362J, BROADCASTING.

First phone. Handsome, personable, indefatigable, veteran, 25, single, clean-cut, sober, AB degree, type 75 wpm, seeks \$150 weekly. Box 363J, BROADCASTING. Ed Post, RE 7-2131, Washington, D. C.

Ambitious announcer, young, eager to learn. Will travel anywhere immediately. Box 364J, BROADCASTING.

Announcer, single, 27, draft free, two years experience, flat, willing to work, work, work! Box 365J, BROADCASTING.

Creative announcer-dj. Production. Voice characterizations, good straight job. You name it! Ten years experience. Ohio, Indiana, Kentucky. Box 368J, BROADCASTING.

Announcer, dj. Bright modern top 40 sound. Tight board, not a floater. Box 370J, BROADCASTING.

Announcer d.j., married, tight production, fast board, news. Versatile—selling sound. Box 371J, BROADCASTING.

Versatile, hardworking eastern newsman anxious to relocate, California, Arizona, New Mexico. Box 372J, BROADCASTING.

Young announcer, d.j. Experienced, seeks position N. Y., Conn., New Jersey area. References, tape on request. Box 374J, BROADCASTING.

Experienced dee-jay—newsman immediately available. College, veteran, married. Box 375J, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Team playing out of town? For first class play-by-play broadcast from El Paso, Anthony, Las Cruces, etc., call Jim Finlay, sports director KROD, KROD-TV, El Paso, Texas.

Announcer—strong on news. Adult show . . . recent graduate of broadcasting school. Single, 31—sample material on request. Phil Petrucci, 115 N. 13 Ave., Melrose Park, Illinois.

2½ years experienced dj, announcer with first phone, desires permanent position with station in North or South Carolina or Tennessee. Married, draft exempt, age 22. Good personality with excellent voice. Write 101 Air Park Drive, Morganton, North Carolina.

Attention California & West. Experienced announcer who can really move your audience morn-noon-nite. Personable, promotion, record hops. Call Whitney 4-2314, write Apt. D, 10061 Carmentia, Whittier, California.

Technical

Chief engineer—experienced am/fm construction—maintenance—directional. Some tv. All audio, including cartridges. Minimum \$175.00. Box 319J, BROADCASTING.

Engineer with announcing experience. 15 years in radio. Desire engineering sales combination. Box 344J, BROADCASTING.

4 yrs. Chief engineer. 1 kw daytimers, available. Anthony Ostoppoff, 4-I Lake Village, Wilmington, North Carolina. Phone RO 3-7925.

Experienced engineer, 8 years with 5 kw directional, 1000 hours of maintenance. Excellent electronic background. Available immediately. Carl R. Trost, Concordia Kansas.

First class licensed; chief engineer, combo experience. Available immediately. Room 4, Bayard Hotel, Dover, Delaware. REDfield 4-3531.

Production—Programming, Others

Intelligent, first class voice and license. Program/perform, college, family. Box 258J, BROADCASTING.

Eastern newsman 10 years major market. Mature delivery, college journalism. Box 326J, BROADCASTING.

Veteran girl Friday . . . 12 years experience. Some tv . . . has typewriter . . . will pound. Present employer may be contacted. Box 332J, BROADCASTING.

Program director . . . Experienced all phases formats. 25, married, college graduate. Available January 30th. Box 335J, BROADCASTING.

Program-news director. Excellent background all phases small market radio. Outstanding history of participation in civic affairs. Most interested in job with greatest challenge and promise for future. Age 30, married, veteran, college graduate. Prefer south-southeast radio/tv. Box 354J, BROADCASTING.

Program trained experienced male copywriter available now—References, samples, service, gather local news. Limited air experience. Box 369J, BROADCASTING.

Aggressive, capable newsman, 2 yrs experienced plus AFRS, newspapers, magazines. Increasing, authoritative delivery. Write lively copy, handle all phases. Want news conscious metropolitan station. Harvard graduate, married, 30, available immediately. Let's arrange interview. Box 373J, BROADCASTING.

Write copy, type, good worker. Prefers small southern station. Salary secondary. Samples, tape. Alice Wireman, YWCA, Nashville, Tennessee.

TELEVISION**HELP WANTED****Sales**

Experienced TV salesman with proven record in smaller market and wants to move up. We are CBS in top 35 markets, 3 station company and growing a good insurance program. Salary open against 12% commission. The right man should earn \$15,000.00 or more. Thoroughly experienced radio salesman with some tv experience considered. Send resume and photo to Box 240J, BROADCASTING.

"Pioneer southeastern television station in one of the top 50 markets needs a strong local sales manager. Duties will include supervision and planning of local sales staff, new ideas and fresh approach from a proven and experienced man. He must have television experience in major market or sales/sales manager experience in small market. The "right" man is good for 5 figures. Include photo and details regarding sales experience with application. Application will be kept in strictest confidence." Box 289J, BROADCASTING.

Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 226J, BROADCASTING.

Wanted immediately. Maintenance engineer with knowledge of Ampex video tape. Salary open. Call Walter Nelson or Clark Davis collect at WHTN-TV, Jackson 5-7661, Huntington, West Virginia.

KVKM-AM-TV, Monahans, Texas, has opening for additional first class engineer. Must have heavy maintenance experience. Reply by letter to chief engineer, giving complete qualifications, references and salary requirements.

Wanted immediately—video switcher. Call Clark Davis collect at WHTN-TV, Jackson 5-7661 in Huntington, West Virginia.

Field engineer—To travel within U. S. Familiar vhf propagation and wired tv distribution systems; will train in special techniques for CATV systems. Write in confidence: General Manager, Entron, Inc., Systems Construction Division, Box 287, Bladensburg, Maryland.

Production—Programming, Others

TV news director wanted for three station mid-west market. Take full charge and make news department a going concern. Must be strong on the air; know photography and film; strong on writing. Man we need will take this news operation to number one position. Send resume, audio tape, film if possible, photo of self and salary requirements to Box 350J, BROADCASTING.

TELEVISION**Situations Wanted—Sales**

Midwest radio-newspaper salesman desires tv. Four years experience. 30. Box 325J, BROADCASTING.

Technical

18 years experience chief engineer; radio, microwave and tv; operation, maintenance, construction. Desire west or midwest. Box 273J, BROADCASTING.

Now employed experienced chief engineer with other qualifications, seeking employment with a future. Welcome opportunity with tv. Box 305J, BROADCASTING.

Chief engineer presently employed overseas returning to states. Twenty years experience. Seeking permanent position in medium to large market or as group engineer. Ability in design, construction, operation, maintenance and production in radio and television. Box 357J, BROADCASTING.

Situations Wanted—(Cont'd)**Production—Programming, Others**

Director-producer, announcer: Five years experience all phases television-radio. Original, creative, resourceful. Seeking advancement with progressive station. Twenty-five, married. Employed by number 1 station. Strong on local, commercially originated programs. Box 348J, BROADCASTING.

Experienced, mature reporter-news writer, photographer, all phases, wants position in news-conscious midwest station — prefer Ohio, Michigan, Wisc. Can offer more than 7 years strictly tv news as step to news directorship. Family man. Presently employed. Box 367J, BROADCASTING.

Desire position as production or operations manager with new or progressive station. 7 years station experience; 2 years with television production company; 2 years specialized training. Resume furnished on request. Box 377J, BROADCASTING.

FOR SALE**Equipment**

Need all equipment for 1000 watt station. Used & new. Box 209J, BROADCASTING.

Eight (8) practically brand new units of Philco modern TLR-2B portable television relay system, consisting of transmitting and receiving terminal, and repeater stations. These micro wave units purchased by American Tel. & Tel. Co. Box 263J, BROADCASTING.

DuMont 1 kw television transmitter series 13000. Write Box 340J, BROADCASTING.

For sale. Hewlett Packard FM—monitor in service about one year. Tuned for 93.5 mc —\$1.100—contact KBEK, Waxahachie, Texas —WE 7-1390, Richard Tuck.

Harkins FME 50 multiplex exciter and Harkins SCT-2 two channel 65 and 26 kc sub carrier generator with filters. Cost new \$4,000. Very good condition. Make offer to Karl Troegen, Technical Director, KCMO-FM, Kansas City, Missouri.

G.E. FM monitor BM-1-A. \$750, Gates RDC-10 remote control, \$400. KEBR, Sacramento, California.

For Sale: Cellomatic projector, Model 455; one year old, perfect condition. Ideal for on-air use, sales presentations, meetings, civic functions. Most versatile tool for any visual presentation. Four inch by five inch transparency projection to nine foot by twelve foot; fingertip control for optical effects—superimpose, wipe, crawl (vertical and horizontal); built-in rear view monitor mirror. Dimensions: fifty inches high, thirty-four inches wide, nineteen inches deep, 140 pounds. Available at less than book value. Chief Engineer, WFRV-TV, Green Bay, Wisconsin.

3 kw fm transmitter Western Electric 504B plus 5A monitor now operating. Available 3 months WRVC-FM, Norfolk, Virginia.

Am. fm, tv equipment including monitors. 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, hellax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY**Equipment**

General Electric fm modulator panel using phaseitron. A or B model. KCMS, Box 592, Mantou Springs, Colorado.

Wanted to Buy—(Cont'd)

Equipment

R.F. bridge G.R. 916AL—also Clarke Field intensity meter. Contact N. L. Wilson, WAWZ, Zarephath, New Jersey.

Broadcasting equipment bought and sold. SOS, 270 N. Crest Rd., Chattanooga, Tenn.

TV station affiliation wanted. Desire to invest moderate capital & 14 years exceptional experience in programming, film, vtr, sales, etc. Box 123J, BROADCASTING.

Financially responsible broadcaster desires an interest in or outright cash purchase of a broadcast facility in Tulsa, Oklahoma or vicinity. Replies confidential. Box 242J, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to sell at \$4.00. You advertise at \$2.00 (with order), retain 25%. Especially suited to radio for quantity sales. Write for details—Box 232J, BROADCASTING.

Program polkas? 22 long plays for \$25.00 each. Prepaid. Polkaland, 2318 Saemann, Heboygan, Wisconsin.

5,000 professional comedy lines, routines, dliba. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Saving ratecard in advance! Overseas news convention! Extensive promotions! Famous leaders! 49 Protestant denominations! Eight ours Saturday or \$1,000 yearly (monthly in advance) for fifteen minutes twice daily. Day England. Schell City, Missouri.

Deejay Manual, a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Sales

EXPANDING

Need Complete Staff . . . Salesmen, Announcers, Newsmen, Copy, & Engineers. Some experience, no tapes. . . . Near NYC.

Box 303J, BROADCASTING

SALES MANAGER

Wanted for Michigan Metro market. Daytime. \$600 per month guarantee to start, against 10% commission on net station receipts. Stock option & opportunity to become Manager to right man. Send all information first letter to:

Box 304J, BROADCASTING

Announcers

Northeast 50 kw clear channel needs staff announcer with news writing and/or sports background. Prefer young college grad on his way up. Quality programming, large staff, modern facilities and prestige position in this large market make this an outstanding opportunity for the right man. Send complete resume, tape and recent photo to:

Box 284J, BROADCASTING

WANTED: GIRLS!

"For an all-girl radio station in a major market near Memphis. Prefer radio or TV experience. Must be attractive, poised, have pleasant voice; between the ages of 20-35; married or single. Be able to read commercials well; run own board. We will train right girl. Rush tape, resume and salary expected to Box 343J, BROADCASTING."

RADIO

SITUATIONS WANTED

Production—Programming, Others

Program Director/DJ with imagination not billboard. Now at top station L. A. Calif. Top 15 markets only. Box 356J, BROADCASTING.

MR. STAN MAJOR

Top Program Manager—Personality Chicago, Washington, Baltimore. Ready to help you back into top position in market in either capacity. All replies considered, and confidential. 312-255-4743 - 706 N. Pine, Mt. Prospect, Ill.

TELEVISION

Situations Wanted—Management

FILM SALES EXECUTIVES ARE SUCCESSFUL TV MANAGERS!

Award-winning veteran TV film sales executive with strong broadcast background wants to assume direction TV station where creative thought and sales action are needed, preferably Midwest. Will consider modest investment but interested only in aggressive ownership which believes in progress through showmanship, with emphasis on local image.

Box 300J, BROADCASTING

INSTRUCTIONS

THE AMERICAN DISC JOCKEY SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs? News • Sports • C&W • Top 40 • Jazz Sales • Programming • Men • Women
HELENA BLDG., NORFOLK, VA.
State Needs—Tape, Photo, Resume Rushed

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

IMMEDIATE NEED!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
Federal 9-0951

For Best Results
You Can't Top A
CLASSIFIED AD
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE

Equipment

"We have just converted two Ampex Videotape recorders from Model 1000-A to Model 1000-C. As a result we have a number of used, left-over units which were removed in the process. These could be of use as spares to a station still operating the Model "A" machines. We have priced them at approximately one-third of the cost of similar new units. I am listing the ones that we have available, with our price per unit, F.O.B. Chicago.

| Item | Ampex # | Our Price |
|-------------------|----------|-----------|
| Power Supply | 50148-01 | \$150.00 |
| Pre-Amp | 13612-01 | 45.00 |
| Pre-Amp | 13690-01 | 75.00 |
| Housing | | |
| Record Driver | 13841-01 | 135.00 |
| Amp | | |
| Mod-Demod | 13625-01 | 830.00 |
| Chassis | | |
| Channel Switcher | 50152-01 | 765.00 |
| Chassis | | |
| Blanking Switcher | 50142-01 | 350.00 |
| Chassis | | |
| P.E. & Switch | 13617-01 | 25.00 |
| Chassis | | |

L. A. Pierce, WBBM-TV, Chicago"

FOR SALE Stations

FLORIDA DAYTIMER
Realistically priced with terms. Ideal for owner-operator. Excellent for man and wife team. Write Box 321J, BROADCAST-ING.

5000 WATT, AM-FM, CENT. CALIFORNIA Dominant station in three station (non-TV area) market for sale in entirety or partnership. Currently grossing close to six figures yearly. Rapidly expanding market near big Government installation. Sincere inquiries will receive complete data asked. Reply Box 333J, BROADCASTING.

NORTH FLORIDA
Fulltime—non-directional. Low down payment—long terms. Number 1 in market. Exclusive with:
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

| | | | | |
|-------|--------|----------|------|-------|
| Mich | single | daytimer | 60M | terms |
| Iowa | single | fulltime | 77M | 15dn |
| Fla | small | power | 90M | 29% |
| West | small | VHF-TV | 150M | 29% |
| Ca | metro | fulltime | 175M | cash |
| South | major | fulltime | 400M | 100dn |
| N.E. | Top 30 | daytimer | 425M | terms |

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 4

| | ON AIR | | CP | TOTAL APPLICATIONS |
|----|------------------|------|------------|--------------------|
| | Lic. | Cps. | Not on air | For new stations |
| AM | 3,614 | 70 | 83 | 855 |
| FM | 884 | 77 | 159 | 175 |
| TV | 487 ¹ | 76 | 76 | 137 |

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 4

| | VHF | UHF | TV |
|----------------|-----|-----|-----|
| Commercial | 497 | 92 | 562 |
| Non-commercial | 40 | 18 | 58 |

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

| | AM | FM | TV |
|---|-------|-------|------------------|
| Licensed (all on air) | 3,613 | 894 | 486 ¹ |
| Cps on air (new stations) | 59 | 45 | 71 |
| Cps not on air (new stations) | 146 | 169 | 88 |
| Total authorized stations | 3,818 | 1,108 | 656 ² |
| Applications for new stations (not in hearing) | 499 | 124 | 67 |
| Applications for new stations (in hearing) | 176 | 23 | 53 |
| Total applications for new stations | 675 | 147 | 120 |
| Applications for major changes (not in hearing) | 496 | 77 | 35 |
| Applications for major changes (in hearing) | 91 | 5 | 13 |
| Total applications for major changes | 587 | 82 | 48 |
| Licenses deleted | 0 | 2 | 1 |
| Cps deleted | 2 | 4 | 2 |

¹ There are, in addition, nine tv stations which are no longer on the air, but retain their licenses. ² Includes one STA.

For Sale—(Cont'd)

Stations

GUNZENDORFER

OREGON BIG MARKET 5000 WATTER. Asking \$215,000. "A GUNZENDORFER Exclusive."
CALIFORNIA SOUTHERN MARKET STATIONS. \$115,000 and \$95,000. Exclusive."
OTHERS IN OREGON, UTAH, and ARIZONA with \$18,000 down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Colo. medium fulltime \$72,500—Ala. med. f.t. \$42,500—N. M. med. regional \$150,000—Ind. med. regional \$78,000—N. Y. major regional \$135,000—Tex. metro regional. Over \$50,000 cash-flow profit in 1960. \$250,000 with 20% down.—Tex. regional \$70,000—Tex. f.t. \$70,000—Tex. metro f.t. \$425,000—La. single \$26,950—La. single \$40,000—Ark. major f.t. regional \$180,000—Tenn. single \$82,500—Tenn. major f.t. regional \$225,000—Tenn. major f.t. regional \$375,000—Fla. medium f.t. regional \$170,000—Fla. metro power \$225,000—Miss. single \$40,000—Miss. single \$45,000—Ala. major f.t. regional \$300,000—N. M. major f.t. regional \$250,000—20 others. Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17. TEXAS

Continued from page 73

Following stations were granted extensions of completion dates as shown: WRVM-FM Rochester, N. Y., to March 6; WTIX New Orleans, La., to March 1, and KSWA Sierra Vista, Ariz., to May 15.

Actions of Dec. 27

KTCR Minneapolis, Minn.—Granted cp to replace expired permit for am station.
WIFE(FM) Amherst, N. Y.—Granted mod. of license to change remote control point to Statler-Hilton Hotel, Buffalo, N. Y.
KKOK, Aubrey H. Ison and Paul C. Masterson, Lompoc, Calif.—Granted assignment of cp to Southland Bestg. Co.
WCAU-FM Philadelphia, Pa.—Granted cps to make changes in transmitting equipment (install new fm exciters), and in auxiliary transmitting equipment (install new exciters); conditions and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

WEST NORTH CENTRAL. Fine, profitable daytimer facility serving trade area of 50,000. \$100,000 annual gross. Asking \$190,000 with 29% down. Includes real estate.

SOUTHWEST. Absentee owned. Exclusive. Full time. Doing \$50,000. Asking \$80,000, 29% down.

EAST SOUTH CENTRAL. Top market. Gross \$108,000. Asking \$200,000. Excellent terms for qualified buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

KNEL Brady, Tex.—Granted authority to sign-off at 7:00 p.m. daily beginning Jan. 1 and ending March 31 except for special events.

Following stations were granted extensions of completion dates as shown: WDON Wheaton, Md., to March 1, and WKVA Lewistown, Pa., to March 1.

Action of Dec. 26

Tv Viewers Assn., San Mateo and Ambrosia Lake, N. M.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KOB-TV (ch. 4). Albuquerque, N. M.

Actions of Dec. 29

WARU Wabash-Peru Bcstg. Co. Inc. Peru, Ind.—Granted transfer of control from Stark Bcstg. Corp. to Geneva P. Schultz and Trust Funds created by Will of J. Irvin Schultz.

WWVA-FM Storer Bcstg. Co. Wheeling, W. Va.—Granted assignment of cp to WWVA Inc.

WKBA Vinton, Va.—Granted license for am station and rededicate trans. and station sites at Kyle Ave. and 2043 Tenth St., N. E., Roanoke, Va.

WKIX Raleigh, N. C.—Granted license for aux. trans.

WAUX Waukesha, Wis.—Granted license covering change in trans. location, increase in power, installation of DA-D, new trans., and deletion of remote control; condition. WRFB Tallahassee, Fla.—Granted license covering change in frequency.

WNOG Naples, Fla.—Granted license covering change in ant.-trans. and studio location, changes in ant. and ground systems, and installation of new trans.

KAHR Redding, Calif.—Granted license covering change in frequency, increase in power, installation of new trans., changes in ground system, and specify remote control operation.

WHEE Martinsville, Va.—Granted license covering increase in power and installation of a new trans.

WBBW Youngstown, Ohio—Granted license covering increase in daytime power, installation of new trans. and ant. changes.

WKOS Ocala, Fla.—Granted license covering increase in power, installation of new trans. and changes in ant. system.

WSOC Charlotte, N. C.—Granted license covering installation of new trans. as alternate main night and aux. daytime with remote control operation.

WSJC Magee, Miss.—Granted license covering increase in power, change frequency, ant.-trans. location, installation DA and ground system and new trans.

WSBT-TV South Bend, Ind.—Granted cp to change ERP to vis. 130 kw; aur. to 65 kw; ant. height 1,070 ft.; type ant., changes in ant. system; other equipment changes, and correct coordinates.

WFCJ(FM) Miamisburg, Ohio—Granted mod. of cp to change type trans.

KTCR Minneapolis, Minn.—Granted mod. of cp to change ant.-trans. and main studio location (same site) and type trans.

Following stations were granted extensions of completion dates as shown: WAMM Flint, Mich., to May 9; WFCJ(FM) Miamisburg, Ohio, to Dec. 28; WWVA-FM Wheeling, W. Va., to March 30.

WESC-FM Greenville, S. C.—Remote control permitted.

Granted change of remote control authority for following stations: KIT Yakima, Wash.; KXJK-AM-FM Forrest City, Ark.

Action of Jan. 2

WJAY The Mullins & Marion Bcstg. Co. Mullins, S. C.—Granted transfer of control from Maymie T. Smith to William T. Harrelson (presently 33-1/3% owner); consideration \$35,000 for Miss Smith's 66-2/3% interest.

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RADIO-TV SET COUNTS *Continued from page 73*

| Area | Popula- tion | Occupied Dwelling Units | Total Radio Homes | Radio Percent Satura- tion | 2 or more sets | Total Tv Homes | Television Percent Satura- tion | 2 or more sets |
|--------------------|-----------------|-------------------------------|-------------------------|-------------------------------------|----------------------|----------------------|--|----------------------|
| Greene | 42,163 | 11,892 | 10,426 | 87.7 | 2,078 | 9,276 | 78.0 | 311 |
| Grundy | 11,512 | 2,975 | 2,385 | 80.2 | 143 | 1,898 | 63.8 | 41 |
| Hamblen | 33,092 | 9,278 | 8,217 | 88.6 | 2,263 | 7,205 | 77.7 | 308 |
| Hamilton | 237,905 | 69,825 | 61,477 | 88.0 | 19,940 | 61,222 | 87.7 | 6,985 |
| Hancock | 7,757 | 1,976 | 1,789 | 90.5 | 109 | 1,220 | 61.7 | — |
| Hardeman | 21,517 | 4,962 | 3,770 | 76.0 | 434 | 3,304 | 66.6 | 78 |
| Hardin | 17,397 | 4,908 | 4,006 | 81.6 | 598 | 2,975 | 60.6 | 39 |
| Hawkins | 30,468 | 8,201 | 6,951 | 84.8 | 1,136 | 5,786 | 70.6 | 114 |
| Haywood | 23,393 | 5,643 | 4,367 | 77.4 | 572 | 3,613 | 64.0 | 92 |
| Henderson | 16,115 | 4,694 | 4,038 | 86.0 | 536 | 3,309 | 70.5 | — |
| Henry | 22,275 | 7,112 | 6,264 | 88.1 | 1,300 | 5,031 | 70.7 | 226 |
| Hickman | 11,862 | 3,395 | 2,993 | 88.2 | 281 | 2,630 | 77.5 | 69 |
| Houston | 4,794 | 1,392 | 1,193 | 85.7 | 236 | 942 | 67.7 | 22 |
| Humphreys | 11,511 | 3,384 | 2,828 | 83.6 | 497 | 2,816 | 83.2 | 90 |
| Jackson | 9,233 | 2,591 | 2,145 | 82.8 | 173 | 1,685 | 65.0 | — |
| Jefferson | 21,493 | 5,902 | 5,323 | 90.2 | 1,272 | 4,702 | 79.7 | 233 |
| Johnson | 10,765 | 2,902 | 2,588 | 89.2 | 543 | 2,405 | 70.5 | 21 |
| Knox | 250,523 | 72,576 | 65,384 | 90.1 | 23,276 | 61,896 | 85.3 | 6,118 |
| Lake | 9,572 | 2,650 | 1,889 | 71.3 | 242 | 1,843 | 69.5 | 90 |
| Lauderdale | 21,844 | 5,915 | 4,585 | 77.5 | 631 | 4,463 | 75.5 | 198 |
| Lawrence | 28,049 | 7,841 | 6,799 | 86.7 | 1,053 | 5,829 | 74.3 | 134 |
| Lewis | 6,269 | 1,789 | 1,487 | 83.1 | 132 | 1,282 | 71.7 | — |
| Lincoln | 23,829 | 6,926 | 6,184 | 89.3 | 1,388 | 4,992 | 72.1 | 141 |
| Loudon | 23,757 | 6,717 | 5,805 | 86.4 | 1,252 | 5,769 | 85.9 | 250 |
| McMinn | 33,662 | 9,549 | 8,155 | 85.4 | 1,624 | 7,712 | 80.8 | 518 |
| McNairy | 18,085 | 5,239 | 4,168 | 79.6 | 326 | 3,579 | 68.3 | 23 |
| Macon | 12,197 | 3,603 | 3,177 | 88.2 | 425 | 2,754 | 76.4 | 43 |
| Madison | 60,655 | 17,945 | 15,568 | 86.8 | 4,128 | 13,943 | 77.7 | 610 |
| Marion | 21,036 | 5,472 | 4,386 | 80.2 | 708 | 4,563 | 83.4 | 311 |
| Marshall | 16,859 | 5,046 | 4,656 | 92.3 | 814 | 4,143 | 82.1 | 171 |
| Maury | 41,699 | 12,163 | 11,036 | 90.7 | 2,695 | 9,920 | 81.6 | 432 |
| Meigs | 5,160 | 1,291 | 1,020 | 79.0 | 42 | 1,038 | 80.4 | — |
| Monroe | 23,316 | 6,022 | 4,588 | 76.2 | 723 | 4,352 | 72.3 | 155 |
| Montgomery | 55,645 | 14,145 | 12,121 | 85.7 | 3,147 | 12,269 | 86.7 | 672 |
| Moore | 3,454 | 1,016 | 891 | 87.7 | 40 | 710 | 69.9 | — |
| Morgan | 14,304 | 3,381 | 2,663 | 78.8 | 602 | 2,377 | 70.3 | 66 |
| Obion | 26,957 | 8,562 | 7,724 | 90.2 | 1,518 | 6,873 | 80.3 | 203 |
| Overton | 14,661 | 3,982 | 3,447 | 86.6 | 242 | 2,566 | 64.2 | 59 |
| Perry | 5,273 | 1,554 | 1,345 | 86.6 | 44 | 1,137 | 73.2 | 67 |
| Pickett | 4,431 | 1,179 | 1,045 | 88.6 | 155 | 729 | 61.8 | — |
| Polk | 12,160 | 3,221 | 2,764 | 85.8 | 444 | 2,397 | 74.4 | 111 |
| Putman | 29,236 | 8,124 | 7,441 | 91.6 | 1,424 | 6,106 | 75.2 | 282 |
| Rhea | 15,863 | 4,290 | 3,790 | 88.3 | 610 | 3,097 | 72.2 | 127 |
| Roane | 39,133 | 10,670 | 9,423 | 88.3 | 2,423 | 8,546 | 80.1 | 468 |
| Robertson | 27,335 | 7,839 | 6,784 | 86.5 | 1,476 | 6,553 | 83.6 | 394 |
| Rutherford | 52,368 | 13,822 | 12,456 | 90.1 | 3,202 | 11,826 | 85.6 | 930 |
| Scott | 15,413 | 3,714 | 3,194 | 86.0 | 357 | 2,116 | 57.0 | 63 |
| Sequatchie | 5,915 | 1,525 | 1,018 | 66.8 | 130 | 1,160 | 76.1 | 44 |
| Sevier | 24,251 | 6,628 | 5,661 | 85.4 | 1,122 | 4,664 | 70.4 | 243 |
| Shelby | 627,019 | 174,758 | 153,210 | 87.7 | 44,052 | 148,664 | 85.1 | 15,347 |
| Smith | 12,059 | 3,737 | 3,325 | 89.0 | 326 | 2,973 | 80.0 | 61 |
| Stewart | 7,851 | 2,239 | 1,808 | 80.8 | 316 | 1,750 | 78.2 | — |
| Sullivan | 114,139 | 31,937 | 28,707 | 89.9 | 10,085 | 27,782 | 87.0 | 2,460 |
| Sumner | 36,217 | 10,586 | 9,215 | 87.0 | 1,870 | 8,827 | 83.4 | 521 |
| Tipton | 28,564 | 7,289 | 5,885 | 80.7 | 1,127 | 5,310 | 72.8 | 85 |
| Trousdale | 4,914 | 1,443 | 1,319 | 91.4 | 205 | 1,121 | 77.7 | — |
| Unicoi | 15,082 | 4,167 | 3,565 | 85.6 | 858 | 3,151 | 75.6 | 124 |
| Union | 8,498 | 2,208 | 1,805 | 81.7 | 259 | 1,369 | 62.0 | 42 |
| Van Buren | 3,671 | 920 | 732 | 79.6 | 19 | 528 | 57.4 | — |
| Warren | 23,102 | 6,758 | 6,056 | 89.6 | 913 | 4,866 | 72.0 | 134 |
| Washington | 64,832 | 17,496 | 15,347 | 87.7 | 4,721 | 15,037 | 85.9 | 1,031 |
| Wayne | 11,908 | 3,212 | 2,709 | 84.3 | 251 | 1,735 | 54.0 | — |
| Weakley | 24,227 | 7,749 | 7,040 | 90.9 | 1,226 | 5,729 | 73.9 | 120 |
| White | 15,577 | 4,508 | 3,991 | 88.5 | 752 | 3,258 | 72.3 | 162 |
| Williamson | 25,267 | 6,816 | 6,006 | 88.1 | 1,270 | 5,479 | 80.4 | 318 |
| Wilson | 27,668 | 8,274 | 7,520 | 90.9 | 1,585 | 6,832 | 82.6 | 273 |
| Metropolitan Areas | | | | | | | | |
| Chattanooga | 283,169 | 82,485 | 72,517 | 87.9 | 23,029 | 72,208 | 87.5 | 7,942 |
| Knoxville | 368,080 | 104,725 | 94,002 | 89.8 | 33,389 | 89,087 | 85.1 | 8,037 |
| Memphis | 627,019 | 174,758 | 153,210 | 87.7 | 44,052 | 148,664 | 85.1 | 15,347 |
| Nashville | 399,743 | 114,635 | 103,641 | 90.4 | 37,180 | 103,056 | 89.9 | 12,576 |

State radio-tv counts previously released and issued carried: Maine—Dec. 18, 1961; Louisiana—Dec. 25, 1961; Colorado, Montana, Nevada, North Carolina—Jan. 1, 1962.



Putting a space capsule into orbit is a trick that has cost our country billions of dollars and years of work. Bringing the capsule back is almost as tricky, but one device to make capsule re-entry simpler and a lot less expensive is a parachute made from Stainless Steel.

To find a material for the parachute, United States Steel worked with a fabric manufacturer and developed a Stainless Steel wire, cold-drawn to 16 ten-thousandths of an inch—one-half the thickness of human hair. It was made into cloth with a weave so fine that it has 40,000 openings per square inch, and a mile of wire for every square foot. You can see through it—blow smoke through it—yet it's strong enough to withstand the tremendous opening shock and the heat of friction that reaches higher than 2000 °F, as the chute slows the capsule for re-entry. This amazing Stainless Steel wire is just one of 10,000 types and grades of USS Steels that are helping build a stronger America. USS is a registered trademark.



OUR RESPECTS to Richard Earl Cheverton, news director, WOOD-AM-TV

Broadcasting's challenges exist on the local level

Meet the luckiest man in all the world—Dick Cheverton, news editor of WOOD-AM-TV, Time Inc. stations in Grand Rapids, Mich., and president of Radio-Television News Directors Assn. He nominates himself for the title and cites two reasons to justify his claim.

First, Dick's glad just to be on the premises after his experience in Russia four years ago. That was the time a Polish airliner clipped off the tops of trees on its approach to a Moscow airport and then ploughed 300 yards through a muddy field. Nine of the 14 passengers were killed. Dick, who was half buried in the soft mud when he recovered consciousness, was banged up badly, suffering a collection of broken ribs and other injuries.

That was the No. 1 reason for his claim to the luckiest-man title. The second reason is intriguing and reflects his professional and personal philosophy. It centers around a decision reached in the late 40s, while he was operating a Muscatine, Iowa, laundry that his wife, Virginia, had inherited.

Laundry To Newsroom ■ Dick figured he had a cozy future just keeping Muscatine clean, though it wasn't very interesting. About that time a new radio station took the local air—KWPC. George Volger, head of the operation, induced him to supervise the newsroom. Soon he was spending more time there than at the laundry.

So he sold the laundry and worked at KWPC and other small stations until WMT Cedar Rapids, Iowa, hired him.

That put him into broadcast journalism for good. Here's the way he figures his entry into this profession makes him the luckiest man: "It's my conviction that anyone in radio or television journalism has the most challenging, exciting and responsible job in communications today. The challenge is greater at the local level. In communities like Grand Rapids the rivalry between newspapers no longer exists.

"In many such communities radio news finds itself the victim of programming pressures that tend to lessen effectiveness. Television news, locally, has problems of cost, insufficient personnel and equipment limitations."

Local News Needs ■ This situation—the combination of unexciting newspaper reporting, an abundance of too brief radio newscasting and limited tv newscasts—gives an idea of what goes on in a community each day.

But Dick says more is needed to get a proper idea of what's happening. "The evidence is present," he said, "that people want to be informed by radio

and tv. They're tuning us in and the stature of the media editorial is increasing along with documentaries, commentaries and programs dealing with special issues.

"Radio and tv newsmen, youthful and pioneering, can excite people and get them moving. Someone has to get mad about the excesses we see around us. Broadcast newsmen should develop both the indignation and editorial balance and skill that will lead to local action. That's the big challenge."

Journalism's Challenge ■ And that's the challenge that was taking form in the mind of this young Iowan, then in his early 30s. Under his five-year regime at WMT-AM-TV the stations received awards from RTNDA, Sigma Delta Chi and DuPont. RTNDA called WMT the best radio news operation in the U. S.

In 1956 Dick took over the newsroom at WOOD-AM-TV, expanding it in a few years from a one-man to an eight-man staff. This news operation has also received many citations, including RTNDA's distinguished achievement award for radio news and for tv editorializing. Last year a group of news programs won the Peabody award.

Dick Cheverton entered journalism in New York City shortly after he left Monmouth College and after his marriage to Virginia Houk, his high school sweetheart. At the *Parkchester Review*, he reported, wrote society news, typed and carried copy to a midtown printer—all for \$18 a week.

After a year or so of living on this



Richard Earl Cheverton
But success isn't all luck

fat salary he moved to Newport News, Va., as editor of an advertising weekly. That one folded, so he went back to New York where he was hired by a consulting firm to plan and execute the first issues of *Parade* magazine.

Came World War II, and he joined the Navy. After the war he returned to his native Midwest (born Dec. 10, 1915 in Joliet, Ill.) for the laundry business.

National Prominence ■ Along the way he's held office in a number of news organizations besides RTNDA. They include presidency of the Iowa Radio-Television News Assn. and Northwest Radio Television News Assn.; director of AP Radio Television Assn. and then a host of official posts as he moved up the RTNDA escalator. He is an associate member of Radio Television Correspondents Assn. and member of Sigma Delta Chi.

The Chevertons have two children—Richard, a student at Northwestern Journalism School, his mother's alma mater, and Nancy, in high school. Hobbies include English bull dogs and smaller pets, sports car tinkering, golf and fishing.

As RTNDA president Dick is deeply concerned over the shortage of good radio-tv journalism school graduates as well as the shortage of experienced personnel at stations. He feels there's a lack of emphasis on basic reportorial skills and deplores the management concept that journalism is so attractive it can pay good newsmen less money than they can get in other fields.

Keep It Local ■ As head of RTNDA he has been active in the development of state news meetings sponsored by the association. These, he feels, deal with local problems and give newsmen a chance to compare notes.

All this points to one goal—upgrading of radio journalism. Dick finds his greatest interest is on a local scale, feeling important issues face many communities—growth and mobility of population, complexities of government, population frictions, educational crises, traffic, crowded court calendars.

"We know more about an international crisis than we do about our own slum areas," he said. "This is a paradox that local newsmen must solve. To me, that's about the finest responsibility a newsman can accept."

At WOOD-AM-TV he is responsible for some 20-plus hours of news programming each week as well as programs dealing with special issues or community problems.

Moment of truth

SHELL Oil and its agency for consumer products, Ogilvy, Benson & Mather, have quietly faced facts and concluded that they cannot do without television.

The moment of truth must have been especially agonizing because of the fanfare that had accompanied the start of an experiment that Shell and Ogilvy have now abandoned. Their decision a year ago to plunge everything into newspapers was proclaimed by overjoyed newspapers in headlines as black as the "Bulletins" in Shell's newspaper copy. One might almost have suspected the decision was a publicity trick. Now that it's all over, the silence is deafening.

Although Shell and Ogilvy have been reticent about discussing their new strategy, there is no doubt about this point: Shell's consumer products are back in television, and heavily so. The best estimates available last week indicated that their tv investment in 1962 will approach \$4 million. This does not include a smaller but still significant television outlay for Shell's institutional advertising, which, through Kenyon & Eckhardt, never left tv.

While waiting for the Shell-Ogilvy explanation of what happened to their all-newspaper gambit, we can only surmise. But the answer seems simple: The gambit didn't work. If it had produced the results that Shell and Ogilvy expected, it would have been continued.

We doubt that many people outside the Shell and Ogilvy shops are much surprised that it turned out this way. More than a year ago we ventured that television could look forward to this test with more confidence than the newspapers could. It was one of the easiest predictions we made all year. As an advertising tool, television simply cannot be ignored—as Shell has now found out the hard way.

Primary target: secondary boycott

THE National Labor Relations Board has decreed as legal a type of secondary boycotting in labor disputes that could give broadcast unions an unfair advantage in bargaining with any radio or television broadcaster.

As reported here last week, the NLRB ruled that union pressures exerted against advertisers using KXTV (TV) Sacramento were within the law. The ruling was a reaffirmation of a policy decided in another broadcast case last November. If it is allowed to stand, any broadcaster who gets into a labor dispute can expect to face a loss of business. The unions will be free to put the heat on any advertiser who continues to place advertising on the station.

The Sacramento case gives broadcasters a chance to take the NLRB to court review. This chance was denied them in the first decision last November. There, because of changes of ownership of the station involved, the mechanics of appeal were hopelessly complicated.

In the Sacramento case, however, the owner of the station is the Corinthian Broadcasting Corp., whose administrative vice president, Charles H. Tower, acquired wide experience in labor law in his former job as vice president of NAB and its expert on employe relations. Corinthian has announced its intention to file an appeal, and the NAB, through its manager of broadcast personnel and economics, James H. Hulbert, has announced it will give Corinthian its full support.

All broadcasters ought to join Corinthian and the NAB to the extent it is legally possible. The best legal talent ought to be engaged and the maximum effort made to obtain a reversal of the NLRB decisions.

The alternative would be to leave broadcasters at the mercy of unrealistic union demands. If a union can go to

a bargaining table secure in the knowledge it can apply pressures to the station's customers in the event of strike, it holds a club big enough to beat any broadcaster into submission.

Cloudy and unchanged

IN INFORMAL conversations a good many broadcasters have recently observed that they thought the climate in Washington was improving.

They have the feeling that in recent speeches FCC Chairman Newton Minow has seemed to be in a conciliatory mood. They take encouragement in the NAB's expectation that the FCC will considerably modify the amount of paper work it originally demanded in its proposed new program reporting forms.

Well, we hope these broadcasters are right about the climate, but we doubt it. In Mr. Minow's speeches that we have read we see no retreat from his position that the kind of program tampering he practices is perfectly all right. And even if the FCC does modify its program forms as the NAB anticipates, it will still be asking for information it cannot possibly use except to exert an influence on radio and television programming.

The accurate forecast does not at all suggest that it is time to get out the hammock and the lemonade.

Lots of good books lately

IT TURNS out that television isn't turning America into a cultural Sahara after all. We have it on no less authority than the American Library Assn. that television is elevating reading standards and expanding reading time.

In a sort of grudging acknowledgement of television influence, the library association has discovered that more people are using libraries and choosing more serious books. The association's conclusions, based on a survey of 200 libraries, were reported in BROADCASTING last week.

According to the survey, library users are turning to books on history, current events, government and science, are studying foreign languages, are showing increased interest in foreign affairs—and television is given much of the credit for stimulating this intellectual progress.

The responses to the survey, the association observed, "read very much like a commercial for television."

They do indeed, and a very believable one at that.



Drawn for BROADCASTING by Sid Hix

"Of course, the network warned us we might find ourselves in hot water making this African documentary!"



As well known to the Station Man
as his own Call Letters . . .

. . . the mark of
the finest in equipment
such as the new 4½ inch
image orthicon camera—the TK-12.



The Most Trusted Name
in Broadcasting.





**Sold...
on wsb
radio!**

When The Homestead—featuring Ethan Allen Early American furniture—opened a new store for Atlantans, it scheduled WSB Radio. And WSB got results! "Our sales have been so far above expectations that we are revising our advertising budget upward. This means we will be spending three times as much on WSB," declared Robert B. Eckert, President of The Homestead. Local advertisers have tested and proved WSB Radio's selling power. You can profit by their experience on the 50,000 watt "Voice Of The South!"



Represented by
Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.