



# BROADCASTING

THE BU:

USAF Air University  
Library Serls Unit Acq Branch Y 10  
(01-600) 60-5781  
Maxwell Air Force Base  
Montgomery Ala

WJ-D  
Y 10  
7057  
APRG

VISION AND RADIO

NEWSPAPER

FEBRUARY 5, 1962

Dwindling take dismays commercial film makers, who blame agency bidding . . . . . 27

Tempest at a hearing: NBC takes vigorous stand against network regulation . . . . . 52

NAB board refuses to depopulate itself, worries about station overpopulation . . . 39

The moody, ever-changing listener to radio has some surprising loyalties . . . . . 46

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This month, we celebrate thirty years of representing some of the finest radio and television stations in America . . . stations which have helped make Broadcasting the great Industry it is today.

As the original Station Representative, we are proud to be identified with an Industry which has contributed so much to our Country.

We look forward to still greater achievements by Broadcasting during the years ahead.

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

Pearls courtesy of Cartier, Inc.



**YOU MAY NEVER VISIT THE TALLEST STATUE\* —**

**BUT... You Can Build A Giant Audience  
In Greater Western Michigan!**

WKZO Radio carries commercials to FAR the largest radio audience—morning, afternoon, night—in the Kalamazoo-Battle Creek and Greater Western Michigan market. And the WKZO Radio coverage area is one of America's fastest-growing markets, too. Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965.

WKZO outpulls all competitors in *all* 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday (see Pulse at left).

Ask your Avery-Knodel man *soon* for the amazing facts about WKZO's supremacy in Greater Western Michigan.

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

\*The 173-foot Buddha in Afghanistan is the world's tallest statue.

7-COUNTY PULSE REPORT			
KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961			
SHARE OF AUDIENCE — MONDAY-FRIDAY			
	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

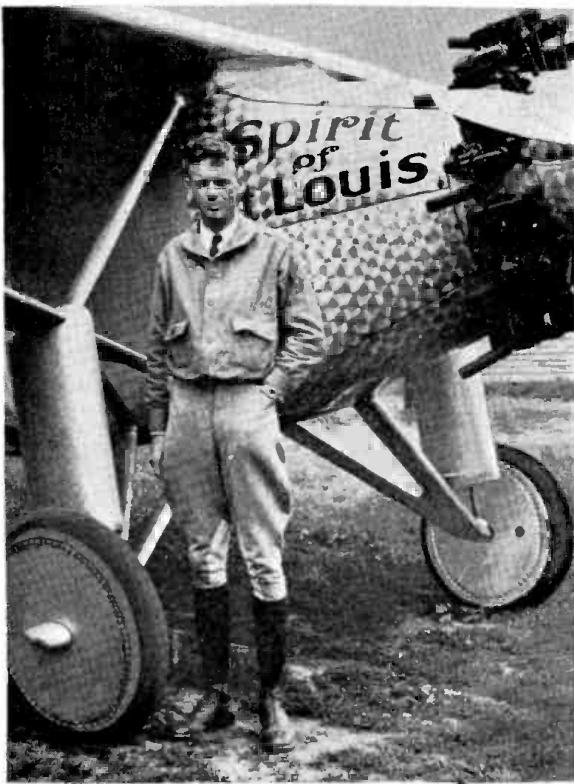


*The Feltzer Stations*

- 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**

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK  
AND GREATER WESTERN MICHIGAN**  
Avery-Knodel, Inc., Exclusive National Representatives

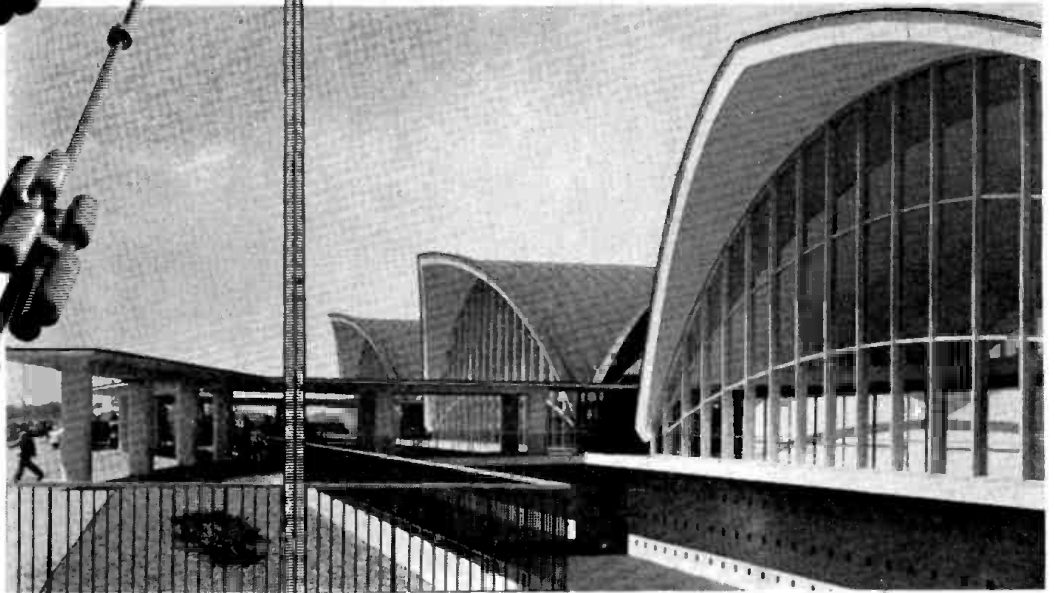


## *The NEW Spirit of St. Louis*

When Charles A. Lindbergh made his historic flight in the "Spirit of St. Louis" in 1927, St. Louis became the hub of aviation pioneering. Today, the superbly designed and internationally acclaimed St. Louis air terminal building is but one of many examples of the city's continuing progressiveness and leadership.

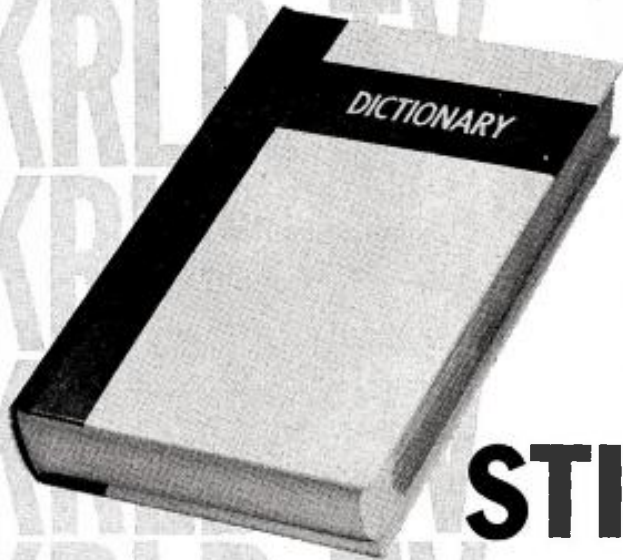
KTVI is proud to be a part of the exciting growth program now in progress in St. Louis.

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



Represented  
nationally by **BLAIR-TV**

**KTVI**  
CHANNEL  
ST. LOUIS **2**



# STIMULATE

stim·u·late (stim' ū·lāt ), v. To rouse to action or effort, spur on.

Because KRLD-TV attracts more viewers than any other station in the Dallas-Fort Worth market\* your advertising dollar does its best job for your products and services on Channel 4.

To stimulate sales, with a schedule designed to attract more viewers for your message, see your Advertising Sales representative.

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.

## FCC to get super-executive

Preliminary Booz, Allen & Hamilton report on FCC was distributed to commissioners and key staffers last week. As expected, study recommends establishment of executive director (CLOSED CIRCUIT, Dec. 25, 1961), but broad powers which will be delegated to director surprised everyone. Many independent offices and branches of FCC will be placed under executive.

*Report consists of three volumes, with 22 chapters and led Chairman Newton Minow to express surprise at bulk of document. Largest part deals with background, history and reasons for study. Members and staff have been instructed to peruse report for double meanings and factual errors. Final version in complete form is due Feb. 28.*

## Another network bill

Staff of Dodd Juvenile Delinquency Subcommittee appears to have dropped idea of recommending Congress appropriate funds for research on effect of television on children. Staffers, instead, are working on network-regulation bill. They maintain it's "better" than FCC-drafted bill (S 2400), introduced in Senate last year. In present form it wouldn't get into programming; its primary purpose being to open up competition among program sources. Novel aspect is that its definition of network would include important tv syndicators.

*Meanwhile, as staff prepares for resumption of hearings into responsibility for tv sex and violence, there are indications ABC-TV president Oliver Treyz, who testified two weeks ago (BROADCASTING, Jan. 29), will be asked back. Subcommittee still has number of matters it wants to discuss with him.*

## Board badgered too

Showing of hands at NAB board meeting last Tuesday at Sarasota, Fla., revealed that more than one-third of 43-man body had received "lawyer" letters from FCC alleging complaints against their programming or operations and requesting explanations. Directors were told by staff spokesmen that such letters are virtually automatic under new Broadcast Bureau policy, and do not require FCC approval.

## What is commercial?

Behind seemingly innocuous resolution adopted by NAB joint board at its concluding session in Sarasota last week urging closer liaison with educa-

# CLOSED CIRCUIT®

tional broadcasters is concern over possible commercial implication in educational programming trend. Many etv stations are showing films, ostensibly educational, produced by large commercial entities who now receive credit lines such as "Produced and filmed by XX Oil Co." Question: Is this commercial use of non-commercial educational channels? Question: What about adding slogan such as "Use XX products for happy driving" or "Stop at the XX sign?"

## On second thought

Although no announcement was made, FCC last week tentatively granted petition for reconsideration by KWTX-TV Waco, Tex., of hearing ordered in station's application for power increase and taller antenna (BROADCASTING, Sept. 25, 1961). Hearing to be canceled by last week's action had been ordered by 4-3 vote on duopoly and overlap issues because of 29% ownership of KWTX-TV by LBJ Co., which in turn is principally owned by wife of Vice President Lyndon B. Johnson (BROADCASTING, July 31, 1961). FCC questioned whether LBJ Co. "controls" Waco station as LBJ also owns KTBC-TV Austin, Tex., and KWTX-TV in turn owns 50% of KBTX-TV Bryan, Tex.

## Patriotism plus insurance

Proposal of Life Insurance Institute to supply radio stations on "public service" basis with spots having patriotic theme, but none the less extolling merits of insurance, was quietly interred by NAB radio board at meeting in Sarasota, Fla. last Wednesday. Despite staff recommendation, board concluded that use of spots, aside from other considerations, would be in derogation of Section 317 of Communications Act dealing with sponsor identification and that stations thereby might throw themselves open to punitive action by FCC. Moreover, it was pointed out that Institute is big user of paid space in magazines and some newspapers but eschews use of radio-tv on commercial basis.

## Am-fm radios?

Fm broadcasters can't shake idea that if FCC feels Congress should require all tv receivers to be both uhf and vhf, why not all aural radio sets to be both fm and am? Idea was broached to National Assn. of Fm Broadcasters, and promises to be subject of significant consideration at

NAFMB meeting March 31 in Chicago, just prior to NAB convention opening.

## Alcoa co-sponsor

Aluminum Co. of America is reported looking for alternate-week advertiser to share Monday, 10-11 p.m. time slot on ABC-TV in 1962-63 season. Alcoa is discussing situation with General Electric (leaving CBS-TV next season) and others in hopes of continuing anthology-type show—it now sponsors *Alcoa Premiere*, ABC-TV, Tuesday, 10-11 p.m. Advertiser may have to give up its 10-year program formula and buy participations in network series if alternate-week sponsor can't be found. Revue Productions, producer of *Alcoa Premiere*, and ABC-TV are assisting search for another advertiser.

## Lighting up tv

When FCC Chairman Newton N. Minow makes on-the-spot pitch for all-channel legislation before congressional committee he will have visual presentation "in glorious color" to help sell contention that uhf will light up tv stations across country. Chairman is having 4x8 ft. map of U.S. prepared with small lights for every existing station as well as allocation. Vhfs will be shown red; uhf yellow, and educational stations blue. Circuits are wired so that any combination of lights can glow at one time, such as all network affiliates. Every city with dark uhf allocation will be lighted to show congressmen what "might" happen with uhf system.

## Nets agree in part

National tv networks are willing to work in cooperation with NAB tv code office on acceptability of commercials, they made clear last week at NAB's board meeting in Florida. But they stood firm in their refusal to grant final authority to NAB code group in case of programs. In agreeing to sit on tv code board, networks will comprise third of new maximum of nine members. Since code group now consists of only seven members, room will be made for three network members by cutting back number of station representatives from seven to six. All details of new liaison between code board and nets haven't been resolved but NAB feels they can be worked out. In any case, some of stickiness has been removed from code operation.

**WE'RE ADULT ABOUT IT!**

Mon. 7:00 p.m.	EVERGLADES	Thurs. 7:00 p.m.	DIVORCE COURT
7:30 p.m.	DANGER MAN	8:00 p.m.	PETER GUNN
Tues. 7:00 p.m.	SEA HUNT	Fri. 8:00 p.m.	THIRD MAN
8:00 p.m.	KING OF DIAMONDS	Sat. 6:30 p.m.	HIGHWAY PATROL
Wed. 8:00 p.m.	BEST OF THE POST	Sun. 6:30 p.m.	TRUE ADVENTURE

**For Adult Audience Prime Evening Minutes . . .**

**THE NO.1 BUY IN DETROIT IS**



**NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.**

# WEEK IN BRIEF

The cost of producing film commercials is becoming an agency problem as competition intensifies and profits shrink at production firms. A depth study of this aspect of tv's growing cost problems. See lead story . . .

## COMMERCIAL FILM COSTS . . . 27

Those who want the NAB board cut down from its 43-man total will have to wait a while. At its winter meeting the directors put aside reorganization moves. A new structure committee will be named. See . . .

## NAB OVERHAUL SCUTTLED . . . 39

The air in the FCC's network hearing room started to thicken last week as 10 NBC executives testified. They were blunt about it, from Chairman Sarnoff down, contending proposed legislation is much too broad. See . . .

## NBC RUFFLES CALM . . . 52

An idea of the way tv film commercial costs are mounting comes from a major agency. It found a 60-second filmed spot has gone up at least five times, sometimes even 15 times, in a decade. See . . .

## FILM SPOTS UP FIVE TIMES . . . 29

NAB's board took another major step of interest to all elements of the broadcast medium. It adopted a small-scale research unit rather than the vast university center asked by President Collins. See . . .

## NEW NAB RESEARCH PLAN . . . 42

Meet the typical radio listener, a moody sort with paradoxes. But he really listens, though in a dial-twisting sort of way. Most important, he twists dials with a reason, according to psychological study. See . . .

## THE MOODY RADIO LISTENER . . . 46

Judging by the slow pace of Washington and the courts, the Carlton Fredericks case may be around a long time. Last week U. S. marshals seized the inventory of Foods Plus, whose products Fredericks promotes. See . . .

## FOODS PLUS SEIZURE . . . 66

The FCC's plan to duplicate 13 of the 25 clear channels met opposition on Capitol Hill last week. Roy Battles, of Clear Channel Broadcasting Service, said the plan would amount to a national tragedy. See . . .

## CLEAR BILL SUPPORTED . . . 64

Maybe the Minow-Lewis feud can be sharpened up a bit and given a prime test on video. William B. Lewis, agency executive, offers more caustic comments on the tv views and speeches of Chairman Minow. See . . .

## LEWIS CHIDES MINOW . . . 63

NBC network is the second to support FCC-sponsored legislation to require tv factories to make only all-channel sets. Earlier, CBS had come out for the bill, which a large number of set makers oppose. See . . .

## NBC ASKS ALL-CHANNEL SETS . . . 62

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### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

# Last week's ad

Close...		Still close...		What will happen next?	
Network	Rating*	Network	Rating*	Network	Rating
ABC-TV	19.9	ABC-TV	19.6		
Net Y	19.5	Net Y	18.3		
Net Z	19.3	Net Z	19.9		

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

\* Source: Nielsen 24 Market TV Report—week ending Jan. 14, 1962.  
Average Audience, all commercial programs, Mon. thru Sun., 7:30-11 P.M.

**Watch this space.**

**ABC Television**

# This week's ad

Network	Rating*
ABC-TV	20.1
Net Y	18.7
Net Z	19.5

\* Source: Nielsen 24 Market TV Report—week ending Jan. 21, 1962.  
Average Audience, all commercial programs, Mon. thru Sun., 7:30-11 P.M.

The race, as any cursory chart reader can see, continues close.

With some emerging differences, contributing to ABC-TV's current lead:

Like placing 4 programs in the top 10. *My Three Sons, Ben Casey, The Real McCoys, 77 Sunset Strip.*

Like 9 out of the top 20. Add to the 4 mentioned—*The Untouchables, Naked City, Flintstones, Margie, Target: The Corruptors.*

Like half-hour firsts. ABC 19, Net Y 13, Net Z 17. Like 3 out of the 7 nights, with Net Y and Net Z taking 2 and 2.

Keep watching.

**ABC-TV**

Source for last week's ad: Nielsen 24 Market TV Reports, weeks ending Jan. 7 & 14, 1962. Source for this week's ad: Nielsen 24 Market TV Report, week ending Jan. 21, 1962. Average audience, all commercial programs, Mon. thru Sun., 7:30-11 P.M.



## NAB TO STUDY RADIO OVER-CROWDING

Board opposes network licensing, favors all-channel sets

NAB joint board of directors at closing session of its mid-winter meeting (stories pages 39 and 42) Friday at Sarasota, Fla., approved:

- Record budget of \$1.7 million for fiscal year 1962-63 which begins in June, equaling last year's record.

- Rejected reorganization plan to reduce size of radio board from 20 to 18 and approved appointment of 10-man committee representative of radio and tv boards, to devise advertisement plan by June 1.

- Approved appointment of radio committee to review problem of "overpopulation" in radio, looking toward recommendation to FCC.

- Endorsed legislation for mandatory all-channel receivers but with proviso that FCC be barred from deleting existing vhf stations (deintermixture).

- Opposed network licensing as proposed in pending legislation and under consideration by FCC at current hearings on programming.

- Approved report of ad hoc committee to establish new research department within NAB, indefinitely postponing plan to set up Broadcast Research Center at major university.

- Amended by laws to eliminate "tv only" directors on television board but retained total of 14 tv directors.

- Upon recommendation of President Collins agreed to set up closer liaison with educational broadcasters.

Board decreed that after 1962 fall conferences, meetings will be held in

alternate years (nine conferences one year, eight next) to relieve staff hardship. It also concluded that 17 districts should follow state lines and not be split except in California. It authorized term of two years instead of one year for chairman of joint boards. Clair R. McCollough, president, Steinman Stations, incumbent chairman, concludes his first term (which will have run 18 months) next June and now will be eligible for another one-year term.

Board approved Statler Hilton Hotel in Washington as site of next board meeting, to be held June 25-27.

Herbert Evans, president, Peoples Broadcasting Corp., Columbus, who heads "mission Latino," which was scheduled to leave Saturday (Feb. 3) for tour of South American countries, told board of plans for goodwill trip. Group will be entertained by presidents of Mexico, Chile and Peru. Board formally voted 28 members of group and wives as official representatives of NAB board.

## Clears get support from Defense Dept.

Defense Dept. went on record Friday as favoring retention of clear channels and increased power for stations operating on them. It says clears are important to department's contingency plans for "survivable" communications network in time of enemy attack.

Department's views were given by Air Force Maj. Gen. John B. Bestic, director of telecommunications, in testimony before House Communications Subcommittee. Congressmen are considering legislation that would block FCC's plan to duplicate 13 of 25 clear channels.

Support for clears was expressed also by National Grange, National Council of Farm Cooperatives, and Radio Service Corp. of Utah, licensee of KSL Salt Lake City, one of clear-channel stations not affected by FCC decision.

American Farm Bureau Federation and Michigan Farm Bureau supported legislation in statements submitted for record.

Only opposition to legislation was contained in statement submitted by

WFTW Fort Walton Beach, Fla., daytime station. Wilbur R. Powell, president, said he "strongly favors" FCC action.

Gen. Bestic said Defense Dept. "defers in policy considerations" to FCC views. But "with respect to the technical aspects" involved in issue, he said, "we favor increased power and clear-channel operation."

He said military is developing system that would enable it communicate over radio station frequencies at same time regular programs are on air. Clear-channel stations, he said, would be "major contributors" to contemplated circuit because of their technical advantages—wide geographical coverage and interference-free signals.

He said studies show nuclear attack could cause wide damage to military circuits. But system composed of clear-channel stations, along with other channels stations, along with other circuits would increase chances of survival of "elemental communications capabilities," he said.

## Chun King head sees monopoly in tv time

Tv advertiser Jeno F. Paulucci (Chun King Corp. president) is asking Newton N. Minow to clean up situation he alleges has networks insisting on "controlling the production of programs as well as the time slots." Mr. Paulucci's wire to FCC chairman was sent Jan. 31 and released Feb. 2 in New York.

Mr. Paulucci suggested FCC has yet to get into "the real heart of the problem" in current hearing. Among other things he charged networks with:

Giving up to 60% discounts to giant firms with large tv volume (asks this be reduced to no greater amount than 10% off basic rate), and encouraging advertisers to buy "26 weeks of alternate sponsorship of some no good half-hour show that the network would offer us [Chun King] only because it is a reject from the giants."

Chun King has been heavy spot tv investor (nearly \$700,000 in 1961) and this year has allocated nearly \$3 million for tv. It had ABC-TV special on Feb. 4 that starred Stan Freberg (BROADCASTING, Jan. 15).

Of this time period, Mr. Paulucci reminded Mr. Minow that it is only "half prime time." He said both NBC-TV and CBS-TV refused to consider even this hour in schedule, and ABC-TV did

### Minow on 'numbers'

FCC Chairman Newton N. Minow Feb. 2 in taped interview on *Eyewitness* (CBS-TV, Friday, 10:30-11 p.m.) said he'd be "inclined" to think that attention to "the numbers" has pulled tv program levels downward.

On differences of "licensing" or "regulating" networks, Mr. Minow said, "Fundamentally, the concept of a license is that there are a limited number usually, whereas in a regulation there can be any number of networks."

## WEEK'S HEADLINERS



Mr. Gribbin

board. Mr. Larmon, who joined Y&R in 1929, was president and chairman from 1942 until Mr. Gribbin became president in October 1958. Mr. Gribbin joined agency in 1935.

only because program appeared refreshing.

Mr. Paulucci's wire, more than 800 words long, referred to networks as "monopolistic," and asserted that this "horrible and revolting situation . . . requires correction immediately."

He said he paid \$150,000 (time only) for hour but that giant tv advertisers pay half, thus competing unfairly. He said that unless FCC puts end to "this monopolistic and unfair control and discriminatory discount practice by the networks" small and medium sized firms cannot grow while giants "let you grow until you are interesting enough for them to buy out."

Mr. Paulucci says situation for non-blue-chip advertiser amounts to this: Pay over double rates for time over that of giant companies, "plus take the junk they don't want or else be forced to buy time such as our one hour of half-day and half-prime time to at least reach the public once with a full minute commercial during semi- and prime-time."

### Network code link

NAB and national tv networks will be brought closer by expansion of NAB tv code board from seven to nine members, with provision for member representing each network.

Action was taken by NAB tv board of directors in Sarasota (see story, page 9). It is aimed at solution of inadequate code-network liaison (CLOSED CIRCUIT, Jan. 29). Network representatives on code body will be named by NAB President LeRoy Collins.

## Kennedy, Kerr moves to affect space tv

Shape of space communications is scheduled to be outlined in next few weeks when—

▪ President Kennedy sends to Congress this week his administration's views on how space relay system should be established, and

▪ Sen. Robert S. Kerr (D-Okla.) chairman of the Senate Space Committee, holds hearing Feb. 26 on his bill (S-2650) to set up a privately owned space communications system.

President Kennedy, Washington sources speculate, will follow approach sponsored by Dept. of Justice and some of more liberal congressmen, aimed at preventing AT&T monopoly of satellite system. The plan will be accomplished, it's believed, by ownership of space company to international and domestic common carriers, equipment and space manufacturers, and possibly public.

FCC still hold position that space relaying is another facility for trans-oceanic communications and should be run by international common carriers. National Aeronautics & Space Administration generally has taken same position.

One point sure to be stressed in President's message: Space communications system must be "global." There have been suggestions that satellite relays be used at first solely for communications with Europe.

### First series scheduled in Katz-Ziv-UA plan

First series in Katz Agency Inc., and Ziv-UA experimental "Trailblazer" plan to provide alternate source of primetime programming for tv stations (BROADCASTING, Dec. 18, 1961) is slated for fall start.

Review committee for "Trailblazer" has selected 30-minute series, *The story of . . .*, David Wolper production, to be released by Ziv-UA. Program is designed for outright sale in time guaranteed by participating Katz-represented stations. Program purchase for one year and calls for 38 original episodes and 14 reruns.

Original "Trailblazer" proposal, which called for second program series to be used as spot carrier, has been modified to include use of only one program during plan's first year.

### Minow pushes all-uhf plan

FCC Chairman Newton Minow took his crusade for all-channel tv sets and development to midwest Friday week, telling Executives Club of Chicago that "more stations mean more competition and more diversity."

Mr. Minow commended Admiral

### Voice sets JFK talk

President Kennedy will make worldwide Voice of America broadcast Feb. 26, to help mark 20th anniversary of U.S. Information Agency's radio service. Special broadcast, from auditorium of VOA's Washington headquarters, will be attended by invited audience including leaders in communications field and Congress.

Secretary of State Dean Rusk, USIA Director Edward R. Murrow and VOA Director Henry Loomis will also participate in ceremonies.

Corp. and Zenith Radio Corp. for their all-channel set positions (early story page 62).

## McAndrew outlines NBC news principles

NBC newsmen have wide latitude in analyzing and interpreting news, William McAndrew, executive vice president, NBC News, told FCC network hearing Friday (Feb. 2). Asked by Commissioner Lee how much freedom to express opinions is given to *Huntley-Brinkley Report*, Mr. McAndrew said about only limitation is taboo on definite stand for certain legislation or political candidate, for example.

He told FCC counsel James Tierney ratings are only source for NBC contention that news and information shows attract substantially smaller audience than entertainment. Procter & Gamble's famous guidelines for its programs (BROADCASTING, Jan. 29) do not apply when P&G sponsors program produced by his department, Mr. McAndrew said. (For Mr. McAndrew's prepared statement, see page 62.)

David C. Adams, NBC senior executive vice president, returned to stand briefly and said most pressures are exerted by groups which object because something has been broadcast rather than those which advocate a specific presentation.

Hearing resumes today (Monday) with testimony from ABC-TV executives.

### WJIM-AM-TV, NLRB agree

Settlement stipulation by Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.), National Assn. of Broadcast Employees & Technicians and National Labor Relations Board was approved Feb. 2 by board. Under stipulation broadcasting firm agrees not to restrain, coerce or attempt to dissuade employees from union sympathies or membership.

# John McLendon announces

the appointment of  
Bernard Howard & Co., Inc. as ex-  
clusive national representative for  
the McLendon Ebony Group, the  
nation's top-rated Negro group.

WOKJ, Jackson, Mississippi

WENN, Birmingham, Alabama

KOKY, Little Rock, Arkansas

KOKA, Shreveport, Louisiana

Effective February 15, 1962

**Bernard Howard & Company, Inc.**

Offices: New York, Chicago, Atlanta, Los Angeles, San Francisco

There's a whole new look to television market comparisons! And the reason why is

**KELO-LAND TV.**



**46<sup>TH</sup>**

IN THE ENTIRE CBS  
181-STATION LINEUP!

**52<sup>ND</sup>**

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<sup>tv</sup>LAND**

KELO-TV SIOUX FALLS; and interconnected  
KDLO-TV Aberdeen, Huron, Watertown  
KPLO-TV Pierre, Valentine, Chamberlain

JOE FLOYD, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Benson, 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.; WLWL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO Des Moines

## DATEBOOK

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

\*Indicates first or revised listing.

### FEBRUARY

Feb. 6—KTLA Day at Los Angeles Ad Club. Clete Roberts, head of KTLA's news department, will discuss the role of television in the news field and the place of news in a station's program schedule. Statler-Hilton Hotel, Los Angeles.

\*Feb. 6-7—National Council of Churches' Broadcasting & Film Commission, annual meeting. Riverside Church, New York City.

\*Feb. 6—Awards dinner, Veterans of Foreign Wars Voice of Democracy essay contest. Sheraton Park Hotel, Washington.

\*Feb. 6—Academy of Television Arts and Sciences, New York chapter forum on the future of New York television. Overseas Press Club, New York.

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

\*Feb. 7—Radio & Television Executives Society, Newsmaker Luncheon. J. H. Felker, assistant chief engineer, AT&T is speaker. Grand Ballroom, Hotel Roosevelt, New York.

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. 8-10—Mutual Advertising Agency Network, annual meeting. Palmer House, Chicago.

\*Feb. 9—Fifth Annual Advertising Inst., annual meeting. John M. Couric, NAB director of public relations, will be featured luncheon speaker; his topic is to be "Government Regulations on Advertising." Hotel Barringer, Charlotte, N. C.

\*Feb. 9-11—New England chapter, American Women in Radio & Television, 10th annual conference. Castle Harbour Hotel, Bermuda.

Feb. 9—Western States Advertising Agencies Assn., annual awards luncheon for the "advertising citizen of 1961." Ambassador Hotel, Los Angeles.

Feb. 9-11—National Advertising Agency Network, midwest regional meeting. Whittier Hotel, Detroit.

Feb. 9—Academy of Television Arts and Sciences, Hollywood chapter, Valentine Ball. 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. 19—Reply comments due in FCC rule-making (Docket 14419) which would restrict and eventually prohibit the presunrise operation of daytime only stations.

Feb. 19—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte,

N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Feb. 5).

Feb. 19—Deadline for comments on FCC's proposals to expand use of uhf band, including dual 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 Feb. 5).

Feb. 19—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following 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, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240). (Rescheduled from Feb. 5).

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

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

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

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

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

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

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

### MARCH

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

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

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

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

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

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

\*March 7—Academy of Television Arts &

BROADCASTING, February 5, 1962

HERBERT A. PHILBRICK

January 24, 1962

Gentlemen:

My congratulations to "Broadcasting" for their informative and timely lead article of January 22, entitled "Red Threat Livest Program Theme". It makes the same point I've been hammering at for 13 years. It's time the people were given the RED REPORT.

I have a series now in production which will be ready to start June 1, 1962. Entitled THE RED REPORT, it is an informative anti-communism program designed to alert the American people to the "communist criminal conspiracy".

Based on my experience, background and training as undercover agent in the "party" for the FBI, it will be a well documented series which can fill the "public service" need of any TV station, client or business man. This is not a rehash of "I Led Three Lives", rather it is a completely new, up-to-the-minute, factual presentation which unmasks communist activities around the world today.

It is a unique series since it is a library of 130 5-minute TV film shows. We now have 5 pilot films available for immediate screening with 21 more being processed. Details can be obtained from Gerry Girouard, Lynn TV Enterprises, Inc., 550 Fifth Avenue, New York City. (Phone PLaza 7-3638)

Remember....."Better brave than slave".....that's my purpose and with THE RED REPORT it can be your public service campaign for a better and stronger America.

Sincerely,



Herbert A. Philbrick

JOHN B. SOELL

VICE PRESIDENT AND GENERAL MANAGER

**KTVE**

*announces*

*appointment of*

VENARD, RINTOUL & McCONNELL, INC.

*national*

*representatives for*

**KTVE**

MONROE, LA.—EL DORADO, ARK.

Channel 10

NBC-ABC

316,000 watts

Antenna 1352 feet above average terrain

*Serving*

177,770 TV Homes\* in

Arkansas Louisiana Mississippi

Owned and operated by Veterans Broadcasting Company, Inc.  
in association with WROC-TV-AM-FM Rochester, New York

Ervin F. Lyke, President

\*NCS '61

United Press International  
Facsimile Newspictures and  
United Press Movietone Newfilm  
Build Ratings



Sciences, New York chapter forum on sponsors and ratings. Overseas Press Club, New York.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 27-29—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel, Biloxi, Miss.

\*April 27-29—National Academy of Television Arts & Sciences, trustees meeting. Seattle, Wash.

April 29-May 3—Society of Motion Picture and Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—American Women in Radio and Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

#### MAY

May 2-5—Institute for Education by Radio-

President Kennedy's call for physical fitness has been receiving an increasing amount of radio and TV coverage these days. Here are specifics on what you can do about this important need.

## WE MAY BE SITTING OURSELVES TO DEATH

by FRANK R. NEU,

Director, Public Relations, American Dairy Association

### *The Human Machine Needs Regular Physical Activity To Function At Its Very Best*

The subject of physical fitness has received much publicity and a great deal of lip service in recent years. President Kennedy has issued another call to the nation to become alarmed about and to take some action to correct the apparently poor state of physical well-being in this country.

There is a note of urgency behind this latest call for action to build physical fitness. At a time when the nation faces a growing need for strength in its people as well as in its machines, the record for physical fitness is not one to be proud of.

The Selective Service system has been rejecting one out of each two young men called for duty in the Armed Forces because of physical, mental, or moral unfitness. Physical unfitness ranks high, and it is very likely that some of the mental and moral unfitness may be the result of the physical problems.

Studies among American youths, in comparison with European youths, have been conducted by Dr. Hans Kraus and Dr. Sonja Weber in the Posture Clinic of the New York Columbia-Presbyterian Hospital. Six tests for muscular strength and flexibility were given to more than 4,000 American children and to almost 3,000 children in Switzerland, Austria, and Italy. The results show that almost 58% of the American youths failed one or more of these tests while less than 9% of the European children failed one or more.

Yale University also reports a steady decline in the state of physical fitness of freshmen entering each year. While 51% of the class of 1951 passed the fitness tests at Yale, 43% of the class of 1956 passed, and only 38% of the class of 1960 were able to perform satisfactorily.

But physical fitness, or the lack of it, is not a problem confined to youth alone. It is a growing health menace to young adults and middle aged adults, and we might understand why this is true if we take a

look into the life of Mr. Joe Citizen, middle class suburban dweller, on an ordinary day.

#### JOE MOVES FEW MUSCLES

Joe drags himself out of bed at 7 a.m., showers, shaves, gulps down a hasty and nutritionally inadequate breakfast. His lovely wife drives him to the railroad station. Even if Joe drove himself, he wouldn't get much exercise because his car has power steering, power brakes, power window lifts, power seat controls. Less vigorously than she might desire, Joe's wife receives a goodbye kiss as Joe slides out of the car, walks a few steps to board the 7:47. Half an hour later he walks almost half a block to catch a bus which deposits him 22 steps from his office building door.

Joe is likely to sit at his desk until noon. If he's having a busy day, he may ask his cute blonde secretary to bring in a sandwich and a cup of coffee for his lunch. On the other hand, Joe may be one of those tycoons who closes big business deals over "martinis-and-rich-food" lunches, following which he returns to the office and sits some more until quitting time. Arriving home, Joe feels the need of a drink or two before dinner to "unwind."

After eating a heavy meal, Joe decides that tonight he needs relaxation because of his rough day at the office. He proceeds to relax by slouching into a chair before the television set. After sitting through the late movie, he crawls into bed, awakens at 7 a.m. the next morning to start all over again.

Along comes Saturday. Joe feels that his tough week of rowing an oar in the stream of commerce and industry has earned him a few hours on the golf course. He drives to the country club, mounts an electric golf cart, plays 18 holes, joins the boys back in the clubhouse for a few drinks. Feeling good about all the exercise he's had, Joe drives home and eats a big

dinner, knowing that he has used extra energy playing golf, of course.

### JILL LIVES LONGER

Let's consider Jill, Joe's wife, for a moment. Chances are, on the basis of current statistics, Jill will outlive Joe by anywhere from five to 25 years. Medical science is not sure yet whether this is because Jill has different hormones from Joe or whether it is a result of the different roles which Joe and Jill fulfill in our society because of these different hormones.

The average suburban Jill is likely to be a homemaker responsible for rearing two or more children. It is safe to assume that any woman with this responsibility is going to get a lot of daily exercise no matter how many gadgets she has to help her do the housework. A homemaker does a lot of walking each day merely to push the buttons and start the machines that wash the clothes, cook the meals, and remove the dust. And she also does a good deal of bending each day to pick up after Joe and the junior members of the family. All in all, Jill is likely to get much more exercise than Joe. This may have a significant relationship to Jill's outliving Joe, who no longer hikes the dusty trail to bring home the buffalo meat and hides to feed and clothe his family.

So much for Joe and Jill. Does all the hue and cry about our low state of physical fitness really have any rational basis, or is this merely an effort to sell more gymnasium equipment that will gather dust after a week of use?

### SUPERIOR MENTAL POWER IS NOT ENOUGH

If one accepts the theory that man rules the Earth because he has, thus far, at least, won the race among the species in the "survival of the fittest," why should we be worried? Is it not mental agility, rather than physical fitness, that should concern us because it is his brain power, not his muscles, which has enabled man to control enough of his environment to master his planet and prepare to explore others?

Obviously, superior mental development is chiefly responsible for making man what he is, but we should not overlook that man's brain is encased within a body that has certain needs that must be met. Medical science has learned to control most of the diseases of childhood and many of the other diseases which formerly cut short many human lives. The major challenges to medicine today are to solve the problems of cancer and various forms of cardiovascular disease, and, perhaps most important of all, to teach human beings that the human body, adaptable as it is to a variety of environmental conditions, does require certain minimum standards of care.

It is perhaps conceivable that through the process of evolution there may eventually develop a human or super-human species that is largely brain, with only enough additional physical development to provide one finger for pushing buttons. If computers are ever able to take over some of the more intricate thought processes of the human brain, we might even reach that stage where the machine can reproduce itself, thus eliminating the need for human beings to push the buttons.

### THERE ARE SOUND REASONS FOR PHYSICAL FITNESS

In the meantime, however, accepting ourselves as the human beings we are, there are certain things which most of us ought to be doing in order to live more comfortably, perhaps more enjoyably, and maybe even a bit longer. There are some very good reasons for us to learn to give ourselves much improved physical care.

There is very legitimate concern about the generally poor state of physical fitness among men of military age. In a world in which men have not yet learned to live together in peace, it is essential, of course, that a nation have the ability to defend itself and to survive under the most adverse conditions. Our position is weakened by the vast loss of effective manpower through poor care of our physical selves, not only because we are weak physically but also because this often leads to mental retardation.

There are sound reasons for believing, too, that many of the common complaints of modern American civilization—obesity which concerns some 30 to 40 million among us, otherwise unexplained "fatigue," and the "let-down feeling" about which so many complain daily—may be traced to neglect of our physical development and maintenance.





Assuming that physical fitness is our goal, what kind of programs must we develop and follow to achieve this? Too many physical fitness campaigns in the past have been geared to the needs of those who already are well along on the road to being physically fit. Or physical fitness has been advocated by those people who seem to think that we all need bulging muscles and taut tummies so that we might stand around on the beach in very brief leopard skins to be admired by one and all.

Physical fitness is not synonymous with calisthenics and weight lifting, although both of these are certainly excellent forms of exercise for those who enjoy them. Fitness is, rather, a matter of achieving an optimum state of well-being that enables us to live and to enjoy living to the maximum extent that our mental development and environment offer us.

Heredity, obviously, plays the fundamental role in



## THE NUTRIENTS IN MILK

		Two 8-ounce glasses of milk provide approximately the following percentages of the Recommended Daily Dietary Allowances (nutrients recommended by the Food and Nutrition Board of National Research Council to provide adequate amounts for maintenance of good nutrition in healthy persons):						
		Calories (a)	Protein	Calcium	Vitamin A	Vitamin D	Riboflavin	Thiamine (c)
<b>ADULT MEN</b> (Based on weight of 154 lbs., height 69 inches)		10-13%	25%	71%	15%	(b)	46%	10-12%
<b>ADULT WOMEN</b> (Based on weight of 128 lbs., height 64 inches)		14-18%	31%	71%	15%	(b)	56%	13-16%
		Four 8-ounce glasses of milk supply approximately the following percentages for teen-agers and younger children:						
		Calories (a)	Protein	Calcium	Vitamin A	Vitamin D (b)	Riboflavin	Thiamine (c)
<b>Teen-agers</b>								
<b>BOYS 13-15 YEARS</b> (108 lbs., 64 inches)		21%	42%	81%	31%	100%	80%	20%
<b>BOYS 16-19 YEARS</b> (139 lbs., 69 inches)		18%	36%	81%	31%	100%	67%	18%
<b>GIRLS 13-15 YEARS</b> (108 lbs., 63 inches)		25%	45%	87%	31%	100%	84%	24%
<b>GIRLS 16-19 YEARS</b> (120 lbs., 64 inches)		28%	48%	87%	31%	100%	88%	26%

Notes: (a) Calorie allowances vary with age and activity. These are based on needs of people with moderate physical activity. The percentage would be higher for office workers and other sedentary people. (b) There are no recommendations for Vitamin D in the diet of adults, but for children and teen-agers the recommendation is 400 International Units. Four glasses of milk (or one quart) meets this recommendation only if the milk has Vitamin D added. (c) The recommended daily allowance of thiamine decreases with increasing age, being, for example, 1.6 milligrams for a 25 year old man and 1.3 milligrams for a 65 year old man.

Other recommended daily dietary allowances, for which milk is not considered a good source, are iron, niacin, and ascorbic acid. These may be obtained from other foods. By eating a well balanced diet which includes at least two glasses of milk for adults and three to four glasses for children and teen-agers, a major step toward good health is made.

Percentages of nutrient allowances for milk used in this table have been taken from calculations made by the Institute of Home Economics of the U. S. Department of Agriculture.

determining one's state of physical development. Assuming that a person is born with no major physical handicaps, then maintaining good general health and avoiding illness become part of a lifetime pattern that really is not too difficult to design and follow.

Food consumption becomes a very important part of the lives of people in all types of civilizations. Food is eaten not only for its contribution to the physical needs of the eater but also because of many cultural values associated with the act of eating. In American society food often serves the homemaker as the main source of her gratification, through earning the praise of her family and her guests for what she has placed on the table. Food serves as a reason for people to meet and carry on many social activities, ranging from major business deals to the exchanging of meaningful glances between young lovers.

Eating food certainly should be an enjoyable part of living in a country where we have not only an abundance of very high quality foods but also a tremendous variety of excellent and tasty foods that provide, if eaten in the right proportions, all of the essential nutrients we need to maintain good health and adequate energy sources.

We should all strive to help children learn to eat food basically to provide themselves the essential nutrients they need for good health and adequate supplies of energy to do all those things that children enjoy doing. While such training for our children certainly should be a primary national goal in developing sound physical fitness programs, we should not be at all hesitant about trying to re-educate many of our teenagers and adults to better eating habits. In spite of our plentiful food supply, there are millions of people in this country who are malnourished—not necessarily undernourished—because they have not learned how to select the right foods to provide a healthy nutritional pattern for eating.

### EATING FOR FITNESS

Nutrition scientists in this country, trying to develop the best pattern of food consumption in line with the kinds of foods available, have offered a relatively simple Daily Food Guide for us to follow. The Guide suggests selecting foods from four major groups:

*The Milk Group* (including cheese and ice cream as well as all forms of milk): An adult should consume two or more eight-ounce glasses of milk each day.

## A Public Interest Advertisement Addressed to the Readers of BROADCASTING

*The Vegetable-Fruit Group:* Select four or more servings each day, including one serving of a good source of Vitamin C, one serving at least every other day of a good source of Vitamin A. The other servings may be any vegetables or fruits.

*The Meat Group* (including all meats, poultry, fish and eggs): Choose two or more servings each day.

*The Bread-Cereals Group:* Choose four or more servings daily.

*Other Foods:* After meeting the suggested servings from these four basic food groups, the Guide recommends selecting from other food sources adequate amounts to provide enough energy to meet daily requirements. The amount of food consumed, in terms of calories, must be balanced with the amount of energy expended. There will be a gain in weight if food intake exceeds energy output.

It is very wise, also, to keep in mind that foods should never be selected merely on the basis of the number of calories in any particular unit of food. For example, we dairy farmers would be especially grateful if more people would remember why milk has been called, "Nature's most nearly perfect food," since the dawn of civilization. The chart shows that milk provides a wide range of essential food nutrients, for people of all ages. Milk can hardly be classified as a "fattening" food on the basis of its nutrient contribution to the total diet. A pint of milk, or two eight-ounce glasses, supplies only 10% to 13% of an adult man's calorie needs, but this amount of milk, as the chart indicates, also provides 25% of the recommended amount of protein—and the highest quality protein available, 71% of the calcium, 15% of the Vitamin A, 46% of the riboflavin and 10% to 12% of the thiamine. There are other essential food nutrients in milk but in less important quantities.

### REST AND EXERCISE ARE NECESSARY

Good general health, prevention of illness and a well balanced diet are all necessary for physical fitness, but they are by no means the total picture. Just as pills are not the answer to all our problems, neither is it possible to "eat your way to good health," as some of the food faddists and quacks proclaim. Adequate amounts of rest are necessary if the body is to recoup itself and to function effectively. The amount of rest any of us needs is something that experience alone teaches, but rest is essential.

Finally, among the physical requirements for physical fitness—and we should not overlook the interrelationship among physical, mental and moral, or spiritual factors in contributing to good health and happiness—we come to the matter of physical activity or exercise.

The required activity need not be violent exercise, but it should, if at all possible, certainly be daily exercise. Walking at least three miles each day, over and above the usual amount of walking on the job, is one of the easiest and best ways to get needed physical activity because walking does use the major body muscles. There certainly are many other forms of exercise that help if they can be done on a fairly regular basis, not merely on weekends—including bicycling, golf, tennis, handball, swimming, bowling, etc. Even a football or basketball game can provide the right kind of exercise, provided the participants walk to the stadium or fieldhouse instead of riding in the car.

All of us, for patriotic, for economic, for purely selfish reasons, would be wise to inventory our own state of physical fitness and to resolve to achieve a high level of well-being if we don't already enjoy it. Beyond this, all of us certainly owe it to our communities and to our nation's future to give much more than lip service to President Kennedy and those he has designated to develop better and sensible physical fitness programs.

Every school child should certainly be getting encouragement and training to develop a personal, lifetime physical fitness plan. This should include knowledge about eating a well balanced diet, the need for adequate rest and encouragement of the kind of physical activity that could easily become a permanent and enjoyable part of the adult living pattern. Gymnasiums and stadiums for spectator sports are hardly enough to fulfill our obligations to our children in this area of physical fitness. In fact, having these facilities may often mislead us badly about how many of our children really are getting adequate physical training in our schools.

Above all else, we should avoid the idea that physical fitness is something of concern only to the young of our species. It is most certainly a cradle-to-grave need for all of us, one that properly planned and developed, can provide some big bonuses in longer life and more years of useful, energetic and enjoyable life.



american dairy association

*Voice of the Dairy Farmers in the Market Places of America*

20 North Wacker Drive • Chicago 6, Ill.

Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-6, 1962—American Women in Radio & Tv, national convention. Sheraton-Chicago Hotel, Chicago.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kan.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

May 12—UPI Broadcasters of Illinois, spring meeting. Inman Hotel, Champaign.

\*May 15—Comments due in FCC rulemaking (Docket 14419) which would restrict and eventually prohibit the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

May 15-16—Council on Medical Television, fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.

May 20-22—Assn. of National Advertisers, spring meeting. Hotel Commodore, New York.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting. Pick-Congress Hotel, Chicago.

#### JUNE

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 17-22, 1962—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

\*June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

#### AUGUST

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyll Island, Ga.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

#### SEPTEMBER

Sept. 11-13—Electronic Industries Assn., committee, section, division and board meeting. Biltmore Hotel, New York.

\*Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 12-14—Michigan Assn. of Broad-America, first district meeting, Cape Cod area.

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 20-22—Advertising Federation of

BROADCASTING, February 5, 1962

**WIBC** The Friendly Voice of Indiana

*Objective—  
a forum for expression!*



### LEADS IN SERVICE



Indianapolis Forum, a public affairs presentation in behalf of the Indianapolis Junior Chamber of Commerce, began on WIBC in 1952. Each week Jaycee members and guests sit before WIBC microphones to delve into a topic of community interest. Religion, government, politics, safety, the arts . . . all have come under the scrutiny of these panels.

### LEADS IN ACCEPTANCE



WIBC was recently surprised and pleased when the Jaycees designated one meeting 'WIBC Day' and saluted the station and personnel for efforts over the years . . . "to inform, educate and assist the community . . ."

### LEADS IN AUDIENCE



Special programs like Indianapolis Forum . . . Indiana's largest radio news staff . . . consistent editorializing . . . top-rated air personalities . . . have combined to give WIBC the largest audience morning, afternoon and evening.\* This combination is ready to go to work for you . . . the national advertiser.

\*Pulse 46-County Area Survey, April, 1961

\*Pulse Metropolitan Area Survey, October, 1961

50,000 WIBC 1070  
WATTS KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY  
National Representative



WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN

# TRITE AND TRUE...

## All Sales are Local

What better way to sell in the South Bend market than with WSBT-TV personalities on popular local shows! Each week WSBT-TV originates over 90 programs, and each one is run by a real veteran of this station . . . average length of employment is 9.2 years. And these are people who are also known off-camera. They are active in social and community affairs . . . are in demand as speakers and entertainers. They conduct a host of programs, and one or more of these has an audience tailored for your product. Get the facts and availabilities from your Raymer man or this station. Sell South Bend from South Bend with WSBT-TV!



Paul H. Raymer, National Representative



## 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).

4413 RAVENSWOOD AVE. • CHICAGO 40, ILLINOIS  
SERVICE — COAST TO COAST  
Industrial • Commercial • Institutional Appraisals

America, tenth district meeting. Shreveport, La.

Sept. 28-29—Institute of Radio Engineers, 12th annual broadcast symposium. Willard Hotel, Washington, D. C.

### OCTOBER

\*Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

\*Oct. 18—Public hearings by the Canadian Board of Broadcast Governors. Ottawa.

## OPEN MIKE®

### Engstrom 'Respects'

EDITOR: . . . The article [OUR RESPECTS, Dec. 18, 1961] blended fact with anecdote in a pleasant manner. If there had to be a "first public revelation" of the origin of my nickname, I'm delighted that the scoop went to an old friend like yourself!—*Elmer W. (Shorty) Engstrom, president, RCA, New York.*

### Radio response

EDITOR: We are so pleased that BROADCASTING found our experience with radio appeals for rare blood worth publishing [BROADCAST ADVERTISING, Jan. 29]. . . —*Virginia L. Grimes, director of public relations, Geyer, Morey, Madden & Ballard Inc., New York.*

### Over-saturation

EDITOR: . . . Please note that in the radio-tv set counts for Hawaii [FOR THE RECORD, Jan. 22] one immediately apparent discrepancy crops up in the county totals concerning Kauai. . . . There are 8,078 occupied dwelling units and the total tv homes figure is reported as 7,251 at a 15.5% saturation figure. Obviously the 7,251 figure is a typo or a gross error and probably should be 1,251. . . —*Art Sprinkle, station manager & national sales manager, KONA (TV) Honolulu.*

[Mr. Sprinkle correctly assumes the total for tv homes in Kauai County to be 1,251, not 7,251. The figure "1" was mistaken as a "7" by the printer and the proofreader failed to catch this error. This correction also will be noted in FOR THE RECORD, where the radio-tv set count totals are being carried.]

### Haeg admirer

EDITOR: I would like to convey my thanks for the excellent . . . article headlined "Haeg urges greater care in buying radio time" [BROADCAST ADVERTISING, Jan. 22].

I would also like to congratulate Mr. Larry Haeg, general manager of WCCO Minneapolis, for his words of importance to agency executives in the Midwest. I am in complete agreement. Perhaps, some day, advertisers and timebuyers all over the country will be educated, completely so, to the facts Mr. Haeg pointed out, such as radio that delivers both quantity and quality

\*Oct. 21-25—National Assn. of Educational Broadcasters, 1962 annual convention. Hotel Benjamin Franklin, Philadelphia.

### NOVEMBER

Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

is the best medium, not the station whose chief concern is "oscillating continually between fast ratings and the fast buck. . . ."—*Herb Berg, general manager, WWOK Charlotte, N. C.*

### Truth about tv

EDITOR: I've been grateful for your stand on the First Amendment problem with the FCC. However, in your editorial [EDITORIALS, Jan. 15] I think you went too far in scolding the FTC. . . .

Recently, I heard Mr. Minow speak in San Francisco. The people sitting near me agreed with Minow in everything he said. In my opinion, he now stands as the spokesman and champion of a large segment of American people who are dissatisfied with television programming.

As illegal as his utterances might be when they censor by the "raised eyebrow," he nevertheless speaks the truth when he criticizes television.

Would not you have a stronger editorial policy if you advocated that television should take the following two steps: 1. Clean up its programming voluntarily; 2. Unite to kill the FCC's rights to legislate programming.

It seems to me that your attitude has always been: 1. Television programming is good enough as it stands; 2. Unite to kill the FCC's power over programming.

If, as you claim, the FTC is simply trying to insure the right of the public to see the truth in advertising, I cannot see how you can claim that "the FTC is a long way from sound ground."—*Dick Palmquist, general manager, KEAR (FM) San Francisco.*

### History's guides

EDITOR: . . . I find the magazine enables me to keep up in a very pleasant way with activities which for a time I put out of my mind after leaving the FCC (during five months as minority counsel with a House committee). . . .

. . . Recently I was reading over a brief treatise on equity which notices some radio cases involving the right to enjoin persons interfering with exclusive rights to broadcast under certain contracts. . . . Some of these cases were

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KOGO-TV San Diego	KOMO-TV Seattle	WLAC-TV Nashville
WTCN-TV Minneapolis	KCPX-TV Salt Lake City	WBNS-TV Columbus
KCRA-TV Sacramento	KOIN-TV Portland	KFRE-TV Fresno
WFBM-TV Indianapolis	WLYH-TV Lebanon	WNBF-TV Binghamton
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WRAL-TV Raleigh	WTAR-TV Norfolk	Canadian Broadcasting Corp.

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## If Marconi Had Been Born Before Madison

"Experience should teach us to be most on our guard to protect liberty when the government's purposes are beneficent. . . . The greatest dangers to liberty lurk in insidious encroachment by men of zeal, well meaning, but without understanding."

Strong words from any source, these are particularly compelling because they come from one of the great liberal minds of American jurisprudence, Justice Louis Brandeis.

Today in broadcasting the words have particular meaning. The issue is whether programming shall be determined by the people through the turn of a dial, or for the people through government direction, either by edict or official "suggestion."

Guaranteed by the First Amendment, *freedom of speech is the absence of restraint by government*. Down through the years it has been applied by the courts to every form of communication—to newspapers, books, magazines, pamphlets and motion pictures.

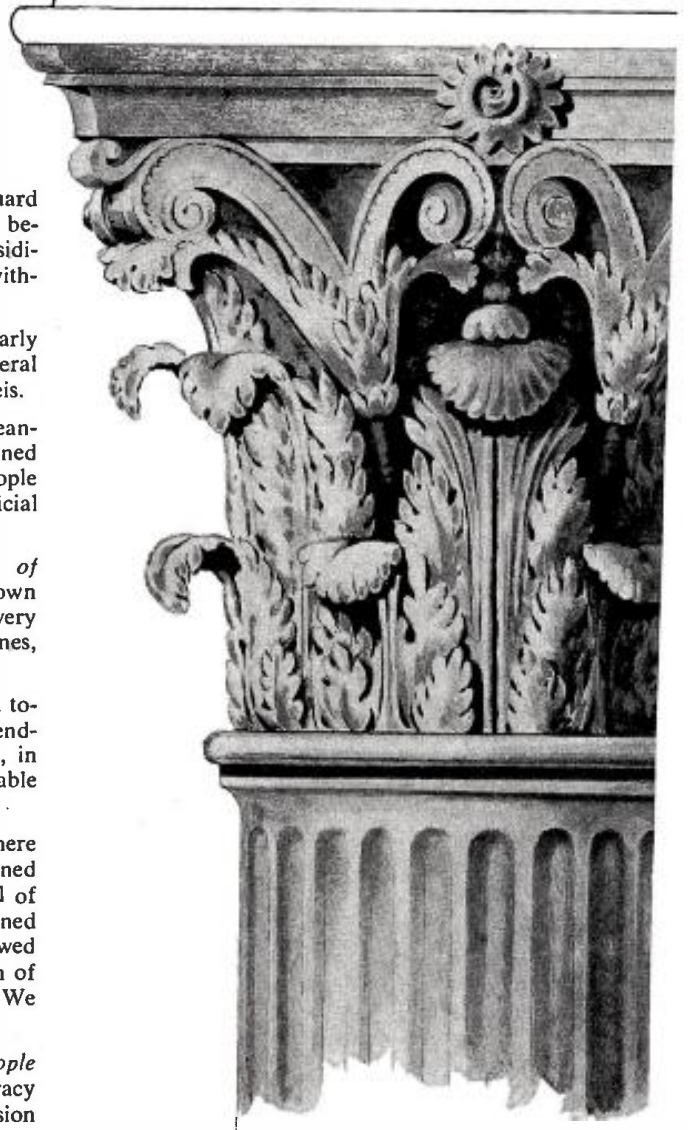
Vitaly important 170 years ago, equally important today, freedom of speech as embodied in the First Amendment is the essential ingredient of a free society. It is, in the words of Justice Cardozo, "the matrix, the indispensable condition of nearly every other form of freedom."

If Marconi had been born before Madison, is there any doubt that broadcasting would have been mentioned by name? Would those who feared government control of the speech methods of their day have been less concerned about control of broadcasting? Would they have allowed the need to prevent signal interference, or the limitation of spectrum space, to vitiate so fundamental a precept? We Corinthians think not.

Faith in the discriminating good sense of the *people* is the premise of the First Amendment and of democracy itself. The premise applies to both ballot box and television set. The institutions of freedom do not endure because they are perfect. They endure because they are free.

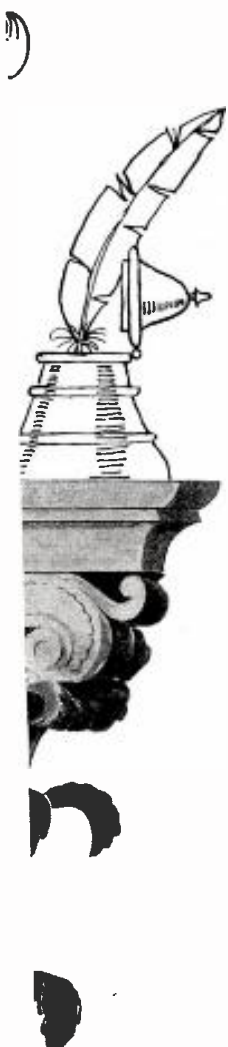
*Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances.*




—FIRST AMENDMENT



*Responsibility in Broadcasting*

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TULSA
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-  **KXTV**  
SACRAMENTO
-  **WANE-TV**  
FORT WAYNE
-  **WISH-TV**  
INDIANAPOLIS
- WANE-AM**  
FORT WAYNE
- WISH-AM & FM**  
INDIANAPOLIS

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# PATIONS

more than 20 years old. There is . . . a tendency on the part of those working with broadcasting problems to treat every question as current; history has its applicable guides and principles here as elsewhere. . . —*John L. FitzGerald, professor of law, Southern Methodist University, Dallas (former general counsel, FCC).*

## Virginia market story

EDITOR: We would like permission to do a reprint of a small portion of the article on Virginia [SPECIAL REPORT, Dec. 4, 1961]. . . —*J. Will Hall, president-general manager, WJHL-TV Johnson City, Tenn.*

[Permission granted, provided proper credit is given to BROADCASTING.]

## Shock's too much

EDITOR: Help! Help! Help someone get back in touch with the latest in broadcasting. Please enter my subscription. . . . You don't know how much I miss BROADCASTING. After 11 years in the industry, to be without the weekly news is just too much of a shock. . . —*J. O. MacFarlane, Dorado Beach Hotel, Dorado, P.R.*

## BOOK NOTES

"Advertising," by *John S. Wright and Daniel S. Warner; McGraw-Hill Book Co., New York. 590 pp. \$8.50.*

This volume of McGraw-Hill's continuing series on marketing and advertising for the student does not rely on its predecessors for a well-rounded and balanced view of the philosophy, technique, or mechanics of ad creation and placement.

Encyclopedic in scope, the book capably covers the history of advertising, its role in the economic life of the nation, its psychological and sociological bases, and finally the creation of effective ads, and their optimum exposure in or on the communications media. Accompanying, and helping to draw the points for the text are reproductions of successful advertisements which demonstrate the methods which can be used to help sell something.

*Advertising* has been designed and written as a textbook, and its prose is mainly expository. But its usefulness and appeal to the professional can be found in its completeness. For instance, the chapters on the communications media, the showplaces of advertising, are ably detailed and provide a complete working knowledge of the operations of the ad-handlers. *Advertising* also presents some valuable guidelines for agency administration and performance.

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## BROADCASTING

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\*Reg. U.S. Patent Office  
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## In television programming, too, freedom has its price

My aim is to attempt to put the matter of responsibility in television and radio into focus, to bring the entire question into proper perspective, by pointing out some of the almost infinite number of delicate shades of interrelated obligations in our electronic media.

To do this I would like to ask you to accept the situation as it now stands, to accept the *status quo* in two areas. First, in this country we have a free, competitive economic system. Second, television and radio are parts of that free competitive economic system.

Let's take a look at some of the external responsibilities faced by each of the five groups of people most deeply involved in tv and radio—the media, producers, advertising agencies, sponsors and the public.

First let's look at media—the networks and stations. Each station must reach enough of the right kind of people to be able to offer a genuine advertising value to enough sponsors so that the station will return a profit.

How much influence do television stations have on what goes on the air? From the standpoint of money alone, tv stations simply could not produce enough passable programs to fill their air time, or even a fraction of it. These stations must look to the networks, to syndicated shows or, on rare occasions, to daring sponsors.

**Power Transfer** ■ In the past, networks have tried to minimize the financial risk by allowing control and influence to be taken by the producers. Naturally, producers are responsible to the networks to offer a show that will be successful.

The influence and power of the producers is considerable, and yet, they cannot control too much. They cannot dominate. What they offer must meet the criteria of all the other groups.

Apart from responsibilities to their clients and to the public, agencies have some, but not a great deal of influence on program content. They can screen offerings by networks or producers to present to clients and they can recommend for or against, but they cannot keep a producer from going directly to a prospective sponsor. The agency's influence with any sponsor depends largely on the faith which the sponsor has in the agency's judgment.

The sponsor has control over what goes on the air only insofar as he can accept or reject what is available. But once he has committed himself to a contract, he can influence the content only by complaining, only by his im-

plicit or explicit threat not to renew his option.

And what of the group I have called the public? I think they have a responsibility within the family and to themselves to avoid watching what is cheap, tawdry or degrading. I think they have some responsibility to let stations, networks and sponsors know what they like as well as what they don't like.

**Silent Voices** ■ It has been said that bad politicians are elected by good citizens—who do not vote. It may be, too, that bad television is fostered by good citizens—who do not speak up.

As for influence, certainly the public in the long run decides what will be televised. What the public likes lives, what the public detests dies.

This, then, is a quick view of the responsibilities and influences of the five major groups involved. At this point, a fair question would be: "Well, who is responsible for the content of television and radio?"

I would answer in three words: "Nobody—and everybody." Countless individual decisions are involved. Countless responsibilities are brought into play, ranging from man's innermost ethical standards to his public, contractual obligations.

There are excellent shows on television. Who is to say whether there are enough? And who is to say what is good or bad?

**Not That Easy** ■ The FCC chairman, Newton Minow, who is perfectly right in taking his job seriously and in wanting to raise the standard of excellence in television, recently blasted the industry and, in effect, said that some stations would lose their licenses if they didn't "get good." However, it simply is not that easy.

Len O'Connor, an extremely capable,

intelligent and honorable reporter, newscaster and commentator on both tv and radio in Chicago, recently said, "Please remember that nobody ever puts on a bad show on purpose."

I believe we should all remember that when a show goes on the air, even a western, a tired situation comedy or an uninspired panel show, it represents the *best* that a large number of people can do—producer, writer, performers, technicians. They have pride, plus a number of other un-articulated inner obligations which drive them to realize their finest abilities.

Of course there are lamentable exceptions. A few don't try and don't care. But there will always be those exceptions as long as man is the frail creature we know.

I would hope that you will reconsider, with clarity and tolerance, the brief history of television, its problems, its failures and its successes. Consider its short life and the climate of free individual choice in which it operates.

Think carefully before you judge and do not blindly accept any wholesale condemnation.

Certainly I would hope that you would strive in any way possible to improve all aspects of television and radio. In so doing, I ask you to keep in mind the web of interdependent responsibilities, the price we would pay for centralized, autocratic control of these powerful media and the possible ever greater price we pay for freedom.

And finally with all the various responsibilities of different people and groups in this field, I come to a question which may be at the heart of the entire matter: "Do we trust each other?"

I sincerely hope that in this area of our lives, as in all others, your answer to that will be "Yes."



Guy B. Mercer joined Needham, Louis and Brorby Inc. in November 1959, as a vice president and a year later also was named chairman of the plans board. He has been in the advertising agency business for many years, serving in key positions, prior to NL&B, at Clinton E. Frank Inc., McCann-Erickson Inc. and Tatham-Laird Inc. This MONDAY MEMO is condensed from a talk by Mr. Mercer to the Church Federation of Greater Chicago, Council Broadcasters Fellowship.



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**COMMERCIAL JINGLES**

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**SOUNDSMANSHIP MERCHANDISING PLAN**

That's why **THE BIG SOUND**  
gives you more audience, more sales  
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Call your Ullman-Man or

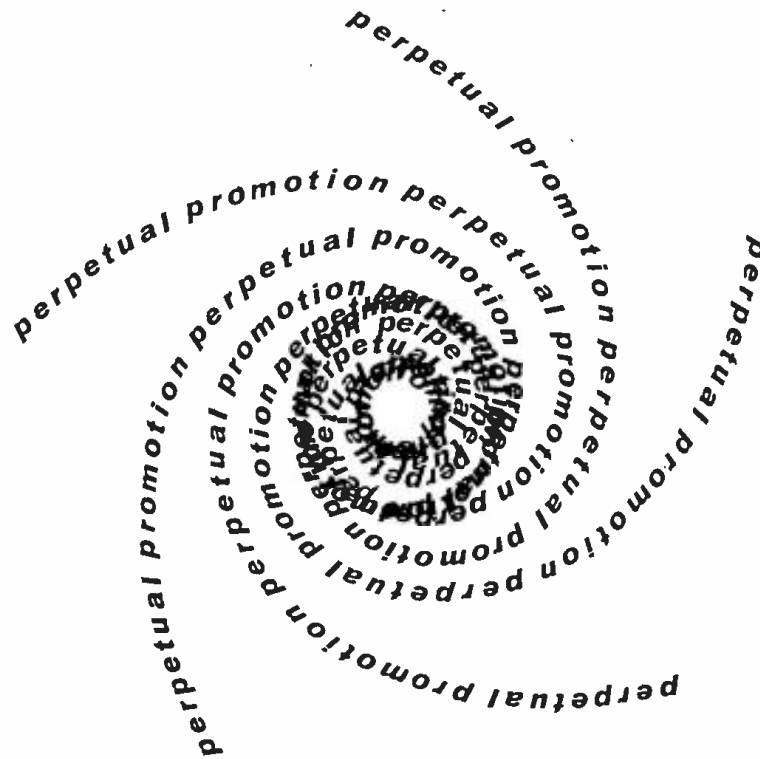
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The instant your order is placed, a high-powered promotion staff swings into action for your product. Puts it into feature displays; special gondolas; in end-of-aisle baskets . . . puts it where it counts . . . where your market is! W-I-T-H promotion men are in constant contact with over 600 retail outlets in the Baltimore Market. Drug chains and independents; food chains and independent groceries know and cooperate with them to bring you a complete promotional package. Add to this the incomparable Community Club Awards Program and the result stands out above all other stations. You get the most vigorous promotion you can buy for your advertising dollar . . . **perpetually on W-I-T-H.**

**RADIO 1-2-3 BALTIMORE**

**W-I-T-H**  
PERSONALITY

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington, Philadelphia, Chicago, Detroit, San Francisco and Los Angeles; CLARKE BROWN in the South and Southwest, including Atlanta, Dallas, New Orleans, Houston.

# COMMERCIAL MAKERS CRYING BLUES

- Soaring prices, falling profits blamed on bidding practices
- Agencies, in turn, say they owe clients best possible bargain
- Union contracts have added to producers' spiralling costs

Narrowing profit margins at both advertising agencies and tv film commercial companies are threatening to touch off a smouldering dispute between agencies and outside producers.

The key issue is the price paid by agencies for the production of commercials. Film houses are saying heatedly that the agencies wield the practice of competitive bidding as a stick to "beat down the price." Though this accusation has been levelled frequently in the past, producers contend that the situation has never before been as burdensome as in recent months.

A check of leading film houses in New York last week turns up a claim that the profit picture for producing film commercials was the bleakest of all time in 1961 and an even bleaker 1962 is portended. Authoritative estimates are that net profits at some companies averaged only 3-5% and at others, including some of the larger ones, the

commercial division operates at a loss. Businesses are sustained, they asserted, only because producers also are active in more lucrative areas, such as the production of industrial, educational, sales training, governmental and theatrical films.

From the other side, agencies canvassed by BROADCASTING deny vigorously that competitive bidding degrades prices, and, moreover, they shoot back that remuneration to outside producers is "fair and reasonable." Agencies stress fact they generally seek bids from three, four or five film houses considered acceptable, and make their final decision on the criteria of quality, service and price. They insist that the lowest bidder does not necessarily receive the commercial assignment. If any "bargain-basement" dealing has developed, they contend, it's the fault of the film producers, who, in the final analysis, set the prices.

**In the Wings** ■ Lurking in the background of this simmering dispute are television's spiralling costs, both in the production of film commercials and in placement on stations. Commercial costs have risen sharply over the past few years, particularly in the last year, with the signing of contracts with the Screen Actors Guild and the technical unions. Other costs, including processing and raw film stock, have increased appreciably (see box page 29).

A significant fact-of-life, acknowledged by most film production houses, is that there are "just too many outside producers." They concede that this accentuates competition, which many labelled "dog-eat-dog" in recent months.

The unrest and concern at film houses have become so all-pervasive that the Film Producers Assn. of New York has established a three-man fact-finding committee to analyze pricing and cost factors in the film commercial business



The FCC finished hearing NBC-TV's executives explain their programming practices last week and prepared to question ABC-TV's top men starting today. The climate of the hearings is reflected in the faces of the FCC commissioners and attorneys shown here. Conducting the hearings are (foreground, l to r) Ashbrook Bryant, chief counsel of the network study

division; James F. Tierney, associate counsel, and Kenneth A. Cox, chief of the FCC's Broadcast Bureau. In the background, in various positions of interest, are the commissioners (from the left) Messrs. Ford, Lee (partially hidden), Hyde, Minow, Bartley, Craven and Cross. For complete story on last week's hearings see page 52.

## COMMERCIAL MAKERS CRYING BLUES continued

and to suggest a course of action in coping with the problem.

The FPA is understandably concerned because reduced profits on commercials affect its members most directly. The association estimates 80% of all tv film commercials are produced in New York.

**Bids and 'Deals'** ■ Some FPA members are skeptical that any practicable blueprint can be devised. They point out that any initial thrust would require an examination of all film company books, and, in the words of one producer: "Even if an outside person were hired to do the job, many companies would be reluctant to open their books to disclose a Pandora's Box of low bids and 'deals'."

But along with other producers, this executive hopes this project will be developed. The feeling is that if the situation of the producers could be spotlighted strongly enough, agency cooperation on a possible solution might be forthcoming.

The producers' defense is that many agencies reduce some costs at the expense of the film house, even though the overriding reasons for "proliferating expenditures" lie outside their province.

"Is it our fault," one producer complains, "if talent and residual fees have jumped so much in the past year? Can we be blamed if technical and other unions get substantial raises or if raw stock prices go up? Everybody is getting more money but us. In short, agencies are forcing us to absorb much of the added costs by paying us proportionately less than we got four or five years ago!"

Residual fees to performers are cited as a sharp thorn in the sides of both producers and agency men. Agency and producer spokesmen alike apply such descriptions as "unfair," "unreasonable" and "hard-to-live-with" to the re-use formula devised by the Screen Actors Guild. Though no estimates could be obtained from agency or producer sources on the extent of such increases, an earlier study by BROADCASTING indicated that talent costs would rise at least 30% over the old SAG pact, and, in some cases, up to 100%, depending on the number of markets used in a campaign (BROADCASTING, Dec. 12, 1960).

Producers acknowledge they are not blameless as a group. They concede their business is "a highly competitive one" and point to several factors that mitigate against price stability. These include:

■ Too many companies in the field. Each year, at least five or six small

companies set up in business; generally, few survive over the years. But during their existence, many of them agree to work at modest prices, which has the effect of landing some of the assignments or forcing other producers to lower their usual prices.

■ Companies occasionally work at a less-than-usual price. This "deleterious practice," one producer says, arises when some film houses agree to "work at a lower price than usual when they have hit a slack period and want to keep their employes and facilities operating."

But they blame agencies for contributing to price instability through reliance on competitive bidding.

Agency executives are uninterested in what producers call "a crisis." The general attitude is that if there are any problems, producers have to solve them as does any businessman. They tend to believe that producers "magnify their problems," but acknowledge that agencies are watching costs very carefully. Agencies, in general, say they rely on competitive bidding as a check and not as a lever.

"We would be doing our clients a disservice if we didn't watch costs," one agency production executive asserts.

**Agency Profits Down, Too** ■ Several agency men say their companies are ex-

### Tape not involved

Competition from tape commercials does not appear to be a significant factor in contributing to the proclaimed problems of tv film commercial producers (see story, page 27). A consensus of film producers and advertising agency officials is that even though tape business has grown, it still represents only about 10% of the overall commercials business. John Lanigan, vice president of Videotape Productions of New York, reports that tape commercials are not formidable competitors with film at present, particularly in the spot area, but asserts that the economy of tape is recognized by some cost-conscious agencies. He believes that in negotiating with film production houses, agencies often raise the question of meeting tape's prices, and, indirectly at least, have an effect on the price structure of film spots. Videotape productions and MGM-Telestudios are two of the leading tape-production companies in the U. S.

aming costs in all areas, noting that agency profits, too, have dipped considerably. One executive points to a compilation released by the American Assn. of Advertising Agencies last fall which reported agency net profits in 1960 dipped to 3.86% as compared with 4.27% in 1959 and 6.25% in 1952. He comments: "I wouldn't be surprised if the margin of profit was less in 1961 than 1960, and television costs are certainly an important factor."

Agency executives generally take the position they are willing to pay "fair and reasonable prices" for commercial production but add they are taking precautions to produce quality commercials under a "fair" price structure.

In discussions with agency and film production executives, considerable back-biting emerged.

Both agency and outside producers agree on one point: Costs can be pared if pre-planning is pursued. But having made this point, they disagree sharply that it is practiced by the other.

Agencies charge that producers are extremely lax in using this approach. In turn, film executives swing back and blame agencies for a lack of pre-planning.

**Overhead** ■ Again, the issue of overhead is a sore point. Agencies attribute any woes the film houses may have to "big overhead." Many claim that outside production companies, particularly the large ones, have "too many people on staff" and try to "charge off" some of this expense to the agencies.

Producers level this same charge against the agency. One producer made this observation:

"I once made a fairly simple commercial. The agency sent a producer, a director, a casting agent, an account executive, a fashion stylist and a couple of other people down to the studio. Everybody tried to get into the act, and the commercial took a long time to finish. Who gets charged for all this time and people? The client, of course, and the agency makes more money."

Another tender point with producers is their contention that agencies are "usurping" functions they used to perform, thereby obtaining for themselves funds that producers used to pocket. They stress that up to three or four years ago, producers received fees for casting and for arranging for music. Agencies now assume this compensation, and one producer commented "We still have as much paper work to do in these areas, but the agency get the dough."

**Longer Runs** ■ Another practice that is tending to drive away money from producers is the production of fewer commercials than a year ago. Agencies on the whole, report they are producing fewer commercials, but cannot provid

## Tv commercial costs up five times, agency estimates

A major tv advertising agency estimates the cost of a 60-second filmed commercial in the past decade has increased at least five times, and as much as 15 times or more on the average.

This concern over the "growing costs" of commercial production is discussed by the top production head at the New York agency in a memorandum submitted recently to the executive committee, senior group heads, account supervisors and executives, as well as to radio-tv people. The agency asked that it not be identified by name.

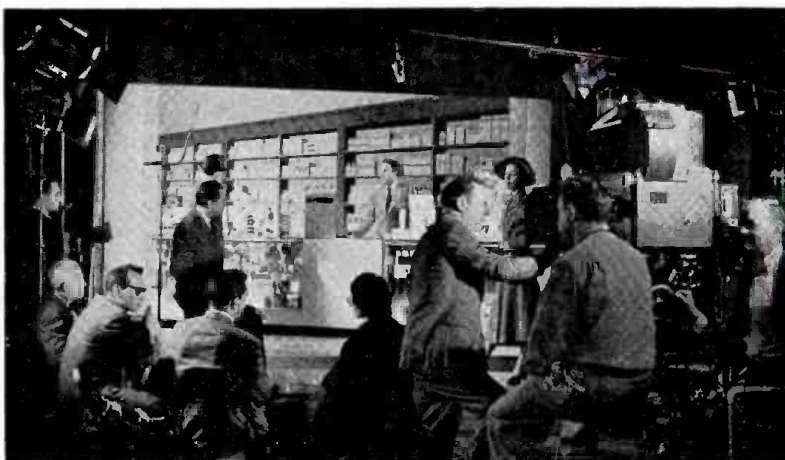
The memorandum says the spots could have been produced for \$750-\$1,500 in the early 1950s but now the comparable cost is \$4,000-\$25,000.

The memo's author notes that agency demands are greater than ever before on scenic design, costuming, locations, props and the like and so more costly.

**Increases** ■ On "creative and technical" labor costs, the following categories and percentage increases in salaries since Jan. 1, 1959, are cited:

Cameramen, 34.5; assistant cameramen, 16.5; stage hands (electricians, prop men, carpenters, etc.), 39.5, and another 6 as of Jan. 1, 1962; directors, 22; scenic artists, 41; editors, 8.75; optical and animation house workers, 22. In this period, the memorandum said, laboratory and optical fees have gone up 25% and 20%, respectively.

The memorandum claims that wages (not counting residual fees)



Where the ideas and skills of the agency team and production house mesh is on the tv commercial set. Creative and technical labor costs are up, says one major agency in

of actors and extras under the Screen Actors Guild contracts have increased approximately 22% in the past two years. The increases in all categories cited include tape as well as, to some extent, radio production.

**Economics** ■ The author recommends these economies which, he points up, would not affect "efficiency, creativity or quality" of the commercials:

Proper pre-production (agency ought to know precisely what it wants before production); approval by the commercial production department of scripts and storyboards before client okay; elimination of countermanding by one agency ex-

ecutive of a decision made by another even at "work print" and "answer print" stages; and elimination of different shooting of same scenes to appease the account executive or client on set.

Still other "don'ts" listed include account people or clients having direct contact with suppliers; of inserting "personal subjective reaction" ("a good commercial advertisement should not be redone because someone does not like the fireplace); short or limited-time schedule, which causes remakes; lack of "discipline" by the agency group (indecision carries over to the production company).

Still other "don'ts" listed include account people or clients having direct contact with suppliers; of inserting "personal subjective reaction" ("a good commercial advertisement should not be redone because someone does not like the fireplace); short or limited-time schedule, which causes remakes; lack of "discipline" by the agency group (indecision carries over to the production company).

statistical breakdown. They say they are spending more money on each individual commercial to upgrade quality and investing increased funds on casting and on pre-testing commercials. Agencies also are running commercials for a longer period of time.

"Our feeling is that if we spend more money on making a good commercial, it's economical in the long run," a production vice president at a top agency recounted. "What's the point of skimping on a commercial and then having to discard it? It means you have to spend additional money to make a new commercial."

Film production houses hope that they can persuade agencies to view their plight more sympathetically. They believe that the entire television in-

dustry has a stake in their future.

In the meantime, the key to existence is seen in diversification by film companies into areas they regard more profitable (business, educational, governmental, theatrical and tv entertainment films. One producer observed; "Of course, it would help if a lot of companies got out of this business."

Agencies are not likely to view the producers' complaints sympathetically. The consensus was that producers are always griping, and, in the words of one agencyman: "it's really *their* problem isn't it?"

### Legion cites GE tv ads for educational value

The American Legion Auxiliary is presenting a "Golden Mike" award to

General Electric for its tv commercials classified in the citation as "most educational."

Five other awards also will be presented, four to network programs and one for the best local program "in the interest of youth." The awards for network programs are determined by a nationwide poll of auxiliary members.

Cited this year: best all-around family entertainment, *Danny Thomas Show* (CBS-TV); best musical presentation, *Lawrence Welk Show* (ABC-TV); inspiring pride in America, *The Americans* (former NBC-TV program), and "junior jury poll," *The Flintstones* (ABC-TV).

The 1961 local station award went to KTVI (TV) St. Louis for *Expedition St. Louis*.

## Rx for small brewery commercials: comedy

The trend of national breweries to buy up local breweries, or to expand in these cities by opening local branches, has created advertising problems for small companies with limited advertising budgets.

A.W.L. Adv., Baltimore, says it has part of the answer with its low cost campaign for its client Arrow Beer.

Both A.W.L. and Arrow claim the beer's comical television commercial series has made a noticeable impact in Baltimore, if phone calls and mail response are a gauge.

The format for the commercials is a speeded-up minute melodrama inspired by the oldtime flicker films. Baltimore tv personality, Jack Wells, plays all the parts in the shows—occasionally as many as three in a single commercial. The commercial is run double speed and uses a honky-tonk piano for background music. Where necessary, sub-titles are used in oldtime type.

Mort Levinstein, president of A.W.L. and agency executive on the



Arrow account, said that 20 different commercials have been produced so far. Some of their titles are "The Beer Must Go Through," "Beer-Napped," "The Kiss" and many others.

In photo, Jack Wells, Arrow's spokesman, stars in a scene from "Beer-Napped," a cops and robbers spoof.

The commercials, in the planning stage for months, were co-developed by the agency and the engineers of WJZ-TV, that city, where the commercials have been filmed.

## TvB compiles fact sheet on L.A. papers' clients

Television Bureau of Advertising has compiled a list of all advertisers who spent approximately \$500, or more, during the first nine months of 1961 in the two Los Angeles newspapers that ceased publication last month (BROADCASTING, Jan. 15).

TvB's list of 205 advertisers represents an approximate total of \$4 million. The total lineage of each for the nine-month period also is listed, with expenditures based on the open line rate of \$1.05 for the morning *Examiner*, \$1.75 for the Sunday *Examiner* and 85 cents for the evening *Mirror*.

The demise of papers leaves some advertisers with unspent budgets, TvB claims. "While there is no way of knowing the 1962 budgets of these companies," TvB said in a letter to its station rep members, "we would like to convert these freed newspaper dollars to television dollars."

## Crocker mixes to NL&B

Needham, Louis & Brorby, Chicago, is winner of the \$8 million Betty Crocker mixes account which earlier announced departure from the New York office of BBDO effective May 31 (BROADCASTING, Jan. 29).

James S. Fish, vice president and advertising director of General Mills, announced last Wednesday that BBDO,

however, will continue to handle the account of subsidiary General Mills Ltd. in Britain. The new NL&B account includes about \$5.5 million in broadcast billing, mostly in network tv, and covers Betty Crocker cake, frosting and baking mix products.

## Agency appointments...

- Nixon for Governor Campaign, Los Angeles, has appointed Hixson & Jorgensen as the campaign's statewide advertising agency. The account will be supervised by Kai Jorgensen, agency president, who stressed that H&J is not representing itself as a 'political' advertising agency but merely will perform normal agency services.

- Reefer-Galler Inc., subsidiary of Colgate-Palmolive Co., appoints Street & Finney, New York, as its advertising agency.

- Cristy Chemical Co., Worcester, Mass., appoints Sackel-Jackson Co., Boston. Radio and tv spot campaigns will be placed through Cristy's new agency.

- Total Oil Products KGB Ltd., London, appoints Armstrong-Warden Ltd., that city, as its agency in Great Britain.

- The Shetland Co. Inc., Salem, Mass., and its affiliates, Lewyt Corp. and Signal Manufacturing Co., have appointed Sackel-Jackson Co., Boston. Irv Eison will be account supervisor and Gerald

Baker, account executive.

- Shulton Inc., Clifton, N. J., has appointed Papert, Koenig, Lois Inc., New York, as agency for a new hair preparation soon to be test-marketed. Product, once tests are completed, is expected to be active in spot tv.

- Rosmar Manufacturing Co. (household products) appoints M. M. Fisher Assoc., Chicago, as its agency.

## TV SPOTS SPUR PROFIT

### TvB's Cash cites their help in recent oil, airline gains

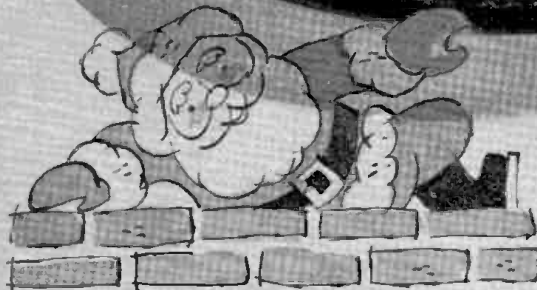
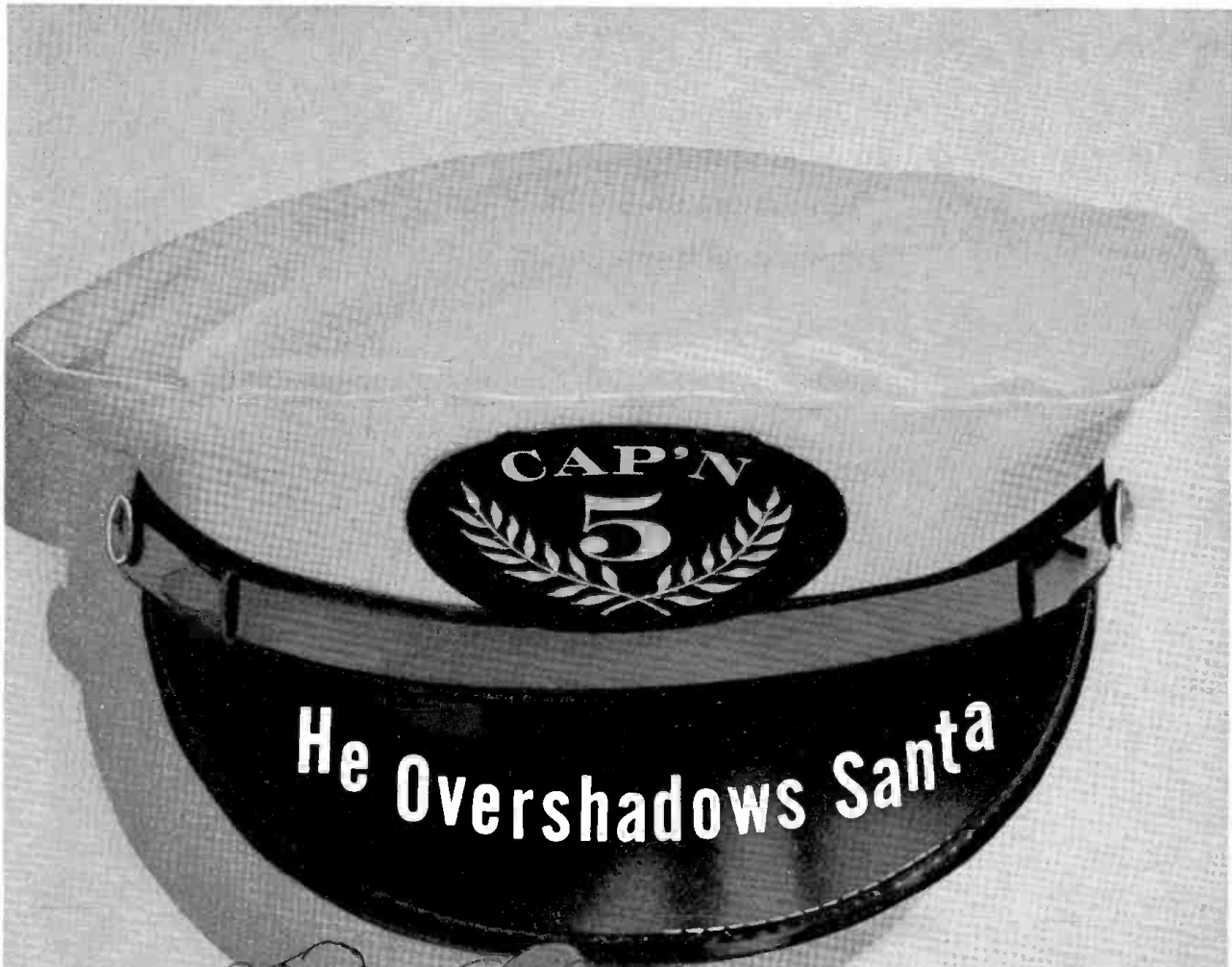
Television's place in the profit picture of various petroleum and airline companies was analyzed by Norman E. Cash, president of the Television Bureau of Advertising, in an address Thursday (Feb. 1) to New Orleans businessmen.

Gross tv time investments by petroleum companies topped \$41 million in 1961, Mr. Cash said, putting television clearly ahead of all other advertising media. He noted that the net profits of those companies making major use of tv are increasing. "A quick look at some of the leaders shows Standard Oil of New Jersey had profit increases of 10.2% in 1961 over 1960; Socony Mobil Oil profits were up 15.6%; Texaco profits rose 9.8%, and Standard Oil of California went up 10.5%.

"Most interesting is the switch to television in recent months by a number of companies who have not used television as a major force." He cited the return of Shell Oil and substantial increases by Sinclair and Cities Service.

Though only two of the six top airlines (Delta and Pan American) were moving ahead in profits during 1961 Mr. Cash said it was "significant that Delta happens to be the largest advertiser, proportionately, of any of the big six, spending 2.46% of its sale dollars for advertising. They also are the largest user on a sales-to-advertising ratio of spot television, spending \$344,800 in gross time billings in the first nine months of 1961, compared with sales of \$140 million." Pan American he said, invests 1.15% of its revenue for advertising. "In total dollars Pan American is the largest user of spot tv with gross time billings of \$393,600 in the first nine months of 1961, but its investment in spot tv is against sale of some \$400 million."

TvB's president concluded that a other airlines which showed earning declines used spot tv in far small amounts or not at all. "I can't help but wonder what might have happened if these companies had also used aggressive marketing tools to meet the problems they were facing."



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

## RAB offers cash awards for 'selling sounds'

Cash awards for creative excellence in radio commercials have been instituted by Radio Advertising Bureau as a reward for imaginative "selling sounds."

Kevin B. Sweeney, RAB president, last week announced that incentive awards of \$1,000, \$500 and \$250 will be given by RAB to the person or persons most directly responsible for creating the three best radio commercials heard on the air for the first time between Jan. 1 and Dec. 31, 1961.

The commercial competition is an outgrowth of RAB's new Radio Test Plan (formerly Test-Market Plan), a program by which RAB hopes to boost radio's national sales by \$30 million within 18 months (BROADCASTING, Dec. 25, 1961). RAB believes one of radio's

problems is in commercial creativity. The best examples submitted in the contest will be used by RAB in its RTP presentations to advertisers.

The deadline for entries is March 1, 1962. The commercials must have run on am stations in two or more metropolitan areas advertising either regionally or nationally sold goods or services (commercials for retail stores are not eligible). A description of the competition and entry blanks have been mailed to agencies, advertisers and radio commercial producing companies.

## Resor, others form agency

James C. Resor, who has owned an advertising agency in Oakland, Calif., six years, has announced the formation of a new agency, Resor-Anderson-Knapper Inc., that city.

Partners with Mr. Resor in the new agency are W. C. Anderson, formerly

an account executive and sales promotion specialist with Honig-Cooper & Harrington, and Dr. H. B. Knapper, most recently a research fellow with the Social Science Research Foundation at the U. of California.

According to Mr. Resor, the agency now is servicing 12 accounts. It is located at 2063 Mountain Blvd., Oakland. Telephone: 655-7151.

## Business briefly...

**Bulova Watch Co.** (Sullivan, Stauffer, Colwell & Bayles); **International Latex Corp.** (Reach, McClinton); **Weco Products Co.** (J. Walter Thompson); **Bisell Inc.**, and **Polk-Miller Products Corp.** (both N. W. Ayer & Son) have purchased new participations in *Saturday Night at the Movies* (NBC-TV, Sat., 9-11 p.m. EST) for the second half of the tv season.

**Roma Wine Co.**, New York, has launched a radio spot campaign of indefinite length in 50 markets (65 stations). The spots include four 60-second spots featuring Roma's Ultra-Pink Rose, Roma Cream Sherry and Roma Ports. Five and 30-second spots also will be used. Agency: Norman, Craig & Kummel, New York.

**Chrysler Corp.** will sponsor "Arthur Freed's Hollywood Melody," a history of American musical motion pictures, on NBC-TV Monday, March 19 (9-10 p.m. EST). Agency: Leo Burnett Co.

**Endicott Johnson** has purchased sponsorship on *Maverick* over ABC-TV (Sunday, 6:30-7:30 p.m. EST) beginning in mid-Spring. The company originally participated in the *Steve Allen Show*, which was cancelled.

**Scripto Inc.**, New York, has purchased one-third sponsorship in "The Bob Hope Show," on NBC-TV Tue., Feb. 27 (9-10 p.m. EST). Agency: McCann-Marschalk Co. New York.

**Distillerie Stock, U. S. A. Ltd.**, New York, American distributor for Distillerie Stock of Italy, producer of brandy and liqueurs, has begun a 13-week tv spot campaign on WOR-TV New York's *The Golden World of Opera*, in addition to a 30-station spot radio schedule. Agency: Carlo Vinti Adv., New York.

**American Chicle Co.** through Kenyon & Eckhardt; **Block Drug** through Grey Adv.; **Brillo Manufacturing Co.** via J. Walter Thompson; **Brown & Williamson** through Ted Bates; **International Latex** via Reach, McClinton; **Johnson & Johnson** through Young & Rubicam; **Thomas Leeming** through William Esty; **Lestoil** via Sackel-Jackson; **Miles Labs** through Wade Adv., and **Polk-Miller Products** through N. W. Ayer

## COMMERCIAL REVIEW: story of a family

A six-minute family situation drama in four acts, starring Clairol, has been filmed for Clairol Inc.'s sponsorship of two NBC News specials, Feb. 9 and April 6. The dramatic commercial, entitled "The Clairol Story About the Adams Family," marks the hair-coloring advertiser's entry into full sponsorship of network tv programs.

The Clairol specials on NBC-TV are the "high society" documentaries titled "Debutante '62" (Feb. 9, 9:30-10:30 p.m.) and "The Vanishing 400" (April 6, 9:30-10:30 p.m.). Purchased last summer, through Foote, Cone & Belding, New York, the programs were considered natural choices because of public interest in the activities of high society as well as for Clairol's aim to lower resistance to hair coloring among women at all social levels. The combined time-talent cost of both specials is estimated at \$340,000. The cost of the single four-part commercial which will be used in both shows: \$65,000.

The Clairol message is expressed in two ways: visually, in the hair styles worn by the six women in the 12-member cast; verbally, through the voice-over narrative of the stage manager, a theatrical device adapted from Thornton Wilder's "Our Town."

The narrator is FC&B's own Roger Pryor, who was a radio announcer in the 1940's; his "come-back" was suggested by Richard L. Gelb, Clairol president. Some 20 announcers and actors had been auditioned for the role before Mr. Gelb recalled hearing



Not a cake commercial, but a scene from the Adams Family birthday party in the six-minute, four-act Clairol commercial.

Mr. Pryor's voice in client-agency meetings. He was tested and got the job.

The commercial was filmed Jan. 15 at Robert Lawrence Productions, Hollywood, from a script written by Shirley Polykoff, Clairol copy group head and account supervisor. Working from the script alone (no storyboard), the commercial was directed by Gerald Schnitzer. The agency producer was Robert H. Steen. Since the commercial is in black and white, special lighting techniques were used to carry out the theme that "Clairol sells big in black and white tv." Parts of the film will be used as spots in the advertiser's tv spot activity.



*"Where there is much desire to learn, there of necessity will be much arguing, much writing, many opinions; for opinion in good men is but knowledge in the making."*

JOHN MILTON



# WHIO 1290

Pictured on opposite sides of a discussion of state finances are the Hon. Michael V. DiSalle, Ohio Governor and Roger Cloud, Speaker of the Ohio House of Representatives, with Phil Donahue, WHIO moderator.

WHIO airs nearly five hours of special public affairs programming each week. This, plus a schedule full of local and network newscasts, are WHIO's contribution to a greater public understanding of local, national and international problems—issues and greater familiarity with the officials and personalities involved.

Dayton area residents appreciate WHIO's adult approach. Advertisers aiming at able-to-buy adults should be interested in WHIO's across the board superiority as shown by October-November 1961 Nielsen ratings:

WHIO was first in 434 out of 504 rated quarter hours among four Dayton stations, 7-days. All ratings translated to quarter hours.

Public Affairs Programs Featured Regularly on WHIO Radio

- OPINIONS
- UNIVERSITY EXPLORER
- Governor DiSalle's PRESS CONFERENCE
- MAYOR'S WEEKLY REPORT
- INVITATION TO LEARNING
- WORLD TONIGHT
- FACE THE COMMUNITY
- LEADING QUESTION

People in the know listen to **WHIO RADIO!**

99.1 Meg. FM

1290 kc

**In DAYTON . . . Ohio's Third Market . . . Ask your Hollingbery Man for WHIO Radio—TV**

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

# FOR NEWS AND INFORMATION IT'S BEEN



**JFK REPORT** Sept. 28  
 "NBC-TV's global news staff did another solid job..." *VARIETY*

**THE MANY FACES OF SPAIN** Nov. 14  
 "A balanced, informative, picturesque insight into Spain...  
 an exceptionally fine hour." *N. Y. DAILY NEWS*

**OUR MAN IN VIENNA** Jan. 24  
 "Our Man In Vienna," because of its pictorial beauty and its wry  
 wit, is the best film of its kind I've ever seen." *N. Y. DAILY NEWS*

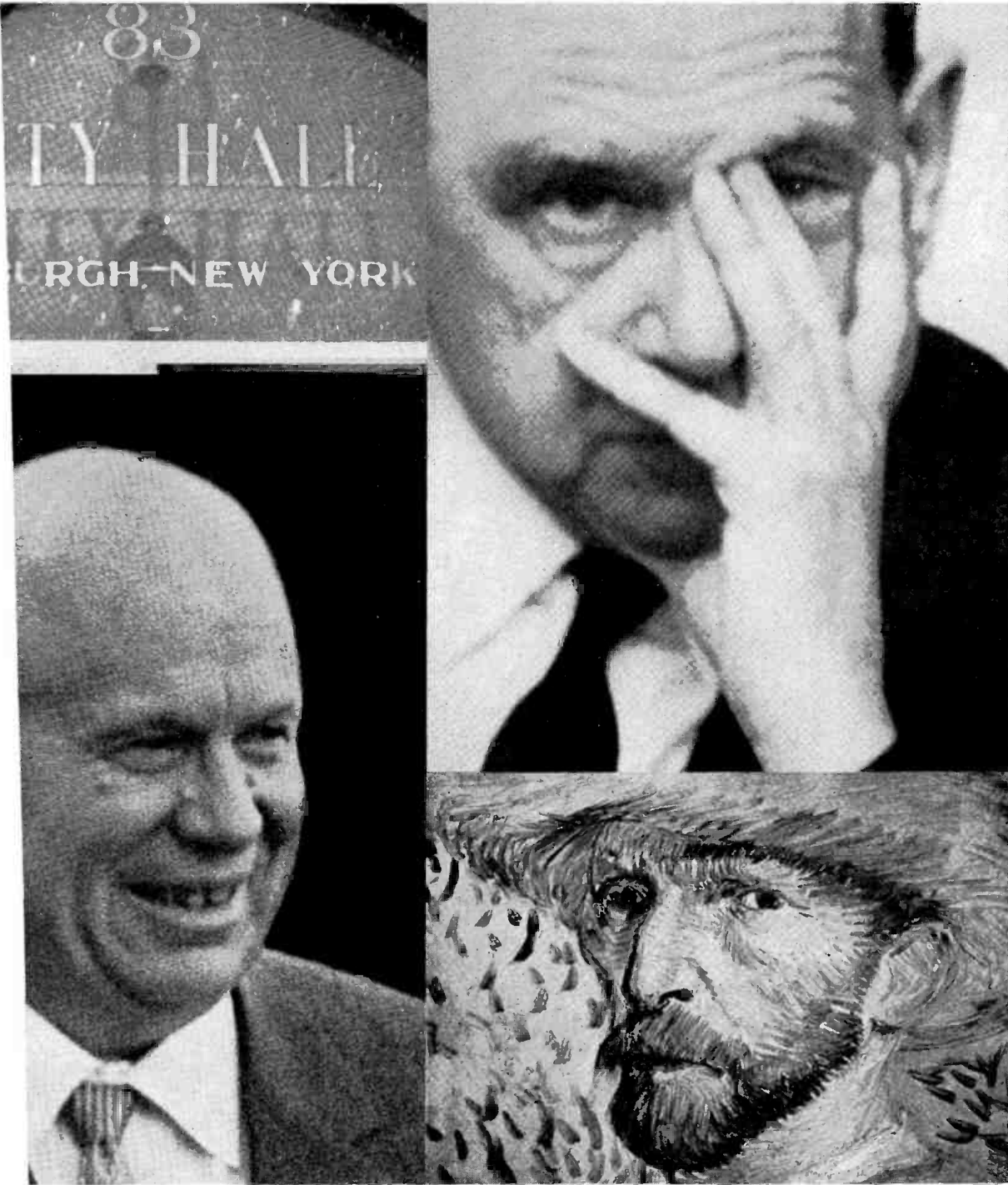
**PEACE CORPS IN TANGANYIKA** Dec. 15  
 "...an expertly done hour... Ray Scherer was a congenial  
 catalyst in interviews..." *THE N. Y. TIMES*

**SO FAR THIS SEASON:**  
 NBC has presented a total of 60 News and Information  
 Specials—most of them in prime evening time. The programs  
 have examined world crises, national problems, Americans  
 in history, our progress in space, religion and art. Together with  
 the regular daily and weekly news programs, they form the

most comprehensive and varied news and information schedule  
 in all television...one which attracts television's biggest  
 news audience to NBC.

**FUTURE NEWS AND SPECIAL PROJECTS PROGRAMS:**  
 Feb. 9, Debutante '62. Feb. 11, Television And The FCC.  
 Feb. 11, The Loyal Opposition. Feb. 14, A Tour Of The White

# A VERY SPECIAL SEASON ON NBC



**THE BATTLE OF NEWBURGH** Jan. 28  
 "... a scrupulous, searching documentary ... It succeeded to an extent not often realized on the home screen." *N. Y. WORLD-TELEGRAM*

**WHITE PAPER NO. 8: KHRUSHCHEV AND BERLIN** Dec. 26  
 "Once again ... NBC News ... has shown how television journalism can play its part in awakening the country." *THE N. Y. TIMES*

**DEATH OF A STATESMAN** Sept. 18  
 "... an excellent and heartrending program ... all concerned deserve praise." *CHICAGO'S AMERICAN*

**VINCENT VAN GOGH: A SELF PORTRAIT** Nov. 17  
 "... sure to rank among the masterworks." *N. Y. WORLD-TELEGRAM*

House With Mrs. John F. Kennedy. Feb. 15, The Indiscriminate Woman. Feb. 18, Police Emergency Squad. Feb. 25, NBC White Paper No. 10: Red China. Feb. 27, The World of Sophia Loren. Mar. 4, Regards To George M. Cohan. Mar. 4, The Nation's Future. Mar. 10, Other Thresholds. Mar. 13, Chet Huntley: The Land. Mar. 18, Project 20: Cops 'N' Robbers. Mar. 25, NBC White Paper

No. 11: The Business Of Defense. Mar. 29, U. S. = 1: American Profile. Apr. 1, Beauty Of Woman. Apr. 6, Vanishing 400. Apr. 15, Project 20: He Is Risen.

**THIS IS NBC ■ LARGEST SINGLE SOURCE OF NEWS, INFORMATION & ENTERTAINMENT IN THE FREE WORLD**

have signed for sponsorship in ABC-TV's Sunday night movie program which begins April 8.

**Sunshine Biscuits Inc.**, Long Island City, N. Y., has bought participations on NBC-TV daytime *The Price is Right* and *Truth or Consequences*. Agency: Cunningham & Walsh, New York.

**U. S. Steel Corp.**, New York, will sponsor NBC-TV's April 15 *Project 20* program. Agency: BBDO, New York.

## Bureau of Advertising cites Shell '61 gains

Shell Oil Co. gained in gasoline sales at a greater rate than the industry as a whole in the first 10 months of 1961.

This message came recently from the Bureau of Advertising of the American Newspaper Publishers Assn. The Bureau coupled the sales claims with a reminder that Shell, through Ogilvy, Benson & Mather, placed the bulk of its 1961 consumer advertising budget in daily newspapers. The bureau also noted readership surveys on the campaign's effectiveness. Newspapers, said the bureau, will continue to play "a major part" in delivering the Shell message.

Tv stations across the nation last week started airing the first commercials in Shell's newly-placed 11 to 13-week spot tv campaign on behalf of consumer products. Out of some \$9 million allocated by Shell this year for both consumer products and institutional, through OB&M and Kenyon & Eckhardt, respectively, television is getting about \$5.4 million (BROADCASTING, Jan. 8).

## Rep appointments...

- KEST Boise, Idaho: Feltis, Dove & Cannon as representative in Seattle, Wash., and Portland, Ore.
- KUKA San Antonio (Spanish language station): National Time Sales, New York. The station simultaneously announces it is joining the National Spanish Language Network. Harlan G. Oakes & Assoc. continues to represent KUKA on the West Coast.
- WETZ New Martinsville, W. Va.: Hal Walton & Co. as national representative.
- WLAM Lewiston, Me.: Jack Malsa & Co. as national representative. Kettell-Carter, Boston, remains as New England rep.
- WTHI-TV Terre Haute, Ind.: Edward Petry & Co.
- WWRL New York: John E. Pearson Co., that city, as national representative.

36 (BROADCAST ADVERTISING)

## More spot radio seen for 81% of big buyers

AM Radio Sales Inc., New York, predicts a "significant increase" this year in the use of spot radio by leading national and regional advertisers. The radio rep firm's recent survey of the spot business outlook for the year showed that of the 79 largest advertisers, 81% have already made plans to use radio and only 4.9% intend to use network radio either as sole effort or in addition to spot radio.

J. Norman Nelson, director of marketing and sales development of the firm, last week stated that 56.2% of 79 advertisers will increase their 1962 radio budget. Another 29.1% will spend the same as in 1961, while 14.1% will spend less than in 1961.

The survey said that several advertisers are waiting results of radio tests. Others indicated radio would be used as individual marketing problems arose. These comprise a 7.2% response in the "will perhaps use radio" category. Of the respondents, 11.4% replied that radio was not included in their plans for this year, and a third of these said that local recommendations by their dealers and distributors will in no way change their decision.

## Spring seminar for RTES

Radio & Tv Executives Society, New York, is adding a spring term to its Time Buying & Selling Seminar, which previously has been an eight-week course in the fall.

The eight-week spring session will start Feb. 27. Following the new course-of-instruction approach which began last fall, and from which 46 industry persons were graduated, the spring term also will be conducted by prominent executives, representing agencies, reps, networks and stations. The course is open to industry employees who are interested in learning the essentials of broadcast media buying and selling, according to Erwin Ephron, seminar chairman.

## Also in advertising...

**B&B's French accent** ▪ Benton & Bowles, New York and Aljanvic, S.A., Paris, have entered into an agreement whereby the French agency will represent, on an exclusive basis, B&B's interests in France. Aljanvic, founded in 1938, billed about \$2 million in 1960. B&B controls Benton & Bowles Ltd., London, with current billing approximating \$8 million.

**Hall of Fame nominations** ▪ Nominations are being invited for the Advertising Hall of Fame, sponsored by the

Advertising Federation of America. Eligible for election are "leaders of advertising who have contributed to its growth and stature as a profession." Nominees must have been deceased two years before eligibility. All nominations must be submitted in official presentations by individuals, firms or organizations before April 10, and sent to AFA, 655 Madison Ave., New York 21.

## Radio-minded Clark Oil establishes own agency

The \$1 million advertising account of Clark Oil & Refining Corp., nearly all of which is being spent on 100 radio stations in the Midwest, will be placed through a new advertising agency that is the wholly-owned subsidiary of Clark, effective Feb. 13, it was confirmed last week (AT DEADLINE, Jan. 15). Tatham-Laird, Chicago, loses the account.

Nick G. Takton, Clark advertising manager, said the new agency, Greenfield Enterprises Inc., will establish offices in Milwaukee, the Clark headquarters city, and in Chicago. He said Clark is looking for "good creative people" to staff the agency, whose president will be I. H. Dawes, Clark executive vice president. Mr. Takton said he personally will be "very much involved" in the new agency but could not disclose the extent now.

Clark also announced the appointment of Mel Blanc Assoc., Hollywood, to handle the return of the popular "Fizbee and The Chief" comic commercial which for three years was credited with helping to put Clark's sales curve on the upswing.

## Cohan forms pr firm

A new public relations firm, Philip C. Cohan Public Relations, has been formed to handle corporate, political and radio-tv accounts at 161 W. 54th St., New York, it was announced last week. Mr. Cohan, president of the new firm, formerly was a press representative for CBS. Previously he worked for several Washington, D. C., area newspapers.

## Wesley buys Mann-Ellis

Wesley Assoc., New York, has acquired Mann-Ellis Inc., an advertising agency specializing in European accounts.

Mann-Ellis accounts will be served under the new corporate name of Mann-Wesley Inc., a division of Wesley Assoc. Combined billings of the merged agencies are about \$10 million.

A European office to be known as Mann-Wesley will be established, in Switzerland, by Wesley Assoc.

BROADCASTING, February 5, 1962

**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**  
**JOHN WAYNE LANA TURNER TAB HUNTER JAMES ARNESS**



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)

# THE SEA CHASE!



**Anna Pavlova**

Courtesy of The Bettmann Archive

## 1910 Audience Limited

The beauty and talent of this great prima ballerina were known everywhere. Despite her fame in the early 1900s, comparatively few people were privileged to see her perform. Today, on WGAL-TV, an outstanding entertainer is seen by countless thousands. Worthwhile programming assures a vast and loyal audience for WGAL-TV advertisers.



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

## NIELSEN

First report for January, 1962  
(Based on two weeks ending Jan. 7, 1962)

### NIELSEN TOTAL AUDIENCE (†)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1	Rose Bowl Football Game	48.2	23,618
2	NFL World Champ. Pro Ftbl	40.6	19,894
3	Sugar Bowl Football Game	38.4	18,816
4	Wagon Train	38.0	18,620
5	Perry Mason Show	35.3	17,297
6	Tour.-Roses Parade (NBC)	35.2	17,248
7	Gunsmoke (10:30)	34.3	16,807
8	Dr. Kildare	34.2	16,758
9	Bonanza	33.8	16,562
10	Garry Moore Show	33.5	16,415

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

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

### NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1	Wagon Train	32.6	15,974
2	Gunsmoke (10:30)	31.8	15,582
3	Perry Mason Show	31.1	15,239
4	Gunsmoke (10:00)	31.1	15,239
5	Rose Bowl Football Game	31.0	15,190
6	Bonanza	29.5	14,455
7	Garry Moore (10:00)	29.4	14,406
8	Garry Moore (10:30)	29.3	14,357
9	Dr. Kildare	29.1	14,259
10	NFL World Champ. Pro Ftbl	28.8	14,112

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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-Ewald), Sun., 9-10 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.

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.

NFL Championship Game (NBC-185); Philip Morris (Burnett), Ford (JWT), American Oil (D'Arcy), Dec. 31, 12 noon-conclusion.

Rose Bowl Football Game (NBC-192); Gillette (Maxon), Chrysler (Burnett), Jan. 1, 4-45 p.m.-conclusion.

Sugar Bowl Football Game (NBC-166); United Motors Div., General Motors (C-E), Wynn Oil (EWR&R), Brown & Williamson (Bates), Colgate-Palmolive (Bates), Jan. 1, 1-45 p.m.-conclusion.

Tournament of Roses Parade (NBC-176); Minute Maid Div. of Coca-Cola (Bates), Jan. 1, 11:30 a.m.-1:45.

## THE MEDIA

# Reorganization plan scuttled by NAB

## BOARD ORDERS FURTHER STUDY; OVER-LICENSING PROBE PLANNED

A move to reorganize the NAB board of directors by reducing radio board membership from 29 to 18 and eventually reducing the television board from 14 to 10 was rejected last Wednesday by the radio board at the NAB four-day winter meeting.

The radio board, concerned about "over-population" of radio stations, authorized appointment of a committee by President LeRoy Collins to study economic, engineering and other problems arising from the growth in the number of stations.

Resolutions implementing these actions were slated for approval at the concluding joint board session Friday (see AT DEADLINE, page 9).

A budget of \$1.7 million—roughly the same as that for the current fiscal year—was expected to be approved at Friday's closing session, as was a comprehensive plan of research and training presented by a committee headed by Don McGannon, president of Westinghouse Broadcasting Co. (story page 42).

By a vote of 21-5 the radio board rejected the reorganization plan—one of several drafted by a high-level board committee. Since President Collins had taken the position that no plan would be adopted without near-unanimous vote of the combined boards, no effort

was made to override the radio board's action.

A new committee on structure and reorganization to be named by President Collins will seek equal representation of stations by district directors.

In the offing is seen an executive committee that would function between meetings of the 44-member board, if that figure is retained. A resolution proposing reapportionment was submitted by John S. Hayes, president of the Post-Newsweek Stations and was expected to be adopted in substance at Friday's joint meeting.

**The Problem** ■ The radio board devoted considerable time at Wednesday's session to what was described as the station over-population problem. John F. Meagher, vice president for radio, presented an economic breakdown showing a gloomy outlook if the unrestricted licensing policy in am broadcasting is continued. George W. Bartlett, NAB manager of engineering, covered the allocations aspect, with emphasis on a return to engineering standards that could ameliorate the interference problem and restore adequate coverage to regional and local stations. Douglas Anello, general counsel, covered legislative and legal aspects.

The consequences of arbitrary lim-

itations in licensing were debated. It was pointed out that any arbitrary limitation of competition could bring tighter regulation of business as well as programming aspects of station operations.

The radio board, headed by George C. Hatch, KALL Salt Lake City, chairman, and Joseph M. Higgins, WIBC Indianapolis, vice chairman, received code reports from Robert D. Swezey, director of the NAB Code Authority, and Cliff Gill, KEZY Anaheim, Calif., chairman of the radio code review board.

An amendment to the radio code was ratified. It cautioned subscribers that "requests for time for public service announcements or programs should be carefully reviewed with respect to the character and reputation of the campaign, group or organization involved, the public interest content of the message, and the manner of its presentation." Mr. Gill reported "historic progress" in code enforcement in the last year, adding that monitoring showed 91% compliance with the radio standards.

A report by William Carlisle, station relations vice president, showed membership of 1,756 am stations, 602 fm stations and four networks compared to 1,696 am stations, 565 fm



This young lady was introduced (phonetically) as "Miss Minow" to NAB President LeRoy Collins (l) by Jim Howe, WIRA Fort Pierce, Fla., NAB Fifth District Director. She is Louise Menna (pronounced Menow) and also Miss Virgin Islands (in the Fifth District). An art student in Sarasota, where the NAB board held its winter meeting last week, she admitted she was from the Virgin Islands by way of Camden, N. J. Gov. Collins holds a Marblehead putter presented to him by broadcasters of Sarasota, who gave the cocktail party.

and four networks a year ago.

**JFK Salute** ■ A taped salute to radio from President Kennedy, to be made available to NAB radio members during National Radio Month in May, was previewed by John M. Couric, NAB public relations manager. All members of the Kennedy cabinet will record statements for the month. A series of jingles and promotional kits will be supplied radio members.

Ben Strouse, WWDC-FM Washington, reported on the work of the special fm allocations committee, which was active in preparation of comments on fm allocations filed with the FCC.

The future of Television Information Office, operating independently of the NAB but geared in the same public relations direction was assured, the tel-

evision board was told Thursday by Clair R. McCollough, Steinman Stations, joint board chairman, who also serves as chairman of policy-directing Television Information Committee.

All three networks have urged continuance of this audience-level public relations operation and NAB will continue its annual \$75,000 contribution toward maintenance of the office, which has a \$500,000 annual budget. CBS and NBC each contribute \$75,000 while the ABC contribution is \$45,000. Less certain, however, was the status of Louis Hausman, director of TIO, who had advised the board of his plan to leave upon completion of his three-year term next October. Mr. Hausman, it is believed, will be asked to remain. He gave a slide presentation to be shown parent-teacher associations and other local groups.

**Tv Code Changes** ■ Mr. Swezey and E. K. (Joe) Hartenbower, KCMO-TV Kansas City, reported to the television board on recodification of parts of the television code. A committee of the code review board will draft changes for the NAB board meeting to be held in June.

A resolution was introduced endorsing all-channel receiver legislation that would authorize the FCC to take such action but containing a provision to bar the FCC from deleting existing vhf stations. The resolution is similar to one (HR 9267) offered by Rep. Kenneth A. Roberts (D-Ala.). This resolution, along with others requiring joint board action, was slated for action at the closing session of the two boards Friday (see AT DEADLINE, page 9).

Action to protect television broadcasters in smaller communities from community antenna operations was taken by the tv board which adopted unanimously a resolution offered by its catv-repeater committee. The resolution directed the NAB staff to study legislation empowering the FCC to restrict catv systems where deemed in the public interest.

The resolution provided funds for a study of the economic impact on stations in such situations, plus the effect on catv systems of a non-duplication policy. Both viewing habits and station revenue in catv and non-catv areas will be studied. The resolution was drawn by a committee appointed last year. It is headed by Eugene S. Thomas, KETV (TV) Omaha, a tv board member.

Henry B. Clay, KTHV (TV) Little Rock, Ark., and Mr. Carlisle reported the status of tv station membership—380 against 362 a year earlier, plus the three networks.

**Attending** ■ In addition to Mr. Hatch, Mr. Higgins and Mr. Strouse, members of the Radio Board attending were:

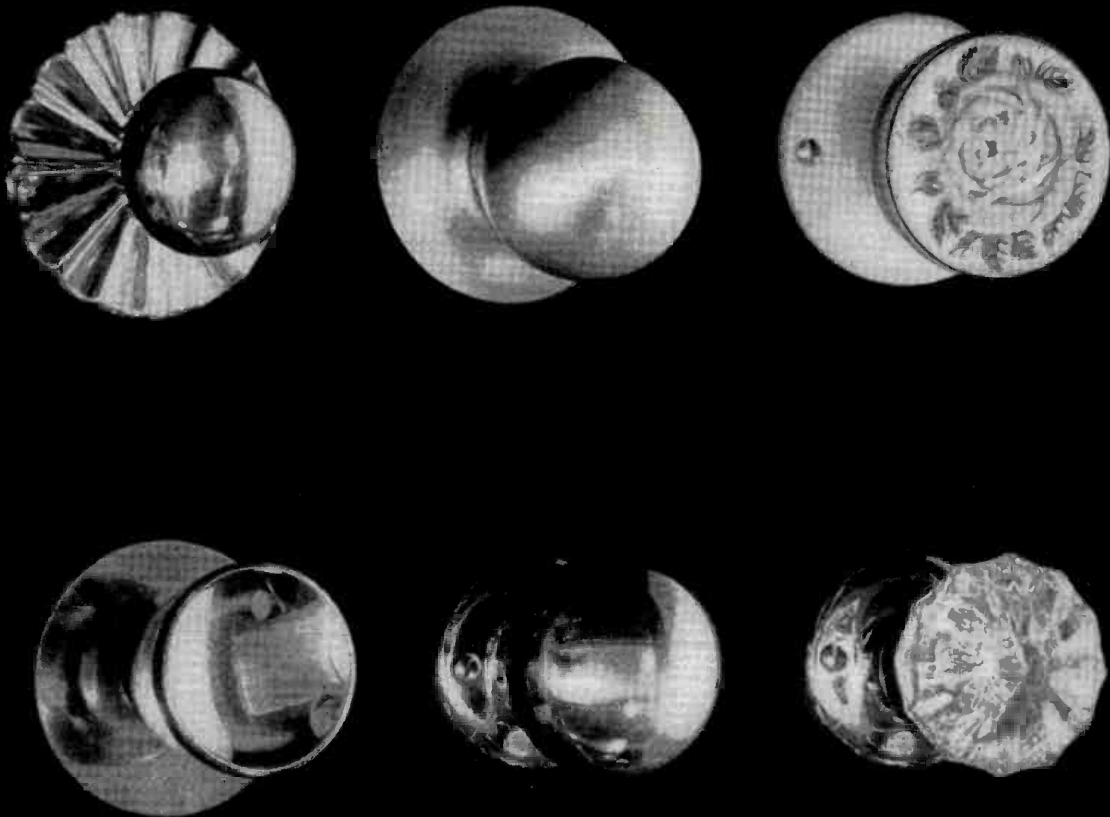
John S. Booth, WCHA. Chambersburg, Pa.; Carleton D. Brown, WTVL Waterville, Me.; Richard W. Chapin, KFOR Lincoln, Neb.; B. Floyd Farr, KEEN San Jose, Calif.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Simon Goldman, WJTN Jamestown, N.Y.; Arthur Hull Hayes, CBS; John S. Hayes, WTOP Washington; James L. Howe, WIRA Fort Pierce, Fla.; Robert F. Hurleigh, MBS; Ray Johnson, KMED Medford, Ore.; A. Boyd Kelley, KRRV Sherman, Tex.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Robert T. Mason, WMRN Marion, Ohio; Allan Page, KGWA Enid, Okla.; John F. Patt, WJR Detroit; Hugh O. Potter, WOMI Owensboro, Ky.; Odin S. Ramsland, KDAL Duluth, Minn.; Ben B. Sanders, KICD Spencer, Ia.; Willard Schroeder, WOOD Grand Rapids, Mich.; F. C. Sowell, WLAC Nashville, Tenn.; P. A. Sugg, NBC; Alvis H. Temple, WKCT Bowling Green, Ky.; Mortimer Weinbach, ABC; Jack S. Younts, WEEB Southern Pines, N.C. Robert J. McAndrews, KBIG Hollywood, was excused.

Members of the tv board attending, besides Chairman Martin, Mr. Clay, Mr. Thomas, and William B. Quarton, WMT-TV Cedar Rapids, Ia., tv vice chairman, were Clair R. McCollough, Steinman Stations, joint board chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph C. Drilling, JWV-TV Cleveland; James D. Russell, KKTU (TV) Colorado Springs, Colo.; W. D. Rogers, Texas Telectasting, Lubbock, Tex.; Joseph S. Sinclair, WJAR-TV Providence, R.I.; Robert F. Wright, WTOK-TV Meridian, Miss.; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV. David C. Adams, NBC-TV, was excused.

### Departing honors

NAB board members who leave the NAB board April 1-4 at the convention in Chicago were feted Feb. 1 at the association's board meeting in Sarasota, Fla. They are not eligible for re-election. Guests of honor were Simon Goldman, WJTN Jamestown, N. Y.; Jack Younts, WEEB Pinehurst, N. C.; F. C. Sowell, WLAC Nashville, Tenn.; Joseph M. Higgins, WIBC Indianapolis, radio vice chairman; George C. Hatch, KALL Salt Lake City, radio chairman; Robert J. McAndrews, KBIG Hollywood (absent because of illness); Merrill Lindsay, WSOY-FM Decatur, Ill. All are radio directors ineligible for re-election. Dwight W. Martin, WDSU-TV New Orleans, tv chairman, is the only tv director ineligible for re-election.





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# NAB board adopts new research

## RESTRICTED VERSION OF PROPOSED UNIVERSITY PLAN IS APPROVED

Creation within the NAB. of a department to conduct an industrywide program of research on a project-by-project basis was adopted last week by the NAB joint boards, meeting in Sarasota, Fla. The directors approved the recommendations submitted by an ad hoc committee appointed last September by President LeRoy Collins. Final board action on the project was taken Friday morning.

This plan postpones and possibly means abandonment of the original proposal of President Collins for a Broadcast Research Center at a major university. Instead, for the first three years the NAB will be free to farm out individual projects to universities, colleges or other qualified research organizations.

The detailed plan was presented to the NAB joint board last Tuesday by Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the ad hoc research and training committee. He was given an ovation for the depth of the report, which won informal acceptance at the Tuesday session.

A director of research at the vice presidential level is specified, to be based in Washington, New York, or

some other location calculated to serve the program. He would have a small permanent staff. One or possibly two limited projects are contemplated for farming out during the first year of the initial three-year plan, described as "Phase I." "Phase 2" contemplates a five-year project "with ever increasing 'open-end' factors coming into being."

**Planned Budget** ■ For the first year the budget is pegged at between \$85,000 and \$95,000 (out of current NAB funds) of which \$45,000-\$55,000 would be overhead and \$40,000 project cost. For the second year overhead would run \$50,000 to \$60,000 with the project cost \$70,000 for a total of \$120,000 to \$130,000. The third year budget is \$60,000 overhead and \$100,000 project, for a total of \$160,000. The fourth year was estimated at \$200,000 to \$250,000.

The detailed report had the unanimous approval of the nine-man McGannon Committee. It was developed after interviews with leaders in the field and four full committee meetings.

The research vice president will be nominated by the ad hoc committee, with the appointment to be made by President Collins. He will have available to him the advice and counsel of

authorities in research as well as a research advisor and consultant to be retained by the NAB—probably an outstanding university official.

**Advisory Council** ■ A new research committee, replacing the ad hoc group, is specified as the policy-making organization. It will pass on all recommendations for research to be undertaken, and examine and analyze these in conjunction with the research director and a new research advisory council. The committee will consist of a chairman, two tv station and two radio station representatives, four representatives of television and radio networks and two non-broadcasters having special insight into the needs of the industry.

The advisory council will meet periodically under the chairmanship of a consultant, with the NAB research director as vice chairman. The membership will be selected from among leaders in the various elements involved in communications research.

Among general conclusions reached by the ad hoc committee were:

- The need for a broad industry research program is acute.
- Research must be bi-media, benefiting both radio and television.
- Broadcasters must continue to study the direction, purpose and potential of the industry as communications media.

- The program should deal with both long-term and short-term objectives.

- No research would be conducted for individual stations or networks but only that which would be of broad interest to the entire industry.

- Competition with commercial research organizations is to be avoided as well as with duplicate research projects of TvB, RAB, ARF or others.

The program at first will undertake the study of present industry activities and questions, seeking their solution within the capacity of NAB to assimilate and finance them.

The areas of activity are such that no one university or college can effectively deal with or satisfy all requirements. Flexibility would be maintained in NAB's relationship with educational institutions so that the values of different and appropriate staffs and experiences can be used.

**NAB Latitude** ■ The NAB should be free as the research project develops to consider and adopt a particular location for a Broadcast Research Center, according to the plan. Under proper circumstances it may be possible to secure foundation support for limited

### Collins puts foot in door—not in mouth

Does LeRoy Collins, who has just concluded the first year of a three-year contract as president of the NAB, plan to run again for political office in his native state of Florida?

That question remained unanswered last week when the former governor arrived at Sarasota for the NAB board meeting. In interviews with area newspapers he didn't say yes and he didn't say no.

Allen Buck of the *Sarasota Herald-Tribune* reported Jan. 29 that Gov. Collins said he is not seeking the governorship for a second term but that "he did not close the door completely on the possibility he might respond to a draft." He referred to Mr. Collins as "always the suave politician" who refused to be pinned to any specific plans. Gov. Collins was quoted as saying he misses Florida, Tallahassee in particular.

Questioned point blank on the

subject of the governorship if he were drafted, the reporter quoted Mr. Collins as saying "I don't think I can say at this time what my exact plans for the future are."

Gov. Collins told the newspaper he enjoys the NAB work and is keeping quite busy. "With offices in Washington, New York and Los Angeles I do a lot of traveling."

The *Tampa Tribune* on Jan. 26 reported that Mr. Collins "again reiterated that he does not have any plans to run for political office in Florida" although he conceded in reply to a question that "one must not ever completely close the door to the possibility of serving one's people."

In an aside to a director, Gov. Collins asked, "How do you close a door and keep it open at the same time?"

"Put you foot in it," the director replied.

areas of research to be undertaken by the NAB.

The plan includes a series of original studies that would be "authoritative and objective." Among these is one to "seek improvements in the precision of radio and television audience measurements, so as to assist the various rating systems and users of these services."

Another would contribute to a "fuller understanding of broadcasting's role in the national economy; and to the increased effectiveness of radio and television advertising."

Following are the "potential areas of research" recommended by the committee:

- Methodology—basic studies to develop better ways of measuring in-home, out-of-home, fm, auto and portable listening and viewing.
- Relative roles of tv and radio in disasters and in keeping the public informed on national and local public issues, including broadcast editorials.
- Impact of tv on children in relation to other media and institutions.
- Continuing study of national viewing and listening habits, including regional sub-samples, including audience reactions, the industry's image and use of leisure time.
- Psychological and sociological studies into impact on individuals.
- Effectiveness of broadcast media (attitude change, perception, social action, sales, etc.).
- Relationship of commercial and educational broadcasting, including public reaction.
- Programming research—how people get news, what they look for, use and assimilate. Relation of time of day and day of week to programming.
- Studies of changing tastes and ways of elevating tastes by listener-viewer training.
- Freedom, responsibility and self-regulation of broadcasting.
- Role of broadcast media in a leisure-oriented society.

The report recognized that qualified research people in broadcasting are in short supply. While it said establishment of a center at a university would afford important elements of prestige, the committee concluded that it would be almost impossible to create a research center of the scope which would warrant its placement at a university campus during the initial phase.

Instead the committee recommended the designation of a limited number of affiliated universities qualified to handle specified assignments. Rights of publication of results would be in the hands of the university or the individual faculty or project director. A training program during the first phase was recommended in the form of institutional seminars.

Members of the Ad Hoc Committee, BROADCASTING, February 5, 1962



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in addition to Chairman McGannon, were Julius Barnathan, ABC; Hugh M. Beville, NBC; George C. Hatch, Inter-mountain Network; John P. Cowden, CBS; Daniel W. Kops WAVZ New Haven; Irving Lichtenstein, WWDC, Washington; Richard B. Rawls, KPHO-AM-TV Phoenix; Willard Shroeder, WOOD-AM-FM-TV Grand Rapids. Melvin A. Goldberg, WBC, was re-search director and advisor.

## Changing hands

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

■ **KTVR (TV) Denver, Colo.:** Sold by J. Elroy McCaw to Bill Daniels for \$2 million. Mr. Daniels owns KFML-AM-FM Denver, and is president of Tele-vents Inc., owner of seven community antenna systems in Colorado. He also heads the brokerage firm of Daniels & Assoc., which manages 33 catv systems in 12 states. Mr. McCaw, who also owns WINS New York and KTVW (TV) Seattle-Tacoma, Wash., acquired the ch. 2 independent in Denver from Gene O'Fallon for \$750,000.

■ **WAGE Leesburg, Va.:** Sold by William T. Stubblefield to James Symington, brother of U. S. Sen. Stuart Sym-

ington (D-Mo.) and resident of Leesburg, for \$175,000. WAGE, bought by Mr. Stubblefield in 1959 for \$73,000, is a 1 kw daytimer on 1290 kc.

■ **KUTY Palmdale, Calif.:** Sold by Harold C. Singleton to Sherwood J. Tarlow, Joe Kruger and Allan W. Roberts for \$70,000. Buyers own WHIL Medford and WARE Ware, both Massachusetts; WWOK Charlotte, N. C., and WJBW New Orleans, La. Mr. Tarlow also owns 50% of WLOB Portland, Maine. KUTY is a 5 kw daytimer on 1470 kc. Broker was Patt McDonald.

**APPROVED** ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 78).*

■ **WIRO Ironton, Ohio:** Sold by C. E. McElroy and Clarence Baker to Kenneth H., Rose A. and Perry E. Auble for \$125,000 and agreement not to compete for eight years within 50 miles.

## Man-shoot delays hit networks financially

The networks' delayed coverage of the planned man-shoot at Cape Canaveral has been costly. It's estimated that the radio-tv networks already have \$1

## Class in Cleveland

One of the newest status symbols appears to be a gold television aerial. In the Cleveland area, for example, almost everyone (around 200 thus far) who has one has it connected to a color tv set.

It's not really gold, but has a gold-anodized finish, according to E. T. Glyde, sales manager for the East Side branch of the RCA Service Co. in that city.

Mr. Glyde described the gold antenna as a "high gun" antenna, designed especially for color reception, but it also improves black and white television, he said.

"This gold aerial gives maximum protection from the weather—against corroding, peeling and chipping. It will withstand winds up to 90 or 100 miles an hour and it won't bend, nor will its wings bend," Mr. Glyde said. He added: "It also enhances the appearance of the house—sort of a prestige symbol."

million committed. But the delays make an actual total difficult to determine.

NBC-TV, for example, claimed it was at the \$460,000 mark as of Jan. 27, but when the shoot was postponed, the costs continued thusly: as of Feb. 1, the total committed was \$515,000 and by Feb. 13, the new date for the orbit-try, the cost should reach \$575,000. These costs include maintenance of crews and other personnel as well as additional out-of-pocket expenses. On top of this, NBC-TV would estimate still another \$6,000 in technical expenses, and another \$2,000 for out-of-pocket costs for the news unit stationed there. Adding the latter figures, NBC-TV's total would climb to \$583,000.

ABC said that because of its cost of manning a man-shoot coverage it would not join CBS-TV and NBC-TV in the White House tour to be conducted for tv by the First Lady on Feb. 16. ABC-TV was to have telecast it on a delayed basis.

## ABC Radio adds two

ABC Radio last week announced new affiliations, WORL Boston and WTVN Columbus, Ohio, bringing to 399 the total stations of the network. Both affiliations become effective May 1.

WORL, 5 kw fulltime on 950 kc, is owned by the Pilgrim Broadcasting Co. George Gray is executive vice president and general manager. WTVN is on 610 kc with 5 kw fulltime and is owned by Taft Broadcasting Co. Gene D'Angelo is general manager.

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Profitable fulltime facility in a single station market with good real estate. Price and terms arranged so that property will easily pay for itself out of present earnings. \$45,000 cash required.

This is a daytimer in a multiple station market and is now showing losses because of absentee ownership. Can be bought with a low down payment and on easy terms.

**NORTH CENTRAL**  
**\$285,000**

**VIRGINIA**  
**\$165,000**

**FLORIDA**  
**\$85,000**

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### ATLANTA

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John C. Williams  
1102 Healey Bldg.  
Jackson 5-1576

### WEST COAST

Colin M. Selph  
Calif. Bank Bldg.  
9441 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-2770

## Individual sues KFYP for airing editorial

KFYP Bismarck, N. D., was sued for \$10,000 damages last week by an individual whose comments in response to a station editorial had been mentioned on the air.

The suit, filed in behalf of LeRoy Walker, claimed he was "held up to the hatred, contempt, ridicule and obloquy of his fellow citizens" in an editorial. The station had quoted portions of a Walker letter it received, including the writer's statement, "As I see it, there are two reasons for attacks of this sort . . . one a matter of inflating your ego and the other a form of bribery."

In addition the KFYP editorial was described as making this comment: "Stating that KFYP's criticism of the extreme right follows closely those of the Farmers Union, Walker snidely asks: 'Is it just coincidence that the Farmers Union is one of your larger, if not largest account.'"

Continuing, KFYP stated on the air: "The mere fact that KFYP publicly has to defend its integrity because of misled, name-calling radicals, is adequate proof of our criticism of the radical right."

Mr. Walker claimed KFYP statements were libelous *per se* as well as malicious. He asked \$5,000 general and \$5,000 punitive damages.

## Poll backs JFK's use of tv news conferences

President Kennedy's live tv news conferences are a "good idea," an overwhelming majority said in a public opinion poll recently released.

The McClure Newspaper Syndicate's "What America Thinks" poll asked a nationwide cross section of Americans: "Do you think live televised press conferences by President Kennedy are a good idea or a bad idea?" Those interviewed, who also were asked their political affiliations, "represented all walks of life and all income brackets," according to Jack Boyle, poll director.

The responses in percentages:

	Rep.	Dem.	Ind.	Average
Good idea .....	76.3	84.5	77.2	79.6
Bad idea .....	10.5	4.5	9.1	7.8
Never watched .....	7.9	4.9	9.3	7.2
No opinion .....	5.3	6.1	4.4	5.4

## Mutual adds 11 affiliates

The Mutual Broadcasting System added 11 affiliates in January. They are (with power, frequency and name of licensee): KHJ Los Angeles (5 kw, 930 kc, RKO General); WTMA

Charleston, S. C. (5 kw daytime, 1 kw night, 1250 kc, Atlantic Coast Broadcasting Corp. of Charleston); KNOX Grand Forks, N. D. (5 kw, 1310 kc, Community Radio Corp.); WBLV Springfield, Ohio) 1 kw daytime, 1600 kc, Champion City Broadcasting Co.); WDAL Meridian, Miss. (1 kw daytime, 1330 kc, R. E. Hook & Assoc.); WKBC North Wilkesboro, N. C. (1 kw daytime, 810 kc, Wilkes Broadcasting Co.); KAPT Salem, Ore. (1 kw daytime, 1220 kc, Otto Feucht); KBYG Big Spring, Tex. (250 w, 1400 kc, R. B. McAlister); KYNT Yankton, S. D. (250 w, 1450 kc, Leon T. Scoblic and Lloyd G. Reedstrom); WDLG Port Jervis, N. Y. (250 w, 1490 kc, Port Jervis Broadcasting Co.); and KENT Prescott, Ariz. (250 w, 1340 kc, Kent Broadcasting Co.).

## WTIC-TV to share tower with etv ch. 24

The Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford, Conn.) and the Connecticut Educational Television Corp. last week announced plans to share a new tower to be constructed on WTIC property atop Avon Mountain.

According to Carter W. Atkins, president of Connecticut ETV, sharing the tower may save the etv outlet as much



Paul W. Morency (r), president of Travelers Broadcasting Service Corp., and Carter W. Atkins, president of Connecticut Educational Television Corp., inspect the site of the tower to be shared by the two organizations atop Avon Mountain.

as \$125,000. Travelers made the offer last July through its president Paul W. Morency who also donated \$30,000 to WEDH-TV, the new etv outlet on ch. 24, as a gift from WTIC.

An engineering study to determine the feasibility of sharing the transmitting facilities was just concluded.

**SOUTHWEST**—Daytime-only radio facility located in single station market grossing \$6,000.00-plus monthly. Aggressive ownership and management can take advantage of unbelievable potential in this rapidly expanding area. Priced at \$100,000.00 with \$30,000.00 down and balance paid out over 20 years bearing 6% interest. **Another H & L Exclusive.**

**MIDWEST**—Full time radio station grossing \$90,000.00-plus annually with excellent cash flow. Priced for quick sale at \$105,000.00—all cash. Owner might consider terms at a total price of \$130,000.00. **Another H & L Exclusive.**

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# The moody, ever-changing radio listener

## WMCA-COMMISSIONED STUDY FINDS SURPRISING LOYALTIES, USES

The typical radio listener is a person of moods, sometimes a paradox, who listens to different stations at different times, in different frames of mind and for different purposes.

The surest thing about him is that he does listen to radio. He has a tendency to be a dial-switcher to some extent, but he doesn't change stations without a purpose and he tends to come back to one station as his base of listening operations.

This picture of today's radio listener—male or female—is beginning to emerge from the mass of data collected by the Psychological Corp., independent research firm, in its audience study for WMCA New York (BROADCASTING, Jan. 22). Although the results are still being compiled and conclusions evaluated, WMCA vice president and general manager Stephen B. Labunski said last week they had reached the point where these judgments may be made:

▪ The listener spends more time with radio than is generally assumed, in some cases more than he himself realizes. This is demonstrated by the amount of

time he spends listening in places not easily accessible to audience-measurement services, and by the knowledge he displays about programming even when he professes to listen little.

▪ His is a radio home—and his radio works. Contrary to the controversial estimates by the Census Bureau, which pegged radio ownership at levels considerably below industry figures, the WMCA-Psychological Corp. study has turned up no known instance of an interviewee who said he has no working-order radio in his home. Research officials are currently re-combing their records to make sure no such case was overlooked. (They point out, however, that the quantitative part of the study covered only telephone households, so that on this point the results may not be truly projectionable.)

▪ The listener is "surprisingly" loyal to the station of his first choice. Some 56% of WMCA's core audience has been listening to WMCA for five to ten years—or more—and other evidence points to somewhat similar patterns for other New York stations.

▪ His interest in news is substantial, as shown not only by his direct answers in the survey but also by "his eagerness to talk about news and the way it ought to be handled." His dependence upon radio for his news also is substantial. Among all listeners surveyed, 25% did not look at a newspaper "yesterday."

▪ His reliance on radio for other services, including diversion, also is substantial in comparison with other media. Whereas virtually all respondents classified themselves as "regular (though not necessarily "heavy") radio listeners," 29% had not watched television "yesterday" and 64% had not looked at a magazine.

▪ He is inclined to "complain" in one way or another about commercials—but doesn't feel so strongly about them that he stops listening. Approximately one-third of all listeners, in all age groups, had something uncomplimentary to say about commercials; but less than 2% had switched their loyalty from one station to another for reasons related to commercials. The average listener apparently requires only that the commercials be in good taste and be dependable and believable.

▪ When he is "in a good mood," he is inclined to want to listen to a particular type of station, usually one that commands his attention and "makes him think." But when he is out of sorts, when things have gone poorly with him, he looks for another type of station: usually one that requires little effort or less participation on his part and furnishes a sort of "retreat" in which he can lick his wounds in peace. The type of music played on one "retreat" station may be the exact opposite of that played on another, however.

Mr. Labunski said it is clear from the data compiled thus far that no one station serves all the needs of any substantial group of listeners.

"Every station," he said, "has a role—its strong points and deficiencies—in serving listeners' needs. But no station can be all things to all listeners—or even, in most cases, all things to one listener.

"The listener is highly individualistic, and sometimes unpredictable. He may be a hipster all week and then listen faithfully to the opera on Saturday. Or he may condemn 'long-hair music' and 'bad rock-and-roll' in the same breath. But he knows what he wants and he finds it—usually because he deliberately looks for it, rather than by accidentally stumbling across it."

Mr. Labunski said timebuyers should



**FACE-TO-FACE  
SALESMANSHIP  
GETS ORDERS!**

National spot is a fast-moving, competitive business. You've got to be there when the buying decisions are being made. You've got to use every creative approach...every technique of forceful salesmanship...to get the order. This is sales impact. And you can't achieve it through periodic field trips, phone calls or letters.

**That's why...** Weed maintains 14 offices throughout the U. S.—more than any other representative firm.

**That's why...** Weed hires salesmen with years of solid experience in their territories. In most cases, our men are native to the city in which they are based.

**That's why...** Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.



Wherever a buying decision is made...  
**WEED**  
a man IS THERE!

find the study "enormously useful" as an extension of current knowledge about radio audiences. While it confirms some generally accepted theories, he said, it contradicts others.

Among the theories it challenges, he asserted, is the notion that an advertiser can get maximum range of audience by laying out his campaign to include stations offering widely differing types of programs. "Matching a pop-music station with a long-hair station, for example, just doesn't always work," Mr. Labunski said.

**'I'm in the mood for . . .'** — The evidence that listening preferences vary according to individual moods, he continued, should enable buyers to match their products against the mood they want to reach and thus put their money on the stations catering to that particular mood.

The study covers the 17-county New York area but its findings on listener attitudes toward radio generally are expected to be applicable to audience attitudes in other areas. Asserting that the overall results clearly represent "a tremendous boost for radio in general," Mr. Labunski suggested that "the big job now is to convince advertisers and agencies that radio is as important as the public thinks it is."

The final report, which will include material extracted from more than 200 tables, is now being compiled. Most of the findings—from both the qualitative and the quantitative phases of the study—will be published and be available to the industry. Mr. Labunski said that only confidential, strongly competitive findings would be retained by WMCA for program and promotion purposes.

Presentations to agencies and clients are scheduled to begin by mid-February. The report for general distribution is in the early stages of preparation and is expected to be available about March 15 or April 1.

### ETMA to start Sept. 1 with ch. 13 programs

Educational Television for the Metropolitan Area Inc. plans to begin operating ch. 13 in New York about Sept. 1, announces Dr. Samuel B. Gould, ETMA president.

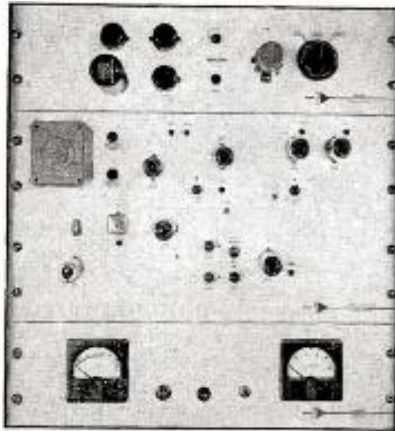
ETMA had hoped to begin by March, but Dr. Gould said more time is required to develop "top quality" programming. ETMA will ask FCC permission to remain off the air until September, he reported.

ETMA purchased the station, formerly WNTA-TV, from National Telefilm Assoc. for \$6.2 million last December (AT DEADLINE, Dec. 25, 1961). New call letters will be selected.

The annual operating budget for the station, Dr. Gould revealed, will be about \$2 million.

BROADCASTING, February 5, 1962

# GO STERE-O IT'S EASY



Go Stereo with a GEL STERE-O Generator so easy to install it can be set up by a station's regular technical personnel with no outside assistance. Some stations already equipped with a GEL Exciter have gone Stereo in 24 hours. Or the GEL unit can be readily adapted in a normal changeover requiring only two or three nights. Find out how easy it is to break into profitable Stereo Broadcasting with a high-quality GEL STERE-O Generator. **NEW STERE-O DATA SHEET AVAILABLE — SEE COUPON BELOW.**



## GENERAL ELECTRONIC LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario

TO: Mr. Sal Fulchino  
Broadcast Sales Manager  
General Electronic  
Laboratories, Inc.  
195 Massachusetts Ave.  
Cambridge 39, Mass.

Please send me your new Data Sheet containing complete product description, specifications and block diagram on the GEL STERE-O Sub-Channel Generator, Model SCX-B.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## Radio-tv reps form association in Dallas

Broadcast Representative Assn. of Dallas has been formed in that city by 18 representation firms to cope with problems of the radio-tv industry in the Southwest. Through guest speakers, forums, presentations and other means, BRAD hopes to maintain a high standard of radio-tv advertising sales.

Pictured above (l to r) are the organization's officers: Robert C.

Miller (Edward Petry & Co.), secretary; Dave Rutledge (The Katz Agency), president; Al Carrell (Robert Eastman Co.), vice president, and Ralph Widman (Paul H. Raymer Co.), treasurer.

The organization represents a combined list of 787 radio stations, 421 tv stations, 14 regional radio networks and four regional tv networks.

## NCAB seeks hearing on courtroom access

A hearing on the right of broadcasters and cameramen to cover North Carolina superior court proceedings was asked Jan. 31 by North Carolina Assn. of Broadcasters in a petition filed with the state supreme court.

The action followed adoption by the Council of the North Carolina State Bar of a resolution asking the supreme court to consider a ban on all broadcasting or photographing of superior court proceedings. At present superior court judges have the power to grant or deny coverage by news media. W. C. Harris Jr., Raleigh attorney representing NCAB, asked for a chance to discuss modern electronic techniques. NCAB's board adopted a resolution Jan. 22 stating the bar council's recommendations are not founded in fact. Dick Dunlea Jr., WMFD Wilmington, NCAB president, said the association would cooperate with North Carolina Press Assn. in efforts to keep courtrooms open to media.

## Fire guts WSAN facilities

WSAN Allentown, Pa., returned to the air 66 hours after an early morning fire gutted its transmitter and caused over \$70,000 damage. The fire broke out at 3 a.m. Jan. 29, destroyed all equipment in the transmitting room and caused the roof of the building over that section of the combined office-studio-transmitter building to collapse. Station owners Reuel H. Musselman and Olivia Barnes ordered a new trans-

mitter from RCA that day; it was delivered and installed and the station was on the air by 9 p.m. Jan. 31. Station operates on 1470 kc with 5 kw full-time. Its night time power has been temporarily reduced to 500 w pending arrival of a phase monitor.

## IATSE local's \$500 fee found excessive by NLRB

Initiation fees of \$500 assessed by IATSE for membership in its Local 804 of Television & Radio Broadcasting Studio Employees are excessive and discriminatory, according to a Feb. 1 ruling by National Labor Relations Board. The ruling reversed an examiner's decision on a charge brought by WFIL-AM-FM-TV Philadelphia.

NLRB ordered the union to discon-

## The fifth estate leads the fourth

WLOS-TV Asheville, N. C., is getting extra exposures for its on-the-air editorials, thanks to newspapers in the station's coverage area. According to WLOS-TV, many newspapers are not only reporting on the editorials but have adopted the practice of reprinting them *en toto*.

The editorials are prepared and



Mr. Whiteside

tinue the \$500 fee, which the decision found was designed to reduce the number of part-time, non-union employees at the Triangle stations. The union was ordered to refund any initiation payments over \$50, the fee levied prior to the tenfold union increase. The board asserted the right to look at union records pertinent to the reasons for levying the fee.

In the decision NLRB reversed the examiner's finding that charges brought by the stations were moot because the complaint was filed after expiration of the union contract. The union security clause was held to be valid.

## S. C. radio network airs political talks

Fifty radio stations carried live broadcasts over a statewide network of talks by leading political candidates as they were delivered to the South Carolina Broadcasters Assn., which met Jan. 25-27 at Sumter, S. C. Candidates for U. S. Senate, governor and lieutenant governor made formal appearances and joined a question-answer session. Filmed versions were carried by tv stations.

The association voted \$1,000 to the U. of South Carolina to be used toward establishment of a proposed communications school to teach radio and tv.

Dr. Robert L. Sumwalt, USC president, told the association, "No subsidy could compensate for the loss we would suffer from the imposition of federal regulations on the free marketplace of ideas." He added that freedom "to communicate information and ideas and a free system of education—both without government control of content—have been an essential ingredient of our democracy."

## Swezey sets Buffalo talk

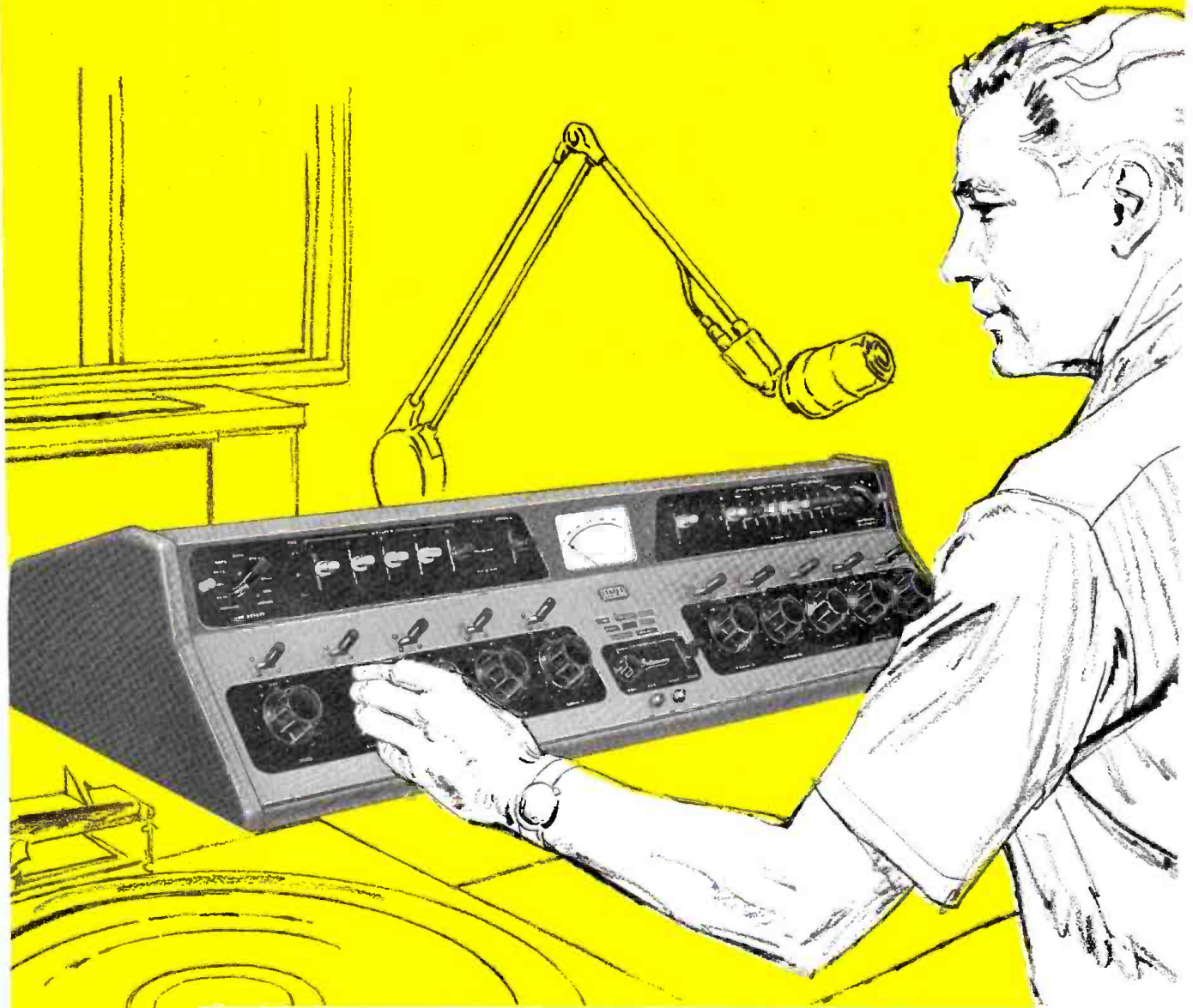
Robert D. Swezey, NAB code authority director, will address an Advertising Week luncheon sponsored jointly by the Ad Women of Buffalo and the

delivered by Arthur Whiteside, the station's public affairs director. The station cites two recent editorials which prompted newspaper reprinting: (1) its editorial campaign condemning the firing of a school principal allegedly because of political reasons, and (2) a two-day editorial campaign that resulted in direct action from North Carolina Gov. Terry Sanford who restored the principal to his job.

Mr. Whiteside, who joined WLOS-TV in 1960, formerly was production manager of Mutual Broadcasting System.



**"THE MOST VERSATILE AVAILABLE" . . . "ONLY ONE WITH ALL THE FEATURES" . . . "THE BEST INVESTMENT" . . . "THE MOST FLEXIBLE."** Comments about the famous Gateway speech input console, the most widely used audio system in its class in the world today. ■ Here is an audio system built to serve broadcasters' special quest for quality, confirmed in enthusiastic reports from users across the nation. *"The most versatile available to us; the equivalent of a custom-built unit."* (KROC) *"The only one with all the features we needed."* (WEKZ) *"The best investment I have made here for some time."* (KCOR) *"The most flexible control board I have ever operated."* (WMRB) ■ Let us tell you more about the Gateway. Write today for Bulletin No. 93—Yours for the asking.



**GATES**

**GATES RADIO COMPANY**

*Subsidiary of Harris-Intertype Corporation*

**QUINCY, ILLINOIS**

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



Greater Buffalo Ad Club next Tuesday (Feb. 13) at the Statler-Hilton Hotel in Buffalo. Title of Mr. Swezey's address will be "Advertiser and Media—Limited Partners."

## WOOK-TV to construct ch. 14 outlet in D.C.

A fifth commercial tv station (uhf ch. 14) in Washington, D. C., will be opened around Sept. 14 by United Broadcasting Co., which operates one tv and 10 radio stations.

Richard Eaton, United President, said WOOK-TV will operate without a network affiliation or films (except for filmed commercials). Its programming will be directed at the Negro audience. Evening-only operation is planned at first.

The new outlet will have a 12 kw transmitter at the site of United's WOOK-WFAN (FM), 6321 First Place, N.E. Live and tape originations will include civic, educational and studio programming, including Howard U. educators and students.

United also has a cp for ch. 18 in Baltimore and hopes to operate this station as a WOOK-TV satellite within six months or a year after putting the Washington station on the air.

John Panagos, UBC executive vice

president, will supervise the tv operation. Cliff Holland, WOOK program manager, will head WOOK-TV programming, and Joseph Gathings will be assistant program manager of the tv outlet.

United operates WMUR-TV Manchester, N. H. Its radio properties besides WOOK-WFAN are WJMO, WCUY (FM) Cleveland Heights, Ohio; WANT Richmond, Va.; WINX Rockville, Md.; WSID Baltimore; WMNX New York; WFAB Miami; WYOU (FM) Baltimore.

## WFMS (FM) reports Indianapolis tune-in

Half (50.3%) of the radio homes tuned to broadcasting programs were listening to am radio, 18.1% to fm and 28.1% were watching tv, according to a survey conducted by WFMS (FM) Indianapolis. The study was made over a seven-day period in October-November 1961.

Fm radio was used an average of 60% of the hours any radio or television was turned on in an fm home, it was found. Average daily use was: am radio 3.28 hours; fm 3.06 hours; tv 6.37 hours. It was found that 31.2% of the tune-in audience had fm sets



## Double date in N. Y.

It was a busy New York trip for George A. Foulkes, vice president in charge of sales, WTHI-AM-FM-TV Terre Haute, Ind. (left in both pictures), as he signed new rep firms for the stations. In picture at top, he's with Marty Nierman, executive vice president, Edward Petry & Co., new rep for the tv station, and in lower picture, he's with Lloyd George Venard, president, Venard, Rintoul & McConnell Inc., new rep firm for the radio outlets. WTHI-TV is on ch. 10 and is affiliated with ABC-TV and CBS-TV. WTHI is a CBS station on 1480 kc with 1 kw fulltime. Wabash Valley Broadcasting Corp, is licensee. Both appointments became effective Feb. 1.

turned on in the morning, 20.8% in the afternoon and 47.4% in the evening.

Of the estimated 68,000 fm homes in the Indianapolis area 30.1% or 19,900 "seem to tune in exclusively to fm," WFMS found. Two-hour listening blocks were found to lead the evening tune-in.

**"EXCELLENT"**

"The quality of the programming is certainly excellent, and the equipment is working without a flaw. We have begun to receive written compliments from our listeners."

Joseph D. Coons  
President  
WOHI, WOHI-FM  
East Liverpool, Ohio

Stations the country over know that MAGNE-TRONICS means top quality musical programming on tape. With specially-designed equipment (also available through MAGNE-TRONICS), it is ideally suited for automatic radio programming. Available to only one station in each market.

Write for details, audition tapes and availabilities.

**MAGNE-TRONICS**  
Radio Program Service  
INC.

49 WEST 45th STREET · NEW YORK 36, NEW YORK

## WFGA-TV heads list in tv news awards

WFGA-TV Jacksonville, Fla., has been named "newsfilm station of the year" in a nationwide competition sponsored by the National Press Photographers Assn., U. of Missouri and the World Book Encyclopedia. The award cites the station "for best fulfilling its responsibility for television news coverage" of its community.

A new award category this year honors team efforts. WCBS-TV cameramen Albert Gretz, Bert Garrand and Carl Makilmas are cited for a film story on New York—"The Invisible City."

A special sound-on-film award to CBS-TV photographer Irving Heitzner is for his coverage of a pro-Lumumba demonstration in New York. Other awards:

Spot news (1) Tom Jarriel, KPRC-TV Houston, coverage of Hurricane Carla; (2) Mr. Heitzner of CBS-TV for his coverage of the pro-Lumumba demonstration; (3) Lew Clark, WCAU-TV Philadelphia, story of a tragic fire.

General news: (1) Fred Mooke, WTVJ (TV) Miami, story of a Cuban refugee family; (2) Houston Hall, WKY-TV Oklahoma City, Freedom Riders' story; (3) Charles Pharris, KPRC-TV Houston, "Death Verdict," trial and conviction of two young murderers.

Top feature-news story: (1) Wade Bingham, CBS-TV New York, on-the-scene report of a caesarian birth; (2) Charles Pharris, KPRC-TV Houston, "Photoday at Rice U."; (3) Bob Henry, WFGA-TV Jacksonville, "A Walking Marathon with Dr. Constance Moore."

News documentaries: (1) Henry Toluzy, NBC-TV New York, report of serious drought in Kenya; (2) Rollie Dahlquist, KLZ-TV Denver, "Jet Age Problems"; (3) Robert Clemens, CBS-TV, "Crossroads Africa."

The awards will be given in early May during Journalism Week at the U. of Missouri. The first place winners will receive a 35-volume reference library, second place winners will receive encyclopedias and third place winners will get a dictionary and year book.

## KBIF turns all-religious

New programming format for KBIF Fresno, Calif., was announced by Norwood J. Patterson, owner, last week. KBIF will be an all-religious radio station, programming such daily features as gospel music, gospel programs, Christian news, a church calendar, scripture inspirations, prayer of the day and high-noon devotions. Mr. Patterson last year bought KBIF from the John Poole Broadcasting Co. and Ethan Bernstein for \$86,000 plus an \$8,500 agree-

BROADCASTING, February 5, 1962

ment not to compete. Other Patterson stations are KSAN San Francisco, which also specializes in religious programming, and ch. 43 KICU-TV Fresno, which began broadcasting on Dec. 23, 1961.

## H & B American now entirely catv

H&B American Corp., Beverly Hills, Calif., is now engaged exclusively in the community antenna business, it was announced last week at a stockholders meeting in New York. It owns 18 catv systems in the U. S. and Canada, serving over 3 million viewers. Last week H&B disposed of its Big Boy Barbecue Division, last of its non-catv properties, to Big Boy Mfg. Co., Burbank, Calif. Previously it had disposed of its interests in General Trading Co. and "Quick-Way" Truck Shovel Co.

In its latest move, H&B American bought the Community Antenna Co., a catv system serving 9,000 homes in Reno and Sparks, Nevada. The price was over \$1 million.

David E. Bright, chairman of H&B American, told stockholders there are still 100 communities in the U. S. which form an untapped market for catv systems. H&B, he said, is currently negoti-

ating for three more U. S. systems.

The company has invested more than \$10.5 million in antenna systems since it entered the field in 1960 by paying \$5 million for Jerrold Electronic's nine catv systems.

## WBC head praises RFE, calls for its expansion

A wide extension of the people-to-people concept used by Radio Free Europe was proposed last Tuesday (Jan. 30) by Donald H. McGannon, president of Westinghouse Broadcasting Co.

In a RFE fund-raising dinner address in Charlotte, N. C., Mr. McGannon said this concept of privately supported radio should include Africa, the Near East, Asia, Southeast Asia and Latin America if it is effectively to meet "today's worldwide hurricane of Red radio propaganda."

The WBC president said that "Voice of America broadcasts are not enough alone to stem this propaganda onslaught, any more than they were enough alone to turn the tide in Eastern Europe." The advantages of privately supported radio, he indicated, are its disassociation from government propaganda and its freedom from the limitations of a government agency.

## "MAKING INROADS"

"We are extremely pleased with Magne-Tronics background music service. In a market where competition was firmly entrenched, we are making inroads faster than we believed possible."

Oscar Aigood  
President  
HI-FI FM Broadcasting  
Little Rock, Ark.

Join the music operators who are making money with MAGNE-TRONICS "motivational" background music. It's an extra profit source that fits neatly into your station operation via fm multiplexing and/or wired lines. The prospect list ranges from industrial plants to supermarkets. And thanks to our top quality music library, every subscriber can be a "success story" that builds your business faster. Write for full details and availabilities.

## MAGNE-TRONICS

INC.  
"Motivational" Background Music

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# NBC ruffles calm as hearing continues

## SARNOFF, OTHER NETWORK EXECS HOLD TO STAND AGAINST REGULATION

It's two down and one to go as the FCC moves into the final week of the network television programming inquiry after testimony last week from 10 NBC-TV executives.

The friendly atmosphere of the week before during testimony by CBS (BROADCASTING, Jan. 29) dissolved briefly last Monday (Jan. 29) when NBC Board Chairman Robert W. Sarnoff gave his opinion of the commission's plans to regulate the networks directly.

The regulation bill now pending before Congress is so broad that it would give the FCC *carte blanche* privileges to interfere with programming, Mr. Sarnoff thought. This caused Chairman Newton N. Minow and Commissioner Frederick W. Ford to interrupt Mr. Sarnoff before he could complete his prepared statement.

ABC-TV executives will testify beginning today (Monday) as the FCC attempts to wind up the public hearing phase of its network inquiry which began in 1955.

In contrast to CBS, whose executives presented their prepared statements and

then remained for questions, NBC presented its case piecemeal. Mr. Sarnoff was present only last Monday and was questioned during and immediately after his prepared text.

The NBC testimony in substance was much the same as that presented by CBS, with these high points:

Condemnation of the network regulation bill; support of the FCC's proposal for all-channel legislation (see page 62); denial that there is undue interference in programming by advertisers; claims that NBC alone controls the end product of programming; assurance that the schedule is well balanced with segments that appeal to both small and large audiences; denial that networking is the huge moneymaking venture indicated in FCC presentations; assurances that affiliates have ample opportunity to know the content of network programming; acknowledgment that news and information shows do not have the pull of entertainment.

In addition to Mr. Sarnoff, other NBC-TV executives who testified included Walter D. Scott, executive vice president; Hugh M. Beville, vice presi-

dent, planning and research; Mort Werner, vice president, programs; James A. Stabile, vice president and associate general attorney; David C. Adams, senior executive vice president; Thomas E. Knode, vice president, station relations; Carl M. Watson, director, broadcast standards; William R. McAndrew, executive vice president, news; and Aaron Rubin, executive vice president and treasurer.

Messrs. Scott, Werner and Stabile formed a panel to answer questions, and a second grouping included Messrs. Adams, Knode and Watson. Robert Kintner, NBC president, did not appear at the hearing.

**Ford, Sarnoff Clash** ■ The NBC chairman first felt the commission's wrath when he was about three-fourths through his prepared statement. Mr. Sarnoff, after detailing his objections to network regulation, said such a practice would damage considerably "the principle of non-interference by the government in programming. Presumably, the commission wants regulatory power over network programs so that it can do something about them."

With that, Commissioner Ford, noticeably irritated, interrupted to demand how NBC justifies the claim that the FCC wants to interfere in programming. "I find nothing that indicates we want to take over control of programs," Commissioner Ford said. "You are making a basic assumption here that we're seeking to regulate the programs."

After Mr. Sarnoff cited the "broad and all inclusive" language of the network regulation bill and past statements by the FCC which he maintained indicates the agency is injecting itself into an area of censorship, Commissioner Ford countered:

"I disagree with you completely."

Joining in on the question of program regulation were Chairman Minow, Commissioners Robert T. Bartley and John S. Cross and FCC Counsel Ashbrook Bryant. Chairman Minow drew from Mr. Sarnoff an admission that NBC is not carrying any programs that it does not want to. Mr. Bryant cited several FCC utterances disclaiming any intention to regulate programming—including the letter of transmittal to Congress asking for the authority to regulate networks. Mr. Bryant asked what kind of bill would be acceptable to NBC.



NBC Board Chairman Robert W. Sarnoff (l) did a lot of talking last Monday at the FCC program hearing but

between sessions he proved he can be a good listener for Chairman Newton N. Minow.

"No bill," the witness replied.

**Who? Who?** ■ Mr. Sarnoff said that against broadcasting's present "remarkably effective system of free choice, some would impose the centralized authority of government to determine what is good for the public to see and hear."

"Who? who?" Chairman Minow interrupted. "Who are you referring to? Be specific. I know of no one."

Mr. Sarnoff then cited the past testimony of witnesses during the programming hearing and the statements of others outside the record, but the only name he mentioned was Robert Saudek.

At another point, Mr. Sarnoff was interrupted by Commissioner Ford and told to "just speak on these charges you make."

"I am not making any charges," the witness protested.

Mr. Sarnoff, at times, was pressed by Mr. Bryant and the commissioners to document and defend his statements, particularly on the alleged possibility of program interference by the FCC and the "broad and all-inclusive" network regulation bill.

"We cannot accept the premise that the public interest demands the regulation of networks and that all that remains is to decide just how they should be regulated," Mr. Sarnoff said in his prepared text. "Network practices and procedures in no way require or justify direct government regulation." He said the FCC proposal is "unnecessary and unwise as a matter of principle and public policy and unworkable as a practical matter."

**No Accident** ■ The creation of broadcasting on its present economic basis was not done by accident, the NBC chairman said. Commercial broadcasting, dependent for success on public favor and spurred by economic competition, has to be continuously responsive to the tastes and desires of the public and, he continued, "this was to be its primary regulating force rather than the personal tastes and desires of

### Enlightenment

FCC commissioners pricked up their ears when Hugh M. Beville Jr., NBC vice president for planning and research, said he had with him the Arbitron ratings for the NBC telecast of the FCC hearings. This was broadcast 6:30-7 p.m., EST, on Jan. 28, with Ray Scherer narrating, and polled an 8.2% and 17% share of audience. The opposition: on CBS, *Mr. Ed*, with a 23.4% and 47% share; on ABC, *Maverick*, with a 12.7% and 26% share.



Fielding the questions of the FCC are NBC executives (l to r) Mort Werner, programs vice president, Walter D.

Scott, executive vice president, and James A. Stabile, vice president and associate general attorney.

private managements, subsidizers or government officials."

The charge that advertisers call the tune for tv programming is invalid and academic, he said. "It may be fashionable—but it is also fanciful—to set advertising objectives in opposition to audience-interest objectives in broadcasting, as if television's role as an advertising medium were somehow hostile to its obligation to serve the public," Mr. Sarnoff stated.

With the competition of three networks for the national advertising dollar, an exceptionally high premium has been placed on competitive audience success. "The intensity of this competition and its high stakes have led to situations that are certainly less than ideal," he admitted. However, this competition also has brought great strides forward, he said, and regulation "cannot remove the thorns without serious risk of nipping the roses . . . If we want the values of competition, we must pay the price of its disadvantageous side effects."

**Who's Master?** ■ Chairman Minow, referring to the role advertisers play in programming, said the crucial point is whether we have an advertiser-controlled system of broadcasting rather than an advertiser-supported system. "Do you feel NBC is the master with respect to advertisers' practices?" he asked.

"I think we are masters of our own house," Mr. Sarnoff replied. "Much more so than we are given credit for." However, he said, it is only reasonable for the network to take into account the specialized interests of the advertiser when they are not harmful to the program or story line.

Mr. Sarnoff reiterated his 1960 request that the FCC give official sanc-

tion to the NAB Code. He said such an expression from the government would not inject the FCC into the never-never land of programming.

**Censorship** ■ Mr. Sarnoff said that, without involving the overused and misapplied term of censorship, the FCC is going beyond its authority when it outlines program standards or indicates the types of programs it favors or disfavors. "The power to license stations does not give a government agency the responsibility of raising viewers' tastes or broadening their interests to conform to its own views," he said.

"Nor does it endow the commissioners with the cachet of divining the program desires of viewers throughout the country and cataloguing a program structure to match those desires. For the commission to assume such powers would be to appropriate the role of the public itself—and it is the public's interest, not the commission's, that the broadcast licensee is commanded by statute to serve."

And, he continued, if the commission is to refrain from imposing its judgments on programming, "how does one justify regulating networks which are essentially program sources?" Mr. Sarnoff said the FCC has justified its proposed regulation because networks select, supervise and control programs of licensees, which are responsible for the programs they offer.

"On the basis of this conclusion, the commission has proposed a regulatory scheme so broad that it embraces without limitation the authority to govern network "policies, practices and activities," Mr. Sarnoff charged. He said the case for regulating network programming rests on a "slender reed . . . I know of no logic, law or policy that

requires the licensee himself to create the programs . . . and affiliates' advance knowledge of the network programs they carry is certainly more extensive than the commission might assume.

"To argue that a station's acceptance of network programming is an abdication of its responsibility is to close one's eyes to the realities of station operation. . . ." If the "novel doctrine" of program regulation at its source is to be adopted, Mr. Sarnoff asked, does the FCC also propose to regulate independent film producers and syndicators?

**Limitations** ■ Mr. Bryant and the commissioners maintained that there are "strong limitations" (Commissioner Ford's description) in the network regulation bill to protect the broadcasters. The bill is designed to complement the responsibility of licensees, not replace it by placing the trust in the networks, Mr. Bryant said. The government men also attacked Mr. Sarnoff's charge that critics of tv sound off because not enough is offered to suit their individual tastes. In answer to a question, the witness said that NBC never considers its program schedule satisfactory and always is striving for improvement. He detailed meetings with producers and others in plans to cut out violence and sex.

Commissioner Cross asked about the tv quiz scandals and said that it "was with these things in mind that regulation was proposed." Mr. Sarnoff re-

### ABC-TV's turn

The quantity of witnesses in the FCC network programming hearing will be considerably reduced as ABC-TV tells its story beginning today (Monday). ABC plans to present only five executives, about half the number testifying for CBS and NBC.

ABC-TV President Oliver Treyz will lead-off, followed by James Hagerty, vice president for news and special events. Only these two will present prepared statements for ABC. On hand to answer questions will be Everett Erlick, vice president and general counsel; Thomas Moore, vice president for programming, and Grace Johnson, director, continuity.

Like CBS and NBC, ABC will endorse the FCC's number one legislative project for 1962—legislation requiring the manufacture of all-channel receivers. The hearing will recess tomorrow (Tuesday) for a commission meeting and will resume again Wednesday.



Mr. Beville

plied that such skulduggery will never happen again and noted Congress already has passed criminal legislation covering the subject.

An exchange between Commissioner Ford and Mr. Sarnoff on network regulation went this way:

Q. Is there any regulation at the present time?

A. Indirect, through owned stations and the chain broadcasting rules.

Q. Should we revoke the chain rules?

A. No, NBC is against direct regulation.

Q. Why is indirect regulation good and direct bad?

A. Since the FCC already has one, it does not need the other.

Then, this exchange ensued between the witness and Commissioner Lee:

Q. Is it unreasonable to expect affiliates to pre-screen all network offerings?

A. It would be extremely impractical.

Q. NBC contracts for AT&T services 4-5 hours daily above what it uses. Why not use this time to close circuit advance showing to affiliates?

A. This is being done in many instances.

Q. Why not transfer the burden for program review from affiliates to networks?

A. Such a move would not accomplish anything.

Q. Wouldn't it be a simple matter of putting legal responsibility in the most practical place.

A. The networks now accept this burden.

Q. But they won't accept the responsibility?

**Craven Is Brief** ■ Commissioner T. A. M. Craven asked only one question: "Do you believe the FCC should encourage more networks and stations through utilization of uhf?"

"Yes sir, I do," Mr. Sarnoff replied.

Commissioner Bartley asked the witness how much NBC has spent promoting color tv. Mr. Sarnoff suggested that the commissioner accept his statement of "many millions of dollars, and leave it that way." Commissioner Bartley then guessed "about \$25 million" and Mr. Sarnoff replied that "you would be getting closer if you doubled that figure."

After the byplay on programming, Commissioner Rosel Hyde observed that even "eggheads" watch westerns and adventures for escape. The commissioner received an affirmative answer when he asked if, in a democratic society, the people should be offered the programs they want.

**Costs Up, Profits Down** ■ Increased costs and financial risks, along with the expanding efforts of all three networks in public affairs, news and diversified programming, have resulted in less profits for all three, NBC-TV Executive Vice President Walter D. Scott told the commission.

In his prepared statement, Mr. Scott discussed the considerations and influences that determine the NBC schedule, touching on program selection and scheduling, specialized shows, network financial interests in programming, the economics of networking, advertiser influence and the magazine concept for television advertising.

The complex process of program selection and scheduling is directed toward a diversity of programming which will appeal to popular tastes but also will recognize the desires of minority audiences, Mr. Scott said. There are no numerical standards of balance, which always is in the fluidity of preference and public response, he said.

Summarizing the NBC nighttime schedule, Mr. Scott described the interplay of various factors in determining the schedule. The total result of 32 programs supplemented by documentaries and specials, he said, is a well-balanced schedule derived from a variety of creative sources.

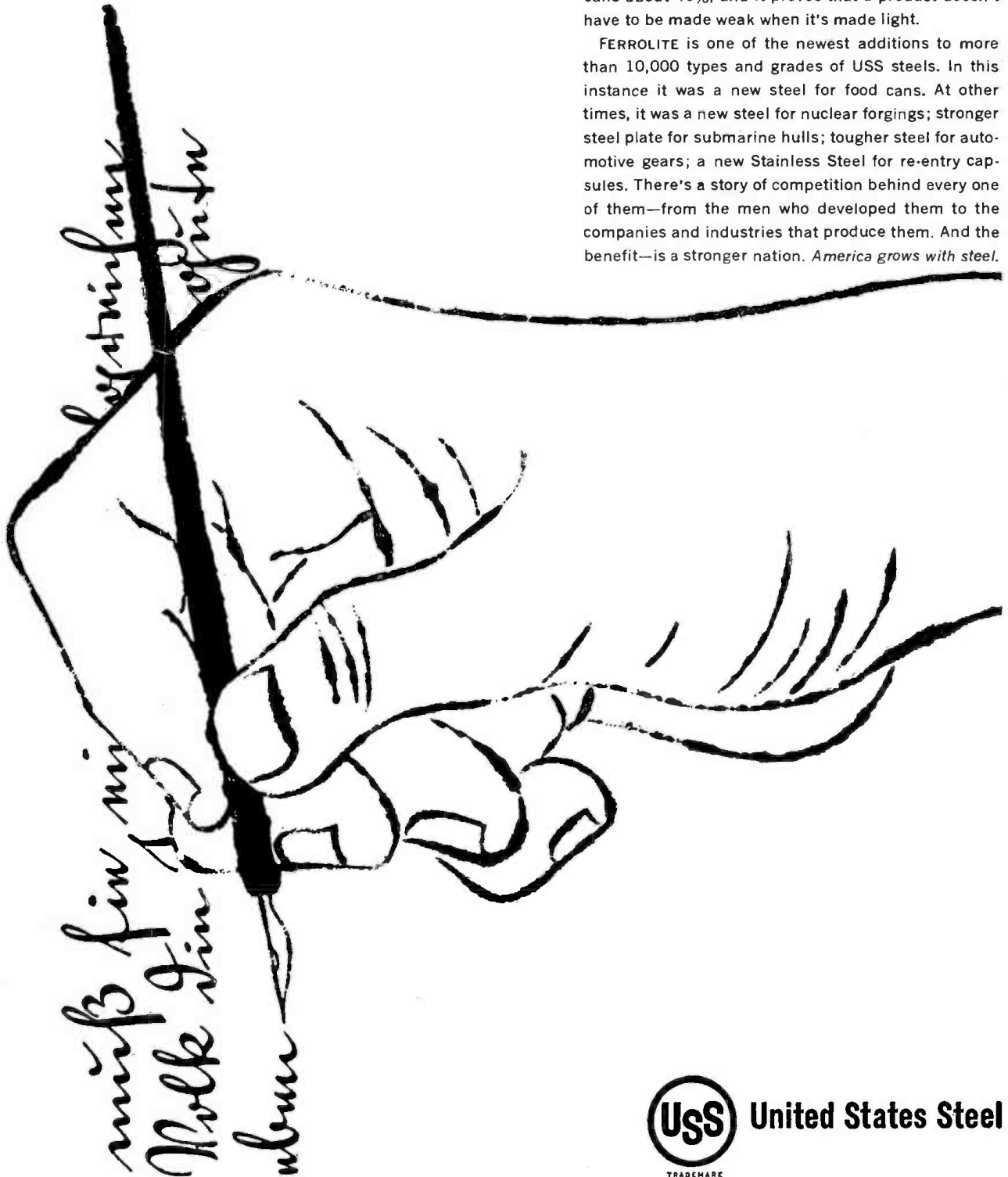
"It is simple and tempting . . . to voice subjective views of what television is and what it is not and what it ought to be," he said. "It is quite another matter to meet daily the objective realities of an industry that demands private financing for its support, entails vigorous competition and depends for survival on public acceptance."

Of the 32 NBC prime time programs weekly, 21 are supplied by 14 pack-

## Another false statement from Karl Marx

"The battle of competition is fought by cheapening of commodities," he said. But at United States Steel we've found that the battle of competition is fought by *improving* of commodities. For example, we have just completed the development of a thinner, lighter, proportionately stronger tin-plated steel for cans. The new steel is called FERROLITE. It reduces the weight of cans about 40%, and it proves that a product doesn't have to be made weak when it's made light.

FERROLITE is one of the newest additions to more than 10,000 types and grades of USS steels. In this instance it was a new steel for food cans. At other times, it was a new steel for nuclear forgings; stronger steel plate for submarine hulls; tougher steel for automotive gears; a new Stainless Steel for re-entry capsules. There's a story of competition behind every one of them—from the men who developed them to the companies and industries that produce them. And the benefit—is a stronger nation. *America grows with steel.*



agers; 8 are produced by NBC and 4 are supplied by advertising agencies (the total is 33 because *Bell Telephone Hour* and the *Dinah Shore Show* alternate weekly).

**Sales Level 95%** ■ Mr. Scott said that when the new season began last fall, 95% of NBC-TV's prime entertainment programming was sponsored. "This was accomplished only after months of the most intensive kind of sales effort and at program prices which failed to recoup our program costs in the majority of all programs sold on a participation basis . . . approximately half of our nighttime schedule," he said.

The broad base of programming remains entertainment, Mr. Scott said, and specialized shows, primarily by NBC News, are receiving more and more time in the schedule. The time devoted to such shows has increased 72% since 1957 and now represents nearly 25% of NBC's schedule, he said.

The network's executive vice president stressed that NBC "controls" the programs broadcast over its facilities in the sense that it makes the final determination as to content and scheduling. NBC seeks a financial interest in a program only when the network has entailed a financial risk in its development, production or scheduling, he said. "NBC does not seek such interests in programs it accepts from an advertiser where NBC has not financed the production or taken a business risk in committing for programs. . . . Obtaining a profit participation is no more sinister than seeking to obtain a series for \$100,000 per episode instead of \$110,000 . . . or to limit the network commitment to 13 original programs instead of 26."

**Economics of Networking** ■ It is the

networks that take the principal financial risk in programming, not the affiliates, program suppliers or advertisers, Mr. Scott said. And, he continued, the element of risk for the networks has been growing larger while profits have been diminishing. The result of increased programming costs has been a substantial annual deficit in program revenue, which rose to \$118.6 million in 1960 for all three networks combined, he said.

After-tax profits have fallen from \$20.8 million in 1956 to \$16.1 million for the three networks in 1960 and their share of total industry profits has declined during the same period from 23% to less than 14%, Mr. Scott told the commissioners. The networks' ratio of profits to broadcast revenue has declined to 6.8—about half the 1956 figure, he said.

Among the reasons for this downward spiral cited by Mr. Scott were increased film programming; increased production costs; the trend of advertisers toward participating sponsorship; commitments for network runs, and increased emphasis on news and public affairs shows.

**Not in Television** ■ The magazine concept of advertising does not belong in tv, Mr. Scott said. Such a system would deprive the advertiser of freedom of choice in selecting his advertising vehicle. "To describe this plan as similar to the experience of an advertiser in buying magazine space . . . suggests an imperfect analogy since a magazine advertiser may at least select the type of magazine for his message," Mr. Scott said.

Under such a system, the tv sponsor seeking the marketing advantage pro-

vided by a western or an adventure show would find his purpose frustrated by placement of his commercial before the limited audience of an opera, he said. Conversely, the witness continued, a company seeking the prestige offered by a current affairs analysis might end up telling his message to millions of children watching a cartoon.

Far from improving tv, he said, the magazine concept "would greatly damage the medium's advertising and programming effectiveness by forcing commercials into inappropriate vehicles and consequently driving many valuable advertisers away from it and markedly limiting its scope."

**Say and Do** ■ People don't do what they say they do and as a rule "most of them do not practice at the television dial what they preach to the pollster." That was the thrust of Mr. Beville's testimony to the FCC Tuesday morning.

The NBC research chief told the commissioners of two recent studies to support that contention:

One, by the U. of Oregon, showed that 94 of 1,024 people interviewed said their major complaint about tv is the lack of program variety. The viewing habits of these 94 were analyzed, and it was found they viewed fewer program categories than those who did not make this complaint.

The other, an ARB study in Pittsburgh, commissioned by NBC, compared viewers' statements on program preferences with what their diaries showed they actually viewed.

Of the test sample, Mr. Beville reported, 51 respondents agreed there ought to be more educational programs on tv. Only two of the 51, however, viewed the Pittsburgh educational sta-

## A comparative look at NBC-TV's station clearances

### INSTANT NEWS SPECIALS VS. REGULAR PROGRAMS IN SAME TIME PERIOD

	LIVE	DELAY	TOTAL
1. "Flight of The Liberty Bell," Fri., 7/21/61, 8:12—9:13 am	157	....	157
"Today Show"	137	....	137
2. "Flight of The Liberty Bell," Fri., 7/21/61, 7:30—8:30 pm	151	1	152
"Happy" and "One Happy Family"	77*	18*	95*
3. "Grissom's News Conference," Sat., 7/22/61, 9:30—10:30 pm	93	11	104
"Nations Future"	99*	....*	99*
4. "The Great Plane Robbery," Thurs., 8/3/61, 8:30—9:00 pm	144	3	147
"Bat Masterson"	115	43	158
5. "Russian Pandora," Thurs., 8/31/61, 10:00—10:30 pm	155	41	156
"The Groucho Show"	152	21	173
6. "Project Mercury: Chimp Orbit," Wed., 11/29/61, 9:54—10:30 am	168	....	168
"Say When"	138	1	139
7. "Project Mercury: Chimp Orbit," Wed., 11/29/61, 4:00—4:55 pm	166	....	166
"Make Room for Daddy" and "Here's Hollywood"	159	3	162

All sponsored except those indicated by \*, which were sustaining.

56 (GOVERNMENT)

### PLANNED SPECIALS VS. REGULAR PROGRAMS IN SAME TIME PERIOD

	LIVE STATIONS	DELAY STATIONS	TOTAL
1. "Good Ship Hope," Tues., 11/28/61, 7:30—8:30 pm	144	21	165
"Laramie"	142	20	162
2. "Sentry Abroad," Thurs., 12/7/61, 7:30—8:30 p.m.	120	31	151
"Outlaws"	111	34	145
3. "Peace Corps in Tanganyika," Thurs., 12/14/61, 9:30—10:30 pm	144	8	152
"Dinah Shore" "Bell Telephone"	142	22	164
4. "Mission for Alliance," Mon., 12/18/61, 8:00—8:30 pm	135	2	137
"National Velvet"	85	43	128
5. "Coming of Christ," Wed., 12/20/61, 8:30—9:00 pm	159	1	160
"Joey Bishop"	131	28	159
6. White Paper "Khrushchev in Berlin," Tues., 12/26/61, 10:00—11:00 pm	140**	1	141
"Cain's Hundred"	126	25	151

All shows sponsored except that indicated by \*\*, in which only one participation sold.

BROADCASTING, February 5, 1962



tion during the entire week of the diary.

Whereas 90% of the sample in Pittsburgh agreed with the statement that: "Nearly everybody can get something out of educational tv," only 6% of these assenting watched educational WQED (TV) in that city during the diary week—94% of these did not view a single program on the educational station.

**New Research** — Mr. Beville announced at the FCC hearing that NBC has commissioned two new research studies to help the network decide on programming: One by Louis Harris & Assocs. is to determine the public's knowledge of democracy and communism so that the network may determine the proper level of programming in this field; the other, by Eugene Gilbert & Co., is to probe the interests and information levels of young people. This will be used to decide on youth programming.

The bulk of Mr. Beville's testimony described the rating services used by NBC. His attitude toward them was summed up in his statement that most of the information provided by rating services is not publicized in newspapers and the trade press.

"As you will see from my presentation," he said, "we have available a vast array of useful information on size of program audiences, average audience per minute, minute by minute audiences, viewers by age, sex, income and other characteristics, relative program popularity, program audience trends, program audience accumulation from day to day and week to week, audience flow data from program to program and many more."

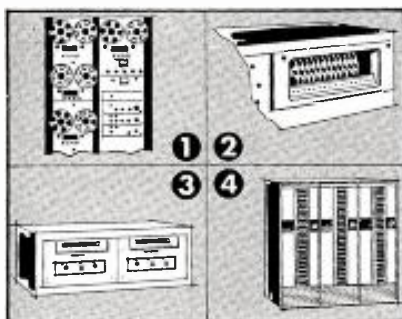
Mr. Beville agreed with Mr. Bryant that the publicizing of *Top Ten* programs and the like are of little value since the statistical margin of error in most single program ratings runs 2% to 2½%.

Mr. Beville took issue with critics of ratings, including David Sarnoff, chairman of the RCA board, whose remarks in 1953 to an NBC affiliates meeting were quoted by Mr. Bryant. Gen. Sarnoff was reported as saying then that "The rating services don't mean what they say and don't say what they mean." Mr. Beville's comment, greeted by the audience with laughter: "Well, Gen. Sarnoff has the right to his opinions."

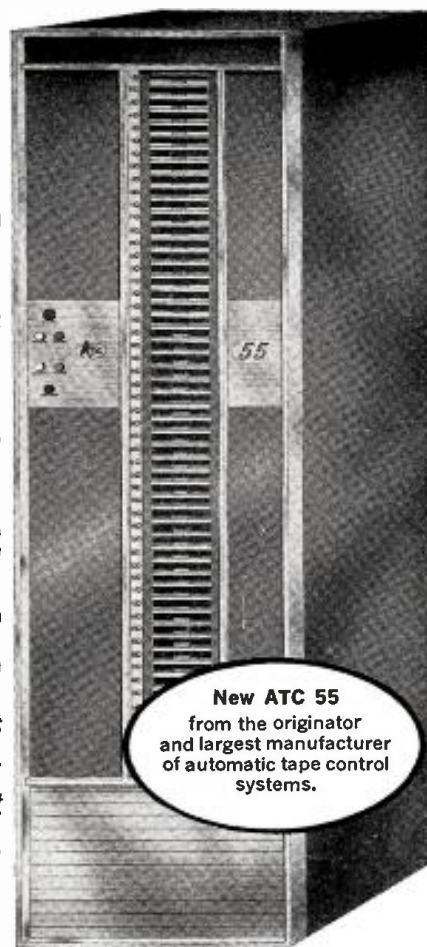
In defense of the rating services, Mr. Beville alluded to the findings of the Madow Committee which held that the organizations providing ratings to the broadcast industry are professionally creditable. This is the committee study established by the American Statistical Society at the request of House Commerce Committee Chairman Oren Har-

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Mr. Knode



Mr. Adams



Mr. McAndrew

ris (D-Ark.) and which reported last year.

Mr. Beville said that his department spends more than \$500,000 annually and uses the services of 31 survey organizations. It consists of 37 people, he said, of which 25 are professionals.

**Pre-testing Questionable** ■ Rumbblings from the testimony before the Dodd Committee on Juvenile Delinquency the week before occupied some of the attention of the participants Tuesday morning.

Mr. Bryant asked Mr. Beville about William Capitman, president of the Center for Research in Marketing, Peekskill, N. Y. Mr. Capitman in testimony on Capitol Hill the week before had described pre-test audiences' reactions to excessive violence. Mr. Beville acknowledged that NBC had used the services of Mr. Capitman and his firm in pre-testing program pilots but said the technique was dropped after it was determined that audience reaction in groups is not equivalent to viewer reaction in the home. This test of the review method was made by comparing audience reaction to the same program before a group in a studio and over a catv system.

The bulk of people turn to television for entertainment and relaxation, Mr. Beville concluded, but tv also furnishes news and information. He stressed, however, that "there's a limit to the amount of time people will give to this type of programming."

**Stabile, Scott, Werner** ■ Three NBC-TV vice presidents—Messrs. Stabile, Scott and Werner—formed a panel Tuesday afternoon to answer commission questions. (The hearing was recessed Wednesday). They spent most of Thursday on the stand and at times questions were answered by other NBC executives in the audience.

Aaron Rubin, executive vice president and treasurer, told Commissioner Lee that none of NBC's revenues are allocated to parent company RCA. He

said NBC pays its own color costs.

Commissioner Bartley asked about the apparent difference in attitude concerning control of sponsors of entertainment and those of news and public affairs. Mr. Scott said such control is in a minor area and NBC feels it should allow certain types of advertisers expression in entertainment. In news, he said, NBC is in sole control.

Mr. Werner told Commissioner Hyde that NBC is constantly in touch with the public interest and trends in programming. These trends are carefully examined in connection with new shows, he said. The public influences the network, not vice versa, he said.

Chairman Minow asked Mr. Scott

where he thought the trend toward smaller network profits and increased costs will lead in the next 10 years. Mr. Scott said that he didn't know; that this was to be the subject of a special network-affiliates board meeting within a month. He did not disclose any details of a new compensation plan the network is known to be preparing for its affiliates and said it is not known if some of the risks in programming could be shared with the affiliates.

[The growing economic imbalance between network profits and compensation to affiliates was discussed at a December meeting of the NBC affiliates. At that time, Mr. Sarnoff said that some changes must be worked out (BROADCASTING, Dec. 11, 1961).]

**Claim Not Valid** ■ Mr. Scott said that the contention of small advertisers that they cannot buy prime network evening time is invalid. He said programs are available on a participation basis for as little as \$200,000 yearly and that the NBC sales department would like to talk to the complaining advertisers.

Mr. Bryant quizzed the panel at length about why specific programs were put into the NBC schedule while others were left out. He wanted to know, for instance, why Joey Bishop was chosen over Audrey Meadows when the advertiser and agency allegedly preferred the latter. Mr. Werner replied that the consensus was that the Bishop show was the better vehicle for NBC's purposes.

Noting that the Audrey Meadows show was an MCA production, Commissioner Ford said: "I thought MCA got whatever it wanted any time it wanted." Not so, said Mr. Werner.

Mr. Stabile, in a prepared statement, listed as NBC's three sources of programs: those produced by the network; those produced by independent packagers who license the show to the network; those supplied by sponsors, or their advertising agencies, who contract directly with independent packagers

### JFK backs FCC hearings

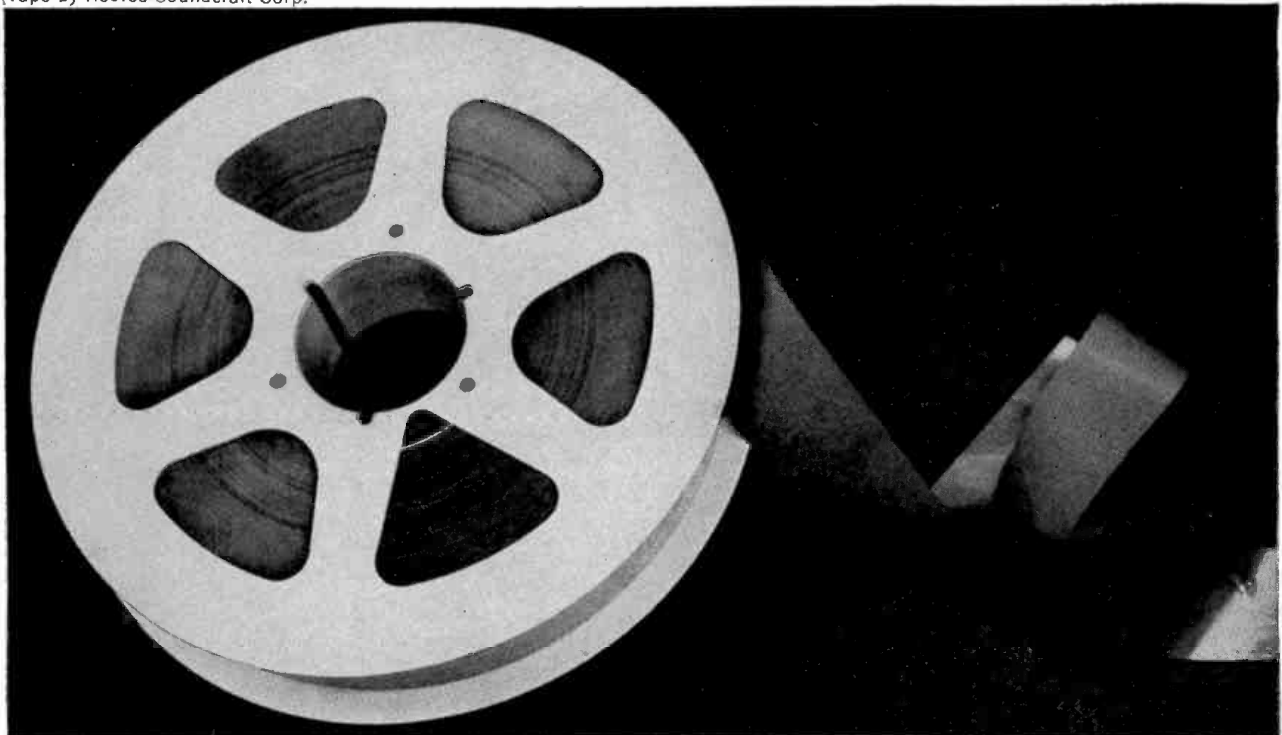
The FCC's protestations that its network hearings have nothing to do with program control were backed up by President Kennedy last week. At his news conference last Wednesday, the following exchange took place between questioner Ray Scherer, NBC commentator, and the President:

Q—Mr. President, two network chiefs recently have expressed fear of government supervision of the television networks. The FCC has denied any such intention. Can you foresee circumstances under which FCC supervision of television programming might become necessary or useful?

THE PRESIDENT: No. Do you mean of a different kind than now, a different relationship than that which now exists?

Q—Yes, over program content.

THE PRESIDENT: No, I don't. I think as you know the federal—the FCC does have certain regulations with regard to the percentage used in public service. Mr. Minow has attempted not to use force, but to use encouragement in persuading the networks to put better children's programs, more public service programs. I don't know of anyone, and Mr. Minow has already denied, considering changing the basic relationship which now exists.



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and then purchase a time period from the network. Mr. Stabile provided the FCC a breakdown of program sources in these categories (see table, below).

Certain contractual arrangements between NBC and advertisers or program packagers were discussed by Mr. Stabile, who said the network generally retains artistic or creative "control" of programs regardless of its degree of financial control. Important talent is sometimes allowed script approval and advertisers occasionally have the right to approve matters of business policy or "good taste," he said. In contracts with packagers, some provide NBC with approval over all program matter; in others NBC has reasonable approval

of all material with final artistic judgment resting with the packager. The network keeps a check on programs provided by advertisers, the vice president stated.

The control of program material is not affected by whether NBC has financial interest in the programs, Mr. Stabile emphasized. He further stressed "that NBC does not select programs for inclusion in its schedule on the basis of the financial interest which it has been able to obtain in the property." He said "the many instances" in which NBC replaced a show in which it had financial interest with another show in which it had none "should resolve any doubts on this score."

NBC is taking a risk when it underwrites pilot films and in other ways offers financial assistance to launch programs, and the network has taken a loss on series it has bankrolled in exchange for an interest, Mr. Stabile said. To provide a profit, NBC must depend on revenues from time sales to offset the program losses, he said. In many cases, the producer takes no comparable risk and even an unsuccessful series may return him production costs, fees and a profit, Mr. Stabile added.

In view of the financing risks, "it seems not only reasonable but sound stewardship on the part of the network to seek to obtain a financial interest in the programs," he said, so that big successes may offset the losses on programs that don't work out.

**Suggestions Helpful** - Mr. Werner explained that NBC reviews not only program material but also commercial continuity to make sure it complies with the NAB code and all FCC regulations. The program department that he heads assists the producer in creative aspects of the programs. For instance, the department will suggest ways of carrying out a plot without relying on undue violence or other questionable material, he said.

Defending the network against charges of "advertiser influence" on programs, Mr. Werner said that changes insisted upon by advertisers are usually matters of "business policy" and "are not significant insofar as basic program content is concerned." Such prohibitions as a cigarette sponsor forbidding cigar smoking, an auto manufacturer banning auto accidents, etc., do not interfere with the creative integrity of programs, he maintained. "A larger influence is sometimes exercised by sponsors who feel they are so closely identified with the program that the public will hold them responsible for its content." Mr. Werner cited the *Bell Telephone Hour* as an example of this type of advertiser control and commented, "I think you will agree that it is a distinct asset to our schedule."

NBC will not knuckle under to advertiser pressure and what one advertiser rejects, the network can often sell to another sponsor, he said. Multiple participating sponsorship of programs has diluted the identification of the sponsors with the program, he explained, and sponsor influence is becoming less prevalent.

The program vice president presented exhibits showing the diversity of program types in the NBC lineup. He emphasized NBC's current and proposed programming for children, explaining that the network has a special committee working on this project and members of the program and news departments are participating.

Mr. Werner outlined the problem

## Source of NBC-TV programs during full broadcast day

Year(1)	NBC		Packager		Agency	
	No. of Pgms(2)	Hrs(3)	No. of Pgms(2)	Hrs(3)	No. of Pgms(2)	Hrs(3)
1955-56	24	32:30	33	32:45	25	16:15
1956-57	26	48:07½	34	33:07½	16	9:15
1957-58	19	35:00	33	38:45	22	10:45
1958-59	19	32:30	35	39:00	19	13:00
1959-60	17	39:45	42	45:45	18	8:15
1960-61	20	44:00	43	43:22½	10	4:07½
1961-62	23	40:50	38	48:50	6	3:00

## Source of NBC-TV programs in the 6-11 p.m. schedule

Year(1)	NBC		Packager		Agency	
	No. of Pgms(2)	Hrs(3)	No. of Pgms(2)	Hrs(3)	No. of Pgms(2)	Hrs(3)
1955-56	13	7:00	18	8:22½	19	10:07½
1956-57	13	6:22½	19	10:22½	13	7:45
1957-58	9	5:30	18	11:00	19	9:15
1958-59	9	6:00	21	12:30	14	6:45
1959-60	7	4:15	24	14:45	16	7:15
1960-61	10	6:52½	25	15:45	8	3:07½
1961-62	10	6:45	21	18:15	4	2:00

(1) Based on weekly schedules for April, 1956, 1957 and 1958, October 1958, and November 1959, 1960 and 1961.

(2) Each strip show is counted as a single program. A program scheduled every other week or every fourth week is also counted as a single program.

(3) Per week average; e.g., a 1½ hour program every other week is counted as :45, a half-hour program three weeks out of four as :22½.

## The suppliers of the 6-11 p. m. fare

I. Produced by NBC: "NBC News," "Brinkley's Journal," "Outlaws," "Van Gogh: A Self Portrait," "Frank McGee's Here and Now," "Van-ocur Saturday News," "Meet The Press," "1, 2, 3-Go," "Bonanza," "Du Pont Show of the Week."

\*NBC News Dept. special on Friday 9:30-10:30 period one week in four.

II. Produced by Packagers (agency representation in parentheses): "National Velvet," MGM; "Price Is Right," Marbil Productions; "87th Precinct," Hubbell Robinson Productions, (MCA); "Thriller," Hubbell Robinson Productions, (MCA); "Laramie," Revue Studios, (MCA); "Alfred Hitchcock Presents," Shamley Productions, (MCA); "Dick Powell Anthology," Four Star Films, (William Morris).

"Cain's Hundred," MGM; "Wagon Train," Revue Studios, (MCA); "Joey Bishop Show," Bellmar Enterprises, (William Morris); "Bob New-

hart Show," Armanco Enterprises, (MCA); "Perry Como Show," Roncom Productions, (GAC); "Dr. Kildare," MGM; "Sing Along With Mitch," All American Features, (William Morris); "International Showtime," Grandes Scenes, (MCA); "Robert Taylor's Detectives," Four Star Films, (William Morris).

"Dinah Shore Show\*," Sewanee Productions; "Tales of Wells Fargo," Revue Studios, (MCA); "Tall Man," Revue Studios, (MCA); "Saturday Night Movies," Twentieth Century-Fox Film Corp.; "Walt Disney's Wonderful World of Color," Walt Disney Productions.

\*One week in four.

III Supplied by Advertising Agencies: "Hazel," J. Walter Thompson Co.; "Bell Telephone Hour\*," N. W. Ayer & Son; "Bull Winkle Show," Dancer-Fitzgerald-Sample; "Car 54—Where Are You," Leo Burnett Co.

\*Alternate Weeks.

of presenting "meaningful drama"—creative limitation (the availability of writers and themes to support a continuing series of high quality) and audience limitation. Tied in with the latter consideration, he said, is the economic factor: shows with limited audience appeal have limited sponsor appeal and costs of production for drama are increasingly high.

The commissioners questioned Messrs. Beville and Scott on network interests in programs. They explored the value to NBC of syndication rights and foreign distribution rights. These are not as remunerative as they once were, the network executives explained. Mr. Stabile was quizzed at length about contracts between NBC and MCA and NBC and Revue Productions, an MCA subsidiary.

**Another Trio** ■ A panel including Messrs. Adams, Knode and Watson was quizzed by James Tierney, associate counsel, and by the commissioners.

Asked if the network ever canceled a show because of affiliates' complaints, Mr. Adams said no, but that the time period of *Fibber McGee and Molly* was changed some years ago because affiliates felt it would not do well where it was planned.

"You picked a rather safe program, didn't you?" Mr. Tierney inquired.

"I was just being responsive to your question," Mr. Adams replied.

In response to Mr. Tierney's questions, Mr. Knode said affiliates are given previews of programs and information sheets on programs prior to airing. Mr. Tierney pressed for information about two NBC programs cited as examples of tv violence, *Whispering Smith* and *The Man and the Challenge*. Mr. Knode said there were no particular affiliate objections to these programs or demands that they be canceled.

Prolonged questioning about the FCC's proposed legislation to license networks (principally by Commissioner Ford and Mr. Tierney) failed to sway Mr. Adams from the basic NBC position expressed by Mr. Sarnoff—that the FCC has "ample authority" to deal with such network problems as might fall within the agency's bailiwick. He cited as examples option time, network representation of stations, and the splitting of the Red and Blue networks. Networks are obliged to accept licensee responsibility through their owned stations, Mr. Adams said.

When Mr. Tierney raised the question of the Mutual network, which owns no stations, Mr. Adams suggested that if such a special situation presents a regulatory gap, the FCC request special legislation designed to deal with the single problem rather than asking broad overall licensing power in respect to networks.

"We oppose this legislation because

we feel it will encourage the intrusion of this commission or future commissions into program matters," Mr. Adams stated.

"Do you really believe this bill would serve to repeal Sec. 326 [censorship prohibition]?" Commissioner Ford asked the witness.

Mr. Adams replied that there is a legal difference between the kind of censorship a court would strike down and what amounts to censorship by regulation under broad discretionary power.

Prepared statements by Messrs. Watson and Knode were entered in the record but not read, in a tempo-quick-

ening departure from previous hearing procedure.

Mr. Watson explained how the NBC standards department keeps in touch with the general audience through speaking engagements in church, school and community groups and how it works with the NBC information department in going through critical mail from the audience. The department "keeps in contact with" such organizations as the National Better Business Bureau, the American Medical Assn. and the Child Welfare League. In questioning, Mr. Watson said the network's association with AMA is primarily for technical checks on such

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programs as *Dr. Kildare*.

The stages at which NBC reviews programs were outlined by Mr. Watson. "This review is undertaken as early as feasible, so that if there is anything questionable it can be anticipated and avoided before production begins," he said. The NBC editor reviews the synopsis, the shooting script, the program in "the rough-cut" and finally views the final product; the process is the same for taped, filmed and live programs, ending with final rehearsal in the case of live shows. The same procedure is followed with NBC-produced programs and those by independent packagers or advertisers.

A similar procedure is followed with advertising continuity, Mr. Watson said. "The two basic guidelines in this area of commercial presentation are taste in the subject matter and in the manner of presentation, and authenticity of advertising claims and demonstrations," he said.

Although NBC editors are conscientious, their judgments have to be subjective, Mr. Watson explained. It is their job to try "where good taste is concerned, to be protective without being prissy; to prevent offensiveness without unnecessarily curbing creativity or distorting a realistic view of the

world around us."

**Network-to-Station** ■ Mr. Knode outlined steps the network takes to keep informed of affiliates' opinions and to inform the affiliates, in turn, of NBC's proposed programming. This is done through informal channels, such as breakfasts with members of the NBC affiliates' board of delegates, or through formal meetings and informational bulletins, he said. Following an official meeting of NBC and the board of delegates, a report of the discussions is sent to all affiliates.

Affiliates can exercise a veto power over the network's programs in refusing to carry specific shows, Mr. Knode explained. They are sent "booking wires" describing the programs and specials and series pilots are previewed by closed circuit, he said. It is not necessary for a station to have developed a program itself in order to exercise licensee responsibility in whether to carry it, he said, pointing out that station management must make judgments he management must make judgments on whether to carry many programs they haven't developed themselves, such as syndicated programs and feature movies.

He said because of the manner in which affiliates are kept informed of

programs and the network's dependence on affiliate acceptance of programs for revenue, a system of checks and balances allow affiliated licensees to exercise judgment and responsibility in the programs they air.

**Huntley-Brinkley's Boss** ■ Mr. McAndrew, executive vice president for NBC News, gave a comprehensive report on the operations of his department. The news division is currently responsible for about 25% of the total NBC program offerings, he said, including news, public affairs, religion, education and related programs.

NBC News was divorced from the program department in 1957 and since then its output has increased 72%, Mr. McAndrew said. At the present time, the department's annual outlay is approximately \$25 million. The staff has been increased from 400 to 700 men in the past five years, he said, with news bureaus in 13 foreign countries.

Supplementing regular daily and weekly programs from the news department are specials scattered throughout the schedule, he said. The department also has created a new program technique, the "instant news" special, for which Gulf Oil Corp. has made a "substantial advertising commitment" even though the time and content of the programs cannot be foreseen.

NBC News is authorized to interrupt or pre-empt any entertainment program to broadcast bulletins or to cover major news events, Mr. McAndrew said, "and we use that authority."

**Audience Drops** ■ Audience interest in the news and public affairs specials is "generally far less" than that for the entertainment shows replaced, Mr. McAndrew said. There have been only very rare occasions when an information program attracted more viewers than the entertainment programs broadcast at the same time by competing networks, he said. This is true even though the specials are usually heavily promoted, he said.

"Nevertheless, we continue to present these programs because we assume a responsibility to meet the interests of the smaller audiences which sometimes prefer information programs to entertainment shows and because we feel we should offer continuing opportunities to all viewers to sample such programs and become interested in them," Mr. McAndrew explained.

On the average, regularly-scheduled news and information programs receive somewhat lower station clearances than entertainment, the NBC News chief said, and this is true whether sponsored or sustaining (see chart, page 56) However, he said, special information shows pre-empting regular program usually enjoy more favorable clearances Advertiser support for information

## NBC supports all-channel advocates

### ROBERT SARNOFF LINES NETWORK UP WITH CBS, FCC

A second national tv network last week got behind the FCC-sponsored legislation to require tv manufacturers to make all-channel sets.

This time the supporter packed a double punch; not only did NBC join CBS in the FCC's corner on all-channel sets; NBC is owned by RCA, one of the nation's major tv set manufacturers. Most manufacturers are with the Electronic Industries Assn. in opposing the legislation on the ground it's discriminatory.

The NBC position was stated last week by Robert W. Sarnoff, board chairman, in testimony before the FCC in the tv network proceedings. CBS support was enunciated by CBS president Frank Stanton a week earlier, also before the same proceeding.

Although this was virtually the only phase of Mr. Sarnoff's statement supporting an FCC position (he objected in principle to the whole idea of the FCC investigation), his support for uhf brought broad smiles to the faces of Commissioners Frederick W. Ford and Robert E. Lee, and Chairman Newton N. Minow expressed strong views favoring the legislation.

Mr. Sarnoff's statement was known at RCA in advance of his testimony.

The statements in Washington

brought comments on uhf receivers from two tv set manufacturers:

Both Zenith and Admiral spokesmen spoke up for the all-channel receiver, but they were cautious in their statements; neither agreed it favors legislation. Motorola, another major tv receiver manufacturer, issued a "no comment" statement but said its position will be made clear Feb. 19 when it files comments in the FCC's inquiry into the greater use of uhf.

Zenith President Joseph S. Wright said Zenith has always been a uhf advocate and that the only way a nationwide competitive system of television can be realized is through the "fullest use" of the uhf allocations. Mr. Wright expressed the belief that the Phonevision pay tv test in Hartford, Conn., may prove one way uhf stations can succeed. WHCT (TV) Hartford, on ch. 18, has been authorized to run a three-year long subscription tv service, using the Phonevision system developed by Zenith.

Admiral's William J. Dunn suggested that all tv be moved to the uhf portion of the radio spectrum during a three-year conversion period. He also suggested the excise tax on uhf receivers be removed during the three years.

programming has increased materially, Mr. McAndrew said, but NBC News still had \$12 million in unrecovered program costs last year. And, he stated, these unrecovered costs are expected to be even more this year.

## NETWORK PROFITS LOW

**NBC's Scott shows how costs have gulped revenue gains**

An NBC executive did some quick homework last week to clear some ghosts out of the tv economics picture that he thinks the FCC put there.

NBC-TV Executive Vice President Walter D. Scott had obviously taken some time to prepare the statement on network tv finances that he presented in testimony before the FCC last Monday (Jan. 29), during the tv program hearing. The statement indicated that after-tax profits for the three tv networks dropped from \$20.8 million in 1956 to \$16.1 million in 1960.

But he was also digesting a report on network finances submitted for the FCC by Dr. Hyman H. Goldin, the FCC's chief economist. Mr. Goldin reported that network revenues from program sales increased from \$157.4 million in 1956 to \$258.3 million in 1960. Mr. Goldin also reported that the tv networks and their owned stations in 1960 received 50.5% of the total tv industry revenues of \$1.268 billion (networks, 39%; owned stations, 11.5%); that in 1960 they received 39% of total tv industry profits of \$244.1 million before taxes (networks, 13.8%; owned stations, 25.2%).

Mr. Goldin's figures, by showing network program sales without showing the increasing program costs and by showing figures that combine the profits of networks and their owned stations, might not show the true economics of networking, Mr. Scott said in an "addendum" filed last week, two days after his main statement.

**Profit Minus Cost** ■ For instance, said Mr. Scott, the Goldin statement showing increasing program sales might indicate that there has been a corresponding increase in profits. But, in fact, programming costs have increased so much faster than program sales revenues that there has been an increasing deficit (difference in cost of producing a program and its sales price, if sold, exclusive of time costs) in network program operation. Programming deficits rose from \$58.6 million in 1956 to \$118.6 million in 1960.

Where the networks retained \$129.5 million (a profit of \$20.8 million) of their \$188.1 million net revenue from time sales in 1956, they retained only \$117.9 million (profit of \$16.1 million) of their \$236.5 million net revenue from time sales in 1960—a drop

of \$11.6 million in revenue and \$4.7 million in profit.

Not only has the tv networks' profit declined because of the burden of increased programming costs, but their share of total industry profits also has declined—from almost 23% in 1956 to less than 14% in 1960, Mr. Scott said.

Though it's true, he said, that the

networks own five profitable tv stations each, it's the profit from its own stations that permits NBC to assume the risks and commitments it does in developing a program service in the network end of the business. And the stations' profitability doesn't come from network ownership; it comes from the network program service available to the stations, Mr. Scott said.

## LEWIS CHIDES MINOW ON 'STATUS QUO'

**K&E chairman charges FCC chairman leaped before he looked**

An irked advertising executive—Kenyon & Eckhardt's William B. Lewis—asserted last week that he has examined the so-called "Status Quo" of television from 25 years of broadcast experience and has done so "more deeply" than FCC Chairman Newton N. Minow.

Verbal exchanges in the past several weeks between the K&E board chairman and Mr. Minow grew out of a speech made by Mr. Lewis in Detroit before the Television Bureau of Advertising (BROADCASTING, Nov. 20, 1961). The title of Mr. Lewis' talk: "It Is Time for Television to Talk Back."

At the time, Mr. Lewis said tv's record is one of which to be proud, not ashamed. He chided tv for not fighting back at critics and asked that the leaders come forth to help in this

task. He asked: "Hasn't the time come to fish or cut Minow?"

About a month later, the FCC chairman took cognizance of Mr. Lewis' remarks by referring to him in a San



Mr. Lewis

Francisco speech (BROADCASTING, Dec. 25, 1961) as one of the "stout defenders" of the tv status quo. Chairman Minow then said questions raised by Mr. Lewis—on why tv is being singled out for abuses while other media go "scot-free by comparison,"—could be an-

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WWCA—Gary, Ind.

KCRG—Cedar Rapids, Iowa

WABR—Orlando, Fla.

KCLN—Clinton, Iowa

WCGO—Chicago, Ill.

CKSL—London, Ont.

WOSH—Oshkosh, Wisc.

WMNB—North Adams, Mass.

WLAN—Lancaster, Pa.

A Partial List Of Our Clients—January, 1962

swered quite easily.

Mr. Minow also said that tv is a public resource "obligated to operate in the public interest as well as to earn a private profit," and that the government is charged with allocating channels "on some reasonable basis consistent with public interest."

**Back Talk** ■ Said Mr. Lewis in Boston last week (Jan. 31) where he repeated his Detroit speech to the Advertising Club:

"This is the first time in 57 years—man and boy—that I have been accused of defending the *status quo*. In my career I have stuck my neck out so many times it is miraculous I still have a muddled head on my shoulders."

Mr. Lewis said Chairman Minow had not read far enough into his talk. If he had, concluded Mr. Lewis, he would have learned that the K&E executive was not "defending the *status quo*. I was examining the *status quo*, and I was examining it out of 25 years of broadcast experience, and I was examining it more deeply, I suspect, than he ever did."

In noting Mr. Minow's reference to "the public interest," Mr. Lewis said there is a question as to which public the FCC chairman is referring to—"minority public" who vocally criticize tv or the "majority public" who spend "an average of five hours a day before tv sets in 48 million homes?"

Mr. Lewis also pointed to a recent CBS-TV advertisement in which, the K&E chairman said, the network has coined a phrase "you will be hearing a great deal" in place of Mr. Minow's "vast wasteland" term. The phrase: "The vast wonderland of television."

### For clear adjacencies

Criteria for considering am applications on frequencies adjacent to the 25 Class I-A clear channels under new rules which duplicated 12 of the clears were announced by the FCC last week. The new criteria will apply to 225 pending applications on frequencies within 30 kc of the clear channels.

Action on pending applications which do not comply with the new rules will be deferred pending assignment of new stations in specific states made possible by the dual assignments on 13 clear channels (BROADCASTING, Sept. 18, 1961). New applications which do not meet the criteria will not be accepted.

Commissioners Rosel Hyde and Frederick Ford voted to defer action on the applications and Commissioner Robert E. Lee abstained.

# CLEAR BILL GETS SUPPORT

## CCBS, four congressmen back legislation to block FCC's plan to duplicate 13 of 25 clear channels

Clear Channel Broadcasting Service representatives and four congressmen argued on Capitol Hill last week in favor of legislation that would block the FCC's plans to duplicate 13 of the 25 Class I-A clear channels (BROADCASTING, Sept. 18, 1961).

Roy Battles, Washington director of CCBS, testified before the House Communications Subcommittee that it would be a "national tragedy" if any additional radio stations are permitted to operate on clear channels at night.

Both he and John H. DeWitt, chairman of the association's engineering committee, argued that duplicating the clears would impair the nighttime radio service for 25 million rural Americans. They also said clears are a national resource which should not be wasted and "a vital link in national defense."

The subcommittee, headed by Rep. Morgan Moulder (D-Mo.), will hear from the commission in person on Feb. 13. But the FCC has submitted comments opposing the five bills (four in the House, one in the Senate) that would reverse its clear-channel decision.

The FCC opinion on the bills is unanimous, although Commissioners Robert E. Lee and Frederick W. Ford submitted separate views. In general, the commission feels that the issues—with which it has been struggling for 16 years—are too complex and technical to be dealt with by the legislative process. They dislike what they feel to be a "blanket approach" in the bills.

**One Station Per Clear** ■ All the bills (HR 8210, HR 8211, HR 8228, HR 8274 and S 2290) would prohibit the FCC from licensing more than one station to operate at night on any of the 25 Class I-A clear channels. In addition, two of the bills (HR 8210 and HR 8228) would require the commission to authorize clear channel stations to operate with power in excess of the 50 kw presently permitted by commission rules.

Messrs. Battles and DeWitt and Rep. John Dingell (D-Mich.), sponsor of HR 8210, recommended a power increase for the clears as the best method of improving service to rural areas. Mr. Battles said duplication of the clears would degrade service.

They also said that once an additional station is placed on an existing clear channel at night, the door will be opened to an increasing number of stations on that channel. When this happens, said Mr. DeWitt, "the only hope for improving service, higher power, is forever barred."

Mr. DeWitt warned that breaking

down the clear channels would interfere with plans for a communications system being developed by the military. The system, called BRECOM (for Broadcast Emergency Communications), involves the use of clear-channel stations in relaying teletype messages. He said experience thus far indicates the signals can be transmitted by fm over clear channel carrier waves without interfering with programs being broadcast.

**Provides Back-Up** ■ The system, being developed by the Air Force and the FCC, could be used by the armed forces as a "back-up" communications system in the event of a national emergency, Mr. DeWitt said. But this potential would be "destroyed," he added, by the assignment of additional stations on the clear channels.

Rep. Dingell, who described himself as "violently opposed" to the FCC decision, said additional am stations are not needed, that though some stations are showing a profit, "a large number" are operating in the red.

Furthermore, he maintained, the stations that would be added on the clear channels would not be located in the rural areas, but in metropolitan centers which already are loaded with radio service.

His views were echoed by Reps. John H. Flynt Jr. (D-Ga.) and John B. Bennett (R-Mich.), authors of two of the other House bills under consideration, and Rep. Roman C. Pucinski (D-Ill.). Reps. Dingell and Bennett are members of the subcommittee's parent Commerce Committee.

Rep. Dingell was particularly critical of the FCC. Asked at one point by subcommittee member Rep. J. Arthur Younger (R-Calif.) whether he didn't think the FCC "knows as much about the economics of this as you do," he replied:

"I'd like to think they're the greatest experts in the world in this field, but some of their actions have caused me to question whether they have any common sense at all."

**New Developments** ■ The FCC, in its comments, disputed the contention that duplication of service on the 13 channels would degrade service. It said technological developments since 1928—when the present clear-channel allocations emerged—make it possible to assign additional unlimited-time stations to the "carefully selected" channels without seriously impairing the service provided by the stations now on them.

Higher power for the clear channels



—an alternative solution to the problem of making more profitable use of the spectrum—requires additional study, according to the FCC majority. It said that there has been considerable opposition to this proposal, largely on economic and social grounds. The commission noted that the Senate in 1938 adopted a resolution expressing the view that the 50-kw limit on power should be retained.

In their separate comments, Commissioners Lee and Ford recommended that the commission proceed with authorizations for greater power. Both, however, said that the commission would need greater flexibility in this area than that provided in the pending legislation.

### No strings attached in Triangle renewals

The finish was written to another payola investigation of a multiple owner last week when the FCC renewed the licenses of 12 broadcast stations owned by Triangle Publications Inc. without qualifications.

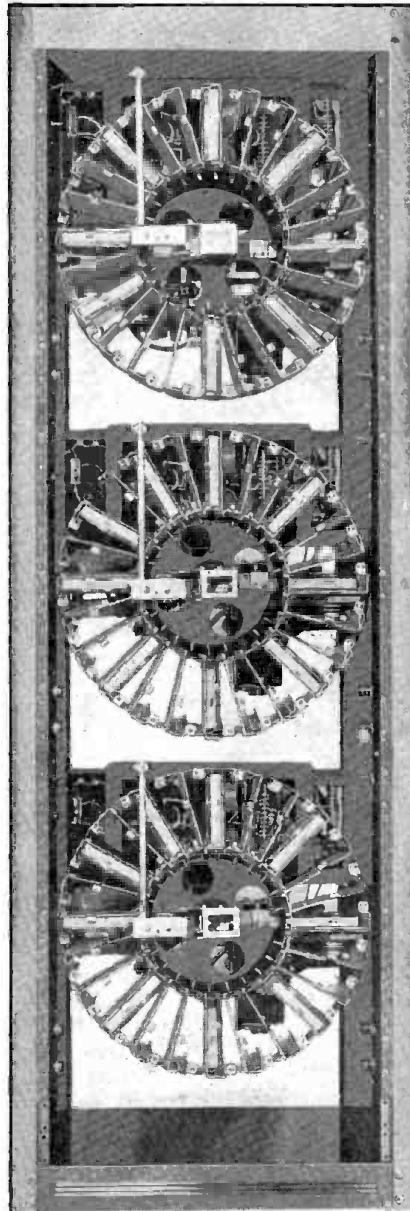
Triangle's renewal applications had been deferred for approximately two years after the licensee's stations became involved in payola investigations of the FTC and FCC. Last week's action gives Triangle a clean record. Triangle stations renewed include WFIL-AM-FM-TV Philadelphia; WFBG-AM-TV Altoona, Pa.; WLYH-TV Lebanon, Pa.; WNHC-AM-FM-TV New Haven, Conn.; WNBF-AM-FM Binghamton, N. Y., and KFRE Fresno, Calif.

The commission also renewed the license of KMBC-AM-TV Kansas City, Mo., owned by MetroMedia Inc., without prejudice to a final determination in the Orlando, Fla., ch. 9 grant to WLOF-TV.

Several other MetroMedia licenses have been renewed under the same condition because of an investigation and rehearing of *ex parte* charges in the Orlando case. John Kluge, president of MetroMedia, formerly was a principal owner of WLOF-TV and an initial decision has recommended that the WLOF-TV grant be rescinded (BROADCASTING, Sept. 25, 1961). Chairman Newton N. Minow dissented to the KMBC-AM-TV renewal.

### Keating fills vacancy

Sen. Kenneth B. Keating (R-N.Y.) has been assigned to the Senate Commerce Committee to fill the vacancy created by the death of Sen. Andrew F. Schoepel (R-Kan.) (BROADCASTING, Jan. 29). The assignment was made last week by the Senate Republican Conference. Sen. Keating, who gave up a seat on the Rules Committee for commerce committee membership, was elected to the Senate in 1958.



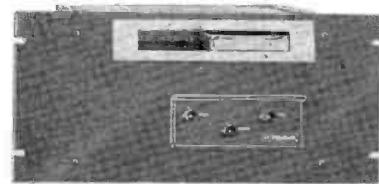
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# Food & Drug moves into Fredericks case

## U. S. AGENCY SEIZES FOODS PLUS INC. PRODUCTS

The case of Carlton Fredericks and his nutrition broadcasts moved into the courts last week as the Food & Drug Administration seized a large part of the inventory of Foods Plus Inc., a mail order distributor. This is the first FDA seizure based on broadcast claims.

FDA charged in federal district court, Newark, N. J., that "self-styled nutritionist" Carlton Fredericks' broadcasts about the health benefits of vitamin, mineral and other food supplements have caused the misbranding of 43 such products marketed by Foods Plus. The inventory was seized at the firm's Reed Laboratories Division, Moonachie, N. J., by federal marshals.

Last Dec. 6 the FCC sent a letter of inquiry to 50 radio stations carrying the Fredericks' program. The letter questioned the fairness of claims made for the products and the possibility of hidden sponsorship in the inter-relation of Mr. Fredericks, C. F. Productions Inc., Curtis Advertising Co. and Foods Plus (BROADCASTING, Dec. 18, 1961).

The FCC letter elicited a legal memorandum in mid-January from Paul A. Porter, Washington attorney for Mr. Fredericks, who questioned the FCC's action. Mr. Porter charged censorship implications and cited the FCC's policy of requiring fairness to all points of view on controversial issues, raising the question of prejudging an issue. The Porter letter said Dr. Fredericks was the owner of his *Living Should Be Fun* program but had no other connection with the other firms aside from a \$200 weekly consulting fee from Foods Plus.

The FDA charged that Mr. Fredericks recommended "many substances" on the air for the treatment of "serious conditions" and said his recorded commercials plugged Foods Plus products. It contended the Foods Plus articles are misbranded "because they do not include adequate directions for the treatment of these diseases."

**Stations Listed** ■ About 50 stations were carrying the program at the time of the FCC action in December. FDA said in its announcement of the seizures that Mr. Fredericks appeared on the *Living Should Be Fun* program on WOR New York, KLZ Denver, KGMC Englewood, Colo., and "other stations."

The FDA tied in the lectures and commercials, saying that Mr. Fredericks recommended the 43 products for such conditions as respiratory and circulatory diseases, club feet, multiple sclerosis, sexual frigidity, cerebral palsy, tooth decay, grey hair, heart trouble and strokes.

According to the FDA, Mr. Fredericks has a doctor of philosophy de-

gree in the field of health education and recreation, but no formal training or educational qualifications as a nutritionist. Some of the products were seized in April 1960, when FDA brought charges on the basis of alleged false claims in the firm's catalog. Last November the FDA seized copies of a Fredericks diet book, *Eat, Live and Be Merry*, on the ground it was used as labeling for promotion of products in a false and misleading way. The current charges hold that some of the Foods Plus catalog claims are false.

FDA said it does not regulate radio or television programs or the publishing industry but that the labeling of foods and drugs must bear adequate directions for use in treating any diseases and conditions for which they are intended and prescribed.

The NAB Radio Code office explained last week that no code action has been taken in connection with the Fredericks developments nor is there code language specifically applying to cases not yet decided. The code authority has kept abreast of the Fredericks case in relation to its acceptability of advertising rules.

## WORZ Inc. says rival delaying ch. 9 case

WORZ Inc., the applicant which lost in the original contest for ch. 9 Orlando, Fla., last week opposed what it termed "the fantastic and frantic motion" of Mid-Florida Tv Corp. to reopen the record to take testimony in Orlando (BROADCASTING, Jan. 29). Chief Hearing Examiner James D. Cunningham has recommended that the grant of ch. 9 to Mid-Florida (WLOF-TV) be voided because of *ex parte* contacts made on its behalf and with its knowledge by Orlando attorney William H. Dial with former Commissioner Richard A. Mack. The case was remanded to explore

### Tv exchanges

A possible exchange of tv interviews between President Kennedy and Soviet Premier Khrushchev was among subjects reportedly discussed in Paris Jan. 29 by Pierre Salinger, the President's news secretary, and Mikhail Kharlamov, Soviet press chief. Mr. Salinger was accompanied on his quick trip to Paris by Edward R. Murrow, director of the U. S. Information Agency.

whether *ex parte* activities had taken place.

Mid-Florida has asked that additional testimony be taken on the character and integrity of Mr. Dial and of the company's principals, "particularly in the operation of . . . WLOF-TV." The Mid-Florida request was accompanied by character affidavits for the station's management and principals. WORZ Inc. asserts that some of these testimonials were obtained without knowledge of what they would be used for.

WORZ Inc. charges that Mid-Florida's request is a delaying action. "Only when the initial decision . . . turned out disastrously for Mid-Florida was the hue and cry raised for more evidence. Of course, this would also give WLOF-TV more time to operate with its void authorization and to accumulate more ill-gotten gains," WORZ Inc. charged.

The FCC general counsel's office also opposed Mid-Florida's request for further hearing as unnecessary.

WORZ Inc. also replied to the suggestion the general counsel made to the commission that it weigh whether to grant the channel to WORZ Inc. as the only remaining applicant. WORZ Inc. claims to have already been found legally, technically and financially qualified and not to be otherwise disqualified, (although the FCC had charged WORZ Inc. with a comparative demerit, it stated "we do not deem this matter to warrant disqualification.") WORZ Inc. said a new hearing with new applicants permitted would not be fair to WORZ Inc. or to the Orlando public and said it hopes the commission "would not adopt such unconscionable procedure."

## Community asks remand in ch. 8 proceeding

Community Telecasting Corp., one of five applicants for ch. 8 at Moline, Ill., asked the FCC last week to reopen the record, remand the proceeding to a hearing examiner and hold a new argument on who should be granted the channel. The FCC has ordered a document prepared to grant ch. 8 to Moline Tv Corp. (BROADCASTING, July 24, 1961).

The status of the other four applicants has changed since the hearing was held and, since the FCC has not issued a final decision, it should explore the importance of these changes, Community maintained.

The Moline ch. 8 case has had a stormy history. In July Rep. Robert Michel (R-Ill.) charged on the House floor that the decision was based on political considerations by Chairman Minow. The chairman revealed that he had not voted on the staff instructions and had abstained from participation (BROADCASTING, July 31, 1961)

## Bill proposes licensing of California ad men

Anyone who helps to prepare, plan or place an advertisement containing false or misleading material would be barred from working in advertising in California under the terms of a bill proposed by William C. Chambliss, an advocate of licensing for advertising men and women. (See his Monday Memo in BROADCASTING, Sept. 18, 1961.)

His proposal is to amend the California business and professional code to establish a six-member board of advertising counsel or examiners, each himself a licensed advertising counselor.

Mr. Chambliss proposes that upon enactment no one shall engage in advertising counseling in California without a license. "A person engages in the practice of advertising counseling," the bill states, "when he holds himself out to the public, for hire, as an advertising counselor and furnishes advice, counsel and guidance with respect to the planning, preparation and placement of advertising." Time and space salesmen are not included as adver-

tising counselors and do not need to be licensed, but presumably the act would apply to executives in a company's advertising department as well as to those of an advertising agency.

**What It Takes** ■ To obtain a license, an applicant would have to establish to the satisfaction of the board that he is over 21, of good moral character and has the education, experience and professional ability prescribed by the board, not less than high school graduation and two years of "diversified experience acceptable to the board." He must also pass a written examination devised by the board.

Licenses could be refused, revoked or suspended for conviction of a felony or of any crime whose essential element is dishonesty or fraud; for fraud or deceit in obtaining a license; for dishonesty, fraud or gross negligence in the practice of advertising; for violation of the bill's provisions or the board's regulations; for cancellation of a similar license by another state. But prin-

cipally, the license may be withdrawn if the licensee has participated "in any phase of the preparation, planning and placement of any advertisement deemed by the board to be misleading to a reasonably prudent person" or "in any phase of the preparation, planning or placement of any advertisement which contains any false statement or a material nature."

Fees for applicants and annual fees for licensees would be levied by the board in amounts sufficient to cover the cost of administering the examinations and other expenses.

Advertising Writers of Los Angeles is supporting the proposed bill. It presumably will be introduced by Charles Edward Chapel, a member of the California legislature from Redondo Beach, who has requested that interested individuals and organizations get in touch with him regarding the measure (BROADCASTING, Jan. 8).

## Unintentional, explains WCUY (FM) on violation

Because the violations were "clearly unintentional and inadvertent" the FCC should impose no more than a token fine, if that, WCUY (FM) Cleveland Heights, Ohio, said last week in answering the commission's notice of last December that the station is liable for an \$8,000 fine for operating on its new frequency of 92.3 mc before it received official authority (BROADCASTING, Dec. 11, 1961).

WCUY received an FCC grant to change its channel from 95.3 mc to 92.3 mc in July 1959. The new installation became operative March 23, 1961, and the manager of the station thought he had authority to begin programming when the new transmitter was on test, the Ohio station told the FCC. The station, owned by Richard Eaton, received regular FCC authority to operate on its new frequency six days later. In the interim the station dismantled its old transmitter and shipped it to the U. of Minnesota.

## Van Zandt opposes House ban

Support for a proposal that House committee hearings be opened to radio-TV coverage was given last week by Rep. James E. Van Zandt (R-Pa.).

The House leadership should lift the ban on such coverage "and thus elimi-

nate this blackout which diminishes public knowledge and acceptance of the House of Representatives," he said in a newsletter to constituents.

The ban long maintained by the late Speaker Sam Rayburn (D-Tex.) was continued by his successor, Rep. John W. McCormack (D-Mass.), in one of his first rulings as speaker (BROADCASTING, Jan. 22).

## The FCC last week...

■ Was asked by Dirigo Broadcasting Inc., applicant for commercial ch. 7 at Bangor, Me., to stay its order of Jan. 12 that ch. 7 remain in Calais, Me., reopen the record and assign ch. 7 to Bangor and ch. 3 to Calais. Such assignment would bring a third commercial vhf service to Bangor, Dirigo said, and would meet FCC mileage separation standards. Two applicants for ch. 7 Bangor assure the facility would not be idle, Dirigo said.

■ Was requested by Sen. Gale McGee (D-Wyo.), Sen. J. J. Hickey (D-Wyo.) and Rep. William Henry Harrison (D-Wyo.) not to substitute ch. 11 for ch. 8 at Laramie, Wyo. The facility is reserved for educational television. The members of Congress contended that ch. 8 is the only satisfactory channel due to the mountainous terrain and that because of a proposed assignment of ch. 11 at Julesburg, Neb., ch. 11 in Laramie would be unduly restricted.

## Pill peddler arrested in radio fraud

The first arrest in the Mexican radio advertising situation has been announced by Postmaster General J. Edward Day.

Arrested on mail fraud charges was Daniel Paletz, Santa Monica, Calif. He was charged with advertising over Mexican radio stations since 1959 for a product called Ocean-Tone. He was arrested Jan. 24 after a federal grand jury in Amarillo, Tex., returned a 10-count sealed indictment. Mr. Paletz has been released on \$1,000 bail pending trial.

Ocean-Tone was described by the Post Office Dept. as a pill made of dehydrated and compressed sea kelp. It was advertised as a "miracle" tablet, according to the department, and claims were made that it would relieve and effectively treat more than 30 bodily disorders. The government contends these claims are fraudulent.

According to postal inspectors, buyers mailed their orders and remittances to the Mexican radio station carrying the advertising. They were then forwarded to a post office box in Fort Worth and thence to Mr. Paletz in California. The product was mailed to purchasers by Mr. Paletz. Postal inspectors estimated that up to a million tablets were sold each month, bringing

a gross income of approximately \$100,000 a year to Mr. Paletz.

Conviction for mail fraud carries a maximum penalty of five years in prison and \$1,000 fine for each count.

The post office began investigating suspicious commercial offers beamed across the border by Mexican radio stations in the fall of last year. The inspection was carried on in conjunction with the FCC and the Dept. of Justice (BROADCASTING, Nov. 27, 1961).

## Federal agencies revamp to draw Hill attention

Congress is expected to begin work soon on legislation designed to revamp the procedures of the federal regulatory agencies. The principal effect of the bill (HR 9926), would be to strengthen the right of parties in agency cases to obtain judicial review of rulemaking decisions.

The bill, drafted by the American Bar Assn., was introduced by Rep. Francis E. Walter (D-Pa.). He said hearings on it and other measures to improve the operation of administrative agencies would be held "shortly" by a special house subcommittee on administrative law, which he heads.

An identical bill was introduced in the Senate last year, but hearings there have not yet been scheduled. The same proposal was introduced in the Senate in the 86th Congress and died in committee.

## Jones asks holdup on KXLY outlets sale

Richard E. Jones, former general manager of KXLY-TV Spokane, last week questioned the character qualifications of the station's owners in asking the FCC to reconsider its approval of the \$3.25 million sale of KXLY-AM-

FM-TV (BROADCASTING, Jan. 22).

Joseph Harris and Norman Alexander, who sold the stations to Morgan Murphy and associates, were the targets of Mr. Jones attack. He claimed the approval permits them to sell a 10% interest which he owns in KXLY-TV and for which he has received no payment. Mr. Jones said he won a court judgment of nearly \$100,000 against Messrs. Harris and Alexander as payment for the stock and back salary.

This May 1961 court decision has been appealed by the sellers of KXLY-TV, Mr. Jones said, but the \$100,000 judgment does not show on the station's balance sheet filed with the sale application. Mr. Jones left KXLY-TV in August 1958.

The complainant also charged that KXLY-TV, under the ownership of Messrs. Harris and Alexander, had "welched" on promised contest prizes and has offered the public an inferior service.

## Microwave firms' pleas turned down by FCC

Six microwave companies last week had petitions denied by the FCC for modification of a common issue in license renewal hearings set for some dozen-and-a-half microwave relay stations.

Requesting the commission to "modify or construe" its language in the mass hearings were Arizona Micro-Wave System Co., Columbia Basin Microwave Co., Ceracche & Co., New York Penn Microwave Corp., Antennavision Service Inc. and Collier Electric Co., who hold the microwave authorizations as common carriers but use them only to service their own catv systems. The licenses were ordered to renewal hearings by the FCC last October on this point, and on the issue of discriminatory practices and misrepresentation of

charges and services in the case of Collier Electric (BROADCASTING, Oct. 30, 1961).

The six companies had requested the FCC to state that the issue would not preclude consideration of the need of subscribers for the existing microwave services, notwithstanding the fact they are controlled by the companies. The companies were in effect asking the FCC "to consider the admissibility of evidence prior" to its offering and acceptance or rejection by the hearing examiner, the commission said in denying the petitions.

## Lafayette-Lake Charles grant given to Acadian

The FCC last week approved a pay-off agreement between Acadian Television Corp. and KTAG Assoc., the last two applicants for ch. 3 Lafayette-Lake Charles, La., and granted that facility to Acadian in Lafayette.

The agreement between the two companies had been reached last November and was submitted for FCC approval in a joint petition (BROADCASTING, Nov. 27, 1961). Under its terms, KTAG Assoc., which had been seeking ch. 3 instead of ch. 25 for KTAG-TV Lake Charles, is to get a \$65,000 reimbursement for its expenses from Acadian in return for voluntary dismissal of its application. The commission, while approving this portion of the deal, nonetheless turned thumbs down (although without prejudice to its possible separate resubmission) on a provision whereby KTAG would have assigned the ch. 25 authorization to Acadian for \$1 for possible use as a Lake Charles satellite station.

Acadian's two largest stockholders (there are 21 in all) are Dr. Paul Kurzweg Jr. and Edward E. Wilson (each 25%). An initial decision issued last summer favored Acadian for the grant.

## EQUIPMENT & ENGINEERING

### AMST sets uhf study in 25-65 mile range

The Assn. of Maximum Service Telecasters last week announced a \$100,000 study in the New York area in conjunction with the FCC's uhf operation.

AMST's major activity, the group said, will be beyond the 25-mile circle the FCC has set for its in-home picture quality analysis. The industry group's study will center on uhf and vhf in-home reception and picture quality in the area 25 to 65 miles from the Empire State Bldg., where the test uhf transmitter is located.

The organization, which will coordinate the test and analysis, plans to put

100 new, all-channel black and white and color tv receivers in that many homes. Installations will be made by the Jerrold Electronics Corp., Philadelphia, the same company which is installing the FCC-sponsored receivers. The same picture rating card used by the FCC will be used in the AMST study to insure conformity with the commission's reports.

AMST has always maintained that wide area tv service is a basic necessity in any tv allocations consideration. In announcing the New York City activity, Lester W. Lindow, executive director of AMST, said:

"There are many millions of Americans who live in the rural, farm and outlying areas of our country. They are the people most dependent on wide

area television service. Therefore, it is essential that the New York City test provide information on outlying area performance of the uhf and the vhf."

Cooperating with AMST in the project are representative groups from among leading multiple station owners and national sales reps.

### CBS Labs develops recording level gear

CBS Labs has introduced Audimax—an automatic level control device which maintains maximum modulation or recording level (BROADCASTING, Sept. 25, 1961). Two models are featured.

Audimax I employs a "platform"

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concept. If input level range shifts to a new region, the gain platform is automatically readjusted to a new value to provide the maximum desired level. Designed for broadcasting, recording and background music systems, Audimax I is priced at \$495.

Audimax II, intended for fm, tv, motion pictures and public address systems has a "gated gain stabilizer" in addition to the features of Audimax I, which maintains a constant gain to bridge program lapses when the input level drops below preset values. Audimax II is priced at \$595.

An Audimax stereophonic adapter, priced at \$150, provides for stereophonic coupling of two Audimax units.

## Technical topics...

**Catalog** ■ Cush Craft (communications antenna products), Manchester, N.H., announces the availability of its new vhf-uhf 1962 catalog. The illustrated brochure is free of charge. Write the company at 621 Hayward St., Manchester.

**Reel adapter** ■ A new 10½ inch reel adapter that offers up to 12 hours playing time per reel is being introduced by Roberts Electric Co., Los Angeles. The adapter takes three minutes to install and fits the Roberts 990 four track tape recorder, the 199D tape deck and the 191 and 192 professional tape recorders.

**Mikroport** ■ Intercontinental Business Service, Palm Desert, Calif., has announced the availability of Mikroport, a radio microphone of high quality electroacoustic transmission without connecting cables. Mikroport was developed in West Germany and is now available on short term delivery. Literature on the new device is available by writing to IBS.

**Amplitron** ■ A 1290 mc cylindrical Amplitron, designed for phased array system applications, has been introduced by Raytheon Co.'s microwave and power tube division. The compact QKS1012 is 4½ inches in diameter and is 12 inches long. The tube has coaxial input and output and weighs 20 pounds. More information is available by writing to the company, Foundary Ave., Waltham, Mass.

**Fm antenna series** ■ Available from the Jampro Antenna Co., Sacramento, Calif., is a series of high gain-wide band fm antennas, designed specifically for stereo broadcasting. Equal power and uniform phase of the bay currents, make the JA-A series non-frequency sensitive. Power handling capacity of the series varies from 10kw for a single bay unit, to 50 kw for 14 or more bays.

**Exclusive agreement** ■ The Automatic Canteen Corp., Chicago, as the result of an exclusive license agreement signed with KRS Electronics, Palo Alto, Calif., will convert its on premise background music systems from records to magnetic tape. Under terms of the agreement, Automatic Canteen receives sole background music use rights to the new KRS tape unit which records and plays back music from stacked endless loop tape cartridges. The new tape machine is expected to have widespread use by schools in language laboratories and by radio stations for automatic programming.

**Tv for base** ■ H&B American Corp., operator of community antenna systems in some 25 communities in the U. S. and Canada, has been awarded a contract to construct such an installation on Vandenberg Air Force Base in central California. This catv system, to be built at a cost of \$200,000, will offer at least seven tv channels to the 2,800 dwellings located at the missile base. Construction is scheduled to start by Feb. 1, with contracts calling for completion within 90 days after that date.

**Tv set sales** ■ Television set sales at the factory level are expected to move ahead of 1961's total by 300,000, Edward R. Taylor, Motorola, chairman

of the consumer products division of the Electronic Industries Assn., estimated last week. For 1962 this is what Mr. Taylor sees: Television, 6,201,000; radio, 11,463,000; phonograph, 3,915. EIA's tentative estimates for 1961: Tv, 5,900,000; radio, 11,500,000; phonograph, 3,900,000.

**Miratel expansion** ■ Miratel Electronics, New Brighton, Minn., has purchased all inventory, equipment and product rights of Morrow Radio Co., Salem, Ore. Morrow, manufacturer of two-way radio equipment, will become a division of Miratel. Miratel estimates the acquisition will increase its sales by about \$250,000 per year.

**Modernization** ■ Page Communications Engineers Inc., Washington, has been awarded a \$2.2 million contract to modernize communications at 23 airports in Ethiopia. Page is a subsidiary of Northrop Corp.

## 3M sales rise 10% in '61

Minnesota Mining & Mfg. Co., St. Paul, last week reported sales during 1961 increased 10% over the previous year for a record high of \$608 million. Earnings total was not given in preliminary figures but it also was expected to set a record. Highly diversified firm makes Scotch Brand video tape and audio tapes among other products.

NEW

# THE TRANSISTORIZED

## TDA 2 VIDEO/PULSE

### DISTRIBUTION AMPLIFIER



This highly efficient and completely transistorized unit replaces all existing vacuum-tube types without alteration of cables. Complete with built-in regulated power supply, the TDA 2 weighs less than 4 pounds, occupies only 1¾ inches of panel space, and draws only 4 watts of power! Has 4 inde-

pendent outputs (internally terminated at 75 ohms). PRICE: \$325.00 each, f.o.b. Nashville. This is less than competitive tube models requiring external power supplies creating better than 100 watts of heat. Write or wire for descriptive technical data sheet on the TDA 2.

## INTERNATIONAL NUCLEAR CORPORATION

P.O. BOX 6171 • NASHVILLE 12, TENNESSEE

\*Circuit designed at WSM-TV, Nashville, Tennessee

## Ziv-UA sets up foreign sales arm

Ziv-United Artists Inc. is establishing a division to distribute its film programs in foreign markets, John L. Sinn, Ziv-UA president announced last Wednesday (Jan. 31).

Mr. Sinn also said that the franchise agreement with International Television Programs Inc., under which ITP had been distributing Ziv-UA films abroad since April 1953, has been terminated. Manny Reiner, who has been vice president of United Artists Assoc. since Oct. 1960, has been named vice president in charge of foreign operations of Ziv-UA.

The move into foreign distribution by Ziv-UA followed a series of court suits by Ziv-UA and ITP against each other heard by the U.S. District Court in Cincinnati. An out-of-court settle-

ment, terms of which were not disclosed, was reached two weeks ago.

Ziv-UA will offer 46 series amounting to 2,765 episodes for sale abroad. Mr. Reiner announced that Herbert R. Banquer will serve as Continental sales manager with headquarters in Paris; Ira D. Beck will be in charge of Latin American sales with offices in Mexico City; John C. Hierlihy will be foreign sales coordinator in New York and Dorothy L. Martin will be in charge of the contract department.

Mr. Sinn noted that the new division also will handle the sale of products released by United Artists Assoc., which handles theatrical films available to tv. Its properties include the Warner Bros. library of pre-1950 films, including 800 features, 1,400 short subjects and 337 cartoons; 234 reels of *Popeye* cartoons, and several hundred feature films from other studios.

Ziv-UA also will investigate co-pro-

duction projects abroad, Mr. Sinn said, and hopes to enter into arrangements with leading foreign tv producers.

## Carson practically set for Paar slot in fall

NBC-TV indicated last week that it needed but a signature on a contract to ensure comedian Johnny Carson for Jack Paar's late night slot next season.

Though an open "secret" for some weeks, NBC-TV had all but pried Mr. Carson out of other (and current) commitments. As of early in January, Mr. Carson, who is master of ceremonies of *Who Do You Trust?* on ABC-TV and who does many tv guest shots and panelist appearances, was having trouble escaping from ABC-TV's exclusivity clause in a contract with Don Fedderson Productions, producer of the Carson show (CLOSED CIRCUIT, Jan. 8).

It's reported now that Mr. Carson

## WPIX lines up 100 European feature films

Independent WPIX (TV) New York has signed with 17 European producers-distributors for television distribution rights to approximately 100 feature films, documentaries and special programs.

The station sent William L. Cooper, manager of film programs, to Europe in December on a six-week, film-finding trip, and he closed what he calls "firm contracts" for the films. Mr. Cooper said last week there is "considerable film of quality scattered in England, Germany, Italy and France that never has been shown here, either theatrically or on tv, but it's a difficult job to locate it, since much of it is in the hands of small producers and distributors."

WPIX has been given first-refusal rights to these films for tv and, in some cases, for theatrical release, Mr. Cooper noted. These rights, he added, will help the station recoup its investment since the films require editing, dubbing and, in many instances, the production of a new sound track.

For competitive reasons, Mr. Cooper declined to give the titles of the films at this time. He described one as "the best circus film" he has ever seen and another as "a gripping short on the subject of explorations to the South Pole." The films for which he contracted, he said, were located in Britain, France, Italy and Germany.

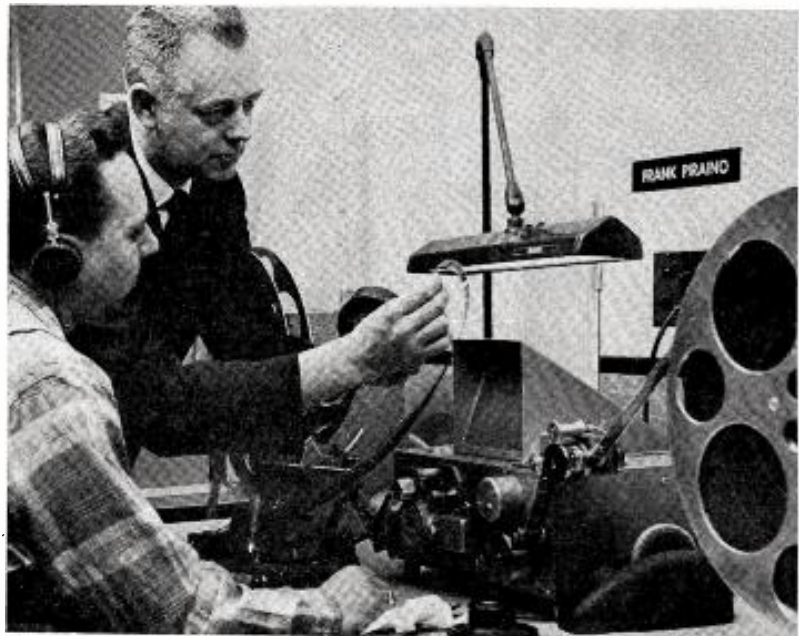
"As the supply of feature and

other theatrical film dwindles," Mr. Cooper said, "I think U. S. distributors must turn more and more to foreign sources of supply. Of course, much of this foreign film is unsuitable, but if we are selective, we can turn up many worthwhile features and short subjects. Some of them will be old, and some will be new. It's there to be found—though it takes a lot of digging to uncover."

Mr. Cooper is hopeful that initial

programs from his film-finding journey will be presented on WPIX by next fall.

In photo below, William L. Cooper (standing), manager of film programs for WPIX (TV) New York and film editor Frank Piriano inspect film footage Mr. Cooper obtained in Europe under a plan to bring suitable foreign-produced features, documentaries and special programs into the U. S. television market.



will no longer be under contract in the fall and will join NBC-TV about Oct. 1. Mr. Paar leaves the late night stint he's being doing for 4½ years to appear in a weekly hour show on the network. He actually ends his late-night show on March 29.

In the six-month interval, NBC-TV may fill in with guest shots of network daytime personalities, with stars who will be featured in the 1962-63 nighttime schedule and perhaps with taped reruns of Mr. Paar.

## More fall programs dropping into place

Network activity on next fall's nighttime schedules continued to hum last week. CBS-TV reportedly has tentatively placed *Tv Tonight*, a weekly hour produced by Bob Banner, at 10 p.m. Monday. Other reports:

Brown & Williamson, through Ted Bates, is said to have signed for one-half of *Vive, Judson McKay*, which probably will be in the Friday, 9:30-10 spot on NBC-TV.

MGM-TV has cast Jimmy Hawkins as Andy Hardy and Philip Ober as Judge Hardy for a pilot film that'll go into production Feb. 12. The projected *Andy Hardy* series is being co-produced with NBC-TV and is being aimed for Saturday at 7:30 on Sunday at 7 with still other possibilities.

It's reported that the 90-minute program projected by NBC-TV for 7:30 on Wednesday will be titled *The Virginian* and will be produced by Revue Productions. A World War II series, *Combat*, is said to be a possibility for ABC-TV on Saturday, 7:30-8:30. A documentary tv series featuring former President Harry Truman is being produced as a 13-week one-hour series, instead of 39 half-hours by Talent Assoc.-Paramount, but no network deal has been set.

A more immediate change was indicated as CBS-TV: *Father Knows Best* re-runs (now Wednesday, 8-8:30) may switch time periods with *Window on Main St.* (Monday, 8:30-9) on or about March 26 but no decision has been made. Both shows star Robert Young.

## 'Mickey Mouse Club' to be syndicated later this year

A revival of Walt Disney's *Mickey Mouse Club* as a syndicated program is being planned for the fall.

Buena Vista, Disney distributor in New York, plans to market the former network show as a half-hour Monday-to-Friday package, according to Peter M. Robeck, general sales manager for syndication. He noted that 560 shows are planned.

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## NEWBURGH BATTLE II NBC draws criticism, praise for tv documentary on city

NBC-TV's *White Paper*—"The Battle of Newburgh"—shown Jan. 28, has involved the network in its own battle.

Newburgh City Manager Joseph McD. Mitchell, angered by the program on the city and his controversial campaign to trim welfare costs, sent telegrams to the FCC and his congresswoman, ripping into the network. But NBC was bolstered by support from a cabinet member—and the mayor of Newburgh.

Mr. Mitchell, in his wire to the FCC, asked for a hearing under oath to determine who was responsible for the program. He charged it was "deliberately rigged . . . to destroy a man, an issue and a city."

FCC Chairman Newton N. Minow promptly dispatched a copy of the telegram to the network, and asked for comments.

"The Battle of Newburgh," Mr. Mitchell wired Rep. Katherine St. George (R-N.Y.) was "totally lacking in objectivity and scholarship," "was hopelessly biased and misleading and did grievous damage to the city."

William R. McAndrew, NBC's executive vice president for news, retorted: "NBC News stands behind the objectivity of its program . . . Mr. Mitchell was given ample opportunity to express his views on relief and relief restrictions."

**Ribicoff Backs NBC** ■ Abraham A. Ribicoff, secretary of Health, Education and Welfare, praised the show and requested a repeat. "Every American," he said, should have "the opportunity" to see "this searching documentary which replaced welfare myths with facts and reality."

Mayor William D. Ryan called the show a "very fine actual and factual report on the Newburgh situation."

Mr. Mitchell did get some support, however, from his city council. Councilman George F. McNeally said he would ask the city's corporation counsel to file charges of bias against the network.

In addition, Rep. St. George inserted into the *Congressional Record* an 18-point statement she said lists the city's main objections to "the one-sided presentation" in the television network's Jan. 28 program.

## Film sales . . .

*Phil Silvers Show* (CBS Films): Sold to Foremost Dairies Inc., for WFIL-TV Philadelphia; KRON-TV San Francisco; WBTW (TV) Charlotte, N. C.; KRBC-TV Abilene, Tex.; KCRA-TV

Sacramento; WCYB-TV Bristol, Va.; KSBW-TV Salinas, Calif.; KING-TV Seattle; KONO-TV San Antonio; KSLA-TV Shreveport, and WFLA-TV Tampa, Fla. Now in 147 markets.

*The Beachcomber* (ITC): Sold to WNEW-TV New York and KMBC-TV Kansas City. Now in 133 markets.

*M-Squad* (MCA-TV): Sold to WPTA (TV) Ft. Wayne, Ind.; KOIN-TV Portland, Ore.; WTVJ (TV) Miami; WPSD-TV Paducah, Ky.; WJZ-TV Baltimore, and WKBT (TV) LaCrosse, Wis. Renewed by KPIX (TV) San Francisco and WISN-TV Milwaukee. Now in 80 markets.

*Cavalcade of the '60's*, Group #1 (Allied Artists Television): Sold to WOR-TV New York. Now in 22 markets.

## Edison fund makes nine radio-tv awards

The winners of nine tv-radio awards were honored Friday (Feb. 2) at the Mass Media Awards dinner of the Thomas Alva Edison Foundation in New York. The winners, chosen for contributions to science education and service to youth:

*The World Today*, MBS, "the radio program best portraying America."

*Medical Milestones*, the American Medical Assn.'s public service series which was made available to hundreds of radio stations, "special citation."

*CBS Reports*, CBS-TV, "the television series best portraying America."

*Walk in My Shoes*, ABC-TV (a Bell & Howell *Close-Up* program), "the television program best portraying America."

*Prejudice U. S. A.*, NBC-TV (National Council of Catholic Men's series of four programs), "special citation."

*The New York Philharmonic Young People's Concerts*, CBS-TV, "best children's television program."

*Watch Mr. Wizard*, NBC-TV, "best science television program for youth."

WTTM Trenton, N. J., "radio station that best served youth."

WSOC-TV Charlotte, N. C., "television station that best served youth."

## Program notes . . .

**Fall releases** ■ Tom Corradine & Assoc., Hollywood tv program distributor, has acquired for video tape series for release this fall—52 programs of *Peoples Court*, 52 of *Adventure Tomorrow*, 39 of *World on Strings*, a new musical series, and 52 hour tapes of jai alai games from Mexico.

**Write to sponsors** ■ National Assn. for Better Radio and Television (NAFBRAT) has issued an updated list of sponsors of radio and tv pro-

## COLORCASTING

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

### NBC-TV:

Feb. 5-9, 12-14 (6-6:30 a.m.) *Continental Classroom*, probability and statistics.

Feb. 5-9; 12-14 (6:30-7 a.m.) *Continental Classroom*, American government.

Feb. 5-9, 12-14 (10:30-11 a.m.) *Play Your Hunch*, part.

Feb. 5-9, 12-14 (11-11:30 a.m.) *The Price Is Right*, part.

Feb. 5-9, 12-14 (12-12:30 p.m.) *Your First Impression*, part.

Feb. 5-9, 12-14 (2-2:30 p.m.) *Jan Murray Show*, part.

Feb. 5-9, 12-14 (11:15 p.m.-1 a.m.) *Jack Paar Show*, part.

Feb. 5, 12 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Feb. 6, 13 (7:30-8:30 p.m.) *Laramie*, part.

Feb. 7, 14 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

Feb. 7, 14 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

Feb. 7, 14 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through

Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

Feb. 8 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Feb. 2, 5, 7 (10-10:30 a.m.) *Say When*, part.

Feb. 10 (9:30-10 a.m.) *Pip The Piper*, General Mills through Dancer-Fitzgerald-Sample.

Feb. 10 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

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

Feb. 10 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Feb. 10 (7:30-8:30 p.m.) *Tales of Wells Fargo*, part.

Feb. 11 (7-7:30 p.m.) *The Bullwinkle Show*, part.

Feb. 11 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

Feb. 5, 7 (11:30-12 noon) *Concentration*, part.

Feb. 5, 7 (12:30-12:55 p.m.) *Truth or Consequences*, part.

Feb. 5, 7 (3-3:30 p.m.) *Young Doctor Malone*, part.

Feb. 5, 7 (3:30-4 p.m.) *Our Five Daughters*, part.

Feb. 5, 7 (4:30-4:55 p.m.) *Here's Hollywood*, part.

Feb. 5 (8-8:30 p.m.) *National Velvet*, General Mills through BBDO; Beech-Nut through Young & Rubicam.

Feb. 5 (8:30-9:30 p.m.) *Bell Science Series*, AT&T through N. W. Ayer.

Feb. 5 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Feb. 7 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit through McCann-Erickson; R. J. Reynolds through Esty.

Feb. 7 (8:30-9 p.m.) *The Joey Bishop Show*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Feb. 10 (2:30-5 p.m.) *NBC Basketball*, various regional sponsors.

Feb. 10 (9-11:20 p.m.) *Saturday Night At the Movies*, part.

Feb. 11 (4:30-5 p.m.) *Patterns in Music*, sust.

Feb. 11 (7:30-8:30 p.m.) *The Broadway of Lerner and Loewe*, Chrysler through Leo Burnett.

grams, with names of the heads of 246 companies and the addresses of their home offices. List is available at \$1 a copy from NAFBRAT, 882 Victoria Ave., Los Angeles 5, Calif.

**Red Cross film** ■ Staffers from the Washington news bureaus of the three networks are starring in a new film reviewing highlights of the American Red Cross during 1961. Available in color and black and white, the 14½ minute film stars Patty Cavin (NBC's *Monitor*), Lewis Shollenberger (director of operations, ABC News) and Sam Donaldson (CBS News). The film includes footage from Hurricane Carla, armed forces first aid, mouth-to-mouth resuscitation and other scenes. Titled "Every Part of Town," the film is available (on a loan basis) from local Red Cross chapters.

**Golf speed** ■ Glen Films Inc., Burbank, Calif., last week claimed a new speed record by filming a complete 90 minute television show in one day. The show, *Golf Championship of the U.S.A.*, which pits the winners of the 1961 U.S. Open, PGA, U.S. Amateur and the Masters tournament, will be televised nationally in mid-March. Henry Saperstein, president of Glen Films, said that more than 36,000 feet was exposed during the shooting from 7:31 a.m. to 4:41 p.m.

**Cartoon by Capp** ■ Pintoff Productions and Al Capp are in agreement on producing new cartoon series for tv that would be handled by Ziv-United Artists. Series would be aimed for network sale next season.

**For the children** ■ Screen Gems has begun production in Toronto of *Pick A Letter*, new five-minute filmed children's series. Twenty-six episodes are scheduled for the next 10 weeks. Jean-Claude Tramont is producer-director of series.

**Tokyo branch** ■ Desilu Sales has signed an agreement with Interlingual International Inc., Tokyo, to act as sales representative for Asiatic distribution of the filmed inventory of Desilu tv programs, a total of 386 half-hours. Desilu Sales will establish a branch office at Interlingual headquarters in Tokyo.

**Series for NET** ■ National Telefilm Assoc.'s *The Play of the Week* dramatic series will be carried on 12 stations of the National Educational Television (NET) network for 13 weeks, starting Feb. 18, through a grant from *TV Guide Magazine*. The amount of the grant was not disclosed. The programs were originally on WNTA-TV New York and later syndicated to other commercial tv stations. The dramas chosen include *Medea*, *Miss Julie*, *The Cherry Orchard* and *Don Juan in Hell*. They will be carried on a once-a-week basis.

**MCA acquisition** ■ MCA Inc., owner of Revue Productions, one of the largest sources of tv film series (*Jack Benny*, *Wagon Train*, *Checkmate*), has registered 165,000 shares of common stock with the Securities & Exchange Commission. MCA plans to offer all or part of this stock to Kenneth King and Harold Taft in exchange for all outstanding permanent

stock of Columbia Savings & Loan Assn. of Denver. There are 4,040,735 shares of MCA common stock outstanding, of which Jules C. Stein, board chairman, and Lew R. Wasserman, president, own 34.65% and 17.4%, respectively.

**Scout special** ■ An hour-long program about the 1962 Girl Scout Senior Round-up will be produced by General Foods Corp. in cooperation with The Girl Scouts of the U.S.A. It will be presented on CBS-TV in September. Following the telecast, General Foods will present color prints of the film to the Girl Scouts for local showings.

**In SG camp** ■ Fenady Assoc. has joined Screen Gems Inc., as an independent production unit, to produce series for the studio while developing its own properties. Andrew J. Fenady created and produced the *Rebel* series, and prior to that wrote and produced motion pictures for Warner Bros. and Paramount.

**Disney dividend** ■ Consolidated net profit after taxes of Walt Disney Productions and its domestic subsidiaries for the fiscal year ended Sept. 30, 1961 was \$4,465,486, representing \$2.75 per share on the 1,626,023 shares outstanding, Roy O. Disney, the firm's president, announced. This compares with the previous year's operation which ended in a net loss of \$1,342,037 (83 cents per share for the same number outstanding).

**Focus on FBI** ■ Plans for a one-time non-documentary tv special program dealing with the FBI have been an-



nounced by Jack L. Warner, president, Warner Bros. Pictures, which in 1959 produced a theatrical movie, "The FBI Story." The filmed special tv show, recounting what happens to a group of Americans who suddenly find themselves caught up in a crime as victims and witnesses, will be presented on ABC-TV and may subsequently be released in theatres abroad. Stanley Niss will produce the program, with Les Martinson as director. FBI lent technical assistance to the preparation of the script.

**Forms new company** ■ Producer-director Bill Hobin has announced the formation of Mizpah Productions, a film company producing independent feature films and tv productions. Mr. Hobin, whose office is located at 345 W. 58 St., New York, is past producer-director of such shows as the *Bell Telephone Hour*, *Sing Along With Mitch*, *Max Liebman Presents*, and *Your Hit Parade*, among others. Mizpah Productions' telephone is Judson 2-3337.

**New program concept** ■ Joel Fleming, vice president and general manager, Ivy Broadcasting Corp., New York, announced plans for a new radio programming concept by which the stations of his firm will select a public service board of trustees made up of station and non-station individuals active in community affairs. The trustees will meet every week and a half-hour portion of each meeting will be broadcast. During the week, between trustee meetings, the station will air news reports, editorials and promotional announcements in accordance with the subjects researched and discussed by the board.

**With portfolio** ■ Guitarist Charlie Byrd, who brought back some new compositions from a four-month tour of South America made last year at the invitation of the U.S. Information Agency, passed them on to Washington audiences recently on WTOP-TV's own *Portfolio*, a cultural-informational-public affairs program which covers a new phase of Washington life every eight weeks and which last year won an award from Ohio State U.'s Institute for Education by Radio-Tv. WTOP-TV taped one-hour program of classic-jazz-folk music featuring the guitarist with small and large bands at the Showboat Lounge, where he performs nightly.

**Film Grand Prix** ■ The Broadcasting Foundation of America, international division of the National Educational Television & Radio Center, will screen entries for the Eurovision Grand Prix of Television Films 1962, for the third consecutive year. BFA will organize American participation in the competition, which takes place this May during the International Film Festival in Cannes. BFA will accept entries for

screening through March 23. Details are available from BFA, National Educational Television & Radio Center, 10 Columbus Circle, New York 19.

**New educational programs** ■ Denis Mitchell, British documentary film maker, has produced two programs on American life for broadcast this winter on the National Educational Television network. *Grassroots*, a study of a small town, and *Ed and Frank*, a portrait of the daily lives of two men in the Chicago area, were co-produced by NET and the BBC.

**Studio expands** ■ Filmack Studios, Chicago, has leased 15,000 sq. ft. sound stage one-half block from its present address to augment growing production of tv and industrial films. Production volume has tripled in past year, according to vp Don Mack.

#### 'Love That Bob' sales

MCA TV Film Syndication has announced it has placed 173 half-hour programs of *Love That Bob* series into syndication. This off-network series was carried for three seasons on NBC-TV and two on CBS-TV and was rerun as an ABC-TV daytime strip for the past 18 months. Thirteen stations, including WCBS-TV New York, WRC-

TV Washington, WBKB (TV) Chicago and KABC-TV Los Angeles, already have bought *Love That Bob* in advance of official release, according to MCA TV.

#### Screen Gems tv spots promote network shows

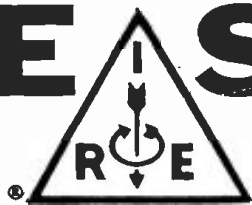
To help bolster on-the-air promotion of its network shows, Screen Gems Inc., New York, is producing special spots for stations to use at the local level.

The film company, seeking to arouse viewer curiosity in its network programs, is making spots incorporating off-beat films and sound tracks to supplement the standard promotion films sent by the networks.

Film for three shows have already been sent to stations: *The Hathaways* and *Top Cat*, both on ABC-TV and *Dennis the Menace* on CBS-TV. Coverage of stations on all the networks will be completed this week when Screen Gems plans to mail promotion material on an NBC-TV show, *Hazel*. Six ten-second spots were filmed for each of the four shows.

SG said it will assume the \$300 production costs for each spot. The advertisers—Kellogg on *Top Cat* and *Dennis*, Ralston-Purina on the *Hathaways* and Ford on *Hazel*—pay other expenses.

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## WOWO sends 125 pigs to help colony's farms

WOWO Fort Wayne has launched a "Pigs for Peace" project designed to help the farmers of St. Lucia, a British island colony in the British West Indies. From proceeds sent into the station during the outlet's annual pre-Christmas charity drive, 125 pure bred Duroc and Hampshire pigs were bought from local dealers. The pigs, each weighing approximately 50 pounds, cost \$6,900.

Through the Peace Corps, WOWO flew the pigs to St. Lucia, where they were presented to officials for distribution. In order to make the project really effective, and to insure it will have as wide a scope as possible, a plan has been arranged whereby farmers receiving the pigs will agree to turn back to the distributors two pigs from the first litter. These two pigs, in turn, are to be redistributed over a wider area with the same return stipulation.

Encouraged by favorable local and official response the campaign has received, the Westinghouse station plans to maintain its annual charity drive on the same wide scope.

## Wives hit the airwaves on WHEB's 'Ladies Day'

WHEB Portsmouth, N. H., devoted a day to the ladies recently when the wives of the station's disc jockeys took over their husband's daily production schedule.

Each of the three participating wives worked her husband's regular shift, and chose the music she wanted, read the commercials, and filled the silence between the two with her own patter. Records chosen by the ladies were dedicated to friends, relatives, and any sponsor who might wish to cancel.

Actually, WHEB reports sponsor response was enthusiastic. Listeners, too, seemed pleased by the variety and personal touch that "Operation Petticoat" achieved.

## Drumbeats . . .

**Teen queen** ■ WLW and WLWT (TV) Cincinnati have been awarded the state finals for the America's Junior Miss Pageant, by the pageant's executive committee in Mobile, Ala. The state finals will be held March 1. The winner will be flown to the national finals by the stations. That competition will be held March 17-23.

**Honorary chief** ■ Joseph Goodfellow, vice president and general manager of WRC-AM-FM-TV Washington, last

week was named an honorary member of the Wheaton, Md. (Washington suburb), Rescue Squad in recognition of the station's effort to save the rescue squad from dissolution. Through a promotion campaign ordered by Mr. Goodfellow, the station raised enough money to enable the squad to pay off its \$14,000 deficit.

**Cold to warm** ■ Florida's state development commission is engaging in an innocuous brand of psychological warfare over radio stations in 10 northern metropolitan areas and Toronto and Montreal. Each winter morning, the commission takes to the airwaves with its spot announcements: "The latest temperature reading in your town is . . . (preferably close to zero). Wouldn't you rather be in Florida?" The drive may be psychologically innocuous, but according to the commission it is very effective.

**Free Recipe** ■ WKBK Chicago currently is offering free of charge the second edition of Francois Pope ABC-TV Gourmet Recipes, based on ABC-TV programs.

## Popeye newsletter published by King

The television division of King Features Syndicate is publishing a monthly newsletter, titled "The Popeye Pipeline." It is being distributed to 3,500 executives at stations, advertisers' agencies, department stores, chain stores and jobbers who are involved in the telecasting, advertising or merchandising of

the KFS cartoon program. The newsletter provides latest information on merchandising of the program; the way local stations are scheduling and promoting the show; and lists of advertisers participating in sponsorship.

## Cowboy group honors CBS, NBC, WKY-TV

Episodes from CBS-TV's *Rawhide* and NBC-TV's *Project Twenty* and a documentary by WKY-TV Oklahoma City have been selected for top honors in the second annual Western Heritage Awards competition. The selections were announced last week by officials of the National Cowboy Hall of Fame, Oklahoma City.

The *Rawhide* episode was entitled "The Sendoff"; the *Project Twenty* program was "The Real West." WKY-TV's winning documentary film was entitled "101."

## CJOB's "honey sound"

CJOB Winnipeg, Man., uses a bee for its identification and to build up this new corporate image has distributed 1,000 half-pound cartons of Manitoba honey to advertisers and advertising agencies. Newspapers and billboards also promoted the bee symbol. Recipients of the cartons of honey which came with a message from "the station with the honey of a sound" had no difficulty identifying CJOB as the sender of the honey. CJOB plans to give another 1,000 cartons of honey to listeners on a number of its programs.



## Meredith's WOW-AM-TV seal time capsule

WOW-AM-TV Omaha both simulcast the sealing of the stations' time capsule in the facade of the new Meredith WOW Inc. building in that city. Included in the time capsule were letters from LeRoy Collins, NAB president, F. R. Kappel, president of AT&T, CBS officials Frank Stanton and James T. Aubrey Jr., and Mayor James Dworak of Omaha.

Officials of Meredith Publishing Co., and Meredith Broadcasting

were on hand to witness the ceremony. From left to right, they are: Fred Bohen, president of Meredith Publishing, President Payson Hall of Meredith Broadcasting, Ed Meredith, Meredith Publishing vice president, and, at the microphone, Meredith Broadcasting's Executive Vice President Frank P. Fogarty. The time capsule was locked in place by station managers Al Larson (WOW-TV) and Bill Wiseman (WOW).

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Edell

**Morton Edell**, president and chief executive officer, Lanolin Plus Inc., Newark, N. J., elected president and chief executive officer, Hazel Bishop Inc., New York, newly created corporation resulting from merger and consolidation of Hazel Bishop Inc. and Lanolin Plus Inc.

**Howard E. Ottley** and **Marshall Ward Jr.**, account executives on Lehn & Fink Products Corp. group at Geyer, Morey, Madden & Ballard Inc., New York, elected vps.

**Florence St. George**, account supervisor on cosmetic accounts, Lawrence C. Gumbinner Adv., New York, elected vp.

**Howard E. Ray** elected vp and general manager, Universal Agency, Hollywood.

**Maurice C. Vaughn**, senior vp, creative director and director of broadcast services, Ross Roy-BSF&D, Detroit, joins Donahue & Coe, Los Angeles, as vp in charge of radio-tv activities.

**Glen Jocelyn**, senior vp, chairman of plans board, and member of board of directors, Potts-Woodbury Inc., Kansas City, joins Weightman Inc., Philadelphia advertising agency, as vp and creative director.

**Ted Weber**, account executive, Koltzman-Kain Adv., Chicago, and former owner and operator, WTTT Arlington, Fla., joins Burton Browne Adv., Chicago, as vp and account executive. He will handle Chicago Metallic Manufacturing Co. account.

**John W. Taplin**, creative director, Shaw-Hagues Inc. (affiliate of John W. Shaw Adv.), Chicago, elected vp.



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**Paul E. J. Gerhold**, vp and national director of media and research, Foote, Cone & Belding, New York, named chairman of advertising research foundation technical committee. **William M. Weilbacher**, vp and director of research, Dancer-Fitzgerald-Sample, and **Gordon A. Hughes**, director of research, Scott Paper Co., were named chairmen of consultation panels of technical committee.

**Joel Strumph**, formerly with Benton & Bowles; **Bruce Odza**, formerly with Grey Adv., and **Ed Smith**, formerly with Alfred Frank-Gruenther Law, join Kastor, Hilton, Chesley, Clifford & Atherton, New York, as account executives. Agency's new creative staff members are: industrial copywriter, **Don Cragin**, formerly with Marsteller Inc.; and **Marvin Mordkoff** and **Godfrey Wetterlow**, copywriters, both formerly at Ted Bates. Joining production staff is **Alan Charof**, formerly with Hicks & Greist.

**Joseph M. Ferrazza**, formerly with BBDO and Union Carbide Plastics Co., joins New York office of Rumrill Co., Rochester (N.Y.) advertising agency, as executive on Du Pont account. **Howard Doesschate** and **Cory Kilvert** also join Rumrill's New York office as account executive and copywriter, respectively.

**Russell Elliot**, account department, Doherty, Clifford, Steers & Shenfield, New York, named account executive.

**Harold T. M. Millikin**, **John J. Keefe** and **George T. Mrkvicka** named account executives at Needham, Louis & Brorby. Mr. Millikin was formerly with Edward H. Weiss & Co. Mr. Keefe and Mr. Mrkvicka have both been with NL&B as assistant account executive and copywriter, respectively.

**Brian Clewer**, assistant creative director, National Marketing Agency, Toronto, Canada, joins Nides-Cini Adv., Los Angeles, as account executive.

**Arthur Eggers**, D'Arcy Adv., New York, joins Chirurg & Cairns Inc., Boston, as account executive.

**Mary Miles**, formerly with Helene Curtis Industries, joins Robert S. Taplinger Assoc., New York, as account executive of firm's cosmetic and toiletries division.

**Frederick M. Parke**, former advertising and pr director, First Western Bank & Trust Co., San Francisco, joins Guild, Bascom & Bonfigli Inc., that city, as account executive.

**Howard N. Greenlee**, president, WAOV Vincennes, Ind., named pr director, M. Glen Miller Adv., Chicago. Formerly, Mr. Greenlee was manager

of advertising engraving department, Indianapolis Star & News and an announcer for WIRE, that city.

**Jane Pinkerton**, who resigned as managing editor of U. S. Radio, opens public relations office in New York (527 Madison Ave.) on March 1. Miss Pinkerton worked for U. S. Radio and parent Sponsor for past six years, was presentation writer for Radio Advertising Bureau and formerly served as midwest editor, BROADCASTING, in Chicago. Her firm will cover advertising and broadcast fields.

**Philip S. Hayman**, assistant advertising manager, Bank of America, San Francisco, has joined Foote, Cone & Belding, Los Angeles, as account executive. **Peter M. Bardach** and **Richard C. Pickett**, former media supervisors, Foote, Cone & Belding, New York, appointed media directors, heading their own media groups. **J. Walter Reed** and **Edward Barz**, both in FC&B's media department, named senior broadcast buyer and manager of media services, respectively.

**Mary E. Vosberg**, radio-tv timebuyer, Wermen & Schorr Inc., Philadelphia, joins The Gerald F. Selinger Co., Bala-Cynwyd, Pa., as media buyer and assistant in creative account planning.

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## THE MEDIA



Mr. Vrba

**John R. Vrba**, vp for sales, KTTV (TV) Los Angeles, elected vp and manager of station's new productions division, directing sales, productions and facilities for video tape and film operations, geared for in-

creased production of commercials, pilots and series for clients (BROADCASTING, Jan. 29). No successor has been named as KTTV sales chief. Charles Young, national sales manager, and Robert Bennett, local sales manager, will report directly to Robert W. Breckner, vp and general manager. **Robert Fierman**, in charge of KTTV sales, appointed sales manager of new division.

**M. Dale Larsen**, general manager, KTVH (TV) Wichita-Hutchinson, Kan., elected vp of The Wichita-Hutchinson Co., parent organization. Mr. Larsen joined KTVH in 1956. He has served as general manager for past 2½ years.

**Robert King**, vp in charge of Illinois operations, Metromedia Inc., New York, elected vp of Capital Cities Broadcasting Corp., and general manager of WKBW-TV Buffalo. Capital Cities Stations: WROW-AM-FM and WTEN (TV) Albany and WKBW-AM-TV Buffalo, both New York; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., and WPAT-AM-FM Paterson, N. J.

**John S. Tyler**, general manager, KFDA-TV Amarillo, elected vp of Texas State Network (KFJZ-AM-FM Fort Worth; WRR Dallas; KBST Big Spring; KGKL San Angelo; KRBC Abilene; KFDA-TV Amarillo; KRIO McAllen; TSN News Network; KORC Mineral Wells; KGAF Gainesville; KRRV Sherman; KNCT Palestine; KTER Terrell; KFEC Waco; KCRS Midland, and KTBB Tyler). Mr. Tyler will continue as general manager of Amarillo outlet. **Dave Naugle**, news director, Texas State Network and KFJZ Fort Worth, takes leave of absence to join press staff of John Connally during Mr. Connally's campaign for governor.

**Paul Masterson**, senior account executive, KABC-TV Los Angeles, joins National TV Log as executive vp. Mr. Masterson will supervise establishment of new sales offices in New York and Chicago.

**Bill Murchison** appointed station manager, WBCA Bay Minette, Ala.

**Robert W. Brokaw**, New York sales staff of Robert E. Eastman & Co., named manager of San Francisco office.

## SCBA elects officers

**W. Frank Harden**, WIS Columbia, elected 1962 president of South Carolina Broadcasters Assn., succeeding **Louis M. Neale Jr.** Other new officers: **Cleatus O. Brazzell**, WELP Easley, vp for radio; **J. William Quinn**, WBTW (TV) Florence, vp for tv; **J. A. Gallimore**, WSNW-AM-FM Seneca, and **Bruce Buchanan**, WFBC-AM-FM Greenville, new directors. **Harry C. Weaver**, WOKE Charleston, and **T. Douglas Youngblood**, WFIG Sumter, re-elected director and secretary, respectively.

**Richard M. Walker**, former executive vp and sales manager, Clarke Brown Co., Atlanta, Ga., named Eastman's Atlanta manager, replacing **William P. Marseilles III** who has returned to New York office.

**Gordon Mason**, general sales manager, KNX Los Angeles, and CBS Radio Pacific Network, named field manager, affiliate relations, CBS Radio, New York. **James W. Ingraham**, KNX account executive, promoted to general sales manager, KNX-CRPN, succeeding Mr. Mason.



Mr. Larkin

**C. Carroll Larkin**, vp and general manager, WSID-AM-FM Baltimore, elected vp of Franklin Broadcasting Co. (WMIN St. Paul; WEW St. Louis; WWOM New Orleans; and WLOD Pompano Beach, Fla.). **Helen G. Wherley**, WSID's operations manager, promoted to general manager. Mr. Larkin joined WSID in February 1961. Earlier he served as general sales manager for WCAO-AM-FM Baltimore. Miss Wherley has been with Baltimore outlet since its inception in November 1947.

**Jack Bolton**, The Katz Agency, New York, has been appointed manager of rep firm's Atlanta office. He replaces **Gregory Murphy**, who resigned. **Richard Hasbrook**, of Los Angeles office, replaces Mr. Bolton in New York. **Tom Hetherington**, of St. Louis radio sales staff, has been transferred to Chicago tv sales staff.

**John C. Butler**, commercial manager, KIXL Dallas, appointed radio manager of Dallas-Fort Worth office of Peters, Griffin, Woodward Inc.

**Lionel L. Schaan**, manager, radio-tv department, C. J. La Roche & Co., New York, joins Harrington, Righter & Parsons Inc., that city.

**James W. Frey**, sales manager, WSAU Wausau, Wis., appointed general sales manager, Wisconsin Valley Television Corp., licensee of WSAU-AM-TV. Mr. Frey was erroneously reported in BROADCASTING, Jan. 22, as being appointed corporation's general manager.

**Robert T. Voigt**, formerly with RCA, Camden, N. J., joins WPRO-TV Providence, R. I., as chief engineer. **Sam Roberts**, UPI news writer, to WPRO-TV as reporter and writer in station's news department.

**Joe Floyd**, president, Midcontinent Broadcasting Co., licensee of KELO-AM-TV Sioux Falls, S. D., appointed South Dakota's commissioner on seven-state committee working on exhibit for 1964-65 New York World's Fair.

**Edward Codel**, executive vp, The Katz Agency Inc., New York, named chairman of Station Representatives Assn.'s awards program for 1962.

**Charles W. (Chuck) Bergeson** named local sales manager, WJBK-TV Detroit, succeeding Herbert Weber who last week was named general sales manager, WMGM New York.

**Edwin A. Roberts**, advertising director, Post-Newsweek Stations, (WTOP-AM-FM-TV Washington, and WJXT [TV] Jacksonville), joins Colortone Press, Washington, as creative services director.

**Mike Tully** joins KOGO San Diego sales department as account executive.

**Charles Noell**, promotion and research manager, *Winston-Salem* (N.C.) *Journal & Sentinel*, joins WSJS-TV Winston-Salem-Greensboro sales staff.

**Dave Hicks** appointed sales manager, WCER Charlotte, succeeding **Brud Martindale** who joins sales staff, WKMH Dearborn, both Michigan.

**Joseph Fierro**, radio salesman, The Katz Agency, New York, joins radio sales department, Crosley Broadcasting Corp., that city.

**James Eshleman**, former national radio sales manager, Edward Petry & Co., joins WGBS-AM-FM Miami sales staff.



Mr. Revercomb

**Everett E. Revercomb** re-elected National Assn. of Broadcasters' secretary-treasurer for seventh consecutive year. Mr. Revercomb originally joined NAB in 1935 as auditor, and following World War II, he returned as association's assistant treasurer. In 1950 he left to become comptroller and assistant treasurer of National Assn. of Home Builders, posi-



### Trigg-Vaughn Broadcasting elects four vps

Larry Daniels, George Collie, Dave Scribner and Johnny Vacca (l to r) were elected vps of Trigg-Vaughn Broadcasting Co., it was announced last week by board chairman Jack C. Vaughn and president Cecil Trigg. Mr. Daniels will serve as general manager of KROD-TV El Paso; Mr. Collie is presently organi-

zation's national sales manager; Mr. Scribner will serve as general manager of KROD El Paso, and Mr. Vacca as general manager of KOSA-TV Odessa, all Texas. Trigg-Vaughn Stations: KVII-TV Amarillo, KOSA-AM-TV Odessa, KROD-AM-TV El Paso, all Texas, and KRNO San Bernardino, Calif.

ion he held until rejoining NAB in present position in 1956.

**William C. Thompson**, director of public and community relations, KGBS Los Angeles, named program manager, succeeding **William J. Wheatley**.

**Robert Joffe**, manager, consumer panel division, Emulsol Egg Products Corp., Chicago, joins WGN-AM-TV, that city, as research supervisor, succeeding **Mark Munn** who resigned to join Gardner Adv., St. Louis.

**Richard D. Heffner**, acting general manager, Educational Television for Metropolitan Area Inc., New York, appointed general manager. Mr. Heffner former professor at U. of California, Rutgers U., Columbia U., Sarah Lawrence College and New School of Social Research. He has served as director of public affairs programs at NBC-TV New York, and as director special projects for CBS-TV.

**Robert Petrie**, supervising producer-director, and **Budd Reth**, staff director, TMJ-TV Milwaukee, promoted to operations director and production vices director, respectively. Both will continue to devote portions of their time to producer-director duties.

**Larry Wax**, general manager, WHG-AM-FM Hornell, joins WROC-FM Rochester, both New York, account executive. **George LiButti**, as executive, WROC-FM-TV, appointed WROC-FM's local-regional sales manager. **Joe Cullinane**, sportscast-

er, joins WROC-FM in similar capacity, succeeding **Tom Decker** who will devote full time to news director duties.

**W. O. Smith**, formerly with sales staffs, WTAC Flint and WNEM-TV Saginaw-Bay City, both Michigan, joins WJRT (TV) Flint as account executive.

**James D. O'Rourke**, midwest sales manager, WGN-TV Chicago, and **George Vickery**, promotion manager, WJBF (TV) Augusta, join WTVJ (TV) Miami as account executive and promotion manager, respectively.

**Robert Cochran**, KNXT (TV) Los Angeles, and **Thomas Stanton**, KMOX-TV St. Louis, join CBS Television Stations National Sales as account executives. Mr. Cochran has been assigned to San Francisco office; Mr. Stanton to Chicago office. **Hal Abrams** and **Charles Linton** have been transferred from Chicago office to New York. **Robert Fairbanks**, San Francisco, moves to Chicago. All are account executives.

**William A. Morris**, account executive, WCBS-TV New York, joins Television Advertising Representatives Inc., that city, as account executive.

**Lee Kanipe** named news director, WFBC-AM-FM-TV Greenville, S. C. **John Holbrook** joins station's news department.

**Don Lewis**, newscaster and air personality, WMEX Boston, joins WVAM Altoona, Pa., as news director.

**Earl J. Glade** appointed consultant and pr representative for Radio Service Corporation of Utah (KSL-AM-FM-TV Salt Lake City, Utah; KBOI-AM-FM-TV Boise and KID-AM-TV Idaho Falls, both Idaho).

**Owen Spann** returns to KNBC San Francisco as air personality.

**Joseph G. Herzberg**, assistant city editor, *The New York Times*, appointed cultural editor. He will supervise and coordinate news activities of radio, tv, motion pictures, drama, art and other cultural news departments.

### PROGRAMMING

**James Marshutz**, former senior tv producer, J. Walter Thompson Co., elected vp and sales manager, SIB Productions, New York, tv commercial and industrial film affiliate of Paramount Pictures.

**Henry (Hank) Luhrman**, formerly with National Telefilm Assoc., named midwest sales manager for RSS Corp., Hollywood, distributors of *Science in Action*. Mr. Luhrman will have headquarters in Chicago.

**Phillip C. Landeck** joins Filmways Inc., New York, as director for tv commercials. He is former staff director at Audio Productions, that city.

**John Willis**, news director, KHJ-TV Los Angeles, appointed host-narrator for producer David Wolper's *Story of* tv series, half-hour, weekly show concerning lives of outstanding personalities in various fields.

### GOVERNMENT

**Louis Rosenman**, associate counsel of House Antitrust & Monopoly subcommittee, appointed by President Kennedy to Administrative Conference of the U. S. Mr. Rosenman, 34 and former staff writer for BROADCASTING, will join group studying procedures of federal regulatory agencies. Group is headed by Circuit Judge E. Barrett Prettyman, with Max D. Paglin, FCC general counsel, as vice chairman.

### ALLIED FIELDS

**Leonard F. Ostrom** and **William S. Hamill**, account executives, A. C. Nielsen Co., elected vps.

**Richard Williams**, account executive, Everett-McKinney Inc., New York, named director of sales and promotion for N. C. Rorabaugh Co., that city.

**Silliman, Moffet & Kowalski** is new name of Washington consulting engineering firm which formerly included **Raymond E. Rohrer**. Mr. Rohrer has withdrawn from firm and will open own offices to practice radio consulting work. Silliman, Moffet & Kowalski remain at same address, 1405 G St.,

N.W., Washington 5. Telephone: Republic 7-6646.

### EQUIPMENT & ENGINEERING

L. H. Hyde, general purchasing agent for Ford International Staff, elected vp of Philco Corp. and named general manager of consumer products division. He replaces Henry E. Bowes who moves to IT&T.

Robert E. Wingate, president, Southern Communication Specialist Co., appointed Atlanta (Ga.) district sales manager for Allen B. Du Mont Laboratories, Clifton, N. J. Vincent J. Bauer named Minneapolis district sales manager. Robert M. Long named federal communications coordinator. Arthur B. Langton appointed national bid administrator in Du Mont's communications department, newly created post. Messrs. Bauer, Long and Langton join Du Mont from RCA.

### INTERNATIONAL

Allan B. Yeates, past president, Assn. of Canadian Advertisers, and advertising manager, Prudential Insurance Co. of America, Toronto, elected senior vp, Spitzer, Mills & Bates Ltd., Toronto advertising agency.

Guy Royal, national sales manager, CKGM Montreal, elected vp, Stephens & Towndrow Ltd., station rep firm, with offices at Toronto and Montreal.

### Peace Corps recognition

Milton J. Shapp, board chairman, Jerrold Electronics Corp., Philadelphia, will be honored by 1962 Jewish Appeal Electronics Div. at dinner Feb. 13 in Philadelphia. Mr. Shapp will be cited for "humanitarian services and dedication to the cause of peace" for having submitted to President Kennedy the idea of the Peace Corps.



Mr. Shapp

Pat Festing-Smith, formerly with Canadian Broadcasting Corp., Toronto, appointed radio-tv director, Maynard Adv. Ltd., that city.

Joe Forster, formerly with CJRH Richmond Hill, Ont., named news editor, CHUC Cobourg, Ont.

James McLennan, formerly with CHLO St. Thomas, Ont., joins sales staff, Radio & Television Sales Inc., Toronto, station rep firm.

Ned Conlon, newscaster, CFCF Montreal, appointed promotion manager.

Allan R. Tilley joins Stovin-Byles Ltd., Toronto station rep firm, as controller.

### DEATHS

Herschel Z. Deutsch, 61, senior vp, Kastor, Hilton, Chesley, Clifford & Atherton, New York, died Jan. 28 at New York Hospital following heart attack. Mr. Deutsch, who was reported to be first to use technique of dramatized spot announcements in radio, had served as radio director of Lawrence C. Gumbinner Adv., vp of Grey Adv. and as head of own agency before joining KHCCA in 1959.

Marcel Carter, 47, vp for administration, Canadian Broadcasting Corp., died at Ottawa on January 21. He was with CBC in various executive capacities since 1944.

Harry McLeary, 36, video engineer KTTV (TV) Los Angeles, died of brain hemorrhage Jan. 24 at St. Joseph's Hospital, Burbank, Calif.

William Hard, 83, pioneer newscaster with NBC and official commentator for Republican National Committee during 1930's, died Jan. 30 at his home in New Canaan, Conn.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 25 through Jan. 31, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur—

aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. \*—educational. Ann.—Announced.

#### New tv stations

##### ACTION BY FCC

Lafayette, La.—Acadian Tv Corp. Granted vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 942 ft., above ground 994 ft. Estimated construction cost \$702,838; first year operating cost \$525,000; revenue \$525,000. P. O. address

box 43, Lafayette. Studio location Lafayette trans. location near Kaplan, La. Geographic coordinates 30° 00' 13" N. lat., 92° 20' 25" W. long. Trans. RCA TT-25-CL; ant. RC TF-6-AL. Legal counsel Leo Resnick, Washington, D. C.; consulting engineer John I. Mullaney, Washington. Principals: Paul Kurzweg Jr., Edward E. Wilson (each 25% and 19 others. Dr. Kurzweg is physician Mr. Wilson is automobile dealer. Actio Jan. 31.

##### APPLICATIONS

El Paso, Tex.—Southwestern Bestg. C Uhf ch. 26 (542-548 mc); ERP 13.2 kw vis. 7.44 kw aur. Ant. height above average terrain 681 ft., above ground 419 ft. Estimated construction cost \$97,000; first year operating cost \$120,000; revenue \$140,000. P. O. address 1104 W. Ave. I, Lovington, N. M. Studio and trans. location El Paso. Geographic coordinates 31° 46' 58" N. lat., 106° 28' 4" W. long. Trans. GE TT-20-A; ant. GE TT-24-C. Legal counsel Ross K. Prescott, Dallas Tex.; consulting engineer Electron Corp. Dallas. Principals: A. C. Holder, D. J. Erwin (each 25%), Ora R. Hall Jr. (23%), T. J. Deason Jr., E. Kirk Newman (each 10%), Eugene McElvaney Jr. (7%). M Holder is independent oil operator; M Erwin has interests in three catv system Mr. Hall is independent oil operator; M Deason owns 25% of accounting firm; M Newman is attorney; Mr. McElvaney has interest in oil firm. Southwestern Bestg. Co. is also applicant for uhf stations Lubbock and Odessa, both Texas, and Albuquerque, N. M. Ann. Jan. 31.

\*Pullman, Wash.—Washington State Vhf ch. 10 (192-198 mc); ERP 3.41 kw vis. 1.70 kw aur. Ant. height above average terrain 112 ft., above ground 132 ft. Estimated construction cost \$106,875; first year operating cost \$49,200. P. O. address c Allen Miller, Washington State U., Pullman Studio and trans. location Pullman (campus). Geographic coordinates 46° 43' 5" N. lat., 117° 10' 00" W. long. Trans. RC TT-2-AH; ant. RCA TF-2-BH. Legal cou

## EDWIN TORNBURG & COMPANY, INC.

### Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475  
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

sel Cohn & Marks, Washington, D. C.; consulting engineer George M. Freese, East Wenatchee, Wash. Ann. Jan. 25.

**Existing tv stations**

**CALL LETTERS ASSIGNED**

WWUP-TV Sault Ste. Marie, Mich. — Fetzer Tv Inc.  
WLOX-TV Biloxi, Miss.—Biloxi Bcstg. Co.  
KWEX-TV San Antonio, Tex.—Spanish International Bcstg. Corp.; changed from KUAL-TV.

**New am stations**

**ACTION BY FCC**

Mesa, Ariz.—Maricopa County Bcstrs. Inc. Granted 1510 kc, 10 kw D. P. O. address 2826 E. Highland Ave., Phoenix, Ariz. Estimated construction cost \$38,986; first year operating cost \$84,000; revenue \$120,000. Principals Sheldon A. Engel (51%), Lou Silverstein (29%), LeGrand A. Simmons, Robert Tryon (each 10%). Mr. Engel is manager of KRIZ Phoenix, Ariz.; Mr. Silverstein is employe of KRIZ; Mr. Simmons owns advertising business and silk-screen printing firm; Mr. Tryon owns advertising and public relations firm. Action Jan. 31.

**ACTION BY BROADCAST BUREAU**

Mead, Wash.—Crown Bcstg. Co. Granted 1590 kc; 1 kw D. P. O. address 1010 Old National Bank Bldg., Spokane, Wash. Estimated construction cost \$11,200; first year operating cost \$42,000; revenue \$54,000. Principals: W. Kenneth Glidden (50%), Robert D. Dellwo (35.8%), Kermit M. Rudolf (11.1%) and others. Mr. Glidden owns cattle ranch; Messrs. Dellwo and Rudolf are attorneys. Action Jan. 25.

**APPLICATION**

Wallingford, Conn. — Radio Wallingford Inc. 1380 kc; 5 kw unil. P. O. address 46 Avalon Circle, Waterbury, Conn. Estimated construction cost \$69,154; first year operating cost \$85,000; revenue \$90,000. Principals: Samuel Elman (50%), Aaron I. Stern, H. John Weisman (each 20%), Fred B. Rosnick (10%). Mr. Elman is manager of WATR Waterbury, and owns 11% of WBZY Torrington, both Connecticut; Dr. Stern is veterinarian and owns animal hospital; Mr. Weisman is attorney and owns one-third of dairy bar restaurant chain and 25% of assembly machine business; Mr. Rosnick is attorney. Ann. Jan. 30.

**Existing am stations**

**APPLICATIONS**

WPBZ Lock Haven, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 30.  
WEEL Fairfax, Va.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-2. Ann. Jan. 30.

**CALL LETTERS ASSIGNED**

WTUF Mobile, Ala.—Radio Mobile Inc.; changed from WKAB.  
WRCK Tusculumbia, Ala.—Bcstg. Corp. of the Southwest; changed from WCHP.  
WZZZ Boynton Beach, Fla.—Boynton Beach Bcstg. Co.  
WETH St. Augustine, Fla.—D & R Bcstg. Corp.; changed from WSTN.  
KLEI Kailua, Hawaii — Egal Radio; changed from KEKO.  
KEKO Kailua, Hawaii—Oahu Bcstg. Inc.; changed from KLEI.  
KAOH Duluth, Minn.—Linton D. Hargreaves.  
WKJK Granite Falls, N. C.—Felix C. Abernathy.  
KREK Sapula, Okla.—Oklahoma Bcstg. Co.  
KCOM Comanche, Tex.—Radio Comanche.  
KSTU Logan, Utah—George Stuart Nixon.

**New fm stations**

**ACTION BY BROADCAST BUREAU**

Glen Burnie, Md.—Southfield Bcstg. Inc. Granted 95.9 mc; 1 kw. Ant. height above average terrain 126 ft. P. O. address 1 Central Ave. S. W., Glen Burnie. Estimated construction cost \$9,715; first year operating cost \$12,500; revenue \$12,500. L. W. Gregory, sole owner, owns WISZ Glen Burnie. Action Jan. 26.

**APPLICATIONS**

Athens, Ga.—University City Inc. 104.7 mc; 3.92 kw. Ant. height above average

terrain 253.75 ft. P. O. address box 429, Athens. Estimated construction cost \$12,250; first year operating cost \$5,000; revenue \$7,500. University City Inc., is licensee of WDOL Athens. Ann. Jan. 26.

LaPorte, Ind.—LaPorte County Bcstg. Inc. 97.3 mc; 16.85 kw. Ant. height above average terrain 262.5 ft. P. O. address box 385, LaPorte. Estimated construction cost \$22,819; first year operating cost \$12,000; revenue \$15,000. Principals: Dee O. Coe (56.4%), Edward Young (14%), J. Mark Coe (9.5%), Victor H. Voss (9%) and others, who own similar interests in WLOI LaPorte. Ann. Jan. 25.

**Existing fm stations**

**CALL LETTERS ASSIGNED**

WCBC(FM) Catonsville, Md.—Christian Bcstg. Co.  
WBFQ(FM) Detroit, Mich. — Triangle Bcstg. Co.; changed from WRMP(FM).  
WHTC-FM Holland, Mich.—Holland Bcstg. Co.  
WUFM(FM) Utica, N. Y.—Phi-Hidelity Inc.  
WMSP(FM) Harrisburg, Pa. — Market Square Presbyterian Church; changed from WMSH(FM).  
WYDD(FM) New Kensington, Pa.—Allegheny-Kiski Bcstg. Co.  
WKTU(FM) North Charleston, S. C.—KTM Bcstg. Co.  
WNFO-FM Nashville, Tenn. — Hickory Bcstg. Corp.  
WXRI(FM) Norfolk, Va.—The Christian Bcstg. Network Inc.  
\*KCWS-FM Ellensburg, Wash.—Board of Trustees, Central Washington State College.

**Ownership changes**

**APPLICATIONS**

KUTY Palmdale, Calif.—Seeks assignment of license from Harold C. Singleton, d/b as Palmdale Bcstrs., to Sherwood J. Tarlow; consideration \$60,000. Mr. Tarlow has interests in WJMW New Orleans, La.; WARE Ware, WHIL Medford, both Massachusetts; WLOB Portland, Me., and WWOK Charlotte, N. C. Ann. Jan. 30.  
WLOD Ft. Lauderdale, Fla.; WWOM New Orleans, La.; WMIN St. Paul, Minn.; WEW St. Louis, Mo.; KOMO Tulsa, Okla.—Seek merger of Franklin Bcstg. Co., licensee, with Radio Concepts Inc.; Franklin to be surviving corporation. Consideration to Franklin all stock in Radio Concepts Inc. (presently owned 50% each by Philip Meltzer and Alvin Koenig), 50% of stock in O-D-O Inc. and all stock in Radio Concepts of Canada Ltd., wholly owned by Radio Concepts Inc. Although transferees will own less than 50% of voting stock in Franklin, they will acquire operating control through right to name certain members of board of directors. Minnesota Small Business Investment Co. will be represented by one director in return for \$300,000 loan in form of debenture bond convertible to Franklin stock. Present owners of Franklin and their approximate holdings are William F. Johns Jr. (80%), William F. Johns Sr. (7.2%), Robert J. Flynn (6.1%), John E. Broderick (3.86%), James R. Dur-yea (2.3%), Charles W. Loufek (3.6%). Radio Concepts Inc. is engaged in production of commercial formats and transcription, recording and sales consultation for

radio stations. Ann. Jan. 31.  
WSUZ Palatka, Fla.—Seeks involuntary assignment of license from Raymond P. McMillin to George J. Duck, receiver for Raymac Inc., holder of first mortgage. Ann. Jan. 29.

WMTL Leitchfield, Ky.—Seeks (1) transfer of 54% of stock in Rough River Bcstg. Co. from Jimmie L. Shacklette, administrator of estate of James W. Shacklette, deceased, to Edith M. Rau, present owner of 28%, consideration \$23,750; (2) transfer of same shares to Porter Wallace, also for present stockholder, for same consideration; represents assignment of stock purchase option from Miss Rau to Mr. Wallace. Ann. Jan. 30.

KEEL Shreveport, La.—Seeks assignment of license from Foster & Assoc. Inc. to KEEL Inc.; consideration \$800,000. Assignee is owned by LIN Bcstg. Corp., licensee of WMAK Nashville, Tenn., and WAKY Louisville, Ky. Ann. Jan. 31.

WJBL-AM-FM Holland, Mich. — Seeks transfer of 84.8% of stock in Ottawa Bcstg. Corp. from Bernard Brookema (63.1%) and Bernard Grysen (21.7%) to P. J. Zondervan, Bernard D. Zondervan (each 37.4%) and Peter Kladder Jr. (10%); total consideration \$118,000. Messrs. Zondervan own 50% each of recording firm, 50% each of music publishing business, 23.75% each of another, 25% each of real estate holding firm, 25% each of religious publishing house; Mr. Kladder has real estate interests and is officer of two of above-mentioned publishing firms. Ann. Jan. 25.

WMCA New York, N. Y.—Seeks transfer of 80% of voting stock in WMCA Inc. from Helen Straus and The Bank of New York, executors of estate of Nathan Straus, deceased, to R. Peter Straus, present owner of remaining 20%; for which transferee is to return for 9% of Class B (non-voting) common stock under provisions of decedent's will. Ann. Jan. 30.

WFVG Fuquay Springs, N. C.—Seeks assignment of license from James F. Flanagan and Robert G. Currin, d/b as Radio Station WFVG, to H. Clويد Wade Jr. and Carl W. Venters Jr. (each 50%); consideration \$54,000. Messrs. Wade and Venters own 50% each of WFAG Farmville, N. C. Ann. Jan. 25.

WKJK Granite Falls, N. C.—Seeks Assignment of cp from Felix C. Abernathy to James B. Childress; consideration \$6,187.24. Mr. Childress owns 25% of WMSJ Sylva, 89% of WKRC Murphy, 51% of WKSK West Jefferson, all North Carolina; 36.3% of WLAJ LaFollette, Tenn., and 100% of WKMK Blountstown, Fla. Ann. Jan. 25.

KTWO-AM-TV Casper, Wyo.—Seeks transfer of two-thirds of stock in Rocky Mountain Tele Stations from Irving B. Harris, Donald P. Nathanson (each 13.33%) and Benjamin Berger (40%) to HARRISCOPE Inc. (present one-third stockholder) (26.66%) and Tv Properties (40%). HARRISCOPE Inc. is presently owned 50% and 20% each by Messrs. Harris and Nathanson, respectively. Consideration to Mr. Berger \$18,000. Ann. Jan. 26.

**Hearing cases**

**FINAL DECISION**

Commission gives notice that Dec. 6, 1961, initial decision which looked toward granting application of Maricopa County

**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
1735 DeSales St., N. W. Washington 6, D. C.

**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

---

nametitle/position\*

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company name

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address

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cityzonestate

---

Send to home address—

\*Occupation Required

Bcstrs. Inc. for new am station to operate on 1510 kc, 10 kw, D, in Mesa, Ariz., became effective Jan. 25 pursuant to Sec. 1.153 of rules. Action Jan. 31.

#### INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of John M. Barrick for new am station to operate on 1440 kc, 1 kw, D, in Glasgow, Ky., engineering condition. Action Jan. 31.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Newton-Conover Bcstg. Inc. to increase daytime power of WNNC Newton, N. C., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; interference condition. Action Jan. 29.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of Value Radio Corp. (WOSH), Oshkosh, Wis., and Howard Miller Enterprises & Consultants Inc. (WGEZ), Beloit, Wis., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; interference condition. Action Jan. 29.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward (1) waiver of Sec. 3.37 of rules and (2) granting applications of Kenneth G. Prather and Misha S. Prather for new am station to operate on 1360 kc, 500 w, DA, D, in Boulder, Colo., and KDEN Bcstg. Co. to increase daytime power of KDEN Denver Colo., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, with interference condition on KDEN grant. Action Jan. 25.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Willamette-Land Tv Inc. for new tv station to operate on ch. 3 in Salem, Ore. Action Jan. 25.

#### OTHER ACTIONS

■ By memorandum opinion & order in proceeding on applications of Acadian Tv Corp. for new tv station to operate on ch. 3 in Lafayette, La., and KTAG Assoc. for mod. of cp to specify operation of KTAG-TV on ch. 3 instead of ch. 25 in Lake Charles, La., commission (1) approved applicants' joint agreement whereby Acadian will re-

imburse KTAG \$65,000 for expenditures and KTAG will dismiss its application, but disapproved that portion of agreement contemplating assignment of KTAG-TV permit for ch. 25 in Lake Charles to Acadian for \$1 for possible use as satellite station, without prejudice to its resubmission apart from this proceeding; (2) granted KTAG permission to withdraw exceptions and dismissed its application; (3) granted application of Acadian for new tv station to operate on ch. 3 in Lafayette, and (4) struck opposition to joint request filed by Camellia Bcstg. Inc. (not now party to proceeding). Action Jan. 31.

■ By memorandum opinion & order, commission, on its own motion, set aside examiner's ruling and referred to chief hearing examiner for his consideration motion by Hershey Bcstg. Co., Hershey, Pa., for enlargement of issues on its application and Reading Radio Inc., Reading, Pa., for new fm stations; dismissed related pleadings by applicants. Action Jan. 31.

■ By memorandum opinion & order in proceeding on applications of Blue Island Community Bcstg. Inc. for new fm station in Blue Island, Ill., and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFm(FM) Elmwood Park, Ill., commission granted petition by Mrs. Schoonfield for review of examiner's ruling to proceed to issuance of initial decision on basis of proposals in applications as presently constituted and upon consideration of evidentiary hearing heretofore made in Docs. 12604 and 13296, to extent of determining (1) that examiner could issue initial decision on issues directed toward Mrs. Schoonfield's qualifications to receive renewal of her license and, if found qualified, she could continue to operate her station pending final resolution of the 307(b) or comparative issues and, if found unqualified, examiner could propose denial of her application, and (2) since Blue Island's proposal for 22.2 kw cannot be acted upon because it violates one of Commission's interim fm criteria, it should be placed in pending file retaining hearing status and rights, pending revision of fm rules. Action Jan. 31.

■ By memorandum opinion & order, commission denied petition by Jackson Bcstg. & Tv Corp. to reopen record to admit fur-

ther engineering testimony in proceeding on its application to increase daytime power of WKHM Jackson, Mich., from 1 kw to 5 kw and install new trans., continued operation on 970 kc, 1 kw-N, using present daytime DA system. Comr. Bartley dissented. Action Jan. 31.

■ By memorandum opinion & order in proceeding on applications for new am stations of Radio Carmichael, Sacramento; John Matranga, d/b as Trans-Sierra Radio, Roseville, and for increased daytime power of Jack L. and Alyce M. Powell (KVON), Napa, and Golden Gate Bcstg. Corp. (KSAN), San Francisco, Calif., commission (1) denied, for untimely filing, petition by John T. Carey Inc. (KROY), and Cal-Val Radio Inc. (KXOA), both Sacramento, to intervene, enlarge issues, etc.; (2) reopened record and remanded proceeding to chief hearing examiner for further evidence concerning agreement by Mr. Matranga and Radio Carmichael whereby Mr. Matranga, in return for dismissal of his application, would have option to obtain 25% interest in Carmichael while at same time retaining substantial creditor relationship to competing station KGMS in same community; (3) granted petitions by Jack L. Powell and Alyce M. Powell and Golden Gate Bcstg. Corp., removed from hearing, and granted their applications to increase daytime power of KVON from 500 w to 1 kw, with DA-2, continued operation on 1440 kc, 500 w-N, and of KSAN to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, and (4) denied Radio Carmichael's request for leave to file opposition. Comr. Lee concurred in part and dissented in part and issued statement; Comr. Ford concurred in part and dissented in part and issued statement in which Comr. Bartley joined. Action Jan. 31.

■ By order, commission denied, as untimely filed, petition by City of High Point Chamber of Commerce to intervene in Greensboro-High Point, N. C., tv ch. 8 comparative proceeding. Petitioners presented no valid reasons for not seeking intervention within period prescribed by rules. Action Jan. 31.

■ Commission scheduled following am proceedings for oral argument on March 1: Grossco Inc., West Hartford, and Berkshire Bcstg. Corp., Hartford, Conn.; Jackson Bcstg. & Tv Corp. (WKHM), Jackson, Mich.; KGMS, Inc. (KGMS), Sacramento, Calif.; and Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Jan. 31.

■ By memorandum opinion & order, commission denied petition by National Assn of Broadcast Employees & Technicians AFL-CIO and its local Union No. 52 for reconsideration of commission's dismissal (Oct. 10, 1961) of its petition to deny applications of Gordon Bcstg. of San Francisco Inc. to assign licenses of KQBY-AM-FM San Francisco, Calif., to Atlas Bcstg. Inc. Commission does not believe that petition for reconsideration warrants reversal of its previous determination that there was no cause here for hearing on application, or that oral argument is required or would be helpful. Chmn. Minow dissented. Action Jan. 31.

#### Routine roundup

■ Commission established standards for considering am applications relating to clear channel operations resulting from its decision of Sept. 15, 1961 (which opened 13 Class I-A clear channels to one additional station each and reserved for future consideration higher power or duplication on 12 other I-A clear channels. It did this by further supplement to report & order, which amended Sec. 1.351 of am broadcast rules to govern acceptance and processing of applications on frequencies within 30 kc of these 25 clear channels. Pending applications on these adjacent channels (approximately 225) will be processed in accordance with the adopted criteria. Action on pending applications which do not comply will be deferred pending disposition of 12 reserved clear channels and specified assignment on other 13 clears. New applications not complying with criteria will not be accepted for filing. Comrs. Hyde and Ford voted to defer action; Comr. Lee abstained from voting. Action Jan. 31.

■ Commission extended time to Feb. 19 for filing comments and to March 23 for replies in rulemaking proceedings to reserve uhf channels for noncommercial educational use in Florida, Kentucky and Georgia. Action Jan. 29.

■ Commission granted petitions of Capitol Tv Inc. and S. H. Patterson and extended time to Feb. 12 to file responses to Mr. Patterson's petition for reconsideration of commission's further report & order of Nov. 15, 1961, which denied proposals for additional

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 1

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,616	69	94	856
FM	883	85	166	173
TV	487 <sup>1</sup>	76	81	134

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 1

	VHF	UHF	TOTAL
			TV
Commercial	462	90	552
Non-Commercial	41	14	55

### COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,619	898	485 <sup>1</sup>
Cps on air (new stations)	74	62	77
Cps not on air (new stations)	135	168	80
Total authorized stations	3,828	1,128	654 <sup>2</sup>
Applications for new stations (not in hearing)	479	137	56
Applications for new stations (in hearing)	192	23	71
Total applications for new stations	671	160	127
Applications for major changes (not in hearing)	478	88	41
Applications for major changes (in hearing)	85	4	13
Total applications for major changes	563	92	54
Licenses deleted	1	0	0
Cps deleted	0	1	2

<sup>1</sup> There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup> Includes one STA.



vhf assignments to San Francisco-Sacramento, Calif., areas; extended time to Feb. 26 for filing replies to responses. Action Jan. 26.

■ Commission granted motion by WSTV Inc. (WBOY-TV), Clarksburg, W. Va., and extended time to Feb. 2 for filing reply to opposition by National Community Tv Assn. to WSTV's petition for rulemaking concerning distribution of tv programs by catv systems. Marks and extended time from Feb. 8 to terms. Action Jan. 26.

■ By order, commission granted petitions by Daytime Bcstrs. Assn. and Cohn & May 15 for filing comments and from Feb. 19 to June 4 for reply comments in Doc. 14419 concerning amendment of Sec. 3.87 of rules with respect to pre-sunrise operation by am broadcast stations. At same time, it clarified notice of proposed rulemaking by calling attention to fact that few Class II stations would be affected by proposal, as well as Class III regional stations.

It further stated: "Because of the extension of time granted herein, resolution of this proceeding will take longer than had been anticipated. This raises the possibility that in the interim authorization of a substantial number of new or changed daytime facilities, with 3.87 privileges, might further complicate the 'pre-sunrise' situation while that situation is under review. Therefore, it is inappropriate to permit facilities initially authorized while this proceeding is pending to engage in 'pre-sunrise' operation. Accordingly, pending resolution of this proceeding, all grants of construction permits for daytime facilities—either new facilities or major changes in facilities—for Class II and Class III stations (both daytime-only stations and stations operating differently day and night) will be expressly subject to the condition that no pre-sunrise operation will be permitted under Sec. 3.87." Action Jan. 25.

#### ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended time to Feb. 1 to respond to petition by The Bible Institute of Los Angeles Inc. (KBB1), Los Angeles, Calif., for reconsideration of order cancelling oral argument and for waiver of interim procedure on its fm application and Benjamin C. Brown, Oceanside, Calif. Action Jan. 29.

■ Granted petition by Broadcast Bureau and extended to Feb. 8 time to respond to request for designation of proceeding for oral argument and further consideration of subject applications and waiver of Sec. 1.356 of commission rules filed by New Bcstg. Inc. and Herbert Muschel in proceeding on their applications and Independent Bcstg. Co. for new fm stations in New York, N. Y. Action Jan. 25.

■ Granted petition by Broadcast Bureau and extended to Feb. 18 time to file exceptions to initial decision in proceeding on application of Wireline Radio Inc. for renewal of license of WITT Lewisburg, Pa. Action Jan. 25.

■ Granted petition by Broadcast Bureau and extended to Feb. 2 time to respond to petition by applicant for waiver of Sec. 1.43 of rules in proceeding on application of Peoples Bcstg. Corp. for new fm station in Trenton, N. J. Action Jan. 24.

■ Granted petition by Putnam Bcstg. Corp. and extended to Feb. 9 time to respond to opposition by Port Chester Bcstg. Co. to petition to enlarge issues in proceeding on their applications for new am stations in Brewster and Port Chester, N. Y. Action Jan. 23.

■ Granted petition by Colonial Bcstg. Co. and extended to Jan. 29 time to respond to petition by George F. O'Brien to enlarge issues in proceeding on their applications for new am stations in New Milford, Conn., et al. Action Jan. 22.

By Acting Chief Hearing Examiner  
Jay A. Kyle

■ Granted petition by Stuart W. Epperson for dismissal of his application for new am station in Wakefield, Va., which is consolidated for hearing in Docs. 13205 et al.; dismissed application with prejudice and retained in hearing status remaining applications involved. Action Jan. 30.

■ Granted petition by Penn Public Service for dismissal of its application for new am station in West Chester, Pa., which is consolidated for hearing in Docs. 14425 et al.; dismissed application with prejudice and retained in hearing status remaining applications involved. Action Jan. 30.

■ Granted petition by Pike County Bcstrs. for dismissal of its application for new am station in Louisiana, Mo., which is consolidated for hearing in Docs. 14085 et al.; dis-

missed application with prejudice and retained in hearing status remaining applications involved. Action Jan. 30.

■ Dismissed as moot motion Radio Haddonfield Inc., Haddonfield, N. J., to dismiss with prejudice application of Charles Shapiro for new am station in Maple Shade, N. J.; application was dismissed with prejudice through order of Jan. 24 and was consolidated in am proceeding Docs. 14425 et al. Action Jan. 24.

■ In accordance with Sec. 1.140(c) of rules, dismissed with prejudice application of Charles Shapiro for new am station in Maple Shade, N. J. applicant having failed to file required written appearance as provided for by said rule. Action Jan. 24.

■ Denied petition by Carnegie Bcstg. Corp., Pittsburgh, Pa., to enlarge proceeding by inclusion of financial issue, as it relates to application of Miners Bcstg. Service Inc. (WMB), Ambridge-Alliquippa, Pa., in consolidated am proceeding in Docs. 14076 et al. Action Jan. 23.

■ Granted motion by Radio Haddonfield Inc., Haddonfield, N. J., to enlarge issues in consolidated am proceeding in Docs. 14425 et al by inclusion of issue to determine whether applicant Charles Shapiro, Maple Shade, N. J., will have available trans. site proposed in his application. Action Jan. 23.

■ Granted petition by applicant and extended time for exchange of exhibits from Jan. 23 to Feb. 7 in proceeding on am application of WFYC Inc. (WFYC), Alma, Mich. Action Jan. 23.

By Hearing Examiner Thomas H. Donahue

■ Scheduled further hearing for Feb. 2 in proceeding on am applications of Vernon E. Pressley, Canton, N. C., and Folkways Bcstg. Inc. (WTCW), Whitesburg, Ky. Action Jan. 29.

By Hearing Examiner Charles J. Frederick

■ Scheduled oral argument to be held at time of prehearing conference, Feb. 6, on petition by Reading Radio Inc. for leave to amend its application for new fm station in Reading, Pa.; application is consolidated for hearing with Hershey Bcstg. Inc. for new fm station in Hershey, Pa. Action Jan. 29.

■ Upon request of all parties, continued without date January 29 prehearing conference in proceeding on applications of Alkima Bcstg. Co., Herman Handloff and

Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del. Action Jan. 26.

■ Granted petition by Grand Valley Bcstg. Co. and by Wolverine Bcstg. Co. for leave to amend their applications for new am stations in Saranac and Wyoming, Mich., which are consolidated for hearing in Docs. 14351 et al. to bring up-to-date petitioners' financial plans. Action Jan. 24.

By Hearing Examiner Millard F. French

■ Upon request by Courtney Bcstg. Co., and with consent of other parties, extended date for filing reply findings and conclusions from Jan. 24 to Feb. 5 in proceeding on Courtney's application and Winfield Bcstg. Co. for new am stations in Winfield, Kan. Action Jan. 22.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of ruling formalizing action taken at Jan. 25 hearing, which, in effect relieved Arnold C. Johnson, general manager of WWOL Buffalo, N. Y., from any further obligation to comply with *subpoena duces tecum* issued against him by examiner on Dec. 27, 1961. As result of aforementioned ruling, "motion to quash subpoena duces tecum and reconsider issuance thereof and for other relief" filed by Radio Buffalo Inc. (WWOL), Buffalo, N. Y., on Jan. 5, has been rendered moot in proceeding on am applications of WEXC Inc., DePew, N. Y. Action Jan. 25.

■ Granted petition by Blue Island Community Bcstg. Inc., Blue Island, Ill., and further extended dates for filing proposed findings of fact and conclusions, and replies thereto, from Jan. 24 to Feb. 16 and Feb. 13 to March 5, respectively, in fm proceeding. Action Jan. 19.

By Hearing Examiner Annie Neal Hunting

■ Granted motion by The Young People's Church of the Air Inc. and extended time for filing reply findings and conclusions from Jan. 30 to Feb. 8 in proceeding on its application and WJMJ Bcstg. Corp. for new fm stations in Philadelphia, Pa. Action Jan. 29.

By Hearing Examiner Jay A. Kyle

■ Granted request by Burlington Bcstg. Co. and extended from Jan. 29 to Feb. 2 time

### RADIO-TV SET COUNTS

#### OKLAHOMA

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	2,328,284	734,593	639,198	87.0	171,226	619,459	84.3	43,283
COUNTY TOTALS								
Adair	13,112	3,780	2,930	77.5	163	2,298	60.8	—
Alfalfa	8,445	3,026	2,787	92.1	811	2,355	77.8	18
Atoka	10,352	3,078	2,207	71.7	238	2,372	77.1	79
Beaver	6,965	2,192	2,110	96.3	634	1,760	80.3	22
Beckham	17,782	6,168	5,557	90.1	1,157	4,488	72.8	246
Blaine	12,077	4,014	3,312	82.5	867	3,345	83.3	162
Bryan	24,256	7,964	7,141	89.7	1,662	5,652	71.0	218
Caddo	28,621	9,022	7,289	80.8	1,271	7,488	83.0	256
Canadian	24,727	7,552	6,594	87.3	1,963	6,785	89.8	541
Carter	39,044	12,742	10,733	84.2	2,250	10,514	82.5	545
Cherokee	17,762	5,079	4,500	88.6	540	3,841	75.6	85
Choctaw	15,637	5,213	4,774	91.6	837	2,782	53.4	44
Cimarron	4,496	1,362	1,311	96.3	434	917	67.3	18
Cleveland	47,600	13,025	11,397	87.5	3,492	11,083	85.1	975
Coal	5,546	1,824	1,274	69.8	237	1,456	79.8	—
Comanche	90,803	22,853	20,178	88.3	5,266	20,215	88.5	847
Cotton	8,031	2,621	2,143	81.8	187	2,262	86.3	22
Craig	16,303	4,574	4,150	90.7	850	3,733	81.6	214
Creek	40,495	13,076	11,031	84.4	2,233	10,716	82.0	362
Custer	21,040	6,767	5,964	88.1	1,465	5,532	81.7	297
Delaware	13,198	4,149	3,202	77.2	336	2,744	66.1	42
Dewey	6,051	2,113	1,929	91.3	256	1,561	73.9	57

Continued on page 82

#### Correction in Hawaii radio-tv count

Tabulation for state of Hawaii (BROADCASTING, Jan 22) incorrectly listed total tv homes for Kauai County at 7,251. Correct figure is 1,251.

# RADIO-TV SET COUNTS

Continued from page 81

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Ellis	5,457	1,921	1,832	95.4	514	1,118	58.2	—
Garfield	52,975	17,037	15,551	91.3	4,741	14,971	87.9	910
Garvin	28,290	8,764	7,340	83.8	1,344	7,658	87.4	203
Grady	29,590	9,735	8,404	86.3	1,649	8,123	83.4	313
Grant	8,140	2,890	2,673	92.5	689	2,457	85.0	60
Greer	8,877	2,945	2,701	91.7	399	2,082	70.7	35
Harmon	5,852	1,910	1,536	80.4	313	1,472	77.1	56
Harper	5,956	1,910	1,868	97.8	607	1,549	81.1	24
Haskell	9,121	2,832	2,008	70.9	179	2,137	75.5	38
Hughes	15,144	5,073	3,891	76.7	418	3,785	74.6	62
Jackson	29,736	8,729	7,474	85.6	1,849	7,566	86.7	352
Jefferson	8,192	2,900	2,519	86.9	257	2,401	82.8	58
Johnston	8,517	2,689	2,285	85.0	261	1,966	73.1	40
Kay	51,042	16,709	15,222	91.1	4,540	14,290	85.5	624
Kingfisher	10,635	3,522	3,175	90.1	834	3,145	89.3	169
Kiowa	14,825	5,080	4,282	84.3	917	4,216	83.0	99
Latimer	7,738	2,356	1,786	75.8	161	1,335	56.7	—
Le Flore	29,106	9,242	7,909	85.6	762	6,701	72.5	—
Lincoln	18,783	6,244	5,259	84.2	917	5,498	88.1	272
Logan	18,662	6,120	5,323	87.0	1,157	5,067	82.8	413
Love	5,862	1,890	1,517	80.3	187	1,455	77.0	41
McClain	12,740	3,989	3,514	88.1	496	3,609	90.5	181
McCurtain	25,851	7,724	6,378	82.6	726	5,034	65.2	82
McIntosh	12,371	3,799	2,899	76.3	265	2,941	77.4	22
Major	7,808	2,627	2,183	83.1	323	1,650	62.8	37
Marshall	7,263	2,487	2,134	85.8	239	1,855	74.6	17
Mayes	20,073	6,295	5,408	85.9	999	5,113	81.2	178
Murray	10,622	3,580	3,010	84.1	470	2,833	79.1	103
Muskogee	61,866	19,351	16,262	84.0	4,022	15,843	81.9	772
Noble	10,376	3,533	2,985	84.5	784	3,128	88.5	180
Nowata	10,848	3,522	2,955	83.9	541	3,055	86.7	172
Okfuskee	11,706	3,675	3,062	83.3	383	2,605	70.9	40
Oklahoma	439,506	139,844	124,674	89.2	43,023	125,266	89.6	13,936
Okmulgee	36,945	11,987	10,067	84.0	1,798	10,189	85.0	614
Osage	32,441	10,305	8,672	84.2	2,048	9,189	89.2	466
Ottawa	28,301	9,460	7,909	83.6	2,218	8,209	86.8	433
Pawnee	10,884	3,696	2,970	80.4	520	3,147	85.1	81
Payne	44,231	13,552	12,120	89.4	3,676	11,240	82.9	614
Pittsburg	34,360	10,836	9,670	89.2	2,093	8,588	79.3	315
Pontotoc	28,089	9,275	7,534	81.2	1,342	7,717	83.2	445
Pottawatomie	41,486	13,638	11,242	82.4	2,494	11,583	84.9	643
Pushmataha	9,088	2,985	2,456	82.3	470	1,626	54.5	—
Roger Mills	5,090	1,648	1,494	90.7	233	1,110	67.4	—
Rogers	20,614	6,594	5,562	84.3	1,155	5,479	83.1	362
Seminole	28,066	9,114	7,181	78.8	1,064	7,252	79.6	303
Sequoyah	18,001	5,187	4,222	81.4	436	3,645	70.3	59
Stephens	37,990	12,186	10,458	85.8	3,129	10,669	87.6	635
Texas	14,162	4,343	4,016	92.5	1,329	3,500	80.6	163
Tillman	14,654	4,768	4,048	84.9	747	3,996	83.8	20
Tulsa	346,038	110,163	98,468	89.4	36,567	99,428	90.3	12,254
Wagoner	15,673	4,800	4,241	88.4	745	3,987	83.1	144
Washington	42,347	13,350	11,963	89.6	4,241	12,317	92.3	853
Washita	18,121	5,335	4,775	89.5	959	4,630	86.8	142
Woods	11,932	4,046	3,804	94.0	1,100	3,203	79.2	82
Woodward	13,902	4,207	3,794	90.2	747	2,932	69.7	116
Metropolitan Areas								
Lawton	90,803	22,853	20,178	88.3	5,266	20,215	88.5	847
Oklahoma City	511,833	160,421	142,665	88.9	48,478	143,134	89.2	15,452
Tulsa	418,974	133,544	118,171	88.5	40,848	119,333	89.4	13,082

## SOUTH CAROLINA

State totals	2,382,594	603,551	502,313	83.2	114,087	467,744	77.5	29,513
COUNTY TOTALS								
Abbeville	21,417	5,755	4,692	81.5	763	4,155	72.2	68
Aiken	81,038	21,649	18,960	87.6	4,892	18,603	85.9	1,720
Allendale	11,362	2,857	2,293	80.3	401	1,557	54.5	81
Anderson	98,478	27,853	23,248	83.5	5,217	23,348	83.8	1,543
Bamberg	16,274	4,006	3,196	79.8	483	2,551	63.7	60
Barnwell	17,659	4,522	3,589	79.4	1,021	3,110	68.8	375
Beaufort	44,187	8,973	6,972	77.7	1,227	6,872	76.6	367
Berkeley	38,196	8,679	6,108	70.4	908	5,982	68.9	249
Calhoun	12,256	2,926	2,437	83.3	375	1,702	58.2	121
Charleston	216,382	55,337	46,062	83.2	13,577	45,598	82.4	4,378
Cherokee	35,205	9,290	7,452	80.2	1,457	7,661	82.5	401

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for filing proposed findings of fact and conclusions of law and from Feb. 12 to Feb. 23 for filing replies in proceeding on its application and Burlington County Bestg. Co. and Mt. Holly-Burlington Bestg. Co. for new am station in Burlington and Mount Holly, N. J. Action Jan. 29.

■ Received in evidence applicant's Exhibits 3 and 4, closed record in proceeding on application of Quests Inc. for new am station in Ashtabula, Ohio, and ordered that proposed findings of fact and conclusions of law shall be filed on or before Feb. 28 and replies thereto, if any, may be filed on or before March 2. Action Jan. 25.

By Hearing Examiner Forest L. McClenning  
 ■ Pursuant to request of all parties in Grand Rapids, Mich., tv ch. 13 proceeding, continued Jan. 30 prehearing conference to Feb. 1. Action Jan. 29.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 30

WAFM(FM) Anderson, Ind. — Granted SCA on multiplex basis.  
 Stereo Bestg. Inc., Springfield, Mo.— Granted SCA on multiplex basis.  
 KCMO-FM Kansas City, Mo.—Granted mod. of SCA to change sub-carrier frequency from 65 kc to 67 kc.  
 WICH Norwich, Conn.—Granted mod. of cp to make changes in daytime DA pattern.  
 ■ Granted renewal of license for following stations: KAYL Storm Lake, Iowa; KCHA Charles City, Iowa; KDMO Carthage, Mo.; KFSB Joplin, Mo.; KHMO Hannibal, Mo.; KNCM Moberly, Mo.; KSO Des Moines, Iowa; KTTR Rolla, Mo.; KWNT Davonport, Iowa; KXLW Clayton, Mo.; KCRG-TV Cedar Rapids, Iowa; KHQA-TV Hannibal, Mo.; KODE-TV Joplin, Mo.; WHB Kansas City, Mo.; KXOK St. Louis, Mo.

Actions of Jan. 29

WIRO, Iron City Bestg. Inc., Ironton, Ohio —Granted assignment of license to Kenneth H., Rose A. and Perry E. Auble d/b as Tri Radio Bestg. Co.; consideration \$125,000 and agreement not to compete for eight years within 50 miles of station.  
 WACL, Teletronics Inc., Waycross, Ga.— Granted transfer of control from James S. Rivers to James S. Rivers Jr.; consideration \$66,000 for 83% interest.  
 ■ Approved specifications submitted by WBJA-TV Inc. for operation of WBJA-TV Binghamton, N. Y., on ch. 34 pursuant to report & order in Doc. 14272 (which substituted ch. 34 for ch. 56 and modified WBJA-TV authorization accordingly, effective Jan. 22); ERP vis. 219 kw; aur. 110 kw; ant. height minus 130 ft.  
 WQMN, Superior, Wis.—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WAPE Jacksonville, Fla., to July 31; KXFM(FM) Fort Worth, Tex., to May 1; WCME-FM Brunswick, Me., to May 1; WTTF-FM Tiffin, Ohio, to May 15; WMVA-FM Martinsville, Va., to April 2; WVIV-FM Christiansburg, St. Croix, V. I., to June 26; WTMB-FM Tomah, Wis., to June 5; WPCA-FM Philadelphia, Pa., to June 5, without prejudice to such action as commission may deem appropriate as result of final determination of proceeding in Doc. 12488; WIPE(FM) Detroit, Mich., to May 15, without prejudice to such further action as commission may deem warranted in connection with petition for rehearing and reconsideration, and to designate for hearing filed Oct. 8, 1961, by Radio Station WUOM; KMOX-FM St. Louis, Mo., to March 1, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance 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 in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.  
 Town of Akron, Akron, Colo.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KBTV(TV) (ch. 9) Denver, Colo.

KLRO(FM), San Diego, Calif.—Granted mod. of cp to change type ant.  
 ■ Following stations were granted extensions of completion dates as shown: WEGO-FM Concord, N. C., to April 30; KVEC-FM San Luis Obispo, Calif., to April 30; WVEC-FM Hampton, Va., to April 30; WBGW(FM) Tallahassee, Fla., to July 24; WHIM-FM

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# RADIO-TV SET COUNTS

Continued from page 82

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Chester	30,888	7,975	6,681	83.8	1,263	6,293	78.9	243
Chesterfield	33,717	8,333	6,465	77.6	810	5,797	69.6	107
Clarendon	29,490	6,193	4,674	75.5	652	2,845	45.9	20
Colleton	27,816	7,084	5,012	70.8	712	4,169	58.9	194
Darlington	52,928	12,803	10,283	80.3	1,843	9,732	76.0	388
Dillon	30,584	6,845	5,392	78.8	590	4,816	70.4	220
Dorchester	24,383	6,003	4,546	75.7	747	4,629	77.1	200
Edgefield	15,735	3,841	2,884	75.1	550	2,799	72.9	152
Fairfield	20,713	4,907	3,813	77.7	581	3,054	62.2	148
Florence	84,438	20,618	17,481	84.8	3,436	16,518	80.1	1,005
Georgetown	34,798	7,931	6,564	82.8	782	5,233	66.0	293
Greenville	209,776	58,916	50,671	86.0	15,021	50,975	86.5	4,552
Greenwood	44,346	12,619	10,642	84.3	2,516	10,432	82.7	496
Hampton	17,425	4,345	3,047	70.1	240	2,601	59.9	18
Horry	68,427	16,602	13,759	82.9	2,183	11,936	71.9	467
Jasper	12,237	2,957	1,966	66.5	146	1,737	58.7	38
Kershaw	33,585	8,344	6,825	81.8	1,373	6,050	72.5	292
Lancaster	39,352	10,143	8,398	82.8	1,500	8,519	84.0	322
Laurens	47,609	12,343	9,796	79.4	1,652	9,893	80.2	349
Lee	21,832	4,709	3,718	79.0	507	2,746	58.3	72
Lexington	60,726	16,178	13,933	86.1	3,487	12,563	77.7	713
McCormick	8,629	1,989	1,544	77.6	141	1,326	66.7	60
Marion	32,014	7,612	6,050	79.5	760	4,954	65.1	193
Marlboro	28,529	6,905	5,434	78.7	750	4,723	68.4	233
Newberry	29,416	8,165	7,213	88.3	1,485	6,257	76.6	330
Oconee	40,204	10,445	8,914	85.3	1,812	8,764	83.9	287
Orangeburg	68,559	16,432	13,402	81.6	2,353	10,228	62.2	519
Pickens	46,030	12,854	10,896	84.8	2,112	10,071	78.3	628
Richland	200,102	46,288	41,718	90.1	14,349	36,981	79.9	3,198
Saluda	14,554	3,746	2,903	77.5	418	2,727	72.8	110
Spartanburg	156,830	43,314	37,708	87.1	9,970	36,718	84.8	2,242
Sumter	74,941	17,799	14,672	82.4	3,324	13,024	73.2	899
Union	30,015	7,927	6,877	86.8	1,613	6,523	82.3	279
Williamsburg	40,932	8,645	6,822	78.9	812	4,849	56.1	181
York	78,760	19,894	16,601	83.4	3,276	16,123	81.0	702
Metropolitan Areas								
Augusta	123,698	56,689	49,057	86.5	13,069	48,573	85.7	5,390
Charleston	160,113	55,337	46,062	83.2	13,577	45,598	82.4	4,378
Columbia	162,601	62,466	55,651	89.1	17,836	49,544	79.3	3,911
Greenville	126,887	58,916	50,671	86.0	15,021	50,975	86.5	4,552

## SOUTH DAKOTA

State totals	680,514	194,821	183,627	94.3	50,018	163,515	83.9	5,626
COUNTY TOTALS								
Aurora	4,749	1,397	1,377	98.6	257	1,037	74.2	19
Beadle	21,682	6,549	6,125	93.5	1,944	5,333	81.4	174
Bennett	3,053	830	712	85.8	71	547	65.9	—
Bon Homme	9,229	2,843	2,716	95.5	651	2,158	75.9	22
Brookings	20,046	5,601	5,452	97.3	1,701	4,809	85.9	68
Brown	34,106	9,872	9,389	95.1	2,538	9,097	92.1	353
Brule	6,319	1,861	1,712	92.0	278	1,552	83.4	41
Buffalo	1,547	351	330	94.0	38	149	42.5	—
Butte	8,592	2,590	2,501	96.6	815	2,110	81.5	—
Campbell	3,531	960	960	100.0	274	664	69.2	23
Charles Mix	11,785	3,224	2,952	91.6	552	2,220	68.9	—
Clark	7,134	2,179	2,111	96.9	356	1,909	87.6	112
Clay	10,810	3,031	2,932	96.7	794	2,680	88.4	98
Codington	20,220	5,823	5,434	93.3	1,487	5,316	91.3	208
Corson	5,798	1,415	1,084	76.6	320	761	53.8	—
Custer	4,906	1,544	1,464	94.8	281	1,167	75.6	19
Davison	16,681	5,034	4,790	95.2	1,012	3,961	78.7	80
Bay	10,516	3,119	2,886	92.5	792	2,719	87.2	42
Deuel	6,782	1,979	1,917	96.9	390	1,647	83.2	21
Dewey	5,257	1,353	1,275	94.2	185	743	54.9	—
Douglas	5,113	1,477	1,418	96.0	348	1,093	74.0	16
Edmunds	6,079	1,741	1,642	94.3	374	1,329	76.3	62
Fall River	10,688	3,147	2,838	90.2	572	2,455	78.0	114
Foulk	4,397	1,286	1,184	92.1	214	1,036	80.6	—
Grant	9,913	2,836	2,743	96.7	689	2,332	82.2	45
Gregory	7,399	2,210	2,134	96.6	407	1,776	80.4	17
Haakon	3,303	945	876	92.7	120	757	80.1	—
Hamlin	6,303	1,911	1,774	92.8	491	1,630	85.3	72
Hand	6,712	1,880	1,803	95.9	338	1,628	86.6	—
Hanson	4,584	1,269	1,165	91.8	341	1,056	83.2	15
Harding	2,371	660	634	96.1	185	477	72.3	—
Hughes	12,725	3,561	3,213	90.2	836	3,139	88.1	64

Continued on opposite page

Providence, R. I., to June 15; KBCA(FM) Los Angeles, Calif., to May 15; WFMB(FM) Nashville, Tenn., to May 1; KAMA(FM) Dallas, Tex., to May 30; WBCI-FM Williamsburg, Va., to June 7; WIL-FM St. Louis, Mo., to March 30; WDEE-FM Hamden, Conn., to July 23; KFNB(FM) Oklahoma City, Okla., to July 16; WMIT(FM) Clingmans Peak, N. C., to March 1; KABC-FM Los Angeles, Calif., to April 1, 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 in report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

### Actions of Jan. 26

**KANO, Northwest Bestg. Co., Anoka, Minn.**—Granted relinquishment of negative control by Frank R. Hunt Jr. through sale of unissued stock by Northwest Bestg. Co. to Richard J. Novak and Richard B. Ahern.

**WRNL-FM Richmond, Va.**—Granted SCA on multiplex basis.

**KVEN-FM Ventura, Calif.**—Granted SCA on multiplex basis.

**WAJR-FM Morgantown, W. Va.**—Granted authority to remain silent for period ending April 25 pending possible change in site and for improved facilities.

**WPAM Pottsville, Pa.**—Granted cp to install new trans.

**KABL Oakland, Calif.**—Granted cp to install new trans. as alternate main trans., nondirectional, change trans. location; remote control permitted.

**WOOD Grand Rapids, Mich.**—Granted cp to install old main trans. at main trans. site for auxiliary purposes only, DA-N and remote control D only.

**WIBF(FM) Jenkintown, Pa.**—Granted cp to install new trans. to be used as alternate main trans. at main trans. site with remote control operation.

**WJMJ Philadelphia, Pa.**—Granted cp to install new trans. to be used as auxiliary trans. at main trans. site; DA-D.

■ Following am stations were granted cps to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: WROV (1240 kc) Roanoke, Va., and KRUS (1490 kc) Ruston, La., and install new trans.; conditions.

■ Following am stations were granted mod. of cps to change type trans.: KLME Laramie, Wyo., condition: WORT New Smyrna Beach, Fla.; WSFC Somerset, Ky.; WVIP Mount Kisco, N. Y.; WLSH Lansford, Pa., and WINN Louisville, Ky.

**KABL Oakland, Calif.**—Granted mod. of cp to change ant.-trans. location, install new trans. and make changes in ground system.

**WNSH-FM Highland Park, Ill.**—Granted mod. of cp to change ant. location.

**WNOR-FM Norfolk, Va.**—Granted mod. of cp to change type ant.

**KSGM Chester, Ill.**—Granted mod. of cp to change ant.-trans. location (same site).

**WJBT Wheeling, W. Va.**—Granted mod. of cp to change ant.-trans. location and to specify main studio location same as trans. location.

**WMLF Pineville, Ky.**—Granted mod. of cp to change ant.-trans. and studio locations and change type trans.; conditions.

**WGSA Ephrata, Pa.**—Granted mod. of cp to change ant.-trans. and studio location.

■ Following stations were granted extensions of completion dates as shown: **WNOR-FM Norfolk, Va.**, to Aug. 21; **WNSH-FM Highland Park, Ill.**, to May 16; and **WJBT Wheeling, W. Va.**, to May 15.

### Actions of Jan. 25

■ Granted renewal of license for following stations: **KFNV Ferriday, La.**; **WAJR Morgantown, W. Va.**; **WAMM Flint, Mich.**; **WATK Antigo, Wis.**; **WBYB Canton, Ill.**; **WDHF (FM) Chicago, Ill.**; **\*WHA-TV Madison, Wis.**; **\*WCI (FM) Hartford City, Ind.**; **WHM Memphis, Tenn.**; **WHOW Clinton, Ill.**; **WITY Danville, Ill.**; **\*WKSQ (FM) Kewanee, Ill.**; **WLAU Laurel, Miss.**; **WLEA Gainesville, Ga.**; **\*WLFM (FM) Appleton, Wis.**; **WLOU Louisville, Ky.**; **WMBD-FM Peoria, Ill.**; **WMNA-FM Grctna, Va.**; **WMOR Morehead, Ky.**; **WMPO Middleport-Pomeroy, Ohio**; **WMRO Aurora, Ill.**; **WMSL Decatur, Ala.**; **WNCO-FM Ashland, Ohio**; **\*WNTH (FM) Winnetka, Ill.**; **WPRC Lincoln, Ill.**; **WQUA Moline, Ill.**; **WSOM (FM) Salem, Ohio**; **WSOO Sault Ste. Marie, Mich.**; **WTKM Hartford, Wis.**; **WTHH Port Huron, Mich.**; **WTVN-AM-FM Columbus, Ohio**; **\*WWKS (FM) Macomb, Ill.**; **WWKY Winchester, Ky.**; **KTLD Tallulah, La.**; **KUZN West Monroe, La.**

**WAYL (FM), Contemporary Radio Inc.**

Minneapolis, Minn.—Granted acquisition of positive control by Jack I. Moore through purchase of stock from David D. Larsen.

**KBEC-FM Waxahachie, Tex.**—Granted request for cancellation of license; call letters deleted.

**KTHE Thermopolis, Wyo.**—Granted authority to sign-off at 7:00 p.m., except for special events, for period ending April 20.

**KELE Phoenix, Ariz.**—Granted extension of authority to Feb. 19 to remain silent.

■ Following stations were granted extensions of completion dates as shown: **WJAQ Jackson, Miss.**, to May 3; **WSRW Hillsboro, Ohio**, to May 1; **WPRP Ponce, P. R.**, to March 1; **WOSC Fulton, N. Y.**, to March 1; **WMIN St. Paul, Minn.**, to March 30; **WHMC Gaithersburg, Md.**, to March 15; **KGMO Cape Girardeau, Mo.**, to Feb. 28; **WSAO Senatobia, Miss.**, to April 3; **WPRT Prestonsburg, Ky.**, to July 8; **WNIA Cheek-towaga, N. Y.**, to April 1; and **KCEE Tucson, Ariz.**, to July 2.

**Actions of Jan. 24**

**KFMW San Bernardino, Calif.**—Remote control permitted.

**WJMR New Orleans, La.**—Remote control permitted.

**KAYS-AM-TV, KAYS Inc., Hays, Kan.**—Granted involuntary transfer of control from Ross Beach Sr. to Mattie and Ross Beach Jr., executors of estate of Ross Beach Sr.

\***KCUR-FM Kansas City, Mo.**—Granted license covering installation of new ant.

**KLMS Lincoln, Neb.**—Granted license covering changes in DA pattern (daytime).

**WLS Chicago, Ill.**—Granted mod. of license to operate auxiliary trans. by remote control, 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 in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

**WJJD-FM Chicago, Ill.**—Waived Sec. 3.205 of rules and granted mod. of license to extent of permitting establishment of main studio beyond corporate limits of Chicago, at 8707 Ballard Rd., Des Plaines, Ill. (WJJD trans. site).

\***KCUR-FM Kansas City, Mo.**—Granted cp to install new ant.

**WSMA Smyrna, Ga.**—Granted mod. of cp for change in type trans. and specify main studio location and remote control point.

**WKNT-FM Kent, Ohio**—Granted mod. of cp to change ERP to 800 w; ant. height 300 ft.; change type trans. and type ant., and other equipment changes; condition.

**KTSD(FM) San Diego, Calif.**—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of authority to remain silent: **WATN Watertown, N. Y.**, to May 14; **WOXR (FM) Oxford, Ohio**, to March 2; **WHFI(FM) Birmingham, Mich.**, to April 2; **KUFM(FM) El Cajon, Calif.**, to Feb. 15.

■ Following stations were granted extensions of completion dates as shown: **WSMA Smyrna, Ga.**, to March 1; **WKNT-FM Kent, Ohio**, to March 15; **KTSD(FM) San Diego, Calif.**, to June 28.

**Actions of Jan. 22**

■ Granted cps for following new uhf tv translator stations: **Norman R. Phillips** on ch. 74 San Saba, Tex., to translate programs of **KWTK-TV (ch. 10) Waco, Tex.**, condition: **Greater Rolfe Club** on ch. 72 Rolfe, Iowa, **WOI-TV (ch. 5) Ames, Iowa**, condition.

**Actions of Jan. 19**

■ Granted cps for following new vhf tv translator stations: **White River Tv District** on ch. 12 Lund and Preston, Nev., to translate programs of **KSL-TV (ch. 5) Salt Lake City, Utah**, via intermediate translator, condition: **Free Community Tv, ch. 8 Mitchell Community Club** on ch. 8, Mitchell, Neb., **KDUH-TV (ch. 4) Hay Springs, Neb.**, condition: **C & J Radio & Tv Service** on ch. 11, Tohatchi, N. Mex.; **KOB-TV (ch. 4) Albuquerque, N. Mex.**; **Moffat County** on ch. 10, Hamilton, Colo., **KOA-TV (ch. 5) Denver, Colo.**, via intermediate translator; **White Pine Tv District No. 1** on chs. 9, 7, 11 Mill and Murry Street Canyon area, Ely, and Ruth, Nev., **KUTV (ch. 2)**

Continued on page 91

Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Saturation Percent	2 or more sets	Total Tv Homes	Television Saturation Percent	2 or more sets
Hutchinson	11,085	3,342	3,216	96.2	897	2,634	78.8	19
Hyde	2,602	778	738	94.9	135	700	90.0	19
Jackson	1,985	568	531	93.5	19	384	67.6	—
Jerauld	4,048	1,230	1,172	95.3	213	1,004	81.6	—
Jones	2,066	602	602	100.0	100	480	79.7	—
Kingsbury	9,227	2,799	2,638	94.2	650	2,443	87.3	—
Lake	11,764	3,438	3,323	96.7	1,110	3,094	90.0	95
Lawrence	17,075	5,009	4,804	95.9	1,286	4,107	82.0	128
Lincoln	12,371	3,754	3,660	97.5	1,016	3,368	89.7	102
Lyman	4,428	1,223	1,122	91.7	185	1,082	88.5	21
McCook	8,268	2,423	2,308	95.3	826	2,236	92.3	—
McPherson	5,821	1,702	1,682	98.8	447	1,257	73.9	19
Marshall	6,663	1,973	1,826	92.5	470	1,465	74.3	21
Meade	12,044	3,233	3,129	96.8	740	2,622	81.1	17
Mellette	2,664	682	580	85.0	240	436	63.9	17
Miner	5,398	1,597	1,553	97.2	349	1,335	83.6	—
Minnehaha	86,575	25,119	24,005	95.6	8,361	23,629	94.1	1,966
Moody	8,810	2,395	2,208	92.2	855	2,105	87.9	42
Pennington	58,195	16,121	15,259	94.7	5,352	14,291	88.6	906
Perkins	5,977	1,727	1,676	97.0	435	1,142	66.1	20
Potter	4,926	1,367	1,280	93.6	280	1,124	82.2	17
Roberts	13,190	3,664	3,377	92.2	663	2,885	78.7	40
Sanborn	4,641	1,360	1,343	98.8	436	1,054	77.5	20
Shannon	6,000	1,207	612	50.7	65	393	32.6	—
Spink	11,706	3,205	2,951	92.1	727	2,860	89.2	45
Stanley	4,085	1,071	990	92.4	93	809	75.5	47
Sully	2,607	739	652	88.2	196	651	88.1	21
Todd	4,661	1,068	858	80.3	106	510	47.8	14
Tripp	8,761	2,480	2,364	95.3	571	2,066	83.3	38
Turner	11,159	3,539	3,459	97.7	962	3,105	87.7	62
Union	10,197	3,064	2,820	92.0	735	2,915	95.1	52
Walworth	8,097	2,357	2,245	95.5	602	1,673	71.2	41
Washabaugh	1,042	258	224	86.8	42	160	62.0	—
Yankton	17,551	4,647	4,355	93.7	1,161	3,975	85.5	152
Ziebach	2,495	602	522	86.7	42	234	38.9	—
Metropolitan Area								
Sioux Falls	97,926	25,119	24,005	95.6	8,361	23,629	94.1	1,966



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## RADIO

### Help Wanted—Management

Manager financially able to purchase minority interest in small Southeast station. Good deal for good partner. Box 656J, BROADCASTING.

Resourceful manager with medium market experience. Realistic salary incentive for new, northern Maryland daytimer. Expect air April 15. Box 672J, BROADCASTING.

Sales manager wanted for new daytimer in single Eastern Pennsylvania market. Good future in fine area for an aggressive and capable salesman. Send resume to Box 677J, BROADCASTING.

Top-flight manager with proven sales and promotion record. Needed for daytimer in one of Mississippi's best markets. Newspaper affiliated station—WDDT, Write John T. Gibson, P. O. Box 1018, Greenville, Mississippi.

Want to manage a 10 kw station and receive substantial equity as bonus for profitable performance? Southwest. Write giving details or telephone 223-3200. Peter Miller, 426 Second St., LaSalle, Ill.

### 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.

Permanent future single California market. Guarantee plus commission. Experienced salesman. Box 391J, BROADCASTING.

Sales manager established northeast daytimer, metropolitan market. \$7,200 salary plus overrides. Good producer will earn nine to twelve thousand. Send full resume. Box 521J, BROADCASTING.

Wanted: Salesman with experience in small market—Radio sales. Salary guarantee. Box 589J, BROADCASTING.

Wanted . . . Combination first class engineer-salesman, emphasis on selling. Daytime regional small southern market. All replies answered. Box 604J, BROADCASTING.

Independent chain of five stations is looking for an experienced salesman who is a self-starter and capable of moving into position of commercial manager within the next few months . . . Station located in midwest . . . send complete information with picture, experience, past billing and references. Personal interview will be arranged at later date. Box 606J, BROADCASTING.

Growth opportunity with Eastern big city radio for aggressive sales manager who understands national & local selling. \$15,000 plus bonus. But if that's the limit of your ambition, forget it. Replies in strictest confidence. Box 616J, BROADCASTING.

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## Help Wanted—(Cont'd)

### Sales

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Wanted radio time salesman looking for long term relationship for growth with quality Philadelphia station. Experience needed especially agency plus background of responsibility. Full references—salary related to quality. Communications confidential. Write Box 728J, BROADCASTING.

Background music—High power fm station commencing multiplexed music service seeks top flight man with background music experience to head up this department. Box 734J, BROADCASTING.

Regional station—Excellent market needs two experienced salesmen with potential. Immediately. Write, call Manager. WIXN, Dixon, Illinois.

Salesman-announcer for new station. Single station market. Salary plus commission. Send tape, resume, salary requirements to Manager. WLKM, Three Rivers, Michigan. Personal interview required.

Salesman . . . experienced. \$150.00 guaranteed draw; high commission rate. Quality operation. WSOQ, Box 20, Syracuse 12.

Western Pennsylvania college town. Single station market. Chance for announcing. Send full information to Walter Broadhurst, Manager, WWCH, Clarion, Pennsylvania.

"Expanding. Southern group of top rated metropolitan stations expanding to new markets—seeking 2 executive type salesmen with management potential. Must be 30-40, married, experienced. Excellent guarantee—moving expenses—rapid advancement for producer. Area applicants given preference. Send photograph—references—complete resume today. Join a growing organization. McLendon Broadcasting Company—Suite 980 Milner Building—Jackson, Mississippi."

Media salesman. Lucrative commission on gross business of radio, newspaper, and closed circuit tv. \$500 per month guarantee. More if you're a hustler. E. H. Whitehead Enterprises, Rusk, Texas.

### Announcers

Top-rated chain with outlets in key markets is on the lookout for top "format" dj's and aggressive, dramatic, extra-sharp newsmen. Only experienced, qualified men need apply. Send tape and resume to be considered. Box 919F, BROADCASTING.

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.

California single market looking for announcer with 1st phone. Permanent. Box 392J, BROADCASTING.

Top announcer can give you first-rate late or all night show. Good with commercials, news; first ticket, thorough programming knowledge all good music including classic. Box 580J, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

New Jersey. Experienced announcer with 1st class ticket. No maintenance. Box 592J, BROADCASTING.

Morning Mayor wake-up dj for 150,000 market. Right salary and excellent working conditions for alert personality who can combine the best of the top 100 with humor, contests, clubs, etc. Write us what you think a top-flight format should sound like. You will be expected to share in civic responsibilities of the station. We are in no hurry so send complete resume and audition tape after careful thought. Right man will have excellent opportunity to grow with station which has been established over ten years. Box 463J, BROADCASTING.

Indiana. Two announcers. Run tight board. Good music operation. \$100 minimum to reliable, experienced men. Send tape, resume, references and photo. Box 590J, BROADCASTING.

Experienced news and sports announcer, play-by-play football, basketball, baseball and bowling. Local news gathering. Box 611J, BROADCASTING.

Good music—good man. 5 years experience, veteran, married. 27. Midwest or somewhere warm. Best references. Medium or large market. Solid, no drifter. Want permanence. Tape, resume available. Box 650J, BROADCASTING.

Young talented announcer-dj strong on news with 5 years of experience, willing to relocate, (Negro). Box 653J, BROADCASTING.

Negro Gospel DJ—experienced production with minimum regional speech characteristics. Must be capable of quality news delivery. Mail tape, complete resume, recent photo, earnings, education. Metro. Chicago. Box 655J, BROADCASTING.

Experienced announcer; copy and production. Station where presently located sold. Write for resume giving full details. Box 660J, BROADCASTING.

Announcer wishes to relocate in Wyoming or Colorado. Three years experience. Easy going style. Like early morning show. Age 23. Love Wyoming or Colorado. Box 663J, BROADCASTING.

Country/western jocks, attention: Better than average dj position—first ticket preferred. Must have personality-character. No drifter, will be groomed against big-time man. Salary open-side benefits. Metropolitan area. Box 664J, BROADCASTING.

Announcer-chief engineer. Daytimer. Mississippi. No problems. \$100 week. Box 666J, BROADCASTING.

Announcer, nine years experience. News, d.j., voice characterizations, play-by-play, commercial production, management material, reliable family man. Top rated in metro market—permanent position desired. Box 668J, BROADCASTING.

Chief announcer and two staff men. All first phone. New station—northern Maryland. Balanced format. Expect air April 15. Box 671J, BROADCASTING.

Morning man quality operation. Middle-road music. Top pay with security and company benefits. Must be strong on production, proven rating record. Mature voice—with smile. Send tape air-check resume, references to Box 688J, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Growing major eastern radio group has immediate and urgent need for experienced announcers and newsmen. Opportunity for growth and advancement is great with our stations. If you're thinking of your future, send tape and resume to Box 693J, BROADCASTING.

Staff announcer, including play-by-play broadcasting. Heavy on news; music on tight schedule but non-frantic type. Other responsibilities in line with ability and experience. Box 696J, BROADCASTING.

1st phone combo man for Florida market. Wonderful opportunity for right man. Send tape and resume. Box 697J, BROADCASTING.

Wanted: 1st ticket combo with experience, tv maintenance know-how, good voice, flawless board operation, willing to carry out responsibilities, on toes 100% time. Demand professional attitude: commensurate salary. Send resume, photo, tape. Located in northwest. Box 702J, BROADCASTING.

Are you qualified to head up our radio-television local news department? Send letter of application to M. N. Bostick, KWTX Broadcasting Company, P. O. Box 7128, Waco, Texas.

Wanted: Experienced announcer. Send all information, draft status, tape, availability. Rush to WCLW, 771 McPherson Street, Mansfield, Ohio.

Announcer, experienced for 5000 watt independent station with adult format. Above average benefits. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

Experienced farm director for pioneer top-flight adult-appeal station. Good opportunity for radio-tv farm shows. Send resume, tape, picture, salary requirements to Jack Dunn, WDAY, Fargo, North Dakota.

If you have a first phone, like and know adult music and can produce a good all nite radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Experienced fast paced dj for metropolitan market. Send tape and resume to Jim Shay, Program Director, WHOF, Canton, Ohio.

WHYL Carlisle-Harrisburg, Pa., is auditioning for top-flight announcer for position open in April. Must either have or be willing to study for first phone. Strictly adult type friendly style wanted. Emphasis on album and big band sound. \$110.00 to start; \$125.00 if you have or get first phone. Send full information and tape to Phil Potter, Manager. Your references will be checked. WHYL is an R. F. Lewis, Jr. station.

Experienced first phone—announcer; growing station northwest Illinois. Immediate opening, advancement opportunity. Write, phone manager, WIXN, Dixon, Illinois.

First phone announcer—no experience—need some. Hard working, willing to learn, prefer Texas or southwest. Contact Dale Graves, 2228 Jasper, Wichita Falls, Texas.

Immediate opening for experienced top-40 dj with first phone. Send tape and resume now to WLOF Radio, P. O. Box 5756, Orlando, Florida.

Announcer with first class license. Box 1056, Twin Falls, Idaho.

2 immediate openings for staff announcers. Will only consider seasoned, experienced and mature men. Must also be able to double in professional commercial production work, or have better than average ability in news, including gathering, writing and editing of same. Journalistic degree desirable. Rush resume, photo and tape. Manager, WSAC, Fort Knox, Kentucky. Or call ELgin 1-3121.

Wanted: Announcer with 1st phone, preferably with some engineering experience. Write P. O. Box 1499, Ogden, Utah.

## Help Wanted—(Cont'd)

### Announcers

Wanted morning announcer combo-sign on 5:30 a.m. Excellent salary and opportunity. Radio KCOL, Fort Collins, Colorado.

Immediate opening for 1st ticket announcer who wants to work toward program directorship of adult station in a small market. Man we want must not be afraid of work and should have a knowledge of gathering and writing local news. Good mature voice is a necessity. Must be experienced with at least 5 years of good reputation in the business. Contact Mason Dixon, Owner, KFTM Radio, Fort Morgan, Colorado. No collect calls please.

Good top 40 announcer with first class ticket. No. 1 rated station. Contact Al Johnson, KLOU, Lake Charles, La.

Auditioning announcers. Mature, straight man for solid adult music morning shift. KOLJ, Box 569, Quanah, Texas.

Young single announcer—no "personality." Good news delivery required. Immediate opening. KVWM, Show Low, Arizona.

### Technical

Wanted: Combo man. Some air work, emphasis on engineering ability for chief upper midwest small market—Experience necessary. Older man preferred: Salary open. Box 568J, BROADCASTING.

Engineer—Announcer: Install and maintain new equipment for new 10 kw commercial station, Eastern Canada. Send resume, picture. Box 646J, BROADCASTING.

Want licensed engineer-announcer for kilowatt a.m. directional in Eastern Pennsylvania. Position open within weeks. Send resume to Box 678J, BROADCASTING.

KMUS, Muskogee, Oklahoma needs combination engineer-announcer with first phone emphasis on maintenance. Light air work. Call collect Murray 2-2488—for Jim Kietel or Doyle Harden.

Transmitter engineer, for #1-5 kw regional in Illinois second market. Opportunity for mobile maintenance. R. D. Schneider, Chief Engineer, WIRL, Peoria, Illinois.

Engineer-announcer, good job with better than average salary for good man. WGTN, Georgetown, South Carolina.

Have opening for transmitter operator at WNEF AM-FM-TV, Binghamton, N. Y. If interested, call collect.

First phone—Announcer with chief or management capabilities. Write, phone Manager, WLXN, Dixon, Illinois.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Engineer. Immediate opening. WVOS, Liberty, New York.

"Chief Engineer for 50kw/10kw currently constructing. Part of Southern group building two 50kws. Excellent opportunity to gain experience constructing with Group Engineer—remaining as Chief upon completion. Once in a lifetime opportunity. Must send photograph—complete resume—detailed references—salary requirements first letter to Engineering Director—McLendon Broadcasting Company—P.O. Box 197—Jackson, Mississippi.

### Production—Programming, Others

Midwest station has immediate opening for experienced program and production director. Must be fully mature and qualified with knowledge and imagination. Seasoned administrator and good production desirable. Air work involved. Box 564J, BROADCASTING.

News director for Pennsylvania single station market. Send full details and salary requirements. Box 626J, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

News director—Must be able to gather, write and deliver local news and handle tape recorders. If you get a thrill out of live, vital local affairs . . . if you want to head up an aggressive news operation . . . if you want to be part of an outstanding small market operation in the East, then this is for you. Not a job for recent graduates or announcers of the rip and run school. You must have several years experience and possess maturity, dignity, and discretion. This is a challenging position with long hours. The salary is \$125 per week with company insurance and profit sharing plans. Box 633J, BROADCASTING.

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Local news reporter, progressive agricultural-industrial Kentucky community, for kilowatt daytimer. News important, voice secondary. Send pictures, no tape, resume. Box 706J, BROADCASTING.

Immediate opening within 100 miles NYC for young man with news writing experience or training willing to adapt to our ideas. Send resume, tape, minimum salary ideas. Must have good voice, some evening to Box 711J, BROADCASTING.

Commercial copywriter for small market station in Virginia. Young woman preferred for this permanent position. Box 721J, BROADCASTING.

Are you qualified to head up our radio-television local news department? Send letter of application to M. N. Bostick, KWTX Broadcasting Company, P. O. Box 7128, Waco, Texas.

### RADIO

#### Situations Wanted—Management

Check advertisement "station manager—sales manager," tv situations wanted.

General manager—group operations midwest—California. Doubled gross last two operations. Available interviews NAB convention. Box 600J, BROADCASTING.

Manager for medium or metro market. Proven sales promotion and organization background. Top agency contacts. Six years management. Married, five children. Top references. Only interested in solid organization. Box 618J, BROADCASTING.

Manager—aggressive professional broadcaster familiar all phases from FCC and construction to black balance sheets. Former owner, 36, married, stable. Excellent references. Competent to direct group operation. Salary secondary to opportunity, challenge, working conditions. Reply in confidence. Box 620J, BROADCASTING.

Michigan - Ohio - Indiana - Proven manager, now employed. Seeking medium to small market. Box 648J, BROADCASTING.

Family man with thirteen years in management, (currently). Above average sales, excellent announcing, and first class engineering, including construction and maintenance of 250 to 5 kw directional and mobile. Prefer Florida or east coast. \$160 minimum. Box 662J, BROADCASTING.

TV or radio management, 22 years in the business. 15 years in management and 5 in national sales. Know all phases of operation. Strong on sales. Prefer west. Box 701J, BROADCASTING.

Manager, strong sales, capable and conscientious for small to medium market. Twelve years experience local and national sales. Small and metropolitan market sales experience including management of national representative west coast offices. Far West only. Box 703J, BROADCASTING.

Management Consultant—Will provide complete analysis of your radio or tv operation. Help you build sales, solve problems with FCC, personnel, and programming. Also provide sound recommendations for prospective buyers - sellers. Top - drawer executive experienced large and small markets. Write Consultant, Box 705J, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

**Manager**—strong personal sales, fourteen years management. Excellent industry and ownership references. Qualified. Box 719J, BROADCASTING.

**Attention station owners.** Experienced radio operator. Primary qualifications include administrative, fiscal and writing. Last 19 years at 5 kw medium market ABC affiliate in executive capacity. Past 6½ years as manager developing station into profitable operation. Excellent references. Family man. Box 725J, BROADCASTING.

**Southeast preferred,** ex-manager metro market seeking smaller market. Opportunity first, salary secondary. Box 720J, BROADCASTING.

**Newsman**—radio and television capable leg and air man with small market station experience who can gather, write and air news; journalism educational background preferred; married; veteran; stable and dependable with good references. Salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio. Sterling 2-1145.

### Sales

**Top billing salesman** in present market. History of #1 ratings in personality format in markets up to 300,000. Will consider sales, announcing, or both. Top 25 markets only. Box 406J, BROADCASTING.

**Top newspaper advertising producer** wants in radio or tv for better profits. Seven years advertising sales experience. Prefer mid or southwest. Will send resume upon request. Box 585J, BROADCASTING.

**Selling** in one of America's competitive markets. Change in ownership. Aggressive young man must relocate. Good references. Box 651J, BROADCASTING.

### Announcers

**Sports announcer,** play-by-play. Basketball, baseball, football. Finest references. Box 508J, BROADCASTING.

**Experienced in tv production.** Desire future in announcing. Prefer midwest. Excellent, mature voice, can sell. 27, college graduate, veteran. Immediate availability. Box 573J, BROADCASTING.

**Experienced announcer,** dj — newscaster. Very bright sound, tight board. No prima-donna, dependable non floater. Box 630J, BROADCASTING.

**Announcer-dj-salesman,** experienced, married. 31, 2 degrees, pleasant sound, tight production. Box 675J, BROADCASTING.

**D.J./announcer,** mature sound, resonate voice, desires position with growing station in north eastern area. Knowledge of music. RCA trained, tight board, experienced. Tape, picture, resume available. Box 683J, BROADCASTING.

**Versatile, polished, professional personality** — nine years experience desires permanent position in S.E. Michigan. Excellent references. Top ratings. Box 686J, BROADCASTING.

**Attention country music stations.** Give me a chance to learn radio. Great knowledge of country music. Limited experience, unlimited ability. Will sell, sweep, mop, or wash windows. Just give me a chance. Reply Box 687J, BROADCASTING.

**Broadcasting school graduate,** top 40 or? No experience—excellent potential. Personal interview. Box 689J, BROADCASTING.

**Swinging dj announcer.** Fast board. Bright sound. Not prima donna. Not floater. Box 690J, BROADCASTING.

**First phone experienced** in all phases except maintenance. Presently employed. Box 692J, BROADCASTING.

**Personality d-j,** announcer. 2½ years experience. Tight board. Not a floater or screamer. Box 707J, BROADCASTING.

## Situations Wanted—(Cont'd)

**Experienced dj** desires top 40 position. Free and willing to travel. Box 619J, BROADCASTING.

**Announcer;** tight board; experienced, authoritative mature voice; want to settle. Box 669J, BROADCASTING.

**Salesman/announcer/DJ.** Experienced. Swinging tight production. Desire own show. References. Prefer 50 mile radius of Washington, D.C. No salary-no draw. Not a floater. Presently employed. Contact Box 710J, BROADCASTING.

**Staff announcing** radio and tv. News casting a specialty. Pleasant voice. Experience includes Commercial Copywriting and announcing. Hard and soft sell Specialty. Eventually desire Sales. Immediately available interview. Prefer good music station. Box 712J, BROADCASTING.

**Stop! Mr. Manager** and read this! Mature announcer—thoroughly experienced, authoritative newscaster, convincing dj, (no format or rock n' roll) Seeks work in N.Y.—N.J.—Penn.—N.E. areas. Sober, dependable, network quality, convincing continuity, production. Tape, resume on request. Available 2 weeks. Box 713J, BROADCASTING.

**Announcer**—can handle news, commercials, dj show—run my own board. Willing to learn—willing to travel. Box 714J, BROADCASTING.

**Announcing school** and college graduate looking for first job in radio. Single, 26, draft exempt. Have FCC first phone license. Main interest is in announcing, but willing to learn maintenance if desired. All locations considered. Tape and any other information on request. Available immediately. Box 715J, BROADCASTING.

**DJ, announcer,** minimum experience, willing to learn, will travel immediately. Box 716J, BROADCASTING.

**Announcer-advertising copywriter.** Sound creative thinking in both. Operate board. Desire northeastern locale. Box 717J, BROADCASTING.

**Colored announcer,** dj, young, cheerful. Swinging sound, tight production. Versatile. Box 718J, BROADCASTING.

**Versatile announcer,** will work any conceivable location or schedule. I want money and security. Box 722J, BROADCASTING.

**Negro dj, announcer,** married. Some experience—recent graduate. Will travel. Box 724J, BROADCASTING.

**Experienced announcer** available immediately. \$65.00 per week. Good worker—prefer middle Tennessee. Box 726J, BROADCASTING.

**Deejay, bright personality.** Experienced. (Family man) Want to be part of the community. Box 732J, BROADCASTING.

**Fifteen years experience** staff announcer, newscaster, deejay plus five as time salesman-copywriter. Deep, resonant voice. No shouting-plenty selling. Best references. Sincere, conscientious, married. Box 733J, BROADCASTING.

**Announcer**—Experience: Midwest, N. Y. state; DJ., news, commercials, network, live, am, fm. Good voice, effective language, excellent references. Prefer good music station. Midwest, west. Box 736J, BROADCASTING.

### Technical

**Experienced first phone** seeking position in New Jersey, engineering only. Box 462J, BROADCASTING.

**Now employed chief engineer,** seeking employment in Nevada, Idaho or Wyoming. Box 588J, BROADCASTING.

**First phone, five years experience.** Two years as chief engineer of present location in large Southwestern market. Would like position of full time engineering; will announce if needed, preferably c&w. Married, prefer Texas, New Mexico. Box 679J, BROADCASTING.

## Situations Wanted—(Cont'd)

**Beginning engineer**—Have first phone and ambition. Any area considered. William Keith, 330 N.W. 189th St., Miami, Florida.

**Chief engineer:** Experienced directional and remote control. Amateur radio operator, four years industrial uhf and vhf. 12 years total experience, family man, 40, best past references. Desires Western U. S. No announcing. Box 681J, BROADCASTING.

**Available now,** experienced engineer, family, first phone—for transmitter or combination. No tapes. Phone 2168. Bill Cordell, 319 Bayview Drive, Georgetown, South Carolina.

**1st phone, married, 22,** Grantham trained, sober, will locate. Jack Stanley, 4419 Taney Ave., Alexandria, Va. Or call 549-5816 after 6 PM.

### Production—Programming, Others

**Experienced writer**—announcer seeks writing position with progressive station northeast. Salary open. Box 519J, BROADCASTING.

**Need a cure for that low pulse-and-Hooper sag?** Send for the D.R.P.D.\* Have remedy—will travel. . . . The price is right. Successful PD with major eastern metropolitan station seeking to relocate. 13 years experience—all phases radio—last 6 years as PD piloted #6 rated station into the number one spot in an 11-station market. \*For further details write D.R.P.D., Box 560J, BROADCASTING.

**Seeks airman-production manager** combination. Positive commercial delivery. Alert, strong on news. Knows music. Family man, conservative. Currently staff announcer with 50,000 watt southeast station. Box 647J, BROADCASTING.

**Experienced copywriter-announcer.** Station where presently located sold. Write for resume giving full details. Box 661J, BROADCASTING.

**News director-commentator!** If you share Conservative viewpoint; seeking services. Outstanding, mature, radio-tv newscaster-editorialist, writer-producer compelling public affairs programs, your inquiry solicited. Highly recommended, references. Presently #1 in market, wishing to locate network/group, reaching maximum listenership, telling America's story. Box 727J, BROADCASTING.

**News, dj, promotion, production, some sales.** On or off camera tv work. (photography (still or moving) directing, floor work). Managerial experience. . . . 7½ years in broadcasting. Sane, sober, sensible, single, reliable, competent, ambitious. Not a know it all, smart-alec or fanatic. . . . Southern market preferred but not essential. Resume, tape, picture, on request. Box 730J, BROADCASTING.

## TELEVISION

### Help Wanted—Management

**Will shortly have sales management** position open for knowledgeable executive in television especially conversant with Los Angeles Spanish speaking market. Replies held confidential. Box 694J, BROADCASTING.

### Announcers

**TV-Radio newsman.** Northern New England. College graduate. Good reporter. Good air man. Send resume, picture, tape, news, copy sample, salary required, references. Reply Box 615J, BROADCASTING.

**Top VHF in southern New England** market has opening for versatile and experienced tv announcer to handle news, weather and sports. Fine opportunity for man with drive and incentive who wants advancement in the field. If possible, send audio and video tapes. Box 631J, BROADCASTING.

**News announcer** with extensive experience for major New England radio-television operation. Opportunity for regular on-camera newscasts. Excellent salary and working conditions. Box 685J, BROADCASTING.



## Help Wanted—(Cont'd)

### Announcers

Looking for all around television announcer including news and weather show ability. Permanent position in ideal climate and living conditions. Opportunity for directing and production. KKTU, Colorado Springs, Colorado.

### Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirement to Box 226J, BROADCASTING.

Transmitter operator wanted—must have first class license. Wyoming-Rocky Mountain area. Experience preferred but will consider others with good training. Box 565J, BROADCASTING.

Chief engineer for vhf station about to construct new studio and transmitter facilities. Submit resume and salary required. Box 583J, BROADCASTING.

Well qualified engineer trainee with first phone for Texas vhf. Box 601J, BROADCASTING.

Engineer, best technical qualifications, reliable character, for Texas resort city, Box 602J, BROADCASTING.

Maintenance engineer, privately owned TV Broadcast microwave system. Need experienced man who can assume responsibility and enjoy small town living midway in route. \$100-\$125 weekly, company would consider supplying house trailer as partial compensation. Send confidential reply with full particulars to Box 603J, BROADCASTING.

Experienced engineers for top tv station in mid East. Requisites include: maintenance, operation, leadership, 1st phone. Salary range \$117 to \$200 week. Send resume to Box 623J, BROADCASTING.

Need experienced engineers for southern vhf tv studio and transmitter. Engineer for transmitter must be capable of detailed transmitter and microwave maintenance. Box 665J, BROADCASTING.

Experienced studio engineer, 1st phone. Ampex VTR maintenance experience desirable. 5 day, 40 hour week. Send resume with salary desired to Chief Engineer, KOAT-TV, 122 Tulane SE, Albuquerque, N. M.

### Production—Programming, Others

Assistant program manager. A leading Eastern television station is now seeking a top-flight assistant program manager. The man we are looking for must have a strong background in production and directing, plus proven administrative ability. An exceptional opportunity for an exceptional man. Send resume and "reasons why" to Box 673J, BROADCASTING.

Experienced director-producer needed for leading northeastern vhf. Immediate opening. Send resume, picture and references. Box 709J, BROADCASTING.

Experienced traffic manager for major Ohio market station. Include all information, recent photograph and salary requirements in first letter. Box 593J, BROADCASTING.

## TELEVISION

### SITUATIONS WANTED

#### Management

Proven sales manager medium market ready for general manager opportunity. Box 435J, BROADCASTING.

Station manager-sales manager. Experienced broadcaster, mid-30's, seeks job with challenge and future. 13 years radio-tv, last 9 sales and general management. Strong, able record of competitive market sales and ratings. Outstanding references. Location secondary to opportunity. Box 670J, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Experienced quality TV announcer now looking for progressive market. Write for audition film. Box 527J, BROADCASTING.

Top radio personality working 5th market seeks kiddie show or host slot. 28, family man. Box 652J, BROADCASTING.

Assistant news director currently air topped report eight years experience—seeks better paying position. Box 676J, BROADCASTING.

Versatile tv announcer—11 years radio/tv. East, midwest market. Professional on-camera, booth. Box 698J, BROADCASTING.

### Technical

Graduate engineer desires responsibility as assistant to chief of television. Group or large market. 12 years am-fm-tv. Degree BSEE. 31 years of age, family. Presently chief for energetic AM broadcaster. Resume by return mail. Box 635J, BROADCASTING.

Experienced, microwave and transmitter. Currently studio supervisor. Seeking chief or supervisory position with future. Box 684J, BROADCASTING.

TV engineer. 2 years experience transmitter and m.w. equipment. Desire position in Florida or nearby state. Excellent references. Box 700J, BROADCASTING.

### Production—Programming, Others

Director-announcer—2 years tv production experience in major midwest market. Can and will announce. Good, mature voice. can sell. Prefer midwest. 27, college graduate, veteran. Immediately available. Box 486J, BROADCASTING.

Operations—production manager. Twelve years television, including vtr. Seeking new challenge. Top references. Married. Box 545J, BROADCASTING.

Successful reporter, photographer, newscaster wants reporting job or directorship in midwest. Steady, only two jobs in more than seven years in television broadcasting. College graduate. Family man. Box 658J, BROADCASTING.

TV directing—full-time; some booth announcing, proj., film, or audio acceptable; employed ten years. Box 674J, BROADCASTING.

Children's personality. Seven years experience with excellent results. Best of references. Will relocate. Box 691J, BROADCASTING.

Top-notch program manager, film buyer, production supervisor looking for a new position after eight years at one of the mid-west's finest tv stations. Single. 36 years of age, excellent background and references. Want challenging job at permanent location. Write: Don Perry, 1232 Bellot Avenue, Janesville, Wisconsin. Phone Pleasant 4-5744. Don't call or write unless you want the best man for the job!

Program manager . . . experienced all phases tv operation including union negotiations, program section license renewal. Wants to advance income and position. Box 729J, BROADCASTING.

## FOR SALE

### Equipment

To move fast. RCA BTF 3B 3kw fm transmitter. \$3500. Westinghouse fm-10 10kw fm amplifier. \$5000. 4 bay Andrew antenna now tuned to 94.1 mc \$200. 11, 20 foot sections 1 5/8" Andrew teflon transmission line (in use 6 months). \$450. All above equipment in good shape and now on the air. Box 511J, BROADCASTING.

For sale or trade: Giant view tv projector, 1961 power supply having beam current indicator. Used less than 100 hours. Includes 8' x 10' rear screen. Box 581J, BROADCASTING.

## For Sale—(Cont'd)

### Equipment

(8) Philco model TR-2-B portable microwave television relay units suitable for transmission temporary pick-up service and short haul fixed television service. The system operates on frequency range of 5925 to 6425 m.c. within a 25 m.c. channel. The normal modulation side band r.f. power output from transmitting klystron is one (1) watt. The system has continuous unattended operation originally purchased by the American Tel. & Tel. This equipment is practically brand new. Box 622J, BROADCASTING.

WE 3 kw fm transmitter. Good condition, immediately available. First \$2,500 F.O.B. our station takes. Box 654J, BROADCASTING.

For sale: Seeburg L-200 45 RPM library unit automatic record player. White oak finish cabinet with glass door. Perfect condition. Holds 200 records. For automation or background music service. \$350.00 F.O.B. KNET, Palestine, Texas.

Multiplex monitor. Nuclear Electronics 3 mos. old. Original cost \$1200. Avail. today \$800.00. First check takes it. WEAW, Evanston, Illinois.

One RCA TP-16 projector . . . \$750.00. One Federal field intensity meter—model 101C . . . \$250.00. WHIO-TV, Dayton, Ohio.

Microwave equipment — Raytheon transmitter and rack (model-1c) and Raytheon receiver and rack (RTRR-1c), dishes, etc. Price for all \$3,850.00. Good condition. WHUT, Anderson, Indiana. Phone 644-1255.

Gates Audio Console—Model SA-40—8 channels with power supply. Excellent condition. \$495.00 cash. WSSV, Box 231, Petersburg, Virginia.

Magnecords. Several combinations, all in good condition. Other audio and test equipment. Send for list. Audio Specialists, Box 12203, San Antonio 12, Texas.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

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.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

TV field intensity meter—Empire NF-105 direct readout in uv/m, with tripod calibrated antenna and transmission line. The finest instrument in the market, two years old, at 25% off list. Broadcast Engineering Division Radiocal Service, Ltd., 1667 Kapiolani Boulevard, Honolulu 14, Hawaii.

Transmission line, styroflex, heliex, 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

Western Electric 1 kw or 3 kw fm transmitter. Must be reasonably priced. KPKN, 1231 Market Street, San Francisco, California.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tucka-hoe, N. Y.

## Wanted to Buy—(Cont'd)

### Equipment

Wanted: Audio Signal generator; also noise and distortion meter. Box 133, Blacksburg, Va.

Mod XFMR and Reactor for 4-400A 1 kw AM XMTR. Box 680J, BROADCASTING.

R.E.L. Precedent tuner. Contact: Manny Villafana, c/o R.E.L., 29-01 Borden Ave., L.I.C. 1, New York.

Wanted scully or other good quality lathe, 300 series Ampex equipment, turntables. Send price, condition, full information to: P.O. Box 317, Homestead, Pa.

## WANTED TO BUY

### Stations

We're looking for a southwest AM with potential. No brokers. P. O. Box 455, Binghamton, New York.

Team of fully experienced radio men looking for fed up absentee owner who wants out. Prefer Michigan or upper midwest. Box 667J, 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 Gilham 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.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

## Miscellaneous—(Cont'd)

"DeeJay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Blz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

Bingo on 9 x 12 Postal Cards. Ample advertising space. Sweetheart Mountain Productions, Box 4041, Denver 9, Colorado. Phone 744-2101.

## Business Opportunity

Have new concept in low cost-tv station package. Low overhead operation. Maximum potential in top market. Complete in every phase including personnel. Ready for F.C.C. application. Need necessary capital. \$7,000.00 escrowed until CP issued. . . . \$60,000 maximum cash lay-out over 8 months. Pay back in 18. 55% stock offered. Box 577J, BROADCASTING.

Completely equipped recording studio disc and interlock film recording—excellent two man operation. Located center Hollywood, California. \$49,500.00 terms. Box 731J, BROADCASTING.

## RADIO

### Help Wanted—Sales

## BROADCAST EQUIPMENT SALES MANAGER WANTED

Established California equipment manufacturer has opening for sales manager, with strong TV and FM equipment background. Must be conscientious, hardworking have successful sales background.

Position entails responsibility for complete product line marketing, proposals, and sales management thru distributors.

Required: Self starter, poise and maturity; knowledge of TV and FM antennas, sales promotion, product planning, industry shows, etc. Excellent starting salary with attractive incentive program. Some travel necessary. Send resume together with photo to Box 514J, BROADCASTING.

## SALESMAN

Wanted for new Virginia single station market. Must be progressive and community minded. Must be thoroughly experienced in local radio sales. Small guarantee and big commission, plus car allowance. Some air work will be required. Must have good references and a personal interview a must. Apply in full details to Box 723J, BROADCASTING.

## Announcers

### MORNING MAN

We need a bright, happy sound to wake up a midwest medium metropolitan market. Salary open. Send tape, resume.

### NEWSMEN

Need two newsman for expanding news department of midwest metro. No DJ work. Prefer experience. Salary open. Send tape, resume.

Box 657J, BROADCASTING

## Help Wanted—(Cont'd)

### Production—Programming, Others

## CREATIVITY TASTE JUDGMENT

. . . Identify the man we want: The job is station promotion, publicity and corporate public relations with a leader in broadcasting. Concisely, plan imaginatively and work constructively with others. Send us a brief but complete resume.

Box 659J, BROADCASTING

## RADIO

### Situations Wanted—Announcers

## PLAY-BY-PLAY

Accurate, Creative, Colorful. Formerly with a Southern Association ball club (now defunct) also football and basketball. Excellent references. Desire sports minded operation. Box 708J, BROADCASTING.

## TELEVISION

### HELP WANTED

### Production—Programming, Others

TV Program Manager available. 13 years network and local experience in all phases production. International TV Consultant. Mature, Reliable, Competent.

Box 649J, BROADCASTING

## EMPLOYMENT SERVICE

### APPLICANTS NEEDED

To fill openings now available. All phases of broadcasting—radio & TV.

### BROADCASTING PERSONNEL AGENCY

16 East 52nd Street  
New York 22, N. Y.

## HIRING?

RADIO OR TV • MANAGEMENT  
ANNOUNCERS • ENGINEERS  
PRODUCTION

All degrees of experience  
QUICK RESPONSE NO OBLIGATION

### WALKER EMPLOYMENT SERVICE

Jimmy Valentine Broadcast Division  
83 So. 7th St. Minneapolis 2, Minn.  
FEderal 9-0961

**MISCELLANEOUS**

**Colorful  
RADIO MARKET SHEETS  
and  
COVERAGE MAPS**

Address Radio Dept. on your letter-head for FREE information and samples.

**EVEREADY ADVERTISING**  
1817 Broadway • Nashville 4, Tenn.

**INSTRUCTIONS**

**THE AMERICAN  
BROADCASTING SCHOOL**

Offers fully trained and commercially oriented personnel. What are your needs? News • Sports • C&W • Top 10 • Jazz Sales • Programming • Men • Women  
**HELENA BLDG., NORFOLK, VA.**  
State Needs—Tape, Photo, Resume Rushed

**FOR SALE**

**Equipment**

**STOCKING IN CHICAGO  
FLEXIBLE TRANSMISSION LINE**  
RG 199/U 70 Ohm 7/8" Styro Flexible Coaxial Cable  
RG 269/U 50 Ohm 7/8" Heliax Flexible Air Dielectric Cable  
Other Coaxial, Triaxial and Pulse Cables also carried in inventory.  
Call: **UNIVERSAL** for all your electronic conductor needs.  
**UNIVERSAL WIRE & CABLE CO.**  
2915 N. Paulina Chicago 13, Ill.

**FOR SALE**

**Stations**

**AM CONSTRUCTION  
PERMIT**

Assigned to suburb of major west coast city. 5,000 watts daytime with excellent coverage of large market. Owner desires to sell for "out of pocket" expenses of less than \$20,000.  
**Box 628J, BROADCASTING**

**TOP WEST COAST MARKET**

Ideally situated high power FM station now available. Only qualified buyers respond to.  
**Box 645J, BROADCASTING**

Profitable Texas kilowatter. Out-right sale or trade for blue-chip stocks. Principals only.

**Box 735J, BROADCASTING**

**For Sale—(Cont'd)**

**Stations**

Neb	small	daytimer	\$ 53M	terms
Ala	small	daytimer	75M	29% dn
Texas	small	daytimer	36M	\$10dn
Fla	medium	fulltime	185M	cash
Tenn	metro	regional	250M	terms
East	major	regional	425M	terms

and others; also newspaper & trade journals.

**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

**GUNZENDORFER**

**ARIZONA CENTRAL.** Growing area. Asking \$125,000. "A GUNZENDORFER Exclusive."  
**OREGON "POWERFUL" DAYTIMER** in "top market." Asking \$215,000. "Exclusive."  
**OTHERS IN CALIFORNIA \$115,000, COLORADO \$70,000, OREGON \$75,000, ROCKY MTS. \$80,000, ARIZONA \$78,000.**

**WILT GUNZENDORFER  
AND ASSOCIATES**

8630 W. Olympic, Los Angeles 35, Calif.  
*Licensed Brokers Financial Consultants*

Fla. fulltime single \$45,000 only \$10,000 down—Fla. major power \$230,000 approx. 21% down, bal. 10 yrs.—Fla. medium regional \$100,000 incl. accts. receiv. \$30,000 down, bal. 10 yrs.—Ark. medium regional \$150,000—Colo. fulltimer \$75,000—Ala. medium fulltimer \$42,500—N. M. med. regional \$150,000—Ind. single regional \$78,000—Tex. metro regional. 1961 cash flow profit approx. \$60,000, valuable real estate incl. \$250,000 only 20% down—Tex. major regional \$200,000 incl. real estate, 12 1/2% down, bal. 10 yrs.—Tex. single regional \$70,000—Tex. medium f.t. \$160,000—Tex. single regional \$145,000—Tex. metro regional \$265,000 with 20% down—Okla. medium \$100,000—Tenn. major f.t. regional. \$350,000 incl. valuable real estate, billed 1/4 million annually past 4 yrs., \$350,000 incl. valuable real estate, approx. 22% down, long payout—Others \$26,950 to \$900,000. Contact: **PATT McDONALD CO.**  
Box 9266—GL. 8-8080  
**AUSTIN 17, TEXAS**

**STATIONS FOR SALE**

**EAST SOUTH CENTRAL.** Top market. Gross \$108,000. Asking \$200,000 with \$39,000 down to qualified buyer.

**ROCKY MOUNTAIN.** Full time. Absentee owned. Doing \$42,000. Asking \$55,000 with \$16,000 down.

**SOUTHWEST.** Full time. Absentee owned. Growth area. Asking \$180,000. Terms.

**SOUTHWEST.** Exclusive. Full time. Absentee owned. Doing \$50,000. Asking \$80,000. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

**For Best Results**

**You Can't Top A**

**CLASSIFIED AD**

in

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 85

KCPX-TV (ch. 4) KSL-TV (ch. 5) all Salt Lake City, Utah, and via intermediate translators, conditions.

**License renewals**

**KMBC-AM-TV** Kansas City, Mo.—Granted renewal of licenses without prejudice to whatever action, if any, commission may deem warranted as a result of any final determination reached by commission in connection with in re applications of **WORZ Inc., and Mid-Florida Tv Corp.** for construction permits for new tv stations (ch. 9). Chmn. Minow dissented.

Commission granted license renewals for following 12 stations, with auxiliaries, of Triangle Publications Inc.: **WFIL-AM-FM-TV** Philadelphia; **WFBG-AM-TV** Altoona, Pa.; **WLYH-TV**, Lebanon, Pa.; **WNHC-AM-FM-TV** New Haven, Conn.; **WNEF-AM-FM** Binghamton, N. Y., and **KFRE(AM)** Fresno, Calif. Action Jan. 31.

**For Sale—(Cont'd)**

**Stations**

**NORMAN & NORMAN**

**INCORPORATED**  
Brokers — Consultants — Appraisers

**RADIO-TELEVISION STATIONS**

Nation-Wide Service  
Experienced Broadcasters  
Confidential Negotiations

**Security Bldg. Davenport, Iowa**

FOLLOWING ARE GENUINE VALUES IN AM, FM AND TV. YOUR RESPONSE BY MAIL WILL RECEIVE PROMPT ATTENTION **NORMAN & NORMAN, INC., 300 SECURITY BLDG., DAVENPORT, IOWA.**

**AM**

5 kw regional, low frequency, covers rich area in mountain region . . . priced one and one-half times gross, terms, good profits, second owner in 35 years. Will sell for \$225,000.

Class B, FM, top ten markets, mid-west all new, good power, owner sells for cash . . . total . . . \$38,000.

**FM**

**TV**

VHF, plains region, unusual situation priced at approximately annual gross, with assets to cover entire price. . . . All cash at \$1,400,000.

**AM**

Daytimer, 5 kw, regional, near major city, gross can be doubled quickly, now in black, central region, \$260,000 with terms.

Excellent facility in plains region wide rural coverage, metropolitan market is around 200,000 people . . . asking \$350,000 with terms, growing market.

**AM**

**AM**

Regional station. Excellent ratings, rich area, leader in community, gross and cash flow justify asking price of \$975,000.

Metropolitan market of 300,000 people 500 W daytime, \$95,000, \$20,000 down, 6 percent, 8-year payout. Current gross will meet payments.

**AM**

**NORMAN & NORMAN**

**INCORPORATED**  
Brokers — Consultants — Appraisers

**RADIO-TELEVISION STATIONS**

Nation-Wide Service  
Experienced Broadcasters  
Confidential Negotiations

**Security Bldg. Davenport, Iowa**

*Dwight D. Eisenhower*

HONORARY CHAIRMAN of the BOARD

**AMERICAN HEART ASSOCIATION**

IN A FILM MESSAGE TO

**THE AMERICAN PEOPLE**



"As free citizens of a free society, we have always voluntarily joined together to serve our own needs as they arise. This is a philosophy deeply rooted in the American past. To my mind, one of the most vivid demonstrations of this philosophy can be seen in the work of the American Heart Association. It is a truly democratic organization composed of laymen, physicians and scientists. We are working voluntarily to combat our nation's most serious health problem. I speak of diseases of the heart and blood vessels which take almost one million lives in the United States each year—more than all other causes combined. I urge you to join with me in supporting the Heart Association and the Heart Fund. The part you play has a very real, a very important influence on the outcome of this vital national effort."

Leaders in the entertainment industry join Dwight D. Eisenhower, on film and record, in support of the American Heart Association and the 1962 Heart Fund Campaign, February 1-28.

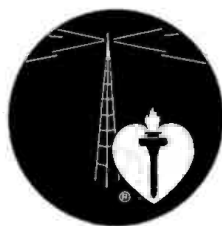
Anna Marie Alberghetti	Burl Ives
Frankie Avalon	George Jessel
LaVern Baker	Carolyn Jones
Anne Bancroft	Kitty Kallen
Tony Bennett	Jack Kelly
Polly Bergen	Deborah Kerr
Milton Berle	Frankie Laine
Claire Bloom	Steve Lawrence
Pat Boone	Peggy Lee
Shirley Booth	Jack Lemmon
Marlon Brando	June Lockhart
George Burns	Guy Lombardo
Richard Burton	Gordon MacRae
Van Cliburn	Mary Martin
Rosemary Clooney	Marvin Miller
Ron Cochran	Garry Moore
Bud Collyer	Joye P. Morgan
Bobby Darin	Paul Newman
Don Dunphy	The Noteworthies
Jimmy Durante	Edmond O'Brien
Ralph Edwards	Parti Page
Maurice Evans	Betsy Palmer
Peter Falk	Robert Preston
Eileen Farrell	Vincent Price
Jose Ferrer	Donna Reed
Ella Fitzgerald	Richard Rodgers
Jane Fonda	Jo Stafford
The Four Lads	John Cameron Swayze
Connie Francis	Lee Tracy
Mono Freeman	Canway Twitty
Jackie Gleason	Mike Wallace
Eydie Garmé	Jack Webb
Lena Horne	Meredith Willson
Robert Horton	Shelley Winters

*Networks and stations, advertisers and agencies are urged to give these voices time on the air to help save hearts and lives.*

**HEART COMMITTEE OF THE BROADCASTING INDUSTRY**

Co-Chairman,  
Network Division:  
James T. Aubrey, Jr., Pres., CBS-TV

Co-Chairman,  
Local Station Division:  
Joe Floyd, Pres., KELO



**AMERICAN  
HEART  
ASSOCIATION**

RADIO-TV-FILM DIVISION

44 E. 23rd ST., NEW YORK 10, N.Y.

GR 7-9170

## OUR RESPECTS to William Andrew Bates, manager, WDAF-AM-FM-TV

### Broadcasting must lead, not force, its audience's cultural growth

If Bill Bates ever had his own pet theory about life, it must have been this: Never shirk a challenge.

He has certainly faced his share. And they started long before he became the general manager of WDAF-AM-FM-TV Kansas City, a post he has held for nearly four years.

His stewardship of the WDAF properties, owned by Transcontinent Television Corp., has been marked by a deep respect for his firmness on matters of policy affecting public service to the community and in dealings with agencies and sponsors.

**Big Job Ahead** ■ Mr. Bates is keenly aware of the broadcaster's growing responsibility in today's turbulent world. But, he says, "this doesn't mean that all of a sudden we must pedantically thrust upon our vast and unsuspecting audiences the accumulated knowledge of the ages."

Audiences are passive, he feels, and they seek in entertainment an escape from their own problems. Because of this and their widely divergent backgrounds, they must be inspired and guided into an awareness of today's big problems. This can be done, Mr. Bates, believes, if broadcasters will diligently strive to provide them with the right mixture of "meaningful news and tasteful entertainment." To do this effectively, broadcasters must have economic freedom too, he says.

Mr. Bates sees an ever expanding horizon of public service for both radio and tv. It is one of the reasons why the WDAF stations boast an active, combined 17-man news staff, although all other functions except engineering are separate and competitive. It is also why Mr. Bates and the WDAF stations are deeply involved in Kansas City community affairs too.

William Andrew Bates was born July 24, 1913, at Excelsior Springs, Mo., about 30 miles north of Kansas City in Clay County, where his father at the time was practicing law. He was one of eight children. Mr. Bates' father and mother had met while attending the U. of Missouri at Columbia and both sought high school.

**Walls of Learning** ■ Although he experienced the economic rigors of the big depression of the 1930s, Mr. Bates recalls that "even if we had nothing else in the house, the walls were always lined with books." The richness of his family's cultural environment made a significant mark upon the young man. His ambition was to become a writer and to add his volumes to those along he wall.

But the new medium of commercial radio was making its mark too. He began to become aware of radio's social and economic impact. Consciously he was even more aware of the potentials of the medium yet to come—television. "Ever since I was a kid I was fascinated at the prospect of pictures in the air," he recalls.

Mr. Bates attended grade school and high school at Excelsior Springs and did all kinds of odd jobs to earn his spending money. His first "big" money came in high school when he hired himself out to clear trees and brush from farm land. The deal of deals was the time he agreed with a neighbor to clear an acre for \$7. He began at break of dawn and hacked away until dark.

**Journalism School** ■ Following graduation from high school, young Mr. Bates worked at various jobs for two years to save money for college. When he was ready, of course, there was only one place to go. He enrolled in the school of journalism at the U. of Missouri. By taking summer courses too, he was given his bachelor in journalism degree in 1937. During this time he also worked at campus jobs typical for a young man earning his way.

After graduation Mr. Bates still had a writing career in mind, but he was also moving more in the direction of broadcasting. He blended his two interests by taking a job as continuity writer at KWOC Poplar Bluff, Mo., and within a year was made manager.

In 1940, Mr. Bates moved to KCKN Kansas City, Kan., as director of nighttime programs and soon after that he

became production manager of the then KITE Kansas City. Another quick move took him to KMA Shenandoah, Iowa, as a writer.

Mr. Bates entered the U. S. Merchant Marine in 1942 and about a year later was transferred to the U. S. Coast Guard where he served as a radio man on patrol duty in the North Atlantic and other missions.

**Not Alone** ■ In 1946 Mr. Bates arranged to be mustered out of the service at Boston so he could take a crack at employment in New York. Apparently a lot of other fellows had the same idea, so his next goal was California. But he never got farther west than Kansas City where he was offered an announcing job at WDAF, then owned by the *Kansas City Star*. He took it.

Within about three months he was promoted to assistant program director at WDAF, a position he held until 1949 when the *Star* put WDAF-TV on the air. Mr. Bates, still fascinated at the great potential of the new visual medium, was chosen to be the program director of WDAF-TV. How well he met the challenge is evident from the fact that Mr. Bates was named tv station manager two years later.

When National Theaters Corp. acquired the WDAF-AM-TV properties in May 1958, Mr. Bates was named general manager of both radio and tv. He continued in this position when Transcontinent bought the stations in August 1960.

Mr. Bates married Lenore Mueller of Tipton, Kan., in 1941. They share their house in suburban Leawood, Kan., with their 10-year-old Kerry Blue terrier, Blarney, who allows them to roam around the yard with him and dig holes here and there. They call it growing bushes and trees, plus a vegetable garden, but Blarney is more interested in burying bones.

**Civic Worker** ■ Mr. Bates also is active in a number of community groups both in Kansas City and in his suburban community. He is a director of both the Kansas City Philharmonic Assn. and the Starlight Community Theater as well as a member of the board of governors of the American Royal Assn., the world-famous livestock and horse show there.

Music long has been one of his special interests, but about a year and a half ago, Mr. Bates discovered golf. The resulting impact was anything but slight, he admits, but please don't ask him about his score. After all, he says, it's the exercise that counts.



William Andrew Bates  
Challenges are their own reward

## EDITORIALS

### Nothing to wink at

**“WIDE-EYED,”** a term usually associated with novice, suddenly gives promise of typifying the ultimate of sophistication in the pre-testing of advertising. This semantic reversal, if accomplished, can be attributed to the cooperative industry of a psychologist, an advertising agency and a cat.

The psychologist, Dr. Eckhardt Hess of the U. of Chicago, discovered that the cat's eyes—or the pupils in the cat's eyes, to be ophthalmologically precise, widened when the cat looked at food. Dr. Hess and the Perception Research Center of Interpublic Inc., which he serves as a consultant, took it from there. After more than a year of scientific testing, Interpublic appears satisfied that viewers' eyes involuntarily dilate in relation to their interest in whatever they're looking at (BROADCASTING, Jan. 29).

This concept raises immense possibilities, some of them staggering. The mind boggles, for example, at what might be found if the 16mm camera used in these tests could be harnessed with the equipment employed to get continuous ratings. Would it be possible to learn not only who's watching, but how much they care? Does *The Untouchables* dilate its audience's eyes more than *Wagon Train*? Used in the Presidential debates, could the eye-score have foretold the election outcome? If the viewer's pupils contract during the commercial, is this as much a symbol of failure as a low score on the venerable “flush test”?

These questions are better ignored for a while. Wisely, Interpublic is making only the most cautious predictions about the potential uses of its new technique. But it obviously has hopes that, at the least, the effectiveness of a commercial or print advertisement—in terms of the interest it creates—may be pre-tested by showing it to people and measuring, in photographs, the reactions of their pupils. Thus low-interest messages may be weeded out before it's too late. And by studying the photographs in sequence it may be possible to determine how faithfully the commercial focuses viewer attention on the points where attention is most wanted.

We said that Interpublic “wisely” is making no great claims. The offbeat nature of the technique in itself invites talk, and some wisecracks among advertising's critics may not be able to resist ridicule. Remember subliminal perception? Superfluous talk generated without practical scientific support could doom the idea before it had a chance to prove itself. There are several ways of pre-testing advertising now, but if this one has merit it deserves a better fate than being talked to death.

### This way to a dead end

**T**HE FCC's network study, which is now creeping toward what is asserted to be its final phase, will eventually result in a revival of the commission's request for more authority. In time, after the record has been closed and the FCC staff has distilled thousands of pages of testimony into a glutinous brew of whereases and to wits, the commission will present its findings to a Congress it has already beseeched for the power to regulate the networks.

What if the Congress grants that power?

So far the heads of two networks have addressed themselves to that question, and their answers differed in some degree.

Frank Stanton, CBS president, stated a basic objection to any extension of government regulation that might encourage government intrusion into programming. In cross-examination, however, he indicated he would not strenu-

ously object to some form of direct regulation if it assured protection of program freedoms.

Robert Sarnoff, NBC chairman, took a more rigid position. In his prepared testimony and in cross-examination he stuck to the view that network regulation would raise a permanent threat of government program control.

There is a third view that so far has not been emphasized in the FCC proceedings. It is this:

The grant of direct regulatory power over networks would increase the influence and importance of the networks. That result may be the opposite of the one sought by those who favor the extension of government control, but it would be inevitable. It would be adding government confirmation to a trend already well developed in the natural economic process of television growth.

As now constituted, the U. S. television system depends more upon networks for programming and advertising than upon any other source. Of the 543 commercial stations now in operation all but 35 are network affiliates, and in recent years the affiliates have carried more and more network shows. Except for the few communities in which unaffiliated stations are located, the prime time programming now available in one market is not significantly different from that available in all markets.

Yet even so the network affiliates still retain a strong measure of independence. Despite the proliferation of network programs—distributed either on network feeds or in off-the-network syndication—stations must still use many other program sources, including their own. So far stations have individual identity and a sense of individual responsibility. Their identity and sense of responsibility will diminish to the same degree that programming and advertising power becomes centralized somewhere else.

Inevitably, if the FCC were to be given the authority to regulate the networks, the FCC's attention would be redirected from the stations it now regulates to the three television networks. With that shift in regulatory focus would come the general acceptance of the notion that all of television could be controlled by pushing three buttons in New York.

If that condition came to pass, the television station would degenerate into a robot outlet with no mind of its own. The chance for variety in local programming would be lost. The need for diversity in transmission of ideas would be unsatisfied.

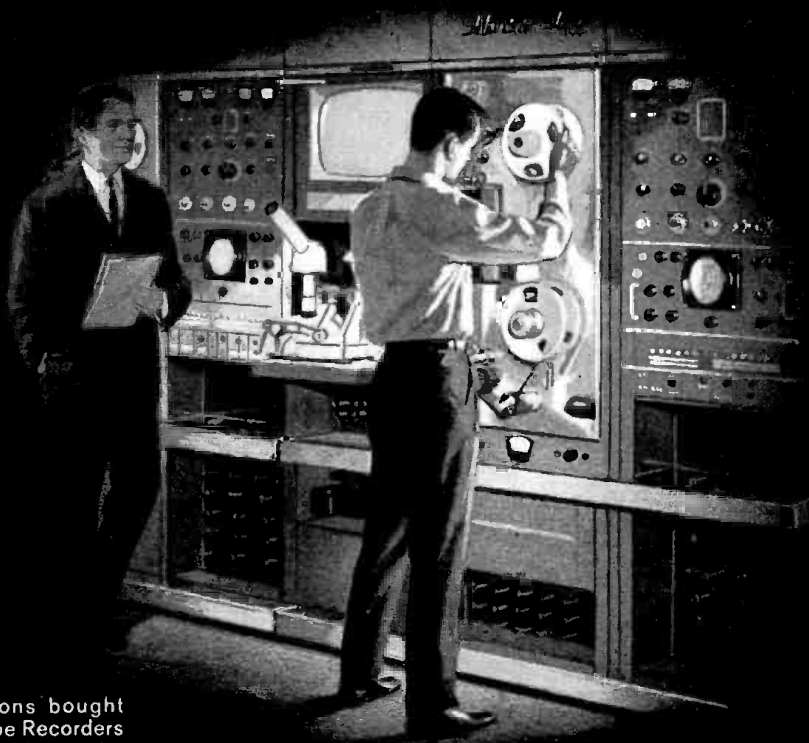
What was it, somebody was saying about a wasteland?



Drawn for BROADCASTING by Sid Hill:  
“Lady, never mind which pile's the whitest . . . Which is yours? There was a mix-up at the laundry!”



The Mark of the Finest in TV Equipment



Television stations bought  
more RCA TV Tape Recorders  
in 1961 than any other make



The Most Trusted Name in Television



# WISC-TV

## meets with FARM LEADERS

Left to Right: Ed Malcheski, WISC-TV farm director, discusses current farm problems with C. B. Shuman—President, American Farm Bureau Federation; D. Kirk—Overseer, National Grange; J. G. Patton—President, National Farmers Union, on January 24th at the 1962 Farm and Home Week.

The WISC-TV Farm Hour is directed by Ed Malcheski, native Wisconsin farmer, holder of two agricultural degrees from the University and a veteran of ten years with the Agricultural Extension Service.

Information on agro-business is the key to this Monday through Friday—full hour—noon farm program designed for every member of farm families throughout the wide and important rural area of Southern Wisconsin and Northern Illinois.

Ed's associates on the daily Farm Hour are Jerry Deane, WISC-TV news director, Bill Brown, weather expert, and Joan Hood, well-known home economist. They combine their talents to provide news, markets, farm interviews, weather and homemaker's information in a fast-moving interesting presentation.

Established when Channel 3 went on the air, the WISC-TV Farm Hour is the most extensive and comprehensive agricultural program on television in the Midwest.



**WISC-TV**  
MADISON, WISC.



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