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**NEWSPAPER**

**ID RADIO**

MAY 28, 1962

Commercial claims, program content to get closer scrutiny ..... 27

SPECIAL REPORT: the Michigan market in full economic stride ..... 67

Advertising urged to do its own weeding or risk federal intervention ..... 32

Human behavior machine will offer dry runs for ad campaigns ..... 40

COMPLETE INDEX PAGE 7

MORNINGSIDE COLLEGE  
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**WGR**

**BUFFALO**

40 successful years of service  
to the people of western New York  
and to the Radio Broadcasting industry.



*things are looking-up*  
**IN THE JOHNSTOWN-ALTOONA MARKET**

**PUBLIC  
PROJECTS**

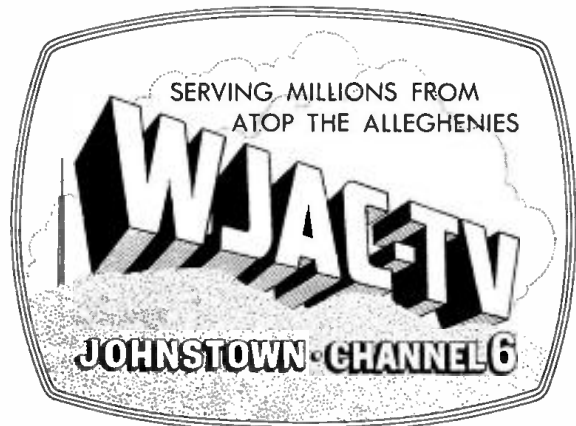


**WJAC-TV**  
*is first where  
it counts!* . . . MORE

THAN 34½ MILLION DOLLARS IN FEDERAL, STATE AND LOCAL PUBLIC PROJECTS is scheduled for 1962 in the Johnstown-Altoona market alone! Added to business and industry's new multi-million dollar investments, this forecasts more jobs, increased payrolls, and greater-than-ever buying power for the people who need and want your product. Reach that waiting audience through WJAC-TV—the station more people in Southwestern Pennsylvania watch most!

Check the facts. There's solid proof that **WJAC-TV** is first where it counts-- in top shows, top audience, total coverage.

Get all the details from . . .  
**HARRINGTON, RIGHTER and PARSONS, INC.**



# "THE SIXTH SENSE"

part of  
the...

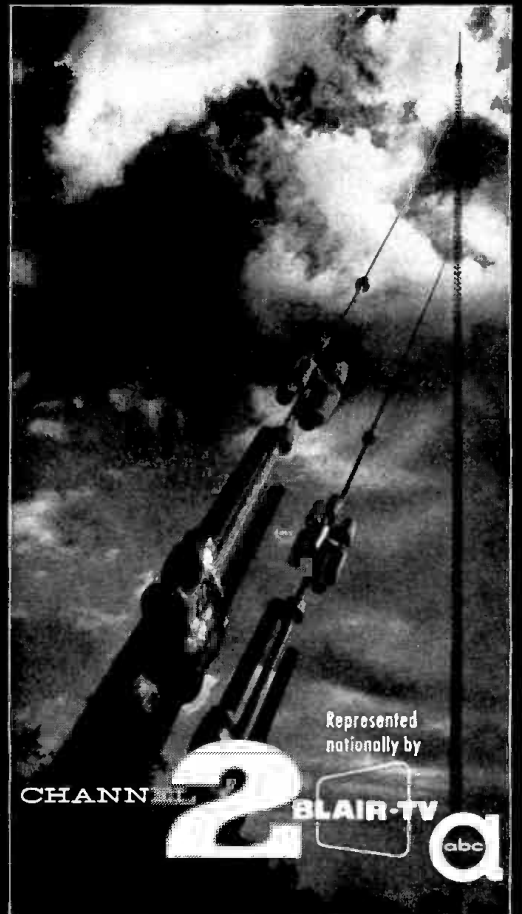
## *NEW Spirit of St. Louis*

What is the "sixth sense?"

Two things: a phenomenon believed to be the "inherent sense of appreciation" — and the name of a new television series produced by KTVI to stimulate appreciation of the fine arts among teen-agers.

*In St. Louis the quality buy is*

# KTVI



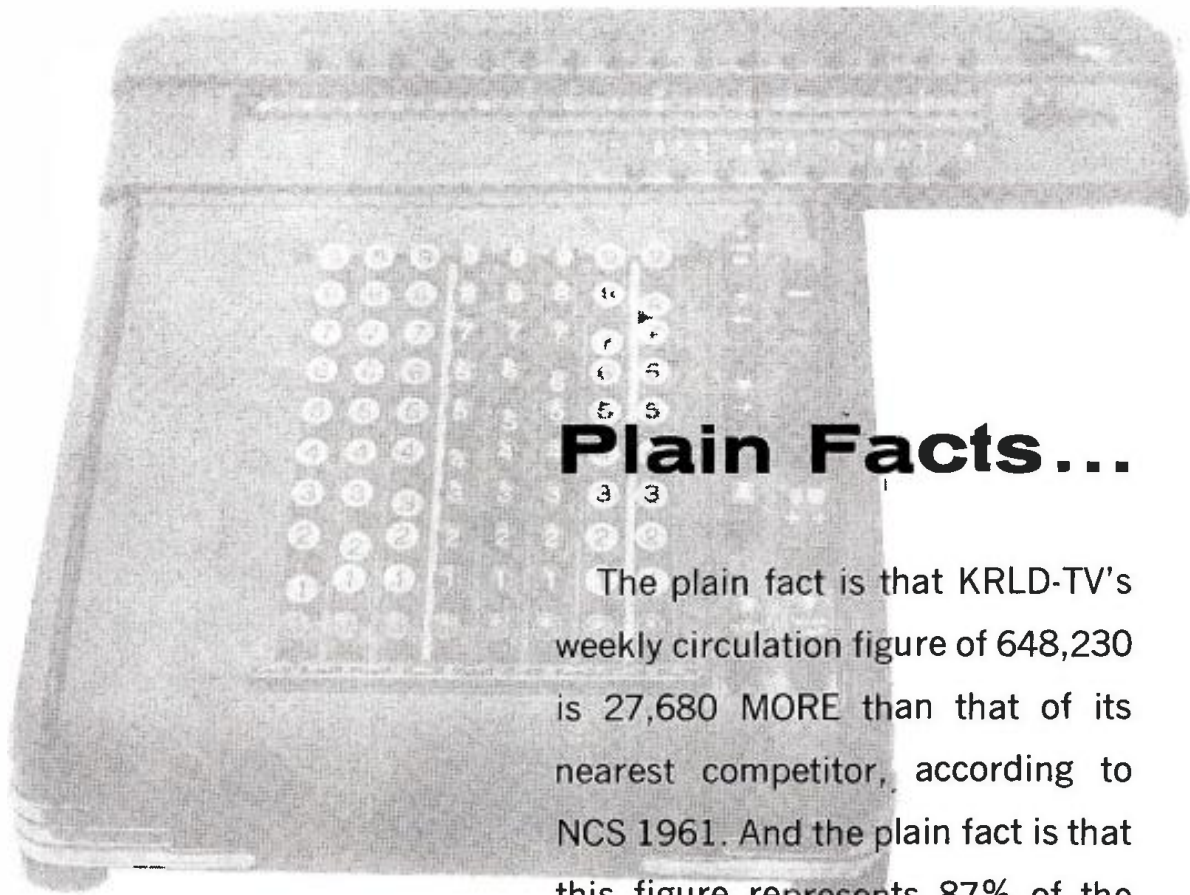
Represented  
nationally by

CHANNEL

# 2

BLAIR-TV





## Plain Facts...

The plain fact is that KRLD-TV's weekly circulation figure of 648,230 is 27,680 MORE than that of its nearest competitor, according to NCS 1961. And the plain fact is that this figure represents 87% of the TV Homes in the Dallas-Fort Worth market area.

Your Advertising Time Sales representative will be happy to give you more plain facts about a schedule tailored exactly to your needs.



represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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

## CBS-TV compensation hopes

CBS-TV's embattled program compensation plan for affiliates is facing a death blow in form of FCC decision holding arrangement violates FCC rules. Proposed letter to CBS was on FCC agenda last week but was passed over without discussion. Last fall, FCC had charged plan is unlawful (BROADCASTING, Oct. 30, 1961) and in reply CBS maintained FCC has no legal concern with network-affiliate compensation (BROADCASTING, Dec. 11, 1961). Justice Dept., too, has attacked plan with court suit charging it violates antitrust law (BROADCASTING, April 16). In proposed final ruling that plan is illegal, FCC does not touch antitrust angle. It says plan is illegal because it hinders and penalizes affiliates from carrying programming of other networks and syndicators.

*Another agenda item passed by FCC last week was proposed letter to WAVY-AM-TV Portsmouth-Norfolk, Va., concerning sale of stations to Gannett Inc. for \$4.5 million. FCC wants more information on past operation of tv station and agreement to pay protesting Beachview Broadcasting Co. \$98,750 after sale is consummated (BROADCASTING, March 12). Commissioners have been given thick staff analysis with conclusion sale cannot be approved on basis of information now on hand. Beachview, original losing applicant for ch. 10 facility (WAVY-TV) in 1956, has protested license renewal application of WAVY-TV and proposed sale to Gannett (BROADCASTING, Oct. 9, 1961).*

## That FCC vacancy

Contrary to reports, Chairman Warren G. Magnuson (D-Wash.) of powerful Senate Commerce Committee has not urged President Kennedy to appoint his Washington protege, Kenneth A. Cox, chief of FCC's Broadcast Bureau, to replace Commissioner John S. Cross on FCC. Senator Magnuson, it's learned authoritatively, advised chief executive that "if" there's going to be vacancy, he would "like to see it given to Ken Cox." Thus he did not directly oppose reappointment of Mr. Cross, whose term expires June 30.

*Word persists that Administration would like to find pre-Democratic convention JFK supporter for FCC vacancy but hasn't succeeded. Mr. Cross is still regarded as odds-on bet to succeed himself because of solid support of formidable Arkansas congressional delegation and his FCC*

# CLOSED CIRCUIT®

*record. And Mr. Cox is regarded as certain successor to Commissioner T. A. M. Craven when latter's current term expires on June 30, 1963, at which time he will retire because of having reached statutory age of 70.*

## Grumbles Syracuse manager

William H. Grumbles, former vice president and general manager of General Teleradio's WHBQ-TV Memphis and former vice president, RKO General, New York, will become general manager of new ch. 9 Syracuse station which is shooting for mid-September operation on interim basis until FCC finally chooses among ten aspirants. Station, which corporately will function as Channel 9 Syracuse Inc., will be affiliated with ABC and is first of drop-ins authorized by FCC earlier this year to be activated. Mr. Grumbles now is part owner of WHHM Memphis, but is disposing of his interest. Call letters have not yet been assigned but interim operation by nine of the applicants has been cleared by FCC.

## New looks at fm

Limited fund of research data available on fm audience will be bolstered in near future by two major surveys. Pulse Inc. study will show 44% of homes have incomes of \$7,500 per year and over compared to 26% of non-fm homes and total U. S. circulation of nearly 15 million fm homes. QXR Network is completing study of huge 250,000-interview base plus fact-file analyzing findings of past surveys.

## Italian tobacco taboo

There's more than meets eye in edict of Italian government banning advertising of tobacco in Italy. Tobacco is government monopoly (as it is in France) and with onset of Europe's common market, West German tobacco companies (utilizing imported American leaf) had planned extensive advertising campaign since all common market members would have free access in merchandising of products in cooperating countries. Advertising ban, which includes commercial tv, thus is calculated to protect Italian monopoly against inroads of common marketeers as well as of American manufacturers. British cancer scare gave Italian government perfect vehicle for imposing ban.

## No show low blow

Community tv operators who flocked to Washington May 24 for special, informal session with FCC (see page 56) are miffed at no shows by most commissioners. Commissioner Hyde was only member of FCC to stay any length of time to hear catv viewpoints on various problems facing cable industry. Chairman Minow stopped in only to pay his respects. High level FCC staff group included Ken Cox, Broadcast Bureau chief; Jim Sheridan, assistant to Chairman Minow; Hilbert Slosberg, assistant to FCC general counsel, and Byron Harrison, Common Carrier Bureau.

## Corinthian follows WBC

Corinthian is second station group backing reduction of product-protection standards from 15-minute separation (also see story, page 34). Corinthian says agencies and advertisers themselves are responsible for changing existing tv conditions and stations must accommodate buying patterns. Detailed letter to Ted Bates agency resisting Westinghouse Broadcasting Co.'s move to reduce separation says advertisers should be protected against back-to-back slotting of competing products and that "maximum" spacing between products should be exercised where reasonable but that stations can't be held to "make-goods" and "guarantees" where 15-minute separation is not possible.

## RAB's radio course

"Cram session" to help orient FCC in business fundamentals of radio is being prepared by Radio Advertising Bureau. Plans were talked over by RAB President Kevin B. Sweeney and FCC officials at recent meeting. Current prospect is that RAB will give its briefing either to FCC in advance of up-coming FCC-industry "shirtsleeves conference" on overpopulation, or to all conferees as presentation early in that conference.

## Truman in the wings

After initial blast of fanfare last year on proposed Harry S. Truman tv series, Talent Assoc.-Paramount Ltd. has been silent on plans, leading to speculation project has been tabled. Taint so. Company has hired top producer-writer, Robert Alan Aurthur, to proceed with Truman series and two one-hour episodes of 13 already have been completed.

# "CONNIE AWARDS"

*for Meritorious Service*

presented to

## **WSIX-TV** **WSIX RADIO**

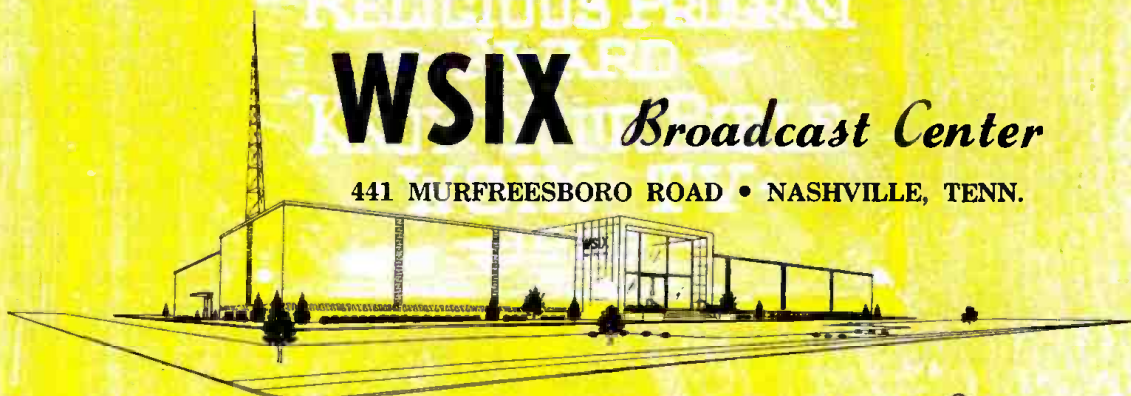
WSIX-TV received two "CONNIE" Awards for exceptional, locally-produced television programs: "Know Your Bible," in the category of Religion, and "Romper Room," in the Children's Educational category. For the fourth consecutive year, these outstanding shows have won the "CONNIE" Award! Additional honors for Channel 8 were Citations given for three non local productions — "The Lawrence Welk Show," "Ben Casey," and "The Christophers."

WSIX RADIO, outstanding member of an eleven-station market, copped 50% of the citations awarded in this media. Presentations were made for the "Paul Harvey News" and "Hour of Decision."

*All awards were determined and presented by the  
Radio and Television Council of Middle Tennessee*

### **WSIX** *Broadcast Center*

441 MURFREESBORO ROAD • NASHVILLE, TENN.



Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.



# WEEK IN BRIEF

The shooting at tv persists but the effort to raise program and commercial standards is being intensified by NAB, advertisers, agencies and government. NAB and networks adopt code plan. See lead story . . .

## CLOSER CHECKS ON TV . . . 27

At the Better Business Bureau meeting the advertising industry heard some more plain talk. The tone—intensify self-regulation or face the risk of increased regulatory pressures by federal government.

## SELF-REGULATION URGED . . . 32

Tv broadcasters face an anomaly. While their true costs have dropped, some of the largest clients demanded careful scrutiny of its costs at the spring meeting of the Assn. of National Advertisers. See . . .

## PLEA FOR TV COST SCRUTINY . . . 36

Ever heard of Ferro, Mogubgub & Schwartz? If you haven't, or even if you have, take a close look at the creative commercials developed for major advertisers by this firm of visual communicators. See . . .

## 'HARD SELL' COMMERCIALS . . . 44

For the moment, at least, reaction to the relaxing of competitive adjacencies is calm. American Home Products disclosed it will judge each product protection situation on individual circumstances. See . . .

## MAVERICK IN BATES STABLE . . . 34

The relationship of tv broadcasting and community antenna systems has had difficult moments. The latest trend—two important broadcasters who have opposed catv have now decided to join their ranks. See . . .

## THE TWAIN DO MEET . . . 56

All the alltime records for electronics manufacturing sales are about to be broken, judging by current indications. Dr. Elmer W. Engstrom, RCA, awarded EIA's annual distinguished service medal. See . . .

## NEW ELECTRONICS HIGH . . . 62

It had to come some day. Now there's a "People Machine" all set for an advertising career. The gadget is designed to predict the impact and spread of an ad campaign. Next: Forecasts on dollar sales? See . . .

## MEDIA FORECASTING DEVICE . . . 40

# SPECIAL FEATURE: MICHIGAN

Business is on the move in Michigan as auto sales and output hit new highs. A depth analysis of this \$10 billion market and the new economic vigor that marks a year of increasing business and income. See . . .

## MICHIGAN'S NEW VIGOR . . . 67

Michigan has more new express roads than any other state and it has agriculture as well as industry. Farming, by the way, is the state's second income source, reaching close to a billion dollars a year. See . . .

## AGRICULTURE IS SECOND . . . 74

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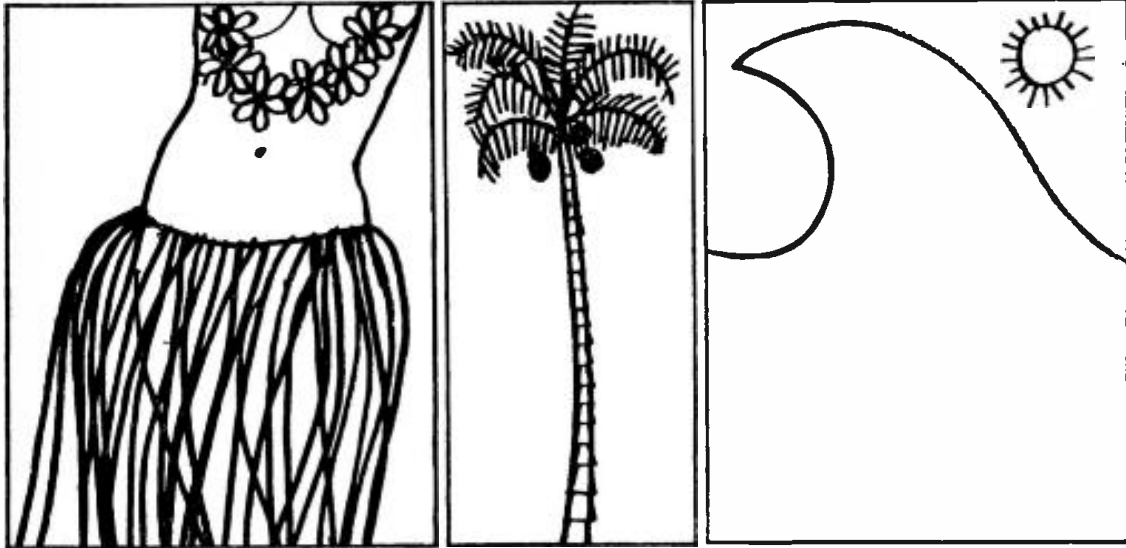
**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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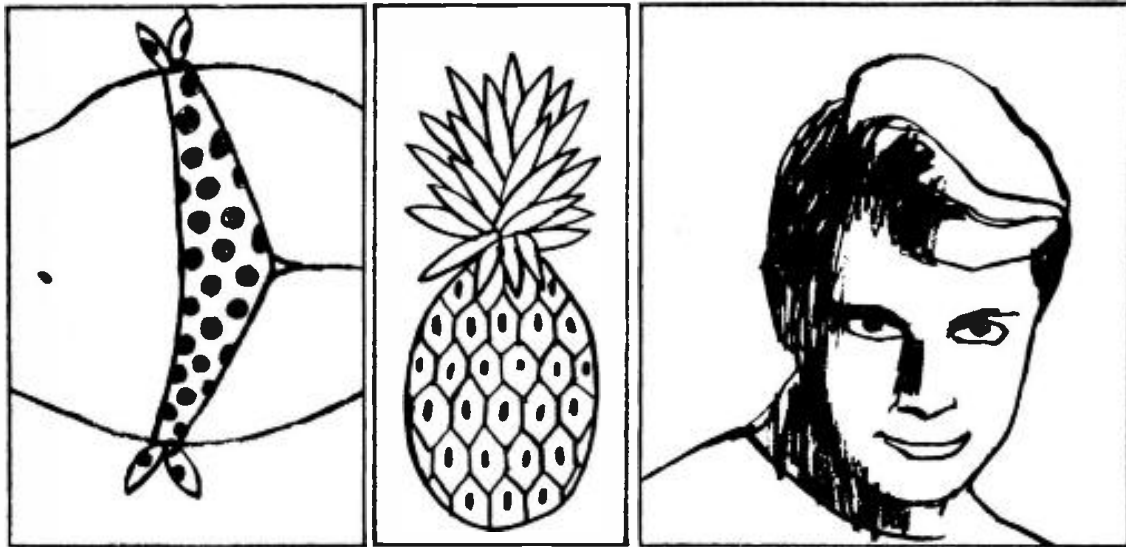
**What's  
the big deal  
about Hawaii?**



**hulas,**

**palm trees,**

**surf,**



**bikinis,**

**pineapples and Troy Donahue,**

**co-starring this Fall on 'Hawaiian Eye.'**

And all in a new time slot (8:30 Tuesdays). Popular Troy Donahue is a new eye. But the girl he eyes, between other suspenses, is the same Hawaiian eyeful — Connie Stevens. Hawaiian Eye, now

looking into an average of 11,300,000 TV homes,\* will be coming on strong right after the new series Combat and just before The Untouchables. Even more eyes figure to be turning its way.

\*Source: Nielsen National TV Index, total audience, January-April 1962.

**ABC Television**

BROADCASTING, May 28, 1962



## FCC, frequency units okayed by EIA board

New FCC coordinating committee and frequency allocation coordinating committee to be set up within Electronic Industries Assn. were approved Friday by EIA board at its first meeting following annual convention in Chicago (early stories pages 62, 100). Board also said its consumer products division will establish *ad hoc* committee to deal with consumer-dealer public relations problems expected to arise should proposed new all-channel tv set legislation become law.

FCC coordinating committee would develop official policy and reconcile minority views within membership on matters to be put before FCC. Such policy previously was initiated by board itself. Frequency allocation coordinating committee will resolve intra-organization spectrum problems as well as advise FCC, other federal agencies and Dr. Irvin Stewart, White House director of telecommunications management.

EIA *ad hoc* committee on all-channel set problems would deal with explaining price increase of all-channel sets to consumers and educating them to properly tune continuous tuners to get best picture results. *Ad hoc* group also would explore recovery of market loss from set price rise, which, it is estimated, will be some 4%, equal to average price differential.

EIA board reported its consumer products and international divisions will meet with Defense Dept. officials to work out restoration of U. S.-made electronic entertainment products in post exchanges and ship stores around world. EIA said foreign products have just about dominated this \$100 million market recently and felt U. S. products should at least have equal opportunity for sale. EIA also said that young people making such purchases are at age when they are just forming "brand" awareness and buying habits.

## Iowa newsmen oppose Canon 35 court ban

Broadcast newsmen in Iowa will set up cooperative move to oppose Canon 35 of American Bar Assn., which bars radio and tv from court proceedings. Action follows meeting of Iowa Radio-Television News Assn. held May 18-19 in Cedar Rapids and was prompted by barring of working press from mock trial held in connection with Law Day

## Off-screen sponsors?

In Minneapolis, iron-y is hot. Several tv stations there noted last week that during recent shut-down of newspapers there because of strike, local retailers issued shopping papers to advertise their items. These retailers, it was emphasized, rarely, if ever, use television. Nevertheless, shopping papers consisted entirely of items for sale and (guess what?) complete listing of daily television schedule in Minneapolis area.

ceremonies at State U. of Iowa Law School.

Tom Read, WHO Des Moines, was elected president of state news group and Bob Einhaus, KJAN Atlantic, was named vice president. Directors are Joe Malkin, KOKX Keokuk; Forrest Mitchell, KGRN Grinnell and Bob Woodward, KDTH Dubuque. Arthur Barnes, of State U. of Iowa Law School, was re-elected secretary-treasurer.

Several stations in Omaha, Neb., took part in meeting. Associate memberships will be offered newsmen in states bordering Iowa. AP broadcasters named John Lively, KFJB Marshalltown, president, and Dick Gorelick, KICD Spencer, vice president.

## Three on House unit oppose more FTC power

Members of House Commerce Committee indicated Friday that Federal Trade Commission should be given additional power to seek temporary in-

## Salute to Hope

President Kennedy will join top radio-tv personalities this week in salute to Bob Hope on veteran NBC comedian's birthday Tuesday (May 29). NBC Radio will broadcast 25-minute special tomorrow night honoring Mr. Hope. Shorter version of program was presented yesterday (Sunday), on *Monitor*.

Joining President Kennedy in saluting Mr. Hope will be Robert W. Sarnoff, NBC board chairman, Bing Crosby, Jack Benny and other radio-tv stars.

junctions from federal courts to halt fraudulent advertising or other illegal activities (see story page 46).

But Reps. Paul Rogers (D-Fla.), Walter Rogers (D-Tex.), and William Springer (R-Ill.) expressed opposition to proposal that commission be given authority to issue stop orders on its initiative.

They expressed their views while questioning witnesses during hearing on bill (HR8830) authorizing FTC to issue such temporary orders pending consideration of challenged business activity.

Rep. Paul Rogers said he was "unimpressed" with FTC argument that it should be given this power without having to go into court. He and others noted FTC now has authority to seek such court orders in certain cases and indicated it might be wise to expand this authority to include other areas of FTC activity.

## WAUC seeks hearing on new am proposal

WAUC Wauchula, Fla., has asked FCC to deny application by Brush Broadcasting Co. for new am station in Wauchula or to set hearing with issues to include whether Wauchula can support another radio station.

Another issue requested is on whether grant of another station would do severe economic injury to WAUC, possibly forcing it to fold. Station said it made less than \$600 in its most profitable year.

WAUC submitted affidavits from civic leaders of Wauchula stating Brush had not made survey or contacted them about community's needs and interests. WAUC said Brush bid should also be denied on these grounds.

Hearing requested by WAUC bears resemblance to one ordered in River-ton, Wyo., then reconsidered by FCC (see page 50).

## N.Y. admen castigate U.S. 'thought leaders'

Advertisers and agencies should concern themselves with "potential purchasers" who make buying decisions in American homes and not so-called intellectual "thought leaders," according to Otto Kleppner, of Kleppner Co., New York.

"To hell with calling thought leaders thought leaders," Mr. Kleppner said in panel discussion at annual New York dinner meeting of the Advertising Agency, Publishers & Public Relations Com-

## NBC estimates 65 million saw orbit on tv

Early estimate (by NBC-TV) of national tv audience of Carpenter orbital flight: 65 million people watched coverage on tv sometime during day of May 24. This is under comparable figure of 96 million initially estimated for coverage of Glenn shoot of Feb. 20.

Not only were audience figures down but also costs: quickie cost

estimates for tv network placed totals at \$1.5-\$2 million compared to more than \$3 million estimated shortly after Glenn launching. Carpenter coverage cost networks less because of fewer delays and because of experience gained from prior man-shoot. CBS News claimed it fed 86% of all CBS-TV network hours that day—all-time record.

mittee of the United Jewish Appeal Campaign last week. Mr. Kleppner said they are thought leaders only "in certain areas."

In panel discussion on "What We Can Do to Improve Advertising's Image," Guild Copeland, executive vice president, Lennen & Newell, New York, said real thought leaders today are those in advertising "who communicate with the people." It is not advertising product itself that is criticized, "but the power we wield," he added.

Harry Harding, executive vice president of Young & Rubicam, New York, said thought leaders are not really criticizing advertising itself, but "society and business in general."

The discussion followed the showing of new American Assn. of Advertising Agencies' film, "The Ad Man (Thought-Leader Version)," produced for showing to ad agency personnel. Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, moderated panel. Emil Mogul, president of Mogul, Williams & Saylor, New York, and Maxwell Dane, treasurer and general manager of Doyle Dane Bernbach Inc., New York, were co-chairmen of dinner.

## Writers group presents annual radio-tv honors

Writers Guild of America announced winners of its annual television-radio scripts awards last week.

In New York awards were accepted by Phil Reisman Jr. for his script "The Real West," (*Project 20*) best documentary and Robert S. Greene for "The Lincoln Story," best radio script, any type.

On West Coast, awards were presented to Christopher Knopf for "Death of the Temple Bay" (*June Allyson Show*), best dramatic anthology script; Barry Trivers for "The Fault in Our Stars" (*Naked City*), best dramatic episodic script; Bernard Schoenfeld for "The Little Mermaid" (*Shirley Temple Storybook*), best adaptation from material not originally written for television; and Charles Stewart and Jack Elinson for "Manhunt" (*Andy Griffith Show*), best comedy script.

## House committee okays copyright extensions

House Judiciary Committee has approved bill (HJ Res 627) that would keep alive until Dec. 31, 1965, copyrights that would otherwise expire before then. Bill is intended to protect those copyrights pending congressional action on revision of copyright law. One change would add 20 years to copyrights' renewal term.

## Applicant to appeal FCC's freeze on ams

Prospective broadcaster, hit by FCC's am freeze on applications, plans to ask U. S. Court of Appeals in Washington to force commission to accept his application—implying collusion between NAB and FCC.

Fleet Enterprises, applicant for 50 kw daytime on 1070 kc at Greenville, S. C., filed application with FCC May 14, three days after am freeze was imposed (BROADCASTING, May 14). Commission has refused to accept application. Applicant intends to file today (May 28) with appeals court asking that FCC be required to accept tendered application. Among points to be made is fact that (1) NAB group met with FCC Chairman Minow in April to discuss details of meeting suggested at NAB convention by Mr. Minow (BROADCASTING, April 30) without knowledge or presence of those opposed to any lid on standard broadcasting outlets; and (2) that FCC's processing line notice of April 19 directed that new applications in conflict with those ready to be processed must be filed by May 25.

Alabama, Too ■ Prospective applicant for new am in Athens, Ala., on 1080 kc, also protested freeze in letter to FCC Chairman Newton N. Minow. Hudson C. Miller Jr. said that his group has spent thousands of dollars preparing application to compete with one already on file. He asked that freeze either apply also to applications on file or be lifted to accept competitors to those already on file.

Some dozen am applications filed with FCC Friday (May 25) were ac-

companied by requests that they be accepted under cut-off date of May 25 originally announced by agency when issuing processing line, instead of May 10, date partial freeze was announced.

In some cases applicants were refiled applications returned as incomplete before May 10 and asking that amendments be accepted.

## Dolphin to enter tv programs, pr films

Dolphin Productions Inc., New York, producer of tv film commercials, announced last week it is expanding into fields of tv programming and public relations film production. Allan Stanley, president, said programming division will concentrate first on documentary and news-feature series and is developing *Aero-Space Reports*, half-hour programs on conquest of space for defense purposes, and untitled half-hour series on current events.

As part of expansion move, Mr. Stanley reported that Kurt Blumberg, formerly vice president of Robert Lawrence Productions, New York, has joined Dolphin as director of sales, and Robert J. Kinney, previously sales vice president of J. F. Films Inc., New York, has been added to staff as sales representative.

## Allen show acquires producer, theatre

Westinghouse Broadcasting Co., in preparing new, 90-minute *Steve Allen Show* series, which goes on air June 25, has acquired producer and theatre.

Series, to be telecast 11 p.m. Monday through Friday, will be produced at Los Angeles' Fine Arts Theatre. But WBC is renaming it "The Steve Allen Playhouse." Show's producer will be Allan Sherman, who has served as producer-writer on various network name shows.

New series will replace *PM* (Mike Wallace), which is going off, and will be seen on Westinghouse's five owned tv stations, as well as on WPIX (TV) New York (BROADCASTING, May 21). Series is being offered to other stations on syndication basis, and reportedly some contracts have been signed.

## Vermont etv rulemaking

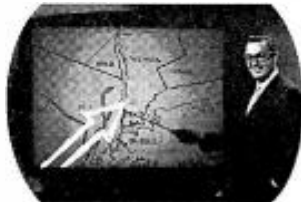
FCC has invited comments on rulemaking proposal to reserve at least four channels for Vermont's etv system. Under consideration is petition by U. of Vermont to reserve chs. 49 at Rutland and ch. 30 at St. Johnsbury for etv. Both are now commercial channels unassigned and with no pending applications. University also seeks shift of etv ch. 16 to etv ch. 22 in Burlington and assignment of etv ch. 26 to Windsor.

# Soon...every station will own this fully automated animation projector

*Cellomatic*  
**FUTURA**  
 Mark IV



NEWS



WEATHER



SPORTS

## ...add animation to your live shows and commercials!



COMMERCIALS



QUIZ SHOWS

Your locally produced shows can now be raised to network production quality with this unique Cellomatic projector. The fully automated Mark IV projector makes it possible for you to add animation as well as an unlimited range of unusual optical effects to your programs and commercials.

Cellomatic can be your complete easy-to-operate animation and special effects department... just as it is for such stations and networks as:

WLBT Jackson, Miss., WMAR-TV Baltimore, KBMT-TV Beaumont, WGBH Cambridge, Mass., WABC-TV New York, WNBC-TV New York, WRCV-TV Philadelphia, WHBF-TV Rock Island, ABC-TV Network, CBFT Montreal, CBMT Montreal, CBLT Toronto, Granada TV, London and Rhodesia TV Ltd.

write,  
 wire  
 or  
 phone

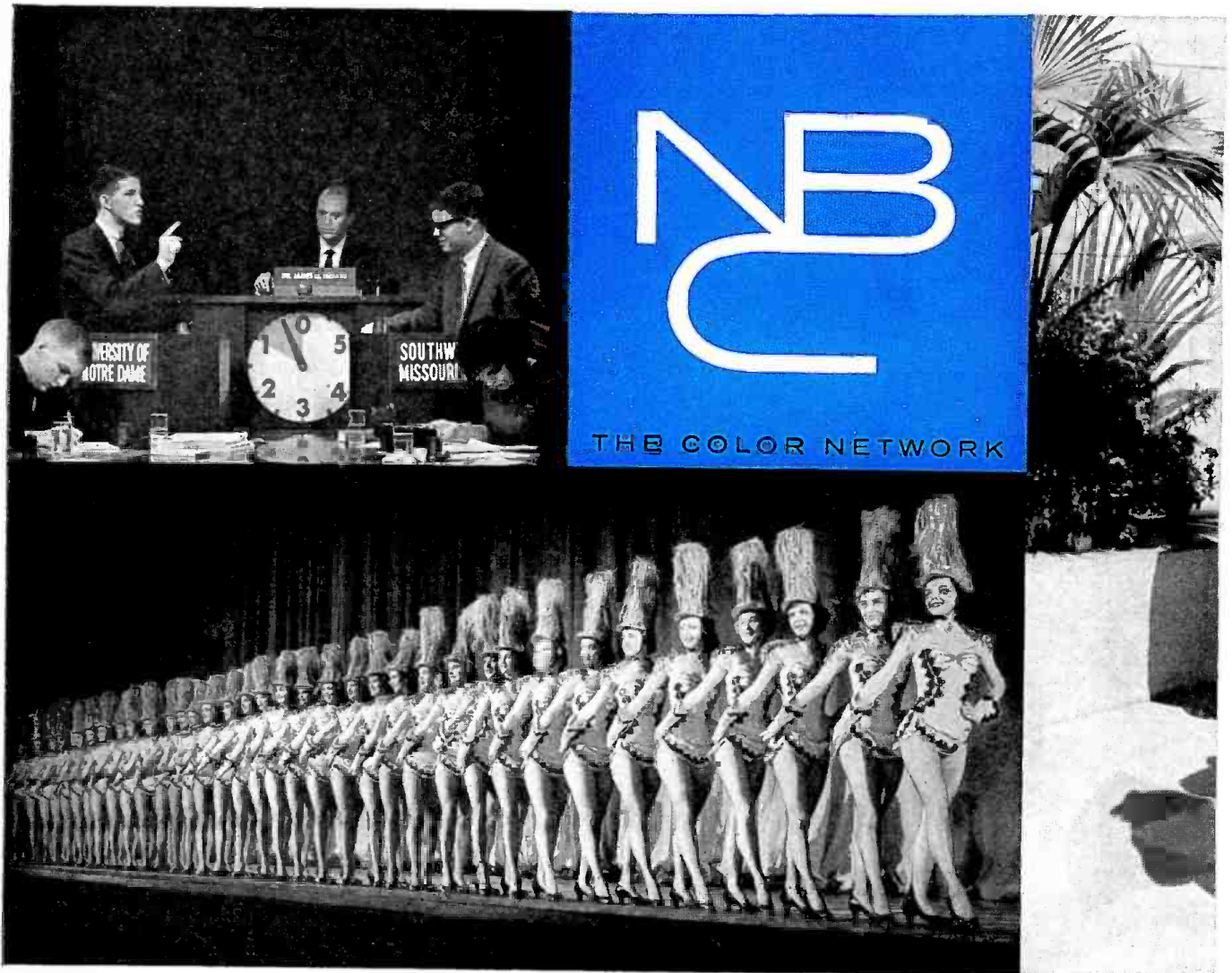
*Cellomatic*

PROJECTION EQUIPMENT

A Division of Screen Gems, Inc.

711 FIFTH AVENUE • NEW YORK 22 • PLaza 7-7895

**A COLLEGE DEBATE/A ROW OF ROCKETTES/A JOURNEY WITH JACQUELINE/SHARI, HUSH PUPP**



**THIS IS NBC** ■

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

**ND LAMB CHOP/ PABLO CASALS AND A BREAKTHROUGH IN HEART SURGERY**



**ARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD**



# FARM Re-

porter Of The Year Wally

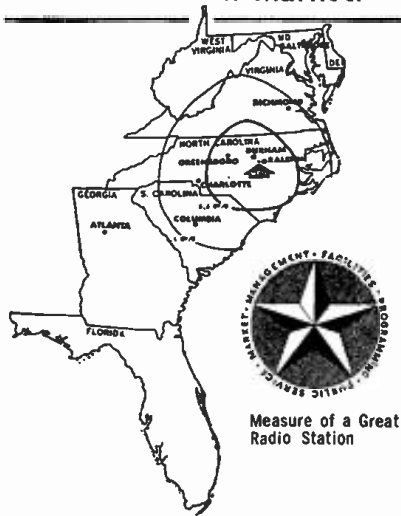
Ausley. Outstanding staff

personalities help make

WPTF the respected leader

in a vital segment of the

Southeastern market.



# WPTF

Raleigh-Durham NBC  
50,000 Watts - 680 KC

Dick Mason, General Manager  
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

## DATEBOOK

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

\*Indicates first or revised listing.

### MAY

\*May 28—Hollywood Ad Club, luncheon meeting. Daniel Lewis, president, Johnson & Lewis, San Francisco, and Walter Terry, vice president, will take club members "Behind The Scenes With Bank of America's Advertising," with emphasis on the bank's award-winning tv and radio commercials. Nate Tufts, vp and manager of J & L's hollywood office, will be chairman of the day. Hollywood Roosevelt Hotel, Hollywood.

May 29—Board of Broadcast Governors public hearings. Cathedral Hall, 425 Sparks St., Ottawa, Ont., Canada.

### JUNE

June 1—UPI Broadcasters of Michigan, spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

June 10-16—American Women in Radio & Television "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee \$150. World's Fair, Seattle.

June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

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 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

\*June 12-14, 1962—Armed Forces Communications & Electronics Assn. annual convention and exhibition. Speakers will include Dr. Harold Brown, director, research and engineering, Dept. of Defense; Dr. Irvin Stewart, White House director of telecommunications management; Rep. George P. Miller (D-Calif.), chairman of the House Science & Astronautics Committee. Panel discussions will include Modern Trends in Data Communications, Command Control for Survival, Telstar Satellite, and Getting More for the Defense Dollar. Sheraton Park Hotel, Washington, D. C.

June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa. Speakers include Kenneth Cox, Broadcast Bureau Chief, FCC; Charles A. Sweeney, chief, Div. of Food & Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; John F. Meagher, NAB vice president for radio; George W. Thorpe, president, WVCG-AM-FM Coral Gables, and Dr. David Schwartz, Georgia State College of Business Administration.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—Florida AP Broadcasters Assn. meeting, Tampa.

June 15-16—Wyoming Assn. of Broadcasters, annual meeting. Jackson Lake Lodge, Jackson.

June 16—Florida UPI Broadcasters Assn. annual meeting, International Inn, Tampa.

June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broad-

cast licenses.

June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.

June 17—Wyoming AP Broadcasters meeting. Jackson Lake Lodge, Grand Teton National Park.

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

June 18-19—Institute of Radio Engineers, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—Georgia Assn. of Broadcasters first annual Tv Day. Atlanta.

June 19-21—Iowa Tall Corn Radio Stations, annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

\*June 21—Southern California Broadcasters Assn. luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

June 21-23—Mutual Advertising Agency Network national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 22-23—Colorado Broadcasters Assn. annual convention. Harvest House, Boulder.

June 23-27—American Academy of Advertising, fourth national convention. Denver-Hilton Hotel, Denver.

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. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

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

June 25-29—Workshop on television writing, sponsored by Christian Theological Seminary. Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual

### TvB sales clinics

May 29—Hillsboro, Tampa

May 31—Dinkler Plaza, Atlanta

June 5—Statler Hilton, Buffalo

June 5—Sheraton-Belvedere, Baltimore

June 7—Sheraton-Cleveland, Cleveland

June 7—John Marshall, Richmond

June 19—Tropicana Motel, Fresno

June 21—Benson, Portland, Ore.

June 22—Vancouver, Vancouver

June 26—Writers' Manor, Denver

June 28—Sheraton-Fontenelle, Omaha

# H-R OUTSELLS ITS COMPETITORS BECAUSE

From the first day of representation, H-R gives **total sales momentum** as your national spot sales representative. Each salesman in every H-R office is a specialist, completely informed on a new station before H-R begins selling.

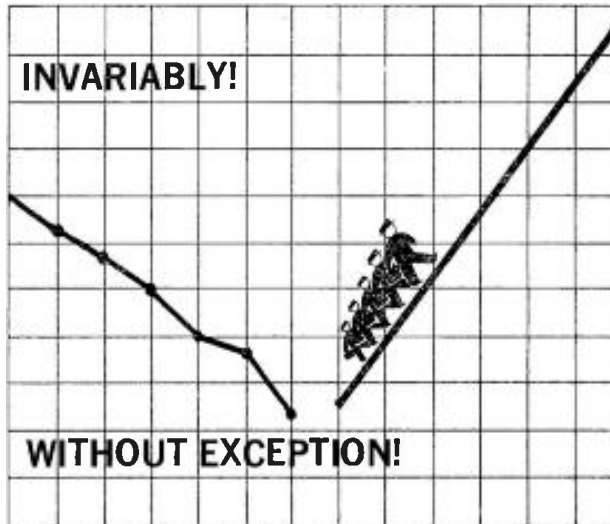
When a station announces its intention to join the H-R Limited List, a "sales team" visits the market, reviews with management and department heads every facet of the station's operation. The H-R sales staff studies the station's facilities, programming, production, sales promotion, research and personnel. Every salesman, well in advance of takeover, knows the unique selling propositions of the station . . . and of the competition.

Agencies and advertisers rely on the continuous selling and complete service H-R provides, and this results in more dollars for H-R stations.

That's why, throughout its 13-year history, H-R has **invariably shown a substantial increase** in

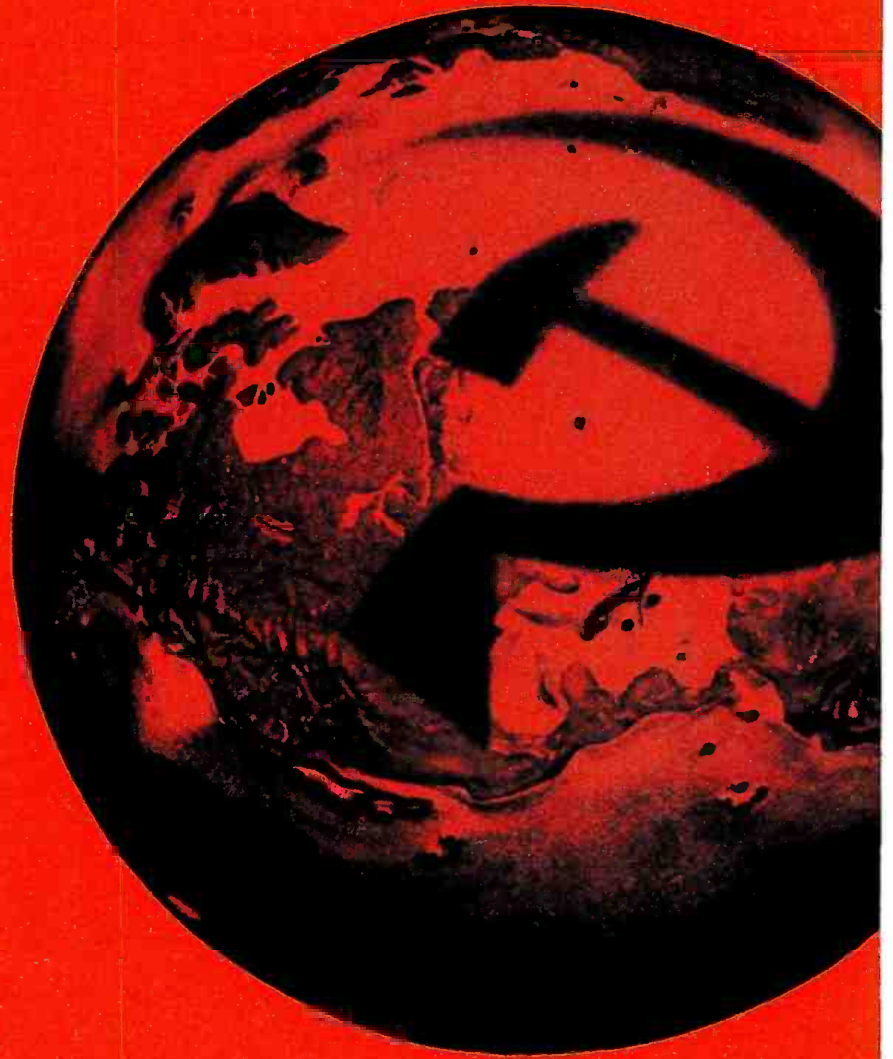
national spot business for every station it has taken over from any other representative! Without exception!

Total Sales Momentum from the first day of representation is another reason why . . . H-R Outsells Its Competitors. We'll be glad to show you all the facts and figures at your convenience. Why not call us?



Atlanta • Chicago • Dallas • Des Moines • Detroit • Hollywood • Minneapolis • New York • St. Louis • San Francisco

**A TELEVISION FIRST  
AUTHENTIC REVELATIONS  
OF LIFE BEHIND THE IRON CURTAIN  
PICTURE AND TEXT FACTUALLY  
COMBINED TO CLARIFY  
THE FUNDAMENTAL  
DIFFERENCES  
BETWEEN  
COMMUNISM  
AND THE  
FREE WORLD.**



**BRAINWASH WITH SOFT SOAP...** Do the Russian people believe what they are told? **AS THE TWIG IS BENT...** How much education? Who gets it? **LIFE IN THE LAND OF THE MASSES...** What does a Russian do with his leisure time? **THE YELLOW AND THE RED...** Behind the Bamboo Curtain—films never before seen in America **UNDER A RED STAR...** Does communism encourage free love? **HOW DO THEY KEEP THEM DOWN ON THE (COLLECTIVE) FARM?** What's in it for the farmer? **ESPIONAGE AND COUNTER-ESPIONAGE...** A totally real, melodramatic world **LADY IN RED...** What happens to the woman in a communist society? **LITTLE BOY RED...** Soviet and American child compared from the cradle to age 10 **LATIN AMERICA AND COMMUNISM...** What is the communists' plan for the Americas? **THE WORKER'S PARADISE...** What are the working conditions? Rates of pay? **THE HEALTHY COMRADES...** Why are most Russian doctors women?





# COMMUNISM: R. M. E.

“...A RIDDLE, WRAPPED IN A MYSTERY, INSIDE AN ENIGMA”

— SIR WINSTON CHURCHILL

**TWENTY-SIX, 30-MINUTE PROGRAMS FORCEFULLY REVEAL  
GENERALLY UNKNOWN FACTS ALL AMERICA WANTS TO KNOW**

**FILMED BY:** FOX MOVIE TONE NEWS... Over 250 experienced staffmen in 36  
bureaus... throughout the world... **RESEARCH AND BACKGROUND:** UNITED  
**PRESS INTERNATIONAL**... more than 10,000 editors, correspondents,  
technicians. Many behind the Iron Curtain... **PRODUCTION AND**  
**SCRIPTS:** SHERMAN H. DRYER... Winner of 55 national awards  
and two-time winner of Peabody Award.

Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA

500 PARK AVENUE, NEW YORK

**Storer  
Programs**  
INCORPORATED

how  
to sell  
New  
York

Leave it  
to Lacy



Who has an uncanny talent for selling his sponsors' products? Jack Lacy, of course!

Your commercials on WINS will be in good hands with Jack. He has over 25 years of experience in selling all kinds of products to all kinds of audiences. He governs the buying habits of thousands of families in WINSland, that mammoth market in and around New York.



Jack is only one reason why WINS is everybody's station in N. Y.

All the others? Out of N. Y. C., call national representative Robert E. Eastman & Co., Inc. In New York City call WINS, JU 2-7000

radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

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

#### JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.

\*July 19-21—Idaho Broadcasters Assn., annual meeting. Bannock Hotel and Motor Inn, Pocatello.

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 31 — Radio & Television Executives Society's fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Carl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

#### AUGUST

\*Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

\*Aug. 17-18—Oklahoma Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena. Papers, abstracts and summaries due April 15.

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. Paper titles and abstracts due March 15.

#### SEPTEMBER

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

Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

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

Sept. 14—Advertising Federation of America, first district meeting. Cape Cod area.

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

Sept. 14—Advertising Federation of America, first district meeting. Cape Cod area. La.

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

#### NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta  
Oct. 18-19—Biltmore, New York  
Oct. 22-23—Edgewater Beach, Chicago  
Oct. 25-26—Statler-Hilton, Washington  
Nov. 8-9—Sheraton Dallas, Dallas  
Nov. 12-13—Muehlebach, Kansas City  
Nov. 15-16—Brown Palace, Denver  
Nov. 19-20—Sheraton-Portland, Ore.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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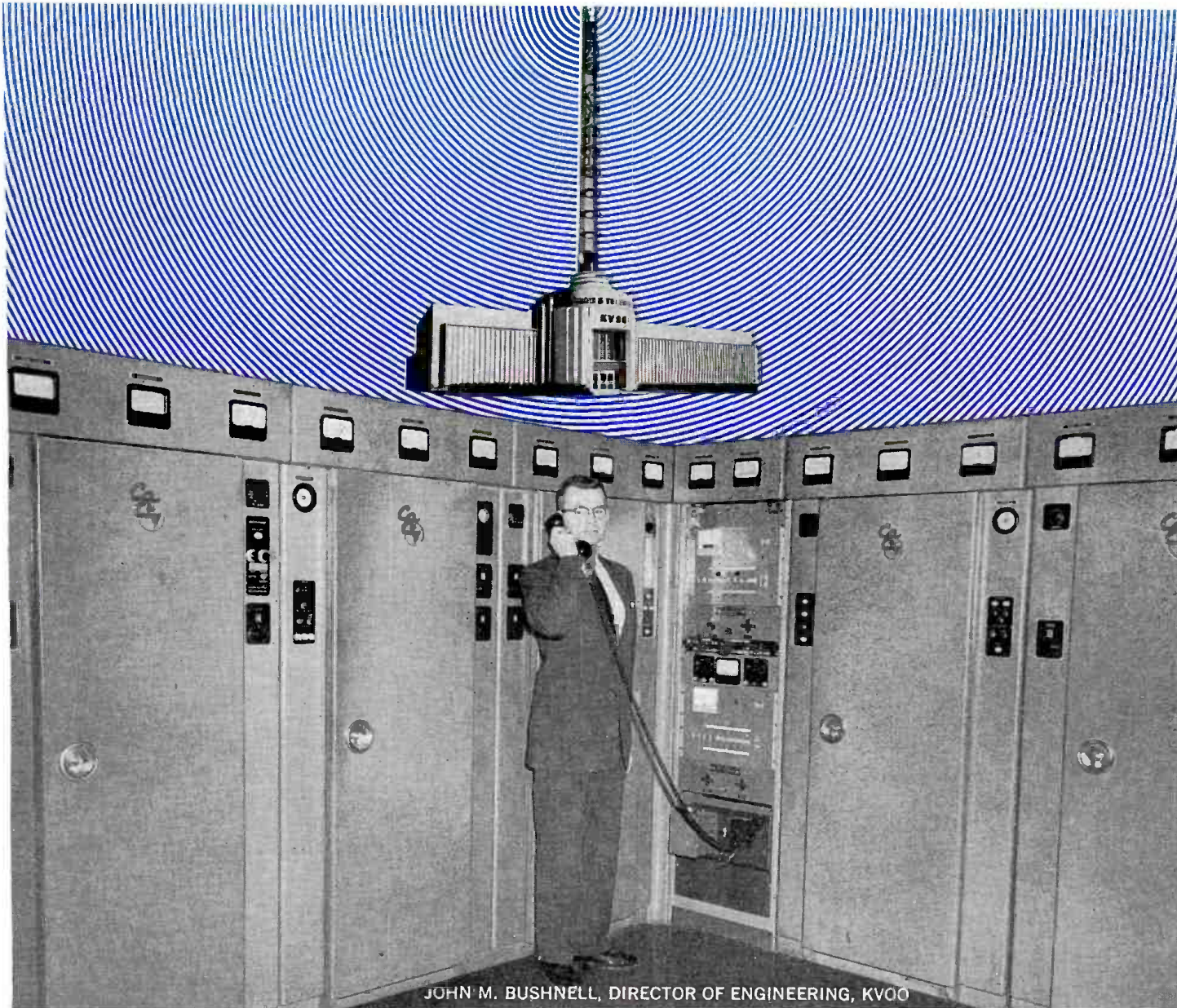
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\*Reg. U. S. Patent Office  
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BROADCASTING, May 28, 1962



JOHN M. BUSHNELL, DIRECTOR OF ENGINEERING, KVOO

## CONTINENTAL TRANSMITTERS ALL THE WAY FOR KVOO . . . 50,000 watt Voice of Oklahoma

Engineering teams from Continental Electronics have installed two new transmitters, two new transmitter remote control systems with RF switching gear and dummy load for KVOO, one of America's best known radio stations. It was Continental equipment all the way!

The years-ahead design, identical operation of the 5kw standby/ CONELRAD transmitter and the driver of the 50kw transmitter, and the superb performance of Continental transmitters were influencing factors in this progressive station's choice.

**HERE'S WHAT JOHN BUSHNELL, KVOO DIRECTOR OF ENGINEERING SAYS:** "... How pleased we are with the Continental equipment. Because of the complex nature of the complete new transmitter plant (317B 50,000 watt transmitter, 315B 5,000 watt transmitter, RF switching, etc.) and two transmitter remote control systems; we have had to work very closely with your engineering department. I want to assure you that nothing but the most complete cooperation has been afforded by all engineers we have worked with . . . an outstanding job for us. Now that over 13,000 hours of operation have been logged on the 317B, with many of the original tubes still in use, we feel that our decision has been well founded with performance."

# Continental Electronics



MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS  
4212 S. BUCKNER BLVD. • EV 1-7161 • *LPV* SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.  
*Designers and Builders of the World's Most Powerful Radio Transmitters*

OTHER CONTINENTAL 50 KW INSTALLATIONS: CKWX, WDIA, KRLA, WINQ, WJR, WOAI, KLIF, KFI, WOR, WHN, KFIF, KFAQ, KEEL

# talk about efficiency!

Nielsen says that there are some (not many) stations in the country that reach as many different homes monthly as WCKY. Every single one of them has a spot minute rate over \$60.00 . . . some as high as \$175.00. Check SRDS or H-R and you'll find that no station in the country delivers as many homes every month, every week for as few dollars as WCKY.

## wcky • radio

50,000 WATTS • CINCINNATI  
LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

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



## OPEN MIKE ®

### Breaking the bottleneck

EDITOR: BROADCASTING made a rare error in implying [CLOSED CIRCUIT, May 21] that the Television Information Office has not tried to keep Congressman Rogers advised of TIO's activities. BROADCASTING, long on the TIO mailing list, should know better. The congressman, like all his colleagues in the House (and senators and governors, and judges and mayors) has been sent TIO material regularly since late 1959.

We recognize that Congressman Rogers receives a great deal of mail, but his seeming failure to be aware of the industry's efforts through TIO may well arise from a bottleneck in his office rather than ours. We duplicated our mailings to Congressman Rogers in an attempt to break through the bottleneck and not as an embarrassed effort to amend for a "failure."—*Roy Danish, assistant director, Television Information Office, New York.*

[BROADCASTING reported that after he had criticized TIO in a speech, Mr. Rogers got letter from TIO "expressing regret that TIO had failed to keep him informed of work it was doing." Exact words used in pertinent part of letter were these: "We at TIO . . . cannot help but feel some chagrin at our apparent failure in the last two years to make our presence felt in your office, despite the fact that you have been on our opinion leader mailing list since early 1960."]

### Board members only

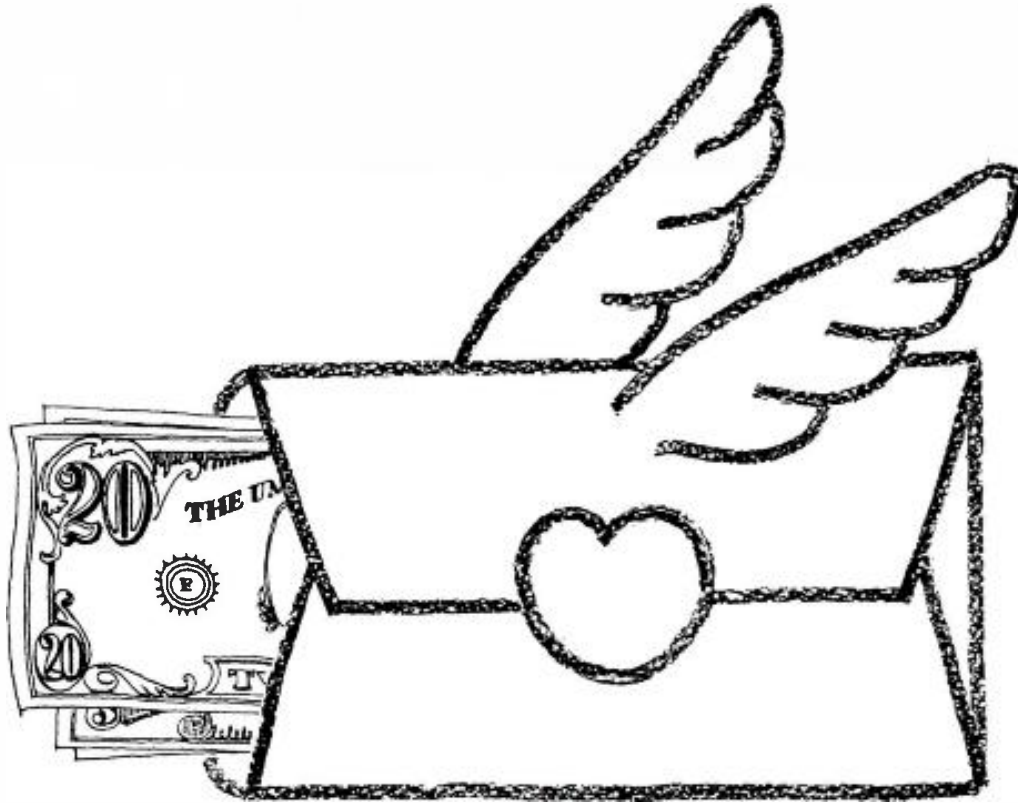
EDITOR: Harlan G. Oakes' letter [OPEN MIKE, May 7] concerning goodwill ambassadors' visit to Latin America requires a reply on my part to set the record straight. . . .

The visit was the result of an official invitation from the Inter-American Assn. of Broadcasters to members of the board of the National Assn. of Broadcasters; members who found it impossible to accept nominated other leading broadcasters. . . .

On the question raised by Mr. Oakes about the importance of people who can "speak passably or fluently the Spanish language," I agree. . . . We were fortunate that Howard Bell, NAB vice president, represented Gov. Collins on the tour, for he does speak Spanish fluently. . . . In addition, the presence of Jose Ramon Quinones, owner of WAPA San Juan, P.R., was invaluable. He serves with me on the IAAB board and is known and respected throughout Latin America. . . .—*Herbert E. Evans, president, Peoples Broadcasting Corp.; NAB representative and board member of IAAB.*

### Special uhf stories

EDITOR: . . . Your report and survey articles on uhf [SPECIALREPORTS, March 19, March 12] . . . have confirmed my views on the greatly increasing value



## **PAY AS THEY GO**

An advertising agency executive, troubled by secretarial staff turnover, offered a bonus to a particularly promising applicant.

She was told that if she stayed a full year she would be given an extra week's salary and \$100.

In spite of this inducement, seven months after she was hired she ran off with an up-and-coming time-buyer from a rival agency.\*

Her boss, in recognition of her charm, decided to ignore this treachery and give her a proportionate share of the promised bonus. The day she left he handed her an envelope containing an extra week's salary and \$20.

Tell us what she earned each week and earn an interesting memento for yourself.

*\* He not only regularly solves these puzzles, but reads the fine print, too. Solves client problems by buying WMAL-TV. Sound intuition based on documented evidence: WMAL-TV delivers the news to more than 4,000,000 viewers each week via twenty-two 30-minute news reports and twenty-one shorter ones. Contact your H-R representative for availabilities.*

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

**wmal-tv**  
Washington, D. C.

*An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.*

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



## SURE-FIRE RECIPE!

for Sales Success  
in Los Angeles

**POWER** Now 50,000 and 100,000  
Watts respectively for AM  
and FM stations. You get 2  
for the price of 1.

**MUSIC** Beautiful music around the  
clock attracts adult listen-  
ing audience.

**NEWS** On the hour, headlines on  
the half hour.

# KPOL

AM 1540 • FM 93.9  
LOS ANGELES

REPRESENTED BY PAUL H. RAYMER CO.

## "IT PAYS TO USE KTVE"



So says  
Jerry Ryan  
of  
RYAN  
CHEVROLET  
COMPANY  
in Monroe, La.

OVER 100 LOCAL  
ADVERTISERS USE  
KTVE REGULARLY  
TO GET SALES  
RESULTS & PROFITS



CHANNEL 10

EL DORADO MONROE GREENVILLE  
REPRESENTED NATIONALLY BY:  
VENARD RINTOUL & MCCONNELL  
CECIL BEAVER SOUTHERN REP.

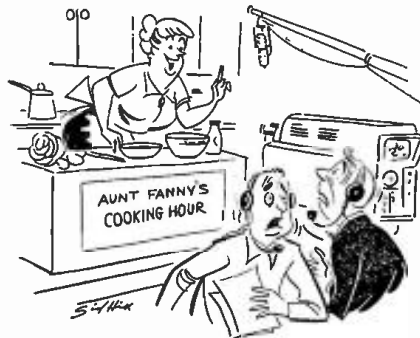
of the upper frequency tv channels. . . . The vast electronic progress . . . during the past ten years has contributed immeasurably to the technique of high power in the upper bands. . . .

Your comprehensive articles should . . . help the uhf groups decide to proceed with their plans in tv. . . . You have made a great contribution to the growth of radio by expanding its horizons into uhf. There's billions of dollars in new growth in these frequencies. —J. R. Poppele, *Teleglobe Pay-Tv System Inc., New York.*

### Soup cartoon

EDITOR: We were . . . amused by the cartoon of mushroom soup [EDITORIALS, April 2], probably because when it's Campbell's Mushroom Soup there's no question about the ingredients.

Seriously, we are wondering if you



"The soup you just saw our camera crew enjoy was made from mushrooms—I think—from my front yard!"

would find it possible to grant us permission to reprint this cartoon in a future issue of our salesman's monthly newspaper, *Hi! Campbell*. . . . —R. T. Birchard, *assistant manager, sales promotion, Campbell Sales Co., Camden, N. J.*

[Permission granted.]

### Radio anniversary story

EDITOR: Your article on the growth of radio [SPECIAL REPORT, May 14] was an interesting one.

May I distribute excerpts . . . for instructional purposes, with credit, of course, to your magazine. . . .? —Robert C. Williams, *instructor, Department of Television, Brooklyn College of the City University of New York, Brooklyn.*

[Permission granted, with proper credit.]

EDITOR: Let me extend my personal congratulations and thanks for the fine 40th anniversary of radio stations feature. . . . This issue of BROADCASTING will go into the bookcase. . . . —John M. Kittross, *editor, Journal of Broadcasting, published by Assn. for Professional Broadcasting Education, University of Southern California, Los Angeles.*

EDITOR: . . . As you know, there is a

constant battle in the industry as to who is "the oldest." KCBS feels its claim to that distinction is more than adequately proved. Even though your article cites the KCBS story in terms of what KCBS claims, the fact that you've given it such a prominent position . . . lends considerable weight . . . to the other proofs already available to us. . . . —Jules Dundes, *vice president and general manager, KCBS San Francisco.*

EDITOR: I would like a duplicate copy of the May 14 issue. Your outstanding 40th anniversary section provided such interesting reading that my operations director and myself want to keep this issue in our permanent file for reference. . . . —Harry C. Snyder, *general manager, KHUB Fremont, Neb.*

EDITOR: . . . Under KSO, you state the license was granted to H. F. Paar under call letters KWCR in Cedar Rapids, Iowa. I believe if you check closer you will find that KSO was licensed to the Clarinda Seed Co., Clarinda, Iowa, and the transmitter and studio were in the loft of the seed house. I have been in it.

KSO was purchased by the Cowles and moved to Des Moines as KSO and then sold later because of the dual ownership regulation that went into effect.

Now, the Cowles did buy KWCR in Cedar Rapids and a station in Ft. Dodge, Iowa, and combined them and moved them to Des Moines, using the call KRNT for the *Des Moines Register and Tribune* and it is still there as KRNT.

I attempted to buy the station in Ft. Dodge in 1931 and move it to Webster City, but the Cowles offered more money than I could rake up at the time. . . . —Paul H. Daniels, *manager, KCAR Clarksville, Tex.*

EDITOR: The May 14 issue should be accorded a permanent and guarded place in every library in the United States. Congratulations and thanks for a superb treatment of an exciting and cherished subject. . . .

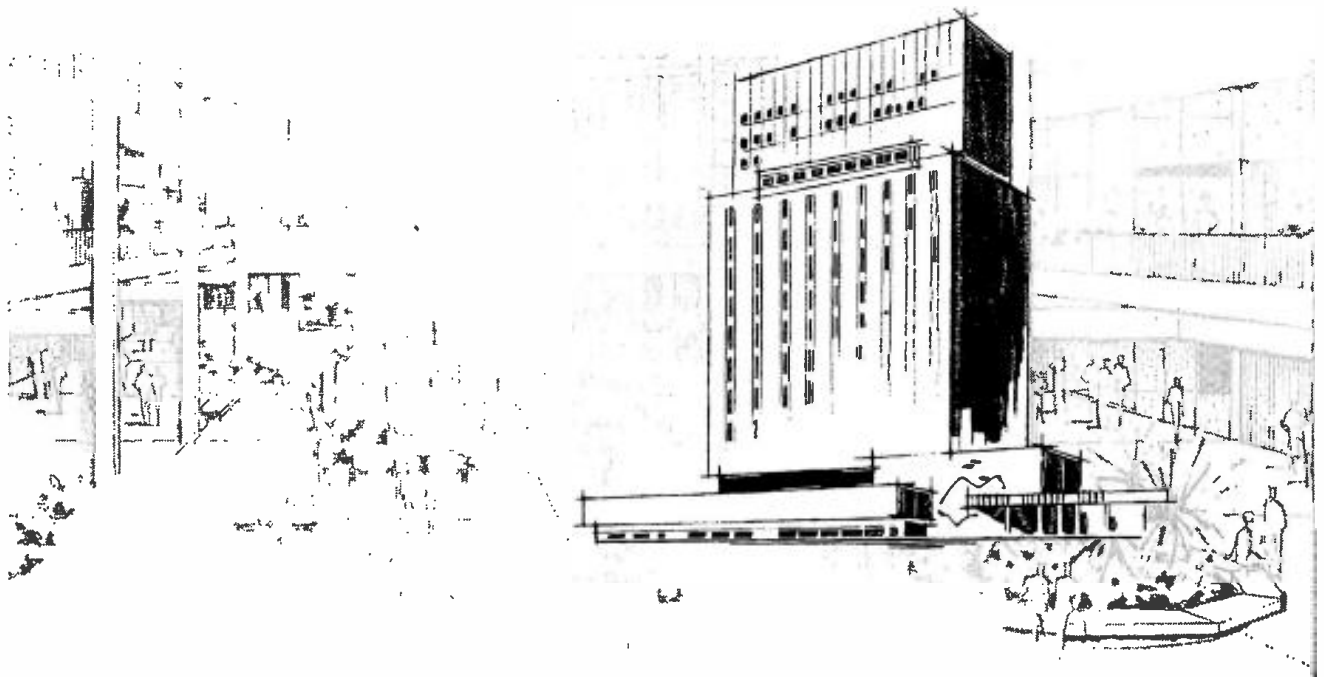
Will you please send 12 reprints. . . . I am asking that this particular section be bound and filed for use by future graduate and undergraduate students.—Edward C. Obrist, *faculty, Division of Communication Arts, Boston University, Boston.*

[Reprints of BROADCASTING's look back at 40 years of radio are available at 25 cents each.]

### Special interest?

EDITOR: The way the NAB head, Mr. Collins, backs FCC Chairman Minow, makes me wonder if Mr. Collins might have designs on the new super position [proposed for] the FCC.—LaVern Garton, *program director, WMNE Menomonie, Wis.*

# ROCHESTER, NEW YORK IS MOVING...



**MIDTOWN PLAZA**—the gigantic shopping city of tomorrow, here today—boldly unique in America—a vibrant milestone in a dynamic metropolis' march into prosperity!

**ROCHESTER, NEW YORK**—a progressive city of high skill, high employment, high income, high ownership—witness:

**SPENDABLE INCOME**

... 19% above national average

**SKILLED, PROFESSIONAL AND TECHNICAL EMPLOYEES (54%)**

... 29% above national average

**HOME OWNERSHIP (67%)**

... 21% above national average

**INCOME ABOVE \$10,000/YEAR**

... 23% of Rochester metro area

(All figures courtesy  
Rochester Chamber of Commerce—1962)

**TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK,  
YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .**

**WHEC-TV** 

**CHANNEL 10, ROCHESTER, N.Y.** 

Television, Inc.

## How to make the case for advertising heard where it counts

There is good reason to be respectful of the critics of advertising. You and I may question their judgment—but never their courage.

Without benefit of an organized, cohesive, group effort, these isolated individuals have accomplished more in a few short years than the entire advertising industry has in the past half-century! They have stirred up an avalanche of public sentiment. They have incited our lawmakers in Congress and state legislatures to support their testimony and to legislate accordingly.

They continue to criticize advertising and its practitioners for conspiring to influence society against its will. And the public applauds. They condemn advertisers for employing deceit and deception to sell their products. And the government responds with more anti-marketing legislation.

But how have we—"the professional molders of public opinion"—responded to such criticism? We have continued to retaliate with much of the usual, trite, ambiguous propaganda. To anyone who will listen, we claim: "You live better because of advertising." Or, "You can buy things for less because of advertising."

Our critics—the opinion leaders in every community—respond with a cynical nod and then continue the attack. And their followers—the general public—don't have the remotest idea what we've been trying to say. I suspect we've been talking to ourselves.

**Weight and Substance** ■ What we need, and must have without delay, is an organized, cohesive, continuing program with weight and substance. I would suggest four areas in which a concerted effort could be directed profitably:

1. A logical interpretation of the actual responsibilities of advertising to private business enterprise under a democratic political system. This we direct to people in a position to influence public attitudes: John Galbraith, Vance Packard, Dr. Abraham Kaplan, Stan Freberg, Dr. Linus Pauling, and a number of our federal and state lawmakers, not to mention some misinformed people in our own industry. They each have something to learn about the simple mechanics of a free, competitive society.

2. A program of public education on the meaning and purpose of advertising in relation to the individual's social and economic freedom. Here, the general public is our target.

3. A realistic appraisal of the advertising industry and its practitioners.

We should take an objective look at ourselves—as we are and as we would prefer to be—and make a concrete effort to put our own house in order and to earn the stature this industry deserves.

4. An appeal to our companions in mass media to create a better environment for advertising, and accept the full extent of its responsibility to the community.

**Straight Answers** ■ I suspect the most difficult job will be one of candidly and clearly interpreting the responsibilities of advertising and its practitioners. Why must we always feel compelled to justify our existence on the basis of a noble purpose? Our place in the community is not primarily intended to assure economic prosperity—or to improve the nation's standard of living! Of course advertising provides important benefits to the vitality of the community. But this, we must admit, is coincidental to our first responsibility of serving the personal interests of the business and industrial firms who pay for our services.

In a democracy, advertising people need not justify the purpose of their creative efforts on behalf of the individual and diverse interests. This is the nature of our economic and political system. Through the collective efforts of competing interests, however, there can be no doubt that the public's welfare has been served well. It seems almost too obvious to mention that no professional or business enterprise could long survive without common interests that are compatible with those of the public.

Indeed, the legitimate use and function of advertising is the businessman's right of self-determination in a free, competitive economy. It is inseparably linked to the pursuit of self-interest and to human incentive which has contributed so much to this era of abundance

in America. This, I feel, has not been properly explained in the proper "circles." It is not clearly understood by people who influence the thinking of others.

**A Look at Ourselves** ■ It's been said that in a free society the best reformers are those who begin with themselves. If we ever hope to improve the image of this industry, we had better take one step backward—and look at ourselves as others do.

Certainly, the advertising industry is not beyond reproach. We have, indeed, been guilty of certain objectionable practices which have damaged our image. And wherever we have made mistakes, let's admit them—at least to ourselves—and try to correct them.

Some advertising people seem to feel that ethics, conduct, and proficiency is a matter of personal responsibility. This may be true. But we cannot escape our environment, whether we like it or not. Businessmen—and even our own trade press—repeatedly accuse this industry of having more than its share of reckless, incompetent practitioners. Yet, we insist, in the name of freedom, on protecting any derelict who stumbles into this business, with or without portfolio.

I have the strongest convictions about economic freedom. But not the freedom to destroy a vital segment of American free enterprise. The fear of any form of self-imposed discipline in our industry is an attitude I find hard to understand. Isn't it apparent, yet, that we are clearly inviting government censorship and eventual regulation, unless we prove that we are able to discipline ourselves?

This type of program could be the most important offensive we've ever taken toward improving a regrettable image which, today, threatens the freedom of our entire industry.



Marvin Cantz, president of Tilds & Cantz, is known as a spokesman for advertising's values to society and as a critic of its shortcomings. A former vice president of Western States Advertising Agencies Assn., he helped organize its annual "Advertising Man of the Year" awards, established its scholarship fund and created its 1961 radio-tv campaign of public education about advertising. This MONDAY MEMO comes from a talk to the Advertising Club of Los Angeles.



# decision

The first year  
in a new business  
is the year  
to watch.

It's the Year  
of Decision.

We're proud to  
mark our  
First Anniversary;  
it's been  
a successful year!

We're on our way...



ADVERTISING TIME SALES, INC.

## WESH-TV

*Proudly  
Appoints*



ADVERTISING TIME SALES, INC.

as

*Exclusive*

NATIONAL

REPRESENTATIVES

*on June 1, 1962*

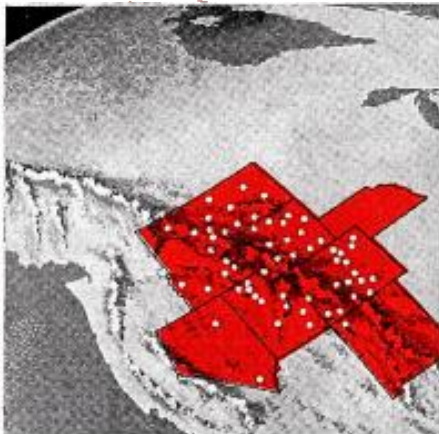


## WESH-TV

Orlando-Daytona Beach

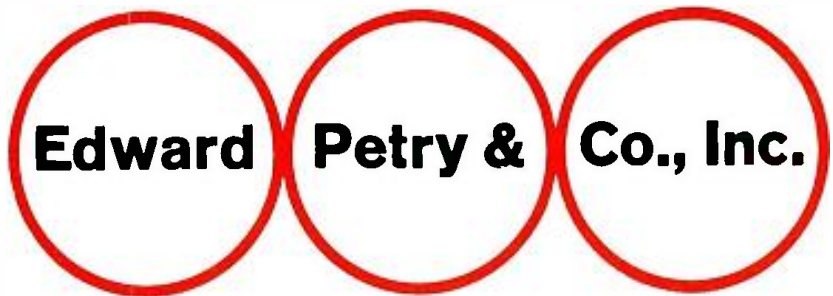
We, the affiliates, congratulate

# The Inter Mountain Network



**61 Radio Stations  
DOMINATING  
the Intermountain  
Empire!**

on your New Representation by . . .



## Colorado

<b>KBTR</b>	Denver	5000 W. 710 K.C.
<b>KGHF</b>	Pueblo	5000 W. 1350 K.C.
<b>KGIW</b>	Alamosa	250 W. 1450 K.C.
<b>KVRH</b>	Salida	250 W. 1340 K.C.
<b>KLMR</b>	Lamar	1000 W. 920 K.C.
<b>KGEK</b>	Sterling	1000 W. 1230 K.C.
<b>KBZZ</b>	La Junta	250 W. 1400 K.C.
<b>KCRT</b>	Trinidad	250 W. 1240 K.C.
<b>KCOL</b>	Fort Collins	1000 W. 1410 K.C.
<b>KYOU</b>	Greeley	1000 W. 1450 K.C.
<b>KVOR</b>	Colo. Sprgs.	1000 W. 1300 K.C.
<b>KRLN</b>	Canon City	250 W. 1400 K.C.
<b>KEXO</b>	Grand Jctn.	250 W. 1230 K.C.
<b>KVFC</b>	Cortez	1000 W. 740 K.C.
<b>KDGO</b>	Durango	250 W. 1240 K.C.
<b>KFTM</b>	Fort Morgan	1000 W. 1400 K.C.
<b>KBOL</b>	Boulder	1000 W. 1490 K.C.

## Idaho

<b>KWIK</b>	Pocatello	250 W. 1440 K.C.
<b>KIFI</b>	Idaho Falls	5000 W. 1260 K.C.

<b>KLIX</b>	Twin Falls	5000 W. 1310 K.C.
<b>KGEM</b>	Boise	10000 W. 1140 K.C.
<b>KBRV</b>	Soda Springs	500 W. 540 K.C.

## Montana

<b>KBMY</b>	Billings	1000 W. 1240 K.C.
<b>KATL</b>	Miles City	1000 W. 1340 K.C.
<b>KPRK</b>	Livingston	1000 W. 1340 K.C.
<b>KOPR</b>	Butte	1000 W. 550 K.C.
<b>KBLL</b>	Helena	250 W. 1240 K.C.
<b>KXLO</b>	Lewistown	1000 W. 1230 K.C.
<b>KMON</b>	Great Falls	5000 W. 560 K.C.
<b>KYSS</b>	Missoula	1000 W. 910 K.C.
<b>KXXL</b>	Bozeman	1000 W. 1450 K.C.
<b>KGEZ</b>	Kalispell	1000 W. 600 K.C.
<b>KDBM</b>	Dillon	1000 W. 800 K.C.
<b>KOJM</b>	Havre	1000 W. 610 K.C.
<b>KLTZ</b>	Glasgow	250 W. 1240 K.C.

## Utah

<b>KALL</b>	Salt Lake City	5000 W. 910 K.C.
<b>KLO</b>	Ogden	5000 W. 1430 K.C.
<b>KOVO</b>	Provo	5000 W. 960 K.C.
<b>KVNU</b>	Logan	5000 W. 610 K.C.
<b>KOAL</b>	Price	250 W. 1230 K.C.
<b>KSVC</b>	Richfield	5000 W. 980 K.C.

<b>KVEL</b>	Vernal	5000 W. 1250 K.C.
<b>KURA</b>	Moab	1000 W. 1450 K.C.
<b>KUTA</b>	Monti./Blndg.	1000 W. 790 K.C.

## Wyoming

<b>KLUK</b>	Evanston	1000 W. 1240 K.C.
<b>KVRS</b>	Rock Springs	1000 W. 1360 K.C.
<b>KOVE</b>	Lander	1000 W. 1330 K.C.
<b>KVOC</b>	Casper	1000 W. 1230 K.C.
<b>KPOW</b>	Powell	5000 W. 1260 K.C.
<b>KWYO</b>	Sheridan	1000 W. 1410 K.C.
<b>KRAL</b>	Rawlins	250 W. 1240 K.C.
<b>KFBC</b>	Cheyenne	250 W. 1240 K.C.
<b>KOWB</b>	Laramie	5000 W. 1290 K.C.
<b>KYCN</b>	Wheatland	250 W. 1340 K.C.
<b>KASL</b>	Newcastle	250 W. 1240 K.C.
<b>KIML</b>	Gillette	250 W. 1490 K.C.
<b>KBBS</b>	Buffalo	250 W. 1450 K.C.

## Nebraska

<b>KNEB</b>	Scottsbluff	1000 W. 960 K.C.
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## Nevada

<b>KORK</b>	Las Vegas	250 W. 1340 K.C.
<b>KELK</b>	Eiko	1000 W. 1240 K.C.

## New Mexico

<b>KENN</b>	Farmington	5000 W. 1390 K.C.
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ABC Radio West



# CLOSER CHECKS PROMISED FOR TV

- **Commercials, programs to be studied by industry, government**
- **Plans would make television self-regulation more effective**
- **Agencies feel FTC has little regard for truth of ad claims**

The truth or falsity of television advertising claims and the ethics of program content faced closer scrutiny by both industry and government at the weekend as a series of important developments took place in Washington and New York.

Advertisers, agencies, broadcasters and federal officials must take a new look at business methods as a result of steps taken by NAB, the major tv networks and the Federal Trade Commission.

At stake are hundreds of millions of dollars in commercial contracts as well as the entire system of self-regulation by the broadcasting and advertising industries.

Here are the key developments:

- NAB last week announced it had finally completed a working arrangement with the tv networks covering program and commercial checks.

- NBC-TV went "one step further" by agreeing to let NAB code officials pre-screen programs conditionally on request (page 28).

- The Federal Trade Commission offers an advisory procedure but it doesn't appear to be an easy way of solving all problems of commercial acceptance.

- Some top agencies feel the government mostly cries "cheat" with faint regard to the merits of an advertising claim, making advance rulings undesirable. Anyhow, all agencies are said to take precautionary steps.

- The advertising industry was warned last week by Assn. of Better Business Bureaus to improve its self-control or submit to the danger of more government regulation (page 32).

- After a decade of tv code operation, NAB admitted a member of each of the three tv networks to its revamped Tv Code Review Board (page 29).

This the way the new NAB code-network arrangement will operate:

- A close working liaison, actually set up more than a year ago, will review code standards and their application to tv commercials. Stockton Helffrich, manager of the New York Code Authority office, has directed much of this activity.

- The three tv networks each will

have a member serving on the nine-man Tv Code Review Board, as authorized last winter by the NAB Tv Board of Directors.

- Each network will keep the NAB code staff posted on its programming, providing advance program information, and the two parties will "consult actively" with each other.

- NAB will substantially expand its New York code office.

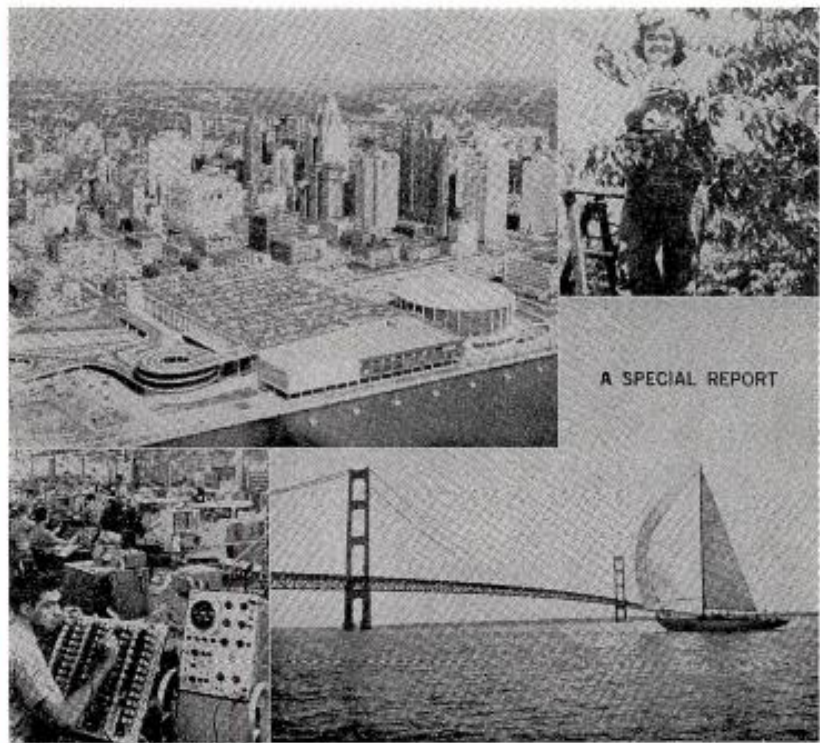
- Advance NAB screening of tv programs is provided, on NAB request. Frequent meetings will be held.

- News, information and educational programs are not included in the new arrangement.

- Final decisions on programs will be made by the network concerned.

These steps represent a partial healing of the breach that has marked some NAB code-network relations. But the

## Michigan—state with renewed economic vigor



A SPECIAL REPORT

Michigan's economy is on the mend. Shaking off the problems of 1960 and 1961 Michigan has rolled up its collective sleeves and expects 1962 may well be the best since the boom year of 1955.

Personal income is at \$19 billion. New car sales are hitting a pace ahead of any year since 1955. Unemployment has shown a marked

decline. Retail sales taxes are 11% ahead of a year ago. The income of the average family has shown an increase and population has jumped 22% in 10 years. In fact Michigan's economy is soaring.

For BROADCASTING's Special Report on one of America's most important and interesting areas see page 67.

new procedure specifies that "the NAB code authority does not enforce compliance with the code by determination of what shall or shall not be broadcast, either by subscribing networks or stations, but that the sanction provided by NAB Code regulations and procedures is the revocation or suspension of code membership and withdrawal of authority to use the code seal."

**Review Possible** ■ If either side feels this new plan isn't working, a general review of its operation and procedures will follow.

The code authority explained it doesn't make final decisions on what happens to a questioned network program but rather counsels and assists in the interpretation and application of code standards.

"The final decision whether or not a program violated the code standards will be made by the code authority director subject to review as provided in the code regulations and procedures,"

NAB explained. Behind the idea, NAB added, is this belief: "The NAB code authority and the networks now believe that it would be desirable to develop an effective liaison with regard to programming and desire to systematize coordination procedures in that field which they recognize involves judgments as to taste that are ultimately subjective." NAB feels network and NAB specialists can benefit from each other's experience and judgment in the application of code standards to programming, as has been done in the case of commercials.

The consultations between the two groups will involve close coordination of the code's Hollywood office as well as its New York office with network representatives.

The goal, of course, is "common interpretation and application of code standards."

**Commercial Preview** ■ NAB became interested in the idea of a clearing house for formal pre-rating of commer-

cials last winter when the Tv Board of Directors called on Mr. Swezey to look into the idea. The request originated with a network. Obviously the need was felt for an elimination of the parallel studies being made by networks, NAB and the Federal Trade Commission.

In the field of substantiating of advertising claims there is the basic problem of deciding if a claim is justified and the duplication of evaluation procedures. This pointed to the need for a central industry source of acceptability decisions, a sort of minimal standard.

It was pointed out, too, that a doubtful commercial may be peddled around to two or three networks or to spot if it is turned down in the first network contact.

Mr. Swezey has conducted statistical research into the acceptability problem but feels the subject will require a lot more study before he can make a recommendation. He emphasized the New York office under Mr. Helffrich maintains constant contacts with agencies. "A lot of problems are solved in New York," he added.

**FTC Shows Caution** ■ While a new advisory, trade-guidance procedures have been set up at the Federal Trade Commission (BROADCASTING, May 21), the FTC will tread gently before issuing, in essence, a "seal of approval."

An advertiser (or agency) may submit any idea for commercials or promotions to the FTC's new Division of Advisory Opinions. The division will have a small staff but may call on the expertise of those sections of the FTC most familiar with the problems presented.

The FTC does not contemplate setting up a laboratory in which it will prove or disprove advertising claims (as it is sometimes obliged to do when prosecuting false and misleading advertising cases). The party presenting the problem must also present thorough documentation of claims and techniques. If the FTC does not feel it can issue an advisory on the basis of the material submitted, it will request further assurance before issuing an advisory on whether the material or practice is legitimate.

When the commission does issue an advisory, the effect of that opinion is binding upon the commission unless it revokes that opinion. No business would be subject to prosecution if acting on an FTC advisory. This therefore gives an advertiser showing a commercial, for instance, the assurance that the FTC has approved immunity from prosecution on the basis of that commercial. For this reason the FTC will probably think long and hard before issuing the stamp of approval.

How long will it take for the FTC to issue an advisory? Since the whole

## Network reservations to code co-operation

NBC-TV officials stressed May 24 they had gone one step further than either ABC-TV or CBS-TV by agreeing to let the NAB Code Authority pre-screen NBC-TV programs "on request," provided three basic conditions are met.

They said they did not consider the code an instrument of censorship but of self-regulation and that program previewing by the code authority "in the rare cases where this might be advisable" should prove to be a service to the broadcaster. But they thought the close working relationship between the networks and the code authority would resolve most questions that may arise, so that code officials would "only rarely" feel a need to pre-screen a program.

**Will Co-operate** ■ When pre-screening is requested, NBC agreed to cooperate on condition (1) that NBC is represented at the screening and (2) that NBC retains the right of final decision on whatever question is at issue. A third condition, already met, is that in order to expedite this liaison, the code authority agree to expand its New York office to the point where it can deal with program matters as fully as it now deals with commercial matters.

CBS-TV officials said the new arrangement anticipates co-operation along lines that CBS has never op-

posed but which got sidetracked when NAB proposed pre-screening. They said they still regard pre-screening as only one step away from censorship and that they will not participate in it, but that they will gladly exchange ideas, furnish program information and other materials, and otherwise cooperate short of pre-screening.

They welcomed the code authority's plan to expand its New York office and said they also would cooperate freely with the authority in resolving problems relating to commercials, as they have in the past.

An ABC spokesman said ABC-TV will "fully cooperate with the procedures worked out with Gov. Collins and Mr. Swezey and as "set forth in a seven-point program of understanding. He declined to comment on reports that ABC-TV will refuse to submit programs for pre-screening, but this has been known to be its position in earlier discussions with NAB.

ABC-TV was said to feel that the agreed-upon procedures provide "a substantial basis for closer and more effective liaison" on program matters, similar to that in effect for commercials, and that they "will advance the concept of enlightened self-regulation while taking into consideration matters of principle as well as the practicalities of operation of the tv industry."

## Networks represented on new NAB Tv Code Review Board

The three television networks have been given representation on the NAB Tv Code Review Board for the first time, a step taken as NAB and the networks completed work on a cooperative code plan (see page 27).

NAB President LeRoy Collins announced May 24 that William D. Pabst, KTVU (TV) Oakland, Calif., has been named chairman of the tv code board for a two-year term. He succeeds E. K. Hartenbower, KCMO-TV Kansas City, whose term has expired.

Representing the three networks on the board are Ernest Lee Jahncke Jr., NBC vice president for standards and practices; Joseph H. Ream, CBS vice president for program practices, and Alfred R. Schneider, ABC-TV vice president for administration.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., was reappointed for a two-year term. Two new members were appointed for two-year terms—George B. Storer Sr., Storer Broadcasting Co., and Roger W. Clipp, Triangle Stations. Mr. Clipp has served on the board before.

Mrs. A. Scott Bullitt, KING-TV Seattle, and Lawrence H. Rogers II, Taft Broadcasting Co., continue for the remaining year of their two-year terms.

The review board is an appellate body administering the tv code. Appointments were ratified by the NAB tv Board of Directors, final authority in all tv code affairs.

A revised version of the tv code was completed last week. It consists of a redraft that features mechanical improvements designed to facilitate its use.



Pabst



Ferguson



Bullitt



Rogers



Storer



Clipp



Jahncke



Ream



Schneider

procedure will not be initiated until June 1, the agency cannot predict. This will depend upon the number of requests for advisories devolving upon the agency.

**Questions in Confidence** ■ Any questions posed to the Division of Advisory Opinions remain strictly confidential. This division is expected to work closely with the one charged with setting forth trade practice guidelines, however, giving the advisory group a handy set of precedent and policy statements to apply to particular queries and, flowing in the opposite direction, giving the trade guidelines people a notion of recurring problems to the businessman on which to set down pertinent dicta.

In essence, it is expected that the advisory division will deal with specific commercials or details of commercials and advertising and the trade guidelines division will handle broad policy questions, such as the use of production gimmickry in general or the representation of products by other substances (as in FTC decisions on Colgate-Palmolive Rapid Shave and Libby-Owen-Ford glass). Both report to the FTC's Bureau of Industry Guidance.

**Free to Disagree** ■ If an advertiser should disagree with the advisory opinion offered by the FTC and feel strongly that a commercial deemed de-

ceptive by FTC is perfectly on-the-level, he is free to put the commercial on the air contrary to FTC advice. Unquestionably FTC would respond by issuing a complaint (as it does at present in cases it feels involve false and misleading advertising) and the question can be litigated through the regular FTC adjudicatory processes with the U. S. Court of Appeals as final umpire. The fact that the advertiser requested an advisory and was warned the practice is not acceptable could not be a legal point against him.

But as one FTC official ventured last week, "It would take an advertiser of mighty firm convictions to put on a commercial after the commission had turned thumbs down."

The big question on presubmission is in two parts: (a) will it be used by advertisers and agencies, and (b) how effective will it be? But in the main, the burden of proof will be on the FTC.

Most likely copy will be submitted (just talking in general terms won't be procedure) and in some cases even storyboards will be turned over to FTC people.

Some agencies have been getting "off the record" opinions but these opinions don't let the agencies off the hook for future FTC citation. The question is

whether opinions, which now will become "official," will be irrevocable.

The time it'll take for FTC to handle and expedite will depend on how well-organized the agency or advertiser is in its presentation and documentation. In some cases, FTC may have to consult experts (skin doctor let's say for skin cream claim) and there will be a time-consuming and expensive procedure.

**Attitude Tempered** ■ The FTC's offer to issue advance rulings on troublesome questions was seen by Gilbert Weil, general counsel of the Assn. of National Advertisers, as a sign that the FTC has tempered its aggressive attitude toward advertisers, perhaps reflecting an administration desire to avoid being labeled "anti-business."

In a report on government-advertiser relations at the ANA's spring meeting (see page 36), he said he wasn't sure the FTC proposal would prove practical, but that he regarded it as "a very decided example of a peace offering."

Top agency officials took a dim view of advance government review of commercials as word of the proposed Federal Trade Commission checking system spread around Madison Avenue. Threats to creativity were cited and emphasis was placed on present check

procedures that play an important role in commercials.

One major agency executive said as a policy the agency would refrain from presubmission of its commercials, feeling any such association with the FTC would taint client motives in making ad claims.

**Not "Desirable"** ■ He said such an association would be "negative" rather than positive and constructive. The agency's lawyers and executives have conferred on presubmission and feel that the acceptance of the idea of going to the FTC for a "ruling" would be undesirable; the government agency's association thus far has been that of claiming "cheat." This ad agency said it "bends over backward" to be "super honest." The spokesman noted that in many instances agencies prefer to use a disclaimer such as "simulated demonstration" supered at the bottom of the commercial rather than leave themselves open to charges of fraudulent

does approve and then the network disapproves? You'll just have to do the commercial over again."

**Passes the Buck** ■ Though he was, in principle, against FTC examination of storyboards, he suggested that networks, who were "concerned" about a specific commercial, might ask for FTC guidance.

A corporate executive of a large agency said the company was "opposed" to the FTC proposal. He explained that commercials are checked by the agency's attorney and the client's attorney both at the storyboard and completed commercial stages. He asked this question: If the FTC wants agencies to save expenses by offering guidance on pre-production, what assurance will we have that they will not object to the completed commercial? Let's face it, there often is a big difference between the way a commercial looks on a storyboard and when it is completed."

He offered one suggestion: If FTC

**Hurts Creativity** ■ He said the FTC suggestion could "help to thwart creativity" by adding another group to a list that must approve commercials. In addition, he felt that once the trade commission starts passing judgment on commercials, "the next thing you know someone will want to pass judgment on programs."

An official of one of the top 10 agencies said, "We do a lot of self policing" by getting legal clearance from the agency's legal staff, from the client, and from the three tv networks, even if the commercial is not to run on all three networks. He sees the FTC plan as "a further encroachment on the freedom of advertisers and agencies." Submitting plans or ideas before they are actually executed constitutes "almost a form of censorship," he believes. "Participating in the preparation of advertising is not government's function." This would be similar to asking the press to submit its stories to the government before publication.

Advertisers or agencies participating in such a practice, he continued, would be placing themselves at "the mercy of a bureaucrat" who may find it hard to stick to legal opinions and who would allow "subjective" opinions to seep into his decisions. He concluded, the FTC plan is "not a good trend."

**Not Needed** ■ The head of the radio-tv department of another agency feels that "if it's going to be done at all the FTC should screen or preview the commercial's storyboard or script rather than the finished commercial." He also believes FTC advance approval is not really necessary "because any agency today would be foolish to try to put any commercial on the air that could not pass FTC screening," the FTC decision "is not going to help matters any, instead it will complicate things even further and I don't think the FTC will turn down any more commercials than they already take off the air," he concluded. He suggested one problem that could result: Agencies work against deadlines on commercials that will be shown on a network program and "nobody is going to want to sit on his hands waiting for FTC approval to be handed down, wondering if it will come in time. I'm not happy about it," he said.

A commercial production manager at another of the top 10 agencies, said the "honest advertiser should have no problems" if he submits his commercials for FTC approval. He termed the procedure a "gentleman's agreement" where if the commercial later met with adverse reaction from the commission, the advertiser had the choice of withdrawing the commercial from use or continuing to run it and fight his case before the FTC. He termed such an FTC procedure, "playing pretty fair"

### NAB's Collins praises tv networks' cooperation

All three tv networks have indicated "a fine spirit and willingness to cooperate fully under our new seven-point tv code program," NAB President LeRoy Collins said May 24 in commenting on the new liaison with networks.

Gov. Collins said the NAB Code Authority has never suggested any procedure "by which it would prescreen the routine, final product of network programming" and no fixed right to prescreen is involved in the new NAB-network arrangement. He added, "There has been a sharp division among the networks on prescreening. We at NAB feel that under any circumstance where any such prescreening would have been re-

quested under an express right to obtain such, it still can be requested—leaving to the individual network the decision of whether or not it will honor such."

Robert D. Swezey, NAB Code Authority director, noting the close liaison already operating on tv commercials, said the authority and networks felt "it would be desirable to develop an equally effective liaison with regard to programming."

Mr. Swezey said the procedures provide the means of exchanging information and opinion in a timely and practical way and settling possible differences before they reach a problem stage. He reminded that procedures can be modified.

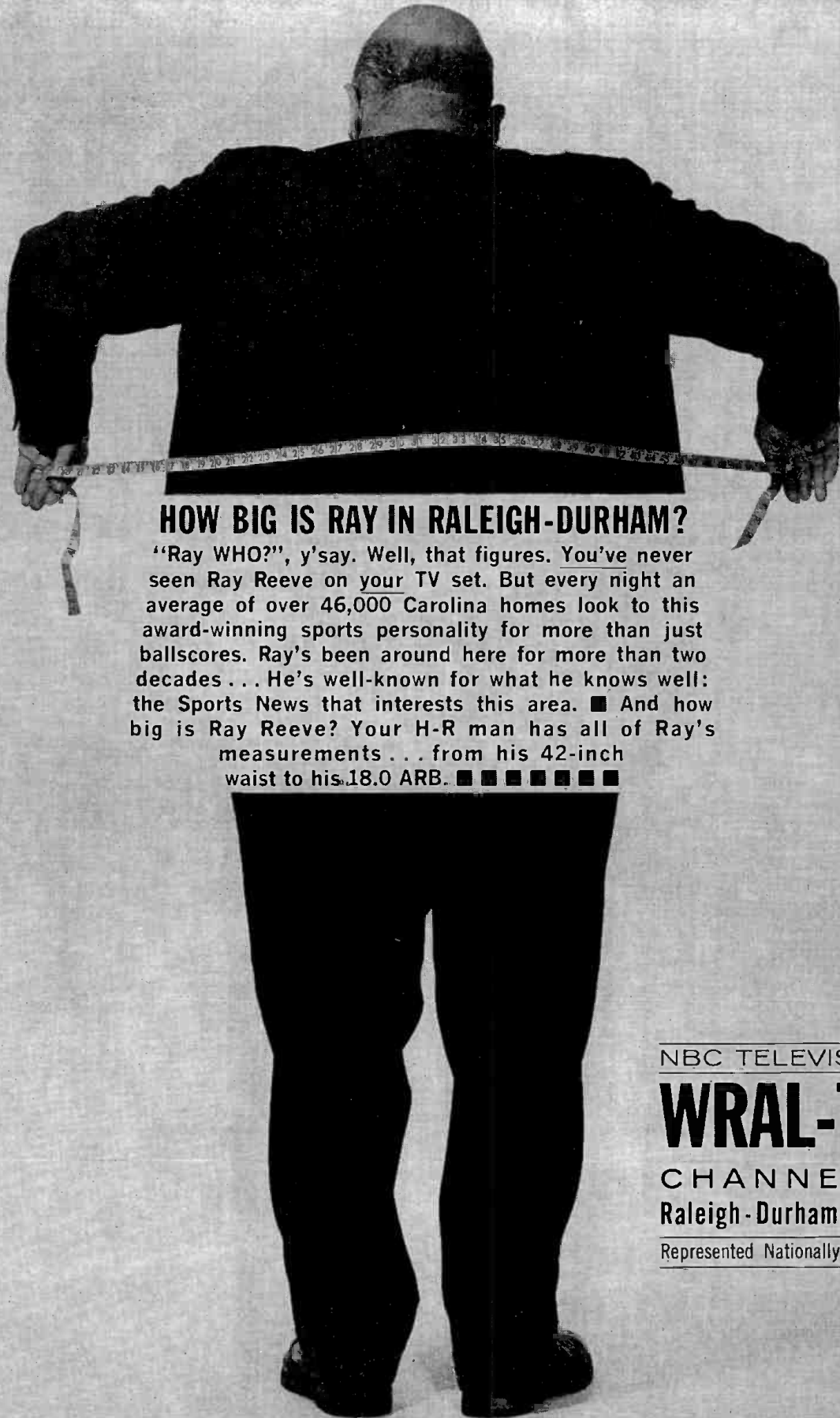
advertising.

He said all agencies take precautions now and submit commercials, as a matter of course, to the NAB Tv Code and to clearance by all three networks. He notes that the FTC attitude can and has cost agencies and their clients a lot of money.

The tv commercial production director of a medium-sized agency objected to the FTC policy statement, claiming it is contrary to "normal agency practice." He pointed out that agencies submit their commercials to the tv networks and the NAB code board for approval. He commented: "You're opening up a can of worms if you ask the FTC to approve. Suppose it

guidance is going to become an accepted practice, it may be more practical to have the commission station people at the studios of the various film production companies, where they can pass judgment on commercials of a number of agencies and have access to the experience and knowledge of the outside film producer.

The executive vice president in charge of radio-tv at a large agency said he was "ambivalent" about the proposal. On the one hand, he said, he would like to have a pre-determination, but the FTC move would "add just another check-list" to the NAB and the three television networks. He said: "It's more negative than positive."



## HOW BIG IS RAY IN RALEIGH-DURHAM?

"Ray WHO?", y'say. Well, that figures. You've never seen Ray Reeve on your TV set. But every night an average of over 46,000 Carolina homes look to this award-winning sports personality for more than just ballscores. Ray's been around here for more than two decades . . . He's well-known for what he knows well: the Sports News that interests this area. ■ And how big is Ray Reeve? Your H-R man has all of Ray's measurements . . . from his 42-inch waist to his 18.0 ARB. ■ ■ ■ ■ ■ ■ ■ ■

NBC TELEVISION

**WRAL-TV**

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

(Data based on March 1961 NSI & ARB Mon-Fri averages, plus a sworn statement from Ray's tailor.)

## CLOSER CHECKS PROMISED FOR TV continued

with the advertiser on the commission's part.

The head of commercial production at a major agency stated that the ruling is not new at all. In conversation with commercials production people at other agencies he found that they asked the FTC's advice in the past as regular policy (on questionable commercials) and would continue to do so in the future. The general feeling he stated, was that if a question of taste should come up, the agency might as well consult the FTC, prior to making the commercials, instead of being called to Washington after the fact.

**Opposition** ■ A spokesman for another agency said he is against the FTC plan. He said his agency's clients are "all above board and we feel no necessity for a government check." "Besides,"

he added, "we submit our commercials to all three networks and feel that they are as good an authority as any on this question. I do not want to see any federal control of programs or commercials."

NAB's Television Code appeared last week in new and easier-to-use format. It is printed in pocket-size and includes a complete index as well as four pages of code interpretations. "We found no need for substantial modification at this time," Mr. Swezey said.

New language dealing with adult themes in programming was added.

The highest degree of care should be exercised to preserve the integrity of such programs and to ensure that the selection of themes, their treatment and presentation are made in good faith upon the basis of true instruc-

tional and entertainment values, it was stated.

Mr. Swezey said the section "establishes guide lines for the sound and responsible treatment of significant program themes, distinguishing between honest, proficient productions and those which are not."

A new section dealing with advertising in relation to children was added. It called for special caution with the content and presentation of commercials placed in or near programs designed for children.

Finally, a new section on community responsibility reads, "Requests for time for the placement of public service announcements or programs should be carefully reviewed with respect to the character and reputation of the group, campaign or organization involved, the public interest content of the message, and the manner of its presentation."

# More advertising self-regulation urged

## FOOTE ADMITS FAILURES; FATT BLASTS CHEATS; HELFFRICH ASKS EXPOSE

The advertising industry was urged last week by speakers at the annual meeting of the Assn. of Better Business Bureaus to intensify their self-regulation efforts or face the risks of increased regulation by the federal government.

Emerson Foote, president of McCann-Erickson Inc., conceded that the advertising business has "so far fallen down very badly in the area of self-regulation." He stressed that this "failure" has been on a collective basis and that there are many individual agencies, media and advertisers who have maintained "high ethical standards."

**All Suffer** ■ "But the ironic thing is that when nine advertisers are well behaved and one advertiser is badly behaved, the viewer or reader—on seeing the objectionable, irritating output of advertiser no. 10—gets sore, quite naturally, at *all* advertising," Mr. Foote said.

He told the meeting that he thought a "good suggestion" was one originally proposed by Interpublic board chairman Marion Harper at the 1962 4A's annual meeting. Mr. Harper suggested that consumer judgment of advertising be studied and the findings be used to correct objectionable advertising. Mr. Foote explained that this would be accomplished with media, agencies and advertisers joining hands in a continuing research activity.

**NAB Position** ■ Stockton Helffrich, director of the New York code office of the NAB, declared that some advertisers are paying "lip service" to regulatory codes in order to maintain the "status quo." But he pointed out

it is not only the agencies and advertisers who must assume the blame for deceptive or offensive advertising. He singled out medical men as one group who should share responsibility, stating:

"When doctors allow their offices and/or hospitals to be used in commercials, to what degree do they appraise the advertising context in which they are being used? How many dentists, how many doctors, dentists or nurses follow through on the manner in which their research or other activity is interpreted in advertising.

**Dishonesty Hurts** ■ Arthur C. Fatt, board chairman of Grey Adv., New York, acknowledged that "dishonest advertising hurts all of us" in advertising and business, but unlike previous speaker, he challenged critics of advertising for attacking the work of the industry on such subjective grounds as "psychological implications" and "exclusivity implications."

He noted that on a recent television program devoted to advertising, Dr. Eric Goldman, a history professor at Princeton U., insisted that two famous slogans—"washed with live steam" for a beer bottle and "it's toasted" for cigarettes—represented "a rather flexible definition of the truth." Dr. Goldman's view, Mr. Fatt added, was shared by two other participants on the panel, a representative of the consumers union and an FCC attorney.

Mr. Fatt said his mind was "boggled" by this subjective test of truth in advertising. In this connection, he pointed out that there are an increasing number of "judges" who pass on advertising claims, including the FTC, the Food &

Drug administration, the continuity clearance departments of each network, the print media, the NAB's Tv Code Board, the 4A-ANA interchange, the Better Business Bureau and the public.

**Psychology Too** ■ In addition, he said, one of these organizations recently rejected a Grey commercial because it was "psychologically questionable." Mr. Fatt claimed that he has received similar complaints from other agencies

"Let us now stand firm," he asserted. "If our advertising is attacked on subjective grounds such as psychological implications or exclusivity implications, let us not mumble privately and give in to our critics . . . yes, we demand truth in advertising. But let us find the objectivity in truth and stick to that. And let us stand up together against the subjectivity that is beginning to erode the content of our business."

Other speakers included Robert Colwell, vice president of J. Walter Thompson Co.; Herbert Carlborg, director of program practices, CBS-TV, and Herbert Weber, general sales manager, Storer Broadcasting Co., who spoke on behalf of the NAB.

## Agency appointments . . .

■ Norwich Pharmacal Co., has assigned a new, undisclosed proprietary drug product to Benton & Bowles, New York. Other Norwich products already handled by B&B are Pepto-Bismol, Unguentine, Norforms and NP-27.

■ Hedwin Corp. (plastic products) Baltimore, has appointed Norman J. J. Berger Assoc., New York, for its consumer products division.



**"Charlotte's WSOC-TV...  
contributed materially to our success in  
the Carolinas"—J. J. Sheehan**



*"Our company's longtime sponsorship of Early Weather on WSOC-TV has contributed materially to our growth and success in the Carolinas. We most certainly can point to Channel 9 as a contributor to our excellent public image today."*

**J. J. SHEEHAN**  
Vice President in Charge  
Advertising and Promotion  
Piedmont Natural Gas Co.  
Charlotte

Last month marked WSOC-TV's fifth anniversary of service to the Carolinas... and also the fifth year of Piedmont Natural Gas' continuous sponsorship of this station's "Early Weather". For helpful information services, interestingly programmed, a region of nearly 3 million depends heavily on Channel 9. For your success in the Carolinas, schedule WSOC-TV—a great area station of the nation.

**WSOC-TV**

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

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

# MAVERICK IN BATES STABLE

## American Home says it'll decide cases on merits in agency's product protection fight with WBC

The product-protection controversy rocked along in relative quiet last week, with no decisive developments on either side.

American Home Products, whose \$8.7 million in spot tv last year made it spot's ninth biggest customer, disclosed that it would not automatically cancel business on tv stations defecting from current protection standards but would judge each case on its merits.

In this respect American Home appeared to be the only major—and perhaps the only—client of Ted Bates & Co. not going along with Bates' recommendation that its accounts withdraw spot business from the Westinghouse Broadcasting Co. stations because of their announced reduction in protection standards (BROADCASTING, May 21).

The other Bates clients using WBC stations were believed to be planning cancellations, following the lead of Colgate-Palmolive Co. and Brown & Williamson Tobacco (CLOSED CIRCUIT, May 21).

What course or courses will be followed by other Bates clients—those not now using Westinghouse stations—remained a moot question. Presumably it will be answered when Bates completes its current canvass of all television stations and recommends—as Bates officials have said they will—that

clients stop doing business with any which have sub-standard protection policies.

Defined ■ "Sub-standard" in this context means less than 15 minutes separation between commercials for directly competing products. A number of stations have acknowledged privately that they no longer try to maintain the 15-minute policy because the complexity of commercial patterns in network participation ("spot-carrier") programs makes conflict between network commercials and spot adjacencies unavoidable.

The controversy broke out two weeks ago after Westinghouse had formally notified agencies that it was cutting its 15-minute protection to 10 minutes and could guarantee no protection of commercials adjacent to or within (1) network spot-carrier programs, (2) sporting events, public affairs, special events or news shows of indefinite lengths, and (3) programs of this type that are not regularly scheduled.

NBC authorities have disclosed that their owned stations dropped to the 10-minute protection base last fall and that no serious problems have resulted. The NBC-TV network went to the 10-minute base a year ago.

Westinghouse authorities meanwhile sent a telegram to agencies last Wednesday to deny reports, apparently stimu-

lated by newspaper accounts, that WBC was eliminating protection "entirely."

"Entirely," agencies were told, applies only to the three specified program types: network spot-carriers and sports events, public affairs and similar shows of either indefinite length or non-regular scheduling. If less than 10 minutes separation occurs between two competitive commercials on or adjacent to other shows, according to WBC Sales Vice President A. W. Dannenbaum Jr., "a make-good will be given for that spot, even though, as heretofore, this will not be a part of our contractual agreement."

Not a Retreat ■ The WBC message was not construed as a sign that Westinghouse was retreating from its position.

Meanwhile, the Bates agency's Edward A. Grey, senior vice president in charge of media, reported that as of Thursday afternoon he had received messages from about 40 stations in reply to his request for a statement of their protection policies. He said that without exception the stations gave assurance that they would provide at least 15-minute protection—and in some cases 30-minute protection.

Mr. Grey did not regard this unanimity of early return as especially significant. His own query went out on Monday, and he thought it reasonable to assume that returns received three days later would be primarily from stations having little or no problem in affording 15-minute protection. Stations with problems, he speculated, would need more time to consider.

American's Position ■ American Home's decision not to go along with the cancellation proposals of Bates—one of its principal agencies—was confirmed by K. R. Baumbusch, the company's advertising chief. He said AHP has "lived through a lot in the past," is "not overly excited" now and is not going to "stand up and wave the flag," but will "wait and see."

He said AHP has managed to co-exist with NBC's 10-minute protection policy, that the company obviously will not stand for the scheduling of one of its commercials back-to-back with a competitor, but that it prefers to handle each problem individually. He said AHP is asking for protection in the normal manner and will face up to infractions when and if they occur.

The view that product conflicts occur "very infrequently" meanwhile was advanced by The Katz Agency, advertising representatives. In most cases when they do occur, a Katz spokesman said, it's because "network exchange commercials, cross-plugs, etc., occasion a conflict that is beyond station control.



### Some facts on farm radio for NL&B

A new farm presentation of the Keystone Broadcasting System, Chicago, which reports a total of 1,130 affiliates, is being made to agencies and advertisers in all parts of the country by KBS executives. In photo, account group on Massey-Ferguson from Needham, Louis & Brorby, Chicago, examines the presentation.

Left to right: George W. Oliver, vice president and account supervisor (Massey-Ferguson); Edwin R. Peterson, senior vice president, Keystone; William Johannsen, account executive; Arnold E. Johnson, vice president and director of NL&B; John Cole, manager of broadcast facilities, NL&B.

# GROUCHO NO. 1

## BALTIMORE/FLORENCE/JACKSON PROVIDENCE/SEATTLE/SPOKANE

THE BEST OF GROUCHO—250 episodes of the very best from Groucho's 11-year network comedy hit, continues to be a smash as an NBC Films syndicated series. Not only first in his time periods in the above markets, but tied for first in Boston...Columbus, Ohio...and Washington, D.C.

THE BEST OF GROUCHO—keeps on gaining rating points wherever he goes. Take Boston. An immediate hit on Thursdays at 7:30 PM, he went up 7 points since November. Now he is tied for first with a 24 rating.

And in Washington, D.C., as a Mon.-Fri. strip (1-1:30 PM), Groucho is tied for first as a result of a 5 point rating climb since November.

THE BEST OF GROUCHO—strong in every time period. In Wichita Falls, Texas (Mon.-Fri., 12:30-1 PM)—an 83% rise since November.

In Detroit, he's gaining day and night! As a Mon.-Fri. strip (1-1:30 PM), up 3 points since October. In a Wednesday night slot (7-7:30 PM), up to an 18 rating.

Chicago (Mon.-Fri., 11-11:30 AM)—rating doubled since October. Jacksonville—up 67%...Portland, Maine—up 5 rating points...both since November.

THE BEST OF GROUCHO—on the rise in market after market. He'll win over your market, too!

NBC FILM 

# A plea for tv to re-evaluate its costs

## ANA ALSO TOLD THAT CHANGE IN SELLING TACTICS IS NEEDED

Television was cautioned before a convention of its biggest customers last week that it must "scrutinize its costs very carefully," even though it is the only major medium whose "true costs" to the advertiser have declined.

The admonition was delivered by Dr. Lyndon O. Brown, senior vice president of Dancer-Fitzgerald-Sample, in an address at the spring meeting of the Assn. of National Advertisers, held in New York last Monday and Tuesday with some 600 representatives on hand.

Dr. Brown noted that advertisers are becoming more and more emphatic in challenging rising advertising costs and said "all advertising media must re-examine their own product design" and avoid unnecessary frills that add unnecessary expense. Of television he said:

"In the period of early pioneering growth, as manufacturers speculated with the medium and success after success developed, costs of television were not too much of a consideration because relatively few dollars were involved. But now that television has matured from the advertiser's point of view, it must measure up to the challenge of producing maximum product at the lowest possible cost, and there must be less reliance on high-pressure selling to extract all the traffic will bear from unsophisticated advertisers."

Dr. Brown's address was a highlight of a two-day program that also included:

- A report on six "tests" developed by Tatham-Laird to help evaluate the agency's commercials and ads before they are used.
- A report on the objectives and results of Westinghouse Electric Co.'s advertising program.
- An attack on government "regulation by publicity."

Dr. Brown reported that in the last five years the advertiser's magazine advertising costs have risen by almost 20%, newspaper costs by 15 to 19%, network radio by 3%, spot radio by 8%, Sunday supplements by 20%, outdoor advertising by 23%—while network television's costs, overall, have declined by 11.7%.

**Achilles' Heel** ■ But there is an "Achilles' Heel" in the tv figures, he added: costs for prime nighttime periods, which give the national advertiser his "primary opportunity to get maximum power from television," have risen 19.4%—"the same rate as the cost increase for magazines."

"Here," he said, "we see clearly the effect of those production costs that have been allowed to get way out of line while the opportunity to buy high-rated programs on a sound economic basis, the dream of every national advertiser, has been constantly eroding."

"Here, too, when we compare this figure with the relatively level trend of all television costs, as reported by Nielsen, we recognize the force behind the scramble for more efficient television and the potential premium for alert, knowledgeable handling of this medium."

Dr. Brown said that in spot television, the cost of prime evening 20-second spots has remained unchanged at \$2.50 per thousand and daytime minutes have increased "marginally" from \$1.50 to \$1.70, but that fringe evening minutes have risen "substantially," from \$1.50 to \$2.40 per thousand.

Dr. Brown said his year-to-year comparisons were computed on equal-dollar bases, so that the increases cannot be attributed to inflationary factors.

He suggested that agencies and advertisers should "reward" media that keep their rates down by giving them

"extra business."

Advertising costs also were examined by Bernard Shull, economist with the Federal Reserve Bank of Philadelphia, who said that they have risen faster than corporate sales—enough so to pinch corporate profits. But, he noted, advertising which represents only about 1% of corporate expenditures, still plays a strategic role in helping companies combat the profit squeeze, and is still a relatively cheap way of promoting sales."

Arthur E. Tatham, chairman of Tatham-Laird, Chicago, listed six "tests" used by his agency to get "insight into the workings of the ads and commercials we create." He said that in ten years and "hundreds of thousands of dollars" spent in analyzing more than 250 campaigns, "no campaign we have judged effective with the aid of these tests has ever failed in sales."

The six factors: (1) the basic appeal of the selling proposition or idea; (2) the comprehension of the selling idea; (3) the personal involvement of the prospect; (4) the believability of the promises and/or claims; (5) attitudes created toward the product, and (6) attitude created toward the ad.

These tests won't predict sales, Mr. Tatham stressed, but they "are reliable aids to creative judgment" and as such "give us the opportunity for improvement and help to avoid mistakes."

James H. Jewell, marketing vice president of Westinghouse Electric, said the first ten programs of this season's *Westinghouse Presents* series—a group of high-priced specials scheduled among all three networks—reached, cumulatively, 84% of all U. S. tv homes. Westinghouse hoped, he said, "to reach everybody in the country, or as near to it as possible, in one year."

Mr. Jewell stressed that "there is

## TvB issues appealing report card for television

Television Bureau of Advertising has issued a new "Tv Basics" report (No. 5) that presents material on tv penetration, numbers of tv homes, sets, time spent viewing, tv homes by market characteristics and other such material.

Among salient points:

▪ Summer viewing at certain periods is at a level that compares favorably with year-round watching: in 1961 the period of June, July and August had 17.8% of homes using

tv, Monday-Friday, 8 a.m.-5 p.m., and 28.8%, Monday-Sunday, 10 p.m.-1 a.m., while the full-year levels were 19.4% in the Monday-Friday daytime periods and 31.4% for the full year in the Monday-Sunday evening periods.

▪ The tv medium's cost per thousand in 1961 compared to 1955: network down 14%, spot up only 3% as contrasted to newspapers, magazines, outdoor and spot radio, each of which has increased 20%

or more (network radio is up but 9%).

▪ Network television alone has a cost-per-thousand in the daytime that's held quite steady (\$1.70 on Monday-Friday basis in 1962—\$1.73 in 1961, \$1.57 in 1960 and \$2.09 in 1959).

▪ Nighttime cpm for network tv has gone up only slightly over the years: \$3.71 this year compared to \$3.59 in 1961 and 1960, and \$3.20 in 1959 but \$3.46 in 1955.

hardly anything more necessary today than determining what results the advertising produces. Advertising has become one of the biggest—in many cases the biggest—of the controllable expenditures on the corporate budget. And the chips are getting bluer all the time.”

In 1961, he said, Westinghouse spent \$32 million on advertising and sales promotion. “Westinghouse Presents,” “which never [costs] less than a couple of hundred thousand dollars a show,” is the biggest item in this year’s budget.

Harrison F. Dunning, president of Scott Paper Co., criticized both advertisers and media for relying on gimmickry to “buy business” instead of concentrating on “effective selling and advertising of a product with value.” Media, he said, “try to hypo their circulation with one unrelated deal after another” and “use as their primary sales weapon to advertisers one system of complex discounts after another.”

“Unless our publishers and broadcasters soon begin to put their major emphasis on the quality of their merchandise,” Mr. Dunning said, “They—as well as we who advertise—will pay a fearful future price in our marketing success or lack of it.”

**Game of Power** ■ The advertisers also heard Gilbert H. Weil, ANA general counsel, warn that “the new game of government regulation is one of power,” with many regulatory agencies using “publicity” as their chief weapon. He admonished advertisers to act as if they were “in a fishbowl,” pointing out that government is encouraged to increase its control when the public is dissatisfied or suspicious of business.

He thought, however, that he had detected recently a tempered approach by the Federal Trade Commission and government as a whole in line with the administration’s desire not to be labeled “anti-business.”

C. H. Sandage, head of the advertising department at the U. of Illinois, suggested that advertising might best overcome the criticisms directed against it “by concentrating on a positive approach,” not by “defensively answering each critic.” Instead of talking about advertising as such, he thought, it might be better to play up the merits of “the philosophy of abundance as a social goal,” to which advertising is a key contributor.

Three companies—Aluminum Co. of America, National Biscuit and Chevrolet—were cited by John E. McMillin, editor of *Sponsor*, as having outstandingly demonstrated through their commercials that they “understand advertising creativity and how to get it from their agencies.”

Accomplishments of The Advertising Council and the continuing need for



Among the top names at the ANA session in New York last week (l to r): Lyndon Brown, Dancer-Fitzgerald-Sample; Peter Allport, ANA president; Max Banzhaf, Armstrong Cork Co.,

who was program chairman of the spring meeting; Harrison Dunning, Scott Paper Co., and Bernard Shull, of the Federal Reserve Bank of Philadelphia.

this cooperative public-service organization were stressed by Leo Burnett, chairman of the Leo Burnett agency and of the council, and Theodore S. Replier, council president. Messrs.

Burnett and Replier spoke at the convention’s wind-up luncheon, which featured an address on nuclear policy and national defense by McGeorge Bundy, special assistant to President Kennedy.

## NEW NIELSEN RADIO INDEX

### Measurement extended to auto sets, portables; current estimate is 20.5 hours per week per home

The radio is used an average of 20 hours and 36 minutes each week in U. S. homes. This estimate includes auto radios and battery-only portables.

The new radio-usage figure was released by A. C. Nielsen Co., which last week also announced it will expand the measurement of the network radio audience. Nielsen, starting in July, will introduce a new Nielsen Radio Index developed with cooperation of the radio networks. CBS Radio, Mutual and NBC Radio have signed for NRI, and ABC Radio, which currently gets NRI, has not yet made its decision to renew.

The new move by Nielsen is a long step forward in measuring a radio audience pool that’s long been known to exist but has defied measurement—namely, the auto-radio and battery-portable listeners.

Release of such data answers a demand that is continually being voiced and which in recent months has been building up over the question of a growing (but unmeasured) ownership and use of transistor radios (BROADCASTING, May 14).

**Third Audience** ■ Nielsen officials noted that in the past 18 months alone battery-only portables have increased in the home by 12-13% and that listening to these sets formerly was insignificant

but now has become a “third substantial radio audience.”

In measurement terms, Nielsen claims winter portable radio listening (away from or at the home) on the average adds 36% to plug-in radio usage.

At a news conference in New York, A. C. Nielsen Co. officials disclosed a newly prepared chart showing radio usage per home per week. The 20 hours, 36 minutes break down into:

Line-cord radios 12 hours 12 minutes, or 59% of the total audience; auto radios 4 hours 6 minutes or 20%, and battery-only portables 4 hours 18 minutes, or 21%. The figures were based on a survey covering two weeks in December and two weeks in January of last winter. A similar special report will be issued this summer.

The new network radio service will involve a “moderate” increase over the price of the present NRI and will provide three different periodic reports on the radio audience. As itemized by Nielsen, they are:

■ Monthly pocketpieces that will have “sponsored network program ratings” and “sponsor cumulative audiences.” The first category will show the number of radio homes reached each minute and by broadcast, including an esti-

mate of the in-home, line-cord audience plus that of auto. The second category will show the number of different homes reached during four weeks. It also will give data for each sponsor's "total network purchase" and for each network.

■ The pocket pieces also will indicate the network ratings and homes using radio data including both "in-home" and "in-home plus auto audience."

■ Special reports on battery-only portable radio usage will be issued twice yearly showing the size of this audience in relation to the in-home audience. Bi-monthly reports will include all sponsored network programs and radio usage by "demographic breaks."

A. C. Nielsen officials explained that the so-called line-cord radio audience will be measured with the audiometer. The auto-radio audience will be measured by meter-controlled diary (meter or recordimeter used acts as a control on the accuracy of diary entries). The battery portables will be measured by the diary system only and both in and out of the home.

It was explained further that car radio totals will show usage only and will not be compiled as to audience composition. Because the same general panel will be used, the auto radio usage will be arbitrarily spread over the same composition pattern indicated by line-cord radio.

**Devices** ■ In releasing data on its new service and techniques in assembling the audience statistics, Nielsen people gave a rundown on its auto radio devices: an "Audilog" and a "Recordimeter."

The first term refers to a "closed-end" diary attached to the car radio. The driver notes whenever the radio is on, the time, the number, age and sex of the passengers. The other term describes an elapsed-time counter that is installed in the dashboard and connected to the "on" switch of the radio, clocking the amount of time a radio is used. This is a control factor in that its results can be compared with the diary.

The two auto devices, however, show only a time-period measurement of radio usage but do not pinpoint the station tuned, and the audience is usually expressed as a percent of homes-using-radio or "auto plus." The same is said of battery-portables.

## Texaco buys fractions of NBC-TV programs

Texaco Inc., which recently announced it would pull out of NBC-TV's *Huntley-Brinkley Report* in October, has invested a reported \$2 million in others of that network's programs between June and December 1962.

The advertiser has bought participa-

tions in six current prime time shows, beginning June 2, and another schedule of participations in six evening shows to begin in the fall. In addition, Texaco also will participate in a new news program. *This Is NBC News*, beginning Sunday, June 3 (6:30-7 p.m., EDT), and will sponsor one-third of the *Tv Guide Award Show*, Sunday, June 24 (9-10 p.m. EDT). Benton & Bowles Inc., New York, is Texaco's agency.

## Lipton's twin drives to push teas on tv

Tv viewing and iced tea drinking are a summertime combination that Thomas J. Lipton Inc., Hoboken, N.J., will exploit in May-through-September campaigns for Lipton Tea and Lipton Instant Tea.

Lipton last week announced its heaviest tv promotion of iced tea, including participations in 15 regular network programs, two one-hour specials and



Carol Burnett and Julie Andrews relaxed with tankards of iced tea during rehearsals of their CBS-TV special taped at Carnegie Hall.

spot schedules in some 60 markets. Orders have been placed through Sullivan, Stauffer, Colwell & Bayles Inc., New York.

The campaigns for the two Lipton products are separate but their combined effect will be to stimulate more iced tea drinking, more tea buying by consumers and more recognition of the Lipton name at the point of sale, it's reported.

A double thrust in support of Lipton Tea will be sole sponsorship of the forthcoming CBS-TV specials, "Julie and Carol at Carnegie Hall" and "Jack Benny at Carnegie Hall." The former show, starring Julie Andrews and Carol Burnett, will be aired June 11 at 10-11 p.m. EDT. The latter, a repeat from the past season, is set for July 31 at 9-10 p.m. EDT. Commercials for iced tea on both shows will be delivered by

Lipton spokesman George Fenneman.

Commercials for iced tea made with Lipton Instant are scheduled for eight nighttime shows and six daytime shows on the three tv networks. The program lineup: *Twilight Zone*, *Checkmate*, *77 Sunset Strip*, *Surfside 6*, *Ben Casey*, *Hawaiian Eye*, *Lawman*, *Follow the Sun*, *Say When*, *Price Is Right*, *Concentration*, *Jan Murray*, *Make Room for Daddy* and *Here's Hollywood*.

Spot tv coverage will encompass schedules varying from four to 10 weeks in 60 markets for Lipton Tea, with 5 to 22 spots weekly, while the Lipton Instant spots run in 66 markets with 3 to 18 spots weekly for 13 to 19 weeks.

## Business briefly...

**Barricini Candies Inc.**, chain stores, Long Island City, N. Y., ordered 300 radio spots in the New York market in a five-week campaign to promote a "Puerto Rico holiday sweetstakes," starting last week. Promotion introduces three Caribbean inspired candy assortments. Trips to Puerto Rico and other prizes will be award in drawing of "sweetstake" entry blanks available in Barricini stores. Agency: Mogul, Williams & Saylor Inc., New York.

**Lehn & Fink Products Corp.**, New York, has bought segments for its Lysol brand disinfectant on *Premiere Theatre* over ABC-TV and *Outlaws*, *International Showtime*, *David Brinkley's Journal*, *Chet Huntley Reporting*, *Thriller*, *Project 20* and *National Velvet* over NBC-TV July 1 through Sept. 23. Agency: Geyer, Morey, Madden & Ballard Inc., New York.

**Colgate-Palmolive Co.**, New York, has ordered weekly participations in NBC-TV's *The Shari Lewis Show* (Sat. 10-10:30 a.m. EDT), starting June 30. Agency: Ted Bates & Co., New York.

**Procter & Gamble** last week gave a major order to NBC-TV for sponsorship in two new series next season. Tv's leading advertiser purchased alternate-weeks of *It's a Man's World* (Mon. 7:30-8:30 p.m.) and *Wide Country* (Thur. 7:30-8:30 p.m.). Time remains available in both series. P&G's buy was through Benton & Bowles, New York.

**Scholl Manufacturing Co.**, Chicago, has purchased a summer-long series of five minute participations for its Zino Pads on CBS Radio's daily *Art Linkletter's House Party* (10-10:10 a.m.) and Allan Jackson's news broadcasts (10-10:10 a.m.). Scholl's flight will be heard from June 4 to Aug. 31. Agency is Donahue & Coe, New York.

**Bulova Watch Co.**, through Sullivan, Stauffer, Colwell & Bayles; **Pepsi-Cola**,

250  
BC-250T

500  
BC-500T

1,000  
BC-1T

5,000  
BC-5P-2

10,000  
BC-10P

20,000  
BC-20C

50,000  
BC-50C

100,000  
BC-100C

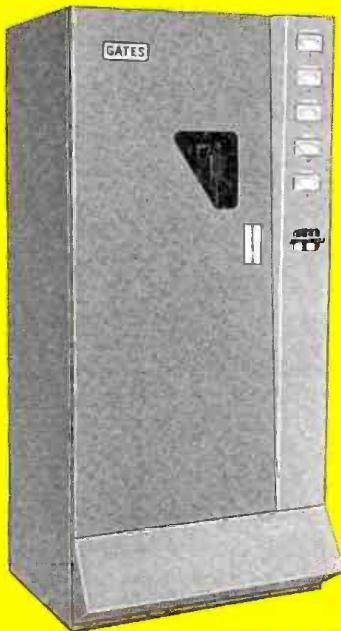
From 250 Watts to 100,000 Watts

# GATES AM BROADCAST TRANSMITTERS

## Producing the *Sounds of Success* Throughout The World

Transmitters cannot be designed with a "lick and a promise." *Good* equipment is the result of years and years of concentrated research and experience. The design and development of ten or twenty previous models results in a much better transmitter today.

When you buy Gates equipment — from 250 to 100,000 watts — you know that each transmitter represents an accumulation of *40 years of specialized broadcast engineering experience*. This is why Gates is the world's largest manufacturer of AM broadcast equipment, as shown by the examples below.



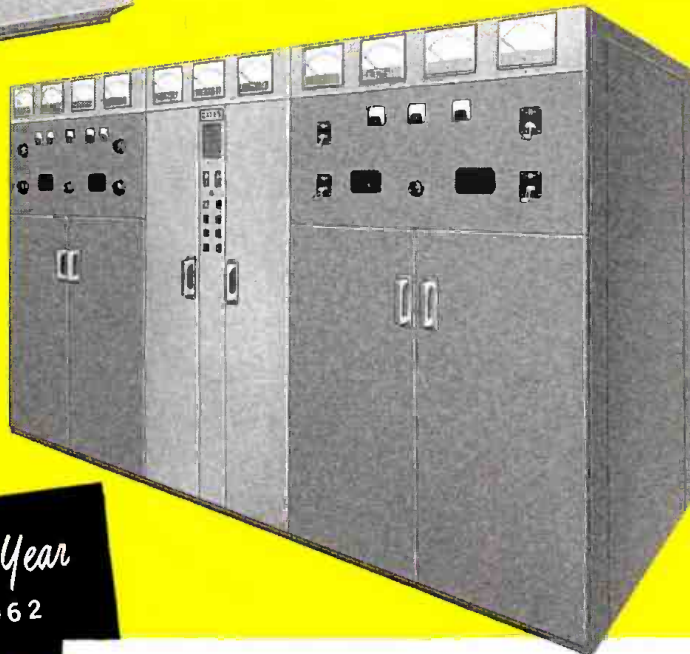
**BC-1T 1 KW AM Transmitter**

Used by more 1000 watt AM stations than any model in the history of broadcasting.



**BC-5P-2 5 KW AM Transmitter**

The largest selling 5000 watt AM broadcast transmitter manufactured in the world today.



**BC-50C 50 KW AM Transmitter**

Broadcasting's newest and most advanced Fifty. Combined medium and short wave models have reached the No. 1 sales position in only three years.

*Our 40th Year*  
1922-1962



**GATES RADIO COMPANY**

*Subsidiary of Harris-Intertype Corporation*

**QUINCY, ILLINOIS**



Offices in: HOUSTON, NEW YORK, LOS ANGELES, 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

via BBDO; and **Pharmacraft Labs**, through Papert, Koenig, Lois, have been added as sponsors of *Stoney Burke*, ABC-TV's new show in the Monday, 9-10 p.m., slot next season.

**General Mills**, through Knox-Reeves Adv., Minneapolis, will begin a heavy tv network and spot campaign in mid-June as part of a major promotion to introduce Saff-O-Life Safflower Oil, GM's new entry in the salad and cooking oil field.

**Sealright Co.**, Fulton, N. Y., has bought four five-minute programs for four June weekends on NBC Radio. The programs, *Frank Speaking*, to be heard during Monitor '62 broadcasts, feature Frank Blair of NBC News. Agency: Emil J. De Donato Inc., New York.

## Rep appointments...

▪ **WESH-TV** Daytona Beach-Orlando, Fla.: Advertising Time Sales Inc., New York, as national representative, effective June 1.

▪ **KAIL (TV)** Fresno, Calif.: Tele-Radio & Tv Sales Inc., New York, as national representative.

▪ **WHTN-TV** Huntington, W. Va.: Select Station Representatives, New York, as exclusive national representative.

## Also in advertising...

**New catalogue** ▪ A new 16-page catalogue listing 150 films has been issued by Telefax Film Productions. The films, each one minute in length, are designed to provide action backgrounds for supered slide messages. The cata-

logue is available free from the company at 996 East 57th Ave., Vancouver, B. C., Canada.

**BCH expands** ▪ Broadcast Clearing House, centralized billing agency for spot broadcast media, has moved to Suite 1225, 50 Rockefeller Plaza in New York and opens a Chicago branch office on June 1. Chicago office will be in Wrigley Building, 410 N. Michigan Ave.

**S. F. office** ▪ The new San Francisco office of Post, Morr & Gardner, Chicago, has been opened in Crown Zellerbach Building, with a reception attended by city officials and local businessmen. Burgermeister beer is the chief account to be handled there. Agency now bills \$18 million, up from \$11 million last year.

# Mechanized 'dry runs' for ad campaigns

## NEW COMPUTERIZED SERVICE DESIGNED TO PREDICT MEDIA-MIX REACH

A so-called "People Machine" is ready to make its debut in advertising. It is designed to predict in detail the extent, depth and quality of coverage that any given advertising campaign will attain.

In time—but not yet—it may go further and predict the actual dollar value of sales that a campaign will achieve.

Even though it hasn't yet reached this final stage of sophistication, its inventors say that in its present form it will increase a campaign's efficiency by at least 5% and more likely by a figure closer to 30%. That's \$400,000 to \$2.4 million in extra efficiency for an \$8 million advertising budget.

The "People Machine" is in fact neither people nor a machine. It's a system developed by Simulmatics Corp. for predicting human behavior. Its biggest fame thus far has been for its work in 1960 in predicting for the Democratic party—with a high degree of correlation to the actual results—how the electorate would react to various campaign situations, including the so-called "Catholic issue." Political insiders have credited its predictions with influencing some of the campaign strategies of candidate John F. Kennedy.

The "People Machine's" advertising applications are called Simulmatics Media-Mix (BROADCASTING, Oct. 16, 1961). What the system does, essentially, is to construct (or "simulate") within an electronic computer a "model" of the U. S. population and its total media habits, half-hour by half-hour. Thus an advertising campaign plan can be run through the machine and the

campaign's efficiency—in terms of the exposure it would get—quickly determined.

**Total Vs. Parts** ▪ This exposure, officials say, can be shown not only in terms of total people exposed but also in such detail as exposure by age levels, economic levels, educational attainment, and numerous other characteristics; amount of overlapping exposure between two or more media, and—to the extent that the client has basic data from which to work—such factors as relative exposure of heavy, medium, light or non-users of the product to be advertised, or the relative efficiency of this campaign as compared to a competitor's.

A Media-Mix comparison of two different campaign plans, according to Simulmatics officials, could produce relatively quickly a report encompassing perhaps 100 different tables bearing directly on the client's questions—out of three or four thousand tables that could be produced as part of the "ordinary output" of the simulation.

"With Media-Mix," its officials say, "we can take the population of the U. S. through weeks or months of media exposure to predict in detailed terms of reach and frequency the results of proposed advertising schedules."

They also say the system has other values—as in determining for a network, for example, the probable effects of proposed changes in program schedules.

The Media-Mix system was developed by Dr. Ithiel de Sola Pool, director of the international communications program of Massachusetts Institute of Technology, and a group of so-

cial scientists, mathematicians and computer authorities associated with him in Simulmatics Corp. Dr. Pool is chairman of the Simulmatics research board and also retains his MIT post.

**Information, Please** ▪ Simulmatics President Edward L. Greenfield, opinion researcher and research consultant, said that work on collecting the necessary information for the Media-Mix "data bank" has been in progress for more than a year, and that more than five man-years of work have gone into assembling essential tv data alone.

The new service will be offered to advertisers and agencies for the first time in early June, but officials say they already have more than 100 requests for proposals, based on advance reports of plans for the introduction of such a system.

Media-Mix is one of several uses of the "People Machine" principle currently in work at Simulmatics.

Among those associated with Dr. Pool and Mr. Greenfield in Simulmatics are the following who have assisted on the Media-Mix project: Alex Bernstein, director of applied research, who formerly was senior mathematician at IBM and who developed IBM's chess-playing computer program, among other projects; Dr. William McPhee, research associate at the Bureau of Social Research at Columbia U.; Dr. James Coleman, chairman of the social relations department at Johns Hopkins U.; Dr. Robert Abelson, psychology professor at Yale, who was co-supervisor of the 1960 simulation for the Kennedy campaign and currently is supervisor of a simulation study of public health programs being developed by Simulmatics for the U. S.



# 'TIS THE TILL THAT TELLS THE TALE OF ADVERTISING EFFECTIVENESS . . . .

The moment of truth comes to all advertisers at the cash register. Make no mistake about it, whether you bought time for this market from your office in New York, Chicago, St. Louis, Minneapolis, or where are you, you bought it to make sales for your client's product here in central Iowa.

In selling anything, who says what to whom is a prime factor in getting results. Do you know that this station telecasts around 80% of all the local business placed in this market? Do you know this has been true since the inception of the station?

Such acceptance must be deserved.

When all the tumult and the shouting is over . . .

'Tis the till that tells the tale . . . and as far as you are concerned it's your till and it tells your tale.

Ask your local representative or broker or jobber or relative or ask Katz about this nationally known, most effective television station.

# KRNT-TV

## DES MOINES

# Hubert is going to Harvard

... at least, he was until he got a D in third grade arithmetic, which, rationalized his fond parents, didn't show what Hubert could really do.

Like grades in school, program ratings are a measure of performance. In television, performance is partly a matter of program preference. Ratings tell how many people are watching and something about these people.

This is useful information for everybody involved... for advertisers buying audiences... for stations building a program service... and for just plain people getting what they want from TV.

Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay. They are indispensable for a popular medium that wants to stay popular. Where the customer does not pay directly for the product, ratings afford the only practical way to find out what he wants.

But, say the critics, the majority, when it comes to television, should not rule. And it doesn't, not all the time anyway.

The award-winning Corinthian documentary, "A Visit to St. Albert's Monastery," didn't do much better in rating points than Hubert did in arithmetic. The big difference: we didn't expect that it would, but we're proud of it anyway.

Responsible broadcasters will always want an accurate measure of audience response as one more factor in developing a varied and free program service.

*Responsibility in Broadcasting*

## THE CORINTHIAN

BROADCASTING, May 28, 1962

Public Health Service, and James L. Tyson, former director of economic and statistical services at C-E-I-R and market research director for Time-Life International, who now is director of marketing research for Simulmatics and manager of the Media-Mix project.

Media-Mix consists basically of two parts.

"Imagine," says a Simulmatics brochure, "a cross-section sample of the American public consisting of people with perfect memories. Imagine that after the end of an advertising campaign or at the end of a year, one could interview each of these people and ask them whatever question one wished about each and every occasion on which they were exposed to an advertisement in a particular campaign—what they were doing at the time, who they were with, in what medium they saw the ad, and so on. For market research this would be an ideal situation."

What Simulmatics created, first, was a sample which, used with a computer, not only has total recall, according to Simulmatics officials, but also can do what even people with perfect memories could not do—report with equal certainty to what extent they would be exposed to a campaign that hasn't yet been conducted.

**I Wish I Wuz People** ■ This sample, Part One of Media-Mix, is a simulation of the entire population of the U. S. over the age of four years. It consists of 2,944 imaginary "people," divided into 140 different types—"easterner, middle-aged, unmarried, white, \$8,000 income, high-school education" might be one type, for example—so that in total they represent the American public as shown by Census Bureau figures on sex, age, education, race, income and other socio-economic characteristics.

Part Two assigns to these imaginary individuals media habits which also are representative of the media habits of the U. S. population: television viewing, radio listening, and the reading of magazines, newspapers and Sunday supplements (data on exposure to outdoor and point-of-purchase advertising may be added later).

"Each individual," the Simulmatics brochure points out, "habitually reads certain magazines, has certain tv program preferences, has certain newspaper preferences, and prefers certain types of radio programs and stations. All of this information is recorded for each individual on the computer tape."

These include "habits" based on both national and local measurements. For instance, officials explain, "we maintain data on the program preferences for each of 150 network programs, classified by socio-economic groups and

applied to the 2,944 hypothetical individuals in our sample population." This data is based on ratings and on qualitative audience data from TvQ.

The simulated population is assigned—approximately 100 actual counties where the mythical people "reside" in proper proportions—and complete audience and programming data, including whole program schedules from all of the actual stations in these areas (about three tv stations per sampling unit), are also fed into the computer.

"Thus we have viewing data on some 70,000 time slots which are typical of U. S. viewing habits as a whole. We are able to assign to each individual in our sample the specific programs and stations he prefers, half-hour by half-hour starting at 7 o'clock in the morning, so that the computer knows—and can tell us—how many people are watching television, and what they're watching, at any given time."

The same sort of information, but expressed in terms of program types rather than of specific programs, is fed into the machine regarding radio listening. Since radio coverage data is more limited, "probabilities of exposure to given program types" are used when actual coverage information is not available. These probabilities are "estimates based on detailed evaluation of such factors as program type, total average station coverage, time of day and other variables."

For print media, the "data bank" includes information on exposure to 200 issues of 50 magazines, all newspapers in the 100 sampling points, and Sunday supplements.

When this material has been fed into the computer the Media-Mix system is ready to test advertising campaign plans. Simulmatics officials explain:

"The computer steps hour by hour, or half-hour by half-hour—or minute by minute, if need be—through a day, a week, a month or a year, as the client's needs dictate. For each time interval it cycles through the entire population of 2,944 individuals. For each individual it asks the following questions:

"Is he using a medium? If so, which medium? What program or item within that medium? Was there an ad in it from a campaign we are following?"

**'Multiple-Regression' Analysis** ■ In answering these questions on television usage, officials say, "We start with an initial figure on the probability of the individual being exposed to the given program at the given time. This probability is based on audience data if available. For new shows or for shows with no available data, we have developed from multiple-regression analysis an equation for estimating the exposure probability of a given show, based on its type, time of day, network,



**KHOU-TV**  
HOUSTON



**KOTV**  
TULSA



**KXTV**  
SACRAMENTO



**WANE-TV**  
FORT WAYNE



**WISH-TV**  
INDIANAPOLIS

**WANE-AM**  
FORT WAYNE

**WISH-AM & FM**  
INDIANAPOLIS

Represented by H-R

# STATIONS

BROADCASTING, May 28, 1962

(BROADCAST ADVERTISING) 43

# The hard sell 'hard sell' invades commercials

Close-ups of swirling water in a sink, swaying letters spelling out "comfort," cough medicine spilling over the edge of a giant spoon; each is a picture designed to attract a tv viewer's attention, and all are from commercials created by a year-old company with the unlikely combination of names, Ferro, Mogubgub & Schwartz.

In a remodeled brownstone house at 249 E. 49th St., New York, the young FM&S partners, Pablo Ferro, 27; Fred Mogubgub, 33, and Lew Schwartz, 35, operate as "visual communicators," preferring not to call themselves suppliers, as might be customary. "We don't supply,

we create," Mr. Schwartz said.

What the partners had in mind when they blended their talents was a production firm that would serve as an extension of ad agencies when an agency went outside of its own creative resources for assistance on new commercials. Mr. Schwartz, chief negotiator of new business for FM&S, explains that "we are being used for creative supplement . . . our shop is being treated as a specific piece of talent."

In recent months FM&S has built up a reputation for producing commercials that both entertain and sell for such advertisers and agencies as Arrestin (N. W. Ayer), Ford Falcon

and Ford Fairlane (J. Walter Thompson), U. S. Steel (BBDO), La Palina Cigars (Compton), Red-L-Seafood (Smith/Greenland), Dixie Cup (Hicks & Greist), Post Top Three and Post Treat Pack cereals (Benton & Bowles), Coca-Cola (McCann-Erickson), Brillo (J. Walter Thompson), and several others.

**Hard Sell Art** • The FM&S partners admittedly joined forces in the hope of "bringing art to the tv commercial." Their common goal was to steer clear of a "factory assembled look" by experimenting in new techniques and providing a customized service. FM&S commercials are marked by a blending of unusual typography with animation and live action. Emphasis is on "see," dominant features being movement of letters and numbers, close-ups and other visual symbols that tell the product story.

To many viewers of FM&S commercials, the term "soft-sell" would come to mind, but the creators are quick to acknowledge that their efforts are definitely "hard sell." Only the approach to the sales message is different. The real difference lies in the stress on eye appeal rather than impact on the ear. An outstanding example of their style was demonstrated in a U. S. Steel commercial, for stainless steel sinks, which was honored at the recent American Tv Commercials Festival as the best commercial in the home furnishings category. Decorative



the total average station coverage data, and other factors."

Moreover, the system is described as containing "features for taking into account habit formation in tv viewing, satiation with a given type of show, the special effects of extra promotion for the show or other unusual factors, and competition with other shows in the same time slot."

For television commercials within programs, minutes-by-minute audience data can be used if available; otherwise the "data bank" will provide a probability estimate of viewership based on the probability for the entire show. For commercials between shows, estimated audience-flow data is used to determine the probability of viewership.

In estimating radio exposure the process is similar but simplified, because program lineups change less often in radio. With the print media the

process follows similar lines, with output derived from a base of information including circulation figures, audience surveys and studies of readership patterns.

If an advertiser wishes to evaluate a campaign in a single market area, as for example Texas or the New York metropolitan area, the simulation can be re-done, according to Media-Mix authorities, to represent only the area under consideration.

In addition to the socio-economic and demographic breakdowns which Media-Mix can supply, officials report, a wide range of more specific characteristics of a campaign's audience can be supplied if the client has the marketing data and wishes to incorporate it in simulation. For instance: What kind of car does each individual own and how old is it? How does he or she distribute purchases between supermarkets and small stores? Between

grocery and drug stores? Does he live in a hard-water or a soft-water area?

While Simulmatics officials expect that their Media-Mix clients will find a wide range of questions to ask the "People Machine," they think basic interest will lie primarily in determining the differences in coverage effects achieved by several different campaign plans:

"For example, the client might ask us to compare his present schedule with a proposed, modified one. He might ask us to include two proposed modified ones to determine which is better. He might wish to compare his schedule with that of his competitor.

"Or he might wish to know what kinds of people he was reaching that his competitor was not, and vice versa. He might wish to compare three schedules, two at the ends and one at the middle of some scale; when he found which end of the scale was better, he

# SOFT DRINKS' USE OF TV UP 46.9%

TvB reports network-spot billings hit \$21.5 million in 1961

effects of the sink were emphasized by special lighting, while close-ups of water running on the steel produced the desired effect of efficiency and cleanliness.

In the Arrestin commercial, the camera closed in on a spoon until it dominated the screen, and the slow dripping of the cough syrup from the spoon caused a "mouth-watering" effect. Dancing letters in a Ford commercial spelled "comfort" in such a bending, swaying manner that the full effect of the word was imparted. Photo at left is a typical example of a hard sell pitch with type, this one calling attention to the virtue of Amoco gas.

Nowhere has their skill in the use of typography been more challengingly and artfully demonstrated than in the special visual effects created for the off-Broadway play with the stretched-out title, "Oh Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Feelin' So Sad." Noting an FM&S commercial on tv one night, Jerome Robbins, director of the play, contacted the firm to produce special films for showing on a large screen as the curtain opens on the play and as introductions to various scenes.

Before starting their own company, Messrs. Ferro and Mogubgub had been animators and directors for Academy Pictures, Gifford Animation and Elektra Studios. Mr. Schwartz was animation supervisor at J. Walter Thompson. Along with a staff of 12, they work as a team on every project.

Television Bureau of Advertising in continuing its product category comparison of advertising spending on television in 1961 and 1960 reported last week that bottled and canned soft drink advertisers' tv time billings went from \$14.6 million to \$21.5 million, a 46.9% increase. The figure includes network and spot.

The bureau said the bottlers increased overall ad expenditures in major consumer media 10.3% and that tv's share jumped to 51.5% in 1961 from the

previous year's 39.7%. A list of top 10 advertisers of bottled or canned soft drinks in 1961 showed Coca-Cola Co. leading with more than \$7.8 million in tv, of which the major share (more than \$6.6 million) was in spot. Pepsi-Cola Co. nearly duplicated this spending in network, but was more than \$2 million behind Coca-Cola in spot. Both firms were far ahead of other advertisers in this category.

Summarized in tabular form:

TOP TEN ADVERTISERS  
BOTTLED AND CANNED SOFT DRINKS  
1961 MEASURED MEDIA EXPENDITURES  
(GROSS TIME OR SPACE)

	Television	Newspapers	Magazines	Outdoor	Total	% TV
Coca-Cola Co.	\$7,885,360	\$ 564,511	\$2,937,664	\$2,087,296	\$13,474,831	58.5
Pepsi-Cola Co.	5,570,626	2,021,999	1,927,646	754,608	10,274,879	54.2
Seven-Up Corp.	2,263,281	361,557	2,251,359	1,155,957	6,032,154	37.5
Royal Crown Cola Co.	701,100	626,050	869,406	782,860	2,979,416	23.5
Canada Dry Corp.	1,149,560	480,931	676,370	235,443	2,542,304	45.2
Dr. Pepper Co.	799,010	101,941	235,250	142,838	1,279,039	62.5
Cott Beverage Corp.	734,180	147,914	.....	.....	882,094	83.2
Schweppes (USA) Ltd.	350,270	81,885	364,540	.....	796,695	44.0
Hammer Beverage Co.	385,030	.....	.....	.....	385,030	100
Hoffman Beverages	242,270	62,902	17,100	.....	322,272	75.2
Total top ten	\$20,080,687	\$4,449,690	\$9,279,335	\$5,159,002	\$38,968,714	51.5

TOP TEN ADVERTISERS  
BOTTLED AND CANNED SOFT DRINKS  
1960 MEASURED MEDIA EXPENDITURES  
(GROSS TIME OR SPACE)

	Television	Newspapers	Magazines	Outdoor	Total	% TV
Coca-Cola Co.	\$4,748,550	\$ 956,556	\$3,860,797	\$2,408,325	\$11,974,228	39.7
Pepsi-Cola Co.	3,119,040	4,105,105	1,639,825	1,178,014	10,041,984	31.1
Seven-Up Corp.	1,562,560	339,265	2,229,295	881,810	5,012,930	31.2
Royal Crown Cola Co.	860,760	.....	1,002,935	1,167,266	3,030,961	28.4
Canada Dry Corp.	1,623,270	533,805	371,402	232,925	2,761,402	58.8
Dr. Pepper Co.	646,680	132,060	216,575	131,519	1,126,834	57.4
Cott Beverage Corp.	367,890	285,229	.....	12,425	665,544	55.3
Schweppes (USA) Ltd.	412,680	111,813	61,410	5,520	591,423	69.8
Hammer Beverage Co.	112,130	.....	.....	.....	112,130	100
Hoffman Beverages	6,170	116,613	46,190	.....	168,973	3.7
Top ten total	\$13,459,730	\$6,580,446	\$9,428,429	\$6,017,804	\$35,317,436	38.1

Sources: Television: TvB-Rorabaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers; Outdoors: Outdoor Advertising Inc. TvB Report M9-13

might wish to narrow in on the optimum by trying a schedule between two good ones."

Simulmatics authorities also feel that Media-Mix can be useful to others in advertising besides agencies and advertisers: "A television network, for example, might wish to compare alternative lineups of programming. Any change of television programming can be described in the way that we have described advertising campaigns, and its audience can be measured."

For the present, however, they feel that Media-Mix's biggest market potential is among agencies and advertisers. They have not completed their rate card, but say costs will be "moderate" and "within the reach of agencies of all sizes and their clients." Costs also will vary with the amount of special research required, if any, and with the amount of computer running time.

Eventually, officials expect to set the

"People Machine's" sights a little higher and shoot for the ultimate goal in advertising prediction: forecasting a campaign's sales effectiveness. Even now, they say, this can be approached on a tailor-made basis. But they're not pushing it "until client confidence in Media-Mix has been established."

Simulmatics uses computers of various service bureaus.

Media-Mix's debut follows by about six months the announcement of a computer-based media selection system called Mediometrics which was developed by BBDO and C-E-I-R, independent data-processing and consulting firm (BROADCASTING, Nov. 29, 1961). Mediometrics uses linear-programming techniques rather than simulation, which Simulmatics officials consider more powerful and flexible in describ-

ing audience duplication, cumulative reach and frequency, and "the dynamics of audience behavior."

In their advertising applications, linear programming and simulation tackle problems from opposite directions. In linear programming, the computer is told what people the advertiser wants to reach and how much money he wants to spend; then it devises the media schedule which, mathematically, best meets his requirements. The simulation system in Media-Mix gives the computer ready-made schedules and finds out how many people each of these schedules would reach.

Simulmatics Corp., a publicly held company formed in 1959, has offices at 501 Madison Ave., New York, and also in Washington and in Cambridge, Mass.

# Admen pelt FTC's cease & desist plan

## OPPOSITION LEADS REP. HARRIS TO FEEL BILL MAY BE TOO SWEEPING

Advertising agency associations struck hard last week at proposals to give the Federal Trade Commission new cease-and-desist powers. In fact, it was a case of Paul Rand Dixon, FTC chairman, against almost everyone else in the House Commerce Committee's hearing on the proposal (HR 8830).

But indications are that the commission may get something, if not everything it seeks, in the way of a new enforcement weapon to act quickly against advertising campaigns and other practices charged with being fraudulent or illegal.

Rep. Oren Harris (D-Ark.), Commerce Committee chairman, indicated he thinks the commission should have new powers to expedite its proceedings—but not to the extent of 'throwing the entire business community into a tail-spin.'

The proposed measure, which has the President's backing, would permit the FTC to issue temporary stop orders pending a final commission order on a contested business activity's legality. The order, however, would be subject to review by the Federal Appeals Court.

**Need for speed** ■ Mr. Dixon said the commission needs the authority if it is to move fast enough to protect small business against unlawful practices by large competitors. Under present procedures, he said, "the most stupid

lawyer in America could keep a case alive for several years." But a small business being harmed by the contested practice, he added, "could be dead in several months."

But a long line of witnesses, including representatives of bar associations and business groups as well as the national advertising associations, assailed the proposal as "unprecedented" and probably unconstitutional if not dictatorial. They said only the courts should have the authority to grant cease and desist powers.

Mr. Dixon, however, said the commission should be permitted to issue such orders because it "has the expertise acquired in its 48-year history that no judge could acquire." A judge hearing a request for a temporary injunction, he said, would have to start from the beginning to obtain the information and background already gained by the FTC in its investigation.

If Congress wants to help the small businessman, Mr. Dixon said, it should grant the commission the power it seeks. "We see small businessmen disappear from the scene as we investigate and litigate," he said. "Some cases are on the docket eight years."

But John J. Ryan, counsel for the Advertising Federation of America, said the bill would violate "the fundamental American concept that no citizen shall

be deprived of liberty or property without due process of law." Proponents of the bill, he added, haven't demonstrated that it is of such "overriding importance to the nation as would justify the moratorium on personal liberty which it would invoke."

**Absolute Power** ■ Mahlon F. Perkins Jr., counsel for the American Assn. of Advertising Agencies, said the bill would confer on the FTC "the absolute power to take advertising off the air and banish it from print" whenever the commission concludes such action is necessary to prevent "irreparable harm."

Both Mr. Ryan and Mr. Perkins said they do not oppose the idea of temporary injunctions against advertising. But the power to take such measures, they said, should be reserved for the courts.

Several Commerce Committee members indicated agreement with these views. Rep. J. Arthur Younger (R-Calif.), in questioning Mr. Dixon, commented that the proposal reminds him of old frontier-days justice. In those days, he said, a sheriff might remark, "We'll give the man a fair trial, then hang him. But under the New Frontier, you say, 'We'll hang him, then give him a fair trial.'"

Rep. Harris agreed that the lawyers opposing the bill have built a strong case.



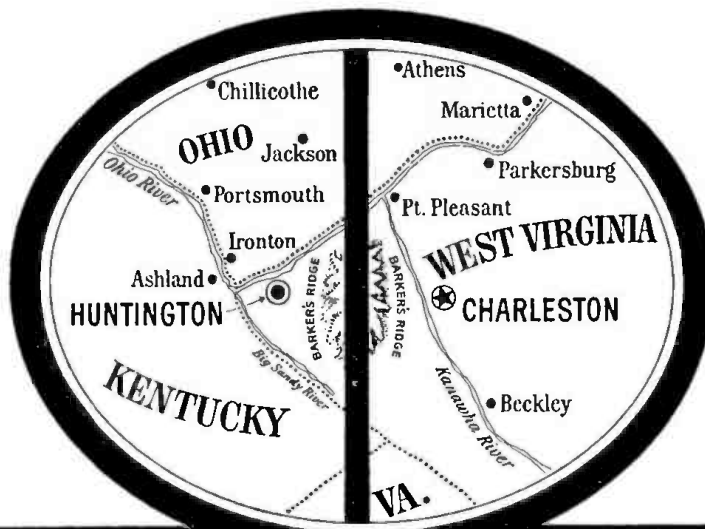
## Bartley, Craven, Cross among 239 FCC long-service honorees

FCC Commissioner Robert T. Bartley (right, in left photo) receives a pin from Chairman Newton N. Minow commemorating 20 years of government service by the former. Inspecting their pins, presented ear-

lier, are Commissioner T. A. M. Craven (center) (for 35 years) and John S. Cross (30 year veteran). At its annual awards ceremony last week, the commission honored 239 employes for length of service (from

10 to 40 years, with six in the latter category), superior accomplishment (40) and suggestions adopted by the FCC (27). Those named in the last two groups also received cash awards.

# THE GREAT CHARLESTON-HUNTINGTON DEBATE



## 4 STATES SPLIT ASUNDER AS TOM GARTEN<sup>1</sup> & JOHN SINCLAIR<sup>2</sup> DO BATTLE ON BARKER'S RIDGE!!

**TOM:** Media men, sales managers and time-buying influences of all kinds: Greetings! And welcome to another *Grand Harangue* over a question so often — and so *needlessly*—asked of us at WSAZ-TV: “Which West Virginia market shall we buy with our budget? Hearty Huntington or Cheery Charleston?” My friends, *both* of these treasure troves lie within easy audio-video reach of Barker’s Ridge—site of our Towering Tower! Thus, no choice is necessary!

**JOHN:** Mr. Garten, to what you have so grandiloquently put, permit me to add this one infuriating thought. *Were* an outright choice the advertiser’s only option, I would reply “Charleston!” without hesitation! For this fair city is not only *Mixer of the Nation’s Chemicals*, but, indeed the very pulse and purse of the entire 72-county 4-state *Supermarket* area served by our single—and single-priced—signal!

**TOM:** *En garde*, sir! Once again, your local loyalty has set highly paid brother against highly paid brother, split handsome TV homes in half, divided 2 million consumers right down the middle, and torn a 4-billion-dollar payroll in twain (see map)! Your rashness, sir, will be rewarded by the rumble of one of the world’s finest gun collections — housed in the magnificent Huntington Art Gallery. *Charleston* the pulse and purse of *Supermarket*? You reckon without the spirit of an *All-American City*, and without the economic strength of its many allies!

1. Vice President and General Manager, WSAZ-TV

**JOHN:** Economic strength? Be advised, sir, that a defense contract recently awarded the FMC Corporation will give employment to 1,250 persons in South Charleston! The product? *Armored cars*, my friend!

**TOM:** Transport, is it? The trains of a really great rail center will turn your flanks! And down the center we shall fire such balls of steel, glass, nickel, alloys and zinc as will set you sandbagging your capitol and wishing for far less heavy industry in the Huntington Tri-State Complex!

**JOHN:** Sandbags, sir, we have in abundance—as well as brinebags, coalbags and gravelbags. Sufficient to last out any siege, and even lend *you* some. And speaking of *flanks*, Mr. Garten, you forget your vulnerability to diesel-operated barge attack! We have but to come down the Kanawha, rendezvous with our Parkersburg and Marietta forces at Point Pleasant . . .

**TOM:** Stop right there, Mr. Sinclair! The pleasure boats of Huntington will be lying in ambush round the bend—for the Ohio River is ours! Besides, our time-keeper beckons.

**JOHN:** And I ahead on points! Let us once again declare the advertiser winner. For it is he who, by simply calling his Katz Agency man, can have *all* of *Supermarket*! This is WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: *The Good-will Stations, Inc.*

2. Manager, Charleston Operation, WSAZ-TV

**3**  
WSAZ-TV

# FOUR MORE SEEK MIAMI TV

## Former ch. 10 holder, National Airlines, resubmits application in contest with licensee L. B. Wilson

Four separate groups filed new tv station bids at the FCC last week seeking to compete with L. B. Wilson Inc. for ch. 10 Miami. Among the applicants was National Airlines' Public Service Tv Inc., which originally received the ch. 10 grant in 1957 but was disqualified three years later for *ex parte* contacts.

The remaining three applicants are South Florida Tv Corp., Miami Tv Corp. and Civic Tv Inc. By late last week, none of the applications had been accepted and there was some doubt the commission would officially receive the airlines application.

L. B. Wilson, one of the original four applicants for ch. 10, received a temporary grant from the FCC in July 1960. At the same time, the commission disqualified the other three applicants, including Public Service (WPST-TV), for improper contacts with then FCC Commissioner Richard A. Mack. Following court refusals to upset the verdict, the FCC ordered WPST-TV off the air last Nov. 20 and Wilson's WLBW-TV went on the air that day.

Last March, the FCC told WLBW-TV to file for license renewal by April 20 and announced that competing applications would be accepted until May 21. All four new applications were filed on the last day. In granting WLBW-TV, the commission set its original license period for four months only. Last week, the FCC granted WLBW-TV minor changes in its antenna system.

L. B. Wilson Inc. also owns WCKY Cincinnati. Stockholders include President C. H. Topmiller, 32.4%; Jeanette Heinze, 19.3%; Thomas A. Welstead, 19.3%; William M. Ittman, 11.3%; Jolar Inc., 11.3%, and Essie Rupp, 6.3%. The three largest stockholders vote a portion of the shares owned by the others through a five-year trust agreement.

**The Others** ■ George T. Baker, board chairman of National Airlines, continues as president of Public Service—a post he held when WPST-TV was on the air. Public Service is 100% owned by National and the following airline executives make up the tv subsidiary board: Lewis B. Maytag Jr. (president of National), William A. Nelson, John Morris, Richard E. Winckler, Robert K. Packard and Jerome A. Waterman.

Public Service would use the old WPST-TV facilities if its new application is granted. The station's net income, after taxes, in 1960 was in excess of \$150,000 and for 10½ months

of 1961 in excess of \$75,000, according to the application.

Mr. Maytag, head of Frontier Airlines, became president of National one month ago. He purchased 250,000 National shares (of 1.8 million outstanding) from Mr. Baker, with the latter still owning 50,000 shares. Pan American World Airlines owns 463,988 National shares which are held in trust by a New York bank under terms of a Civil Aeronautics Board order. For fiscal 1961 National reported a loss of \$7.2 million on operating revenues of \$63.9 million.

The South Florida application is composed of businessman-philanthropist-sportsman William B. McDonald Jr. (80%) and three former WPST-TV executives—Walter M. Koessler Jr. (10% with an option to acquire an additional 5% from Mr. McDonald), Eleanor L. May (5%) and William R. Needs (5%). Mr. Koessler was general manager of WPST-TV and will serve in the same post if the South Florida application is granted. He also was general manager of uhf WGBS-TV Miami (since deleted) from 1955-57 and presently owns ⅓ of Tradewind Productions Inc., Miami tv producer.

Both Miss May and Mr. Needs are employed by National Airlines. She was formerly program director of WGBS-TV and WPST-TV and Mr. Needs served as chief engineer for both stations. Messrs. Koessler and Needs and Miss May also have served with various other broadcast stations. South Florida also plans to use the former facilities of WPST-TV if it is successful in the ch. 10 bid.

**Miami Group** ■ Miami Tv Corp. has 25 stockholders, mostly Miami businessmen and headed by President Harvey F. Pierce (7%), architect, consulting engineer. Other stockholders include W. J. Callahan (6%), Edwin H. Bishop

(6%), and Joe Creel, Ernest P. Jones, C. Clyde Atkins, R. L. Budde, Frank R. Anderson and Charles Woods, each 5%, and others, none with over 4%.

Mr. Woods is president and 52.66% owner of WTVY (TV) Dothan, Ala. James C. Pollock will be executive vice president-general manager of the proposed Miami Tv Corp. station and has an option to purchase 35,000 shares (of 1.5 million authorized). Robert M. Claffin is the proposed assistant general manager with an option to purchase 20,000 shares.

Miami businessmen also make up a majority of Civic Tv Corp.'s 13 stockholders. Charles H. Crandon (banking and real estate) is president and he and the following each own 8.33%: Robert H. Cook, Grover A. J. Noetzel, Henry O. Shaw, Joseph Weintraub, R. D. Maxwell Jr., Edwin H. Belcher, Charles H. Bradshaw, J. N. McArthur, Arthur H. Weiland and D. Earl Wilson. Thomas W. Skinner owns 7.93% and former broadcaster Edward E. Lewis .40%. Mr. Lewis has been with several Texas stations, serving as sales manager of KVII-TV Amarillo from 1959-61. At the present time, he owns G-L Inc., Amarillo advertising agency.

Mr. Weintraub owns 10% of TGBOL-TV Guatemala City, Guatemala. Mr. Crandon will serve as general manager of the proposed Civic Tv Corp. station.

## Bar group protests suddenness of freeze

The FCC's action in creating a "partial freeze" on am applications without any warning was "unjust, unwarranted and erroneous," the Federal Communications Bar Assn. claimed last week in a petition asking the commission to reconsider (BROADCASTING, May 14).

The bar group took issue only with the lack of notice the FCC gave in announcing the freeze at 3 p.m. May 10 and making it effective as of 5 p.m. May 10, not with "the merits and propriety" of the freeze action itself.

The FCBA said it agrees with the dissenting opinion of Commissioner Rosel H. Hyde that the action "is essentially a substantive policy decision and ought to be the subject of a public notice before decision." The announcement of a freeze without prior notice "flies in the face of past experience by the commission itself in comparable freeze situations," the FCBA said, citing among other examples the three-months' notice given in the case of the 1948 to 1952 television freeze.

Some would-be applicants have invested substantial time and money in preparing applications for new am stations or changes in existing facilities, the FCBA said, and now are told that

### Too cozy

The FCC has refused to permit two stations under common ownership but in different cities to operate from one station's studios and be identified simultaneously. The request came from David M. Baltimore, principal owner of WSCR Scranton and WBRE Wilkes-Barre, both Pennsylvania. He sought to operate both stations from WBRE studios. WBRE is on 1340 kc; WSCR on 1320 kc.



## New FCC Review Board: Berkemeyer, Slone, Pincock, Nelson

Donald J. Berkemeyer (2nd from r) was named last week as chairman of the FCC Review Board. Other board members are (l to r) Horace E. Slone, Dee W. Pincock and Joseph N. Nelson. Members were selected "unanimously" by the FCC under terms of the FCC reorganization act passed by Congress last summer.

Rules governing the board, drafted after consultations with the Federal Communications Bar Assn., have not been formally adopted (CLOSED CIRCUIT, May 21) and the board will not begin functioning until 30 days after the rules and procedures are announced. The four members (only three to sit on any given case) were appointed for indefinite terms. Four members were named so that three will be on hand in case of illness and so that one member may be writing a decision while the other three are hearing a new case.

The staff board will be empowered to review examiner's decisions and practically all the routine am and fm hearing cases (but not tv). The right of further review by the FCC at the discretion of the agency members. The board will not be empowered to act on revocations and controversial renewal cases.

A member of the commission staff since 1946, Mr. Berkemeyer currently is chief of the office of Opinions and Review. He received an LL. B.



from the Duke U. Law School in 1942.

Mr. Nelson also has been with the FCC since 1946 and has served as chief of the Renewal & Transfer Division of the Broadcast Bureau since 1956. He received a law degree from St. John's U. in 1946.

Mr. Pincock, assistant general counsel in charge of the regulatory division since 1959, began his government career in 1941 with the FBI. He joined the FCC general counsel's office in 1946 and served as legal assistant to Commissioner Rosel H. Hyde from 1953-59. He received an LL. B. from George Washington U. a year before he joined the FCC.

Mr. Slone, engineering assistant to Commissioner Robert T. Bartley, is the only non-lawyer on the board. He joined the FCC field staff in 1940 and was transferred to the Washing-

ton headquarters in 1946. He received a degree in electrical engineering from Syracuse U. in 1927 and served as a radio station engineer and college professor before joining the FCC.

Messrs. Berkemeyer and Nelson are Grades 16 (top pay, \$16,295) and Pincock and Slone are Grade 15 (\$15,030 tops). The FCC is undecided as to whether it will try to make all four Grade 16's. Some commissioners think the Review Board members should not be rated higher than hearing examiners (Grade 15) since the board will be prohibited by statute from handling important tv cases which the examiners rule on as a matter of routine. Grade 16 ratings would require Civil Service approval and that agency has just so many superior grades (16-18) to dispense.

their efforts have been in vain. It is unfair that these applications are rejected not because of any inherent deficiency but merely because they did not happen to be prepared for filing by the sudden May 10 deadline, the FCBA complained.

The precipitous freeze violates Sec. 3 of the Administrative Procedures Act (providing that an agency must give advance notice in the *Federal Register*), the FCBA argued; the freeze was announced as effective May 10 but was not printed in the *Register* until May 16. Furthermore, in its April notice of the am processing lines and cut-off dates, the commission had announced a deadline for applications of May 25; the freeze notice has the effect of changing the deadline to May 10 without advance notice.

The FCC action precludes consideration of comparative applications for certain facilities in cases where one party, by pure chance, had filed by May 10 and another seeking mutually exclusive facilities had not yet filed, the FCBA claimed. A lesser applicant might thus gain a facility by change rather than

through "healthy" comparative consideration, the bar group argued.

Although reasonable notice might have brought some "ill-considered, even frivolous" applications to the FCC in an attempt to beat the deadline, the FCBA said, "no one questions the commission's ability to weed out such unmeritorious filings."

### FCC asks Noe for further assurances

James A. Noe Sr., owner of WNOE New Orleans, has paid a \$10,000 fine to the U. S. for violations of commission rules by the station but last week the FCC asked Mr. Noe what further steps have been taken to prevent a recurrence.

The request for assurances from Mr. Noe was written in connection with WNOE's license renewal application, now pending before the commission. WNOE was fined the maximum under law for conducting promotion contests which, according to the FCC, were "reprehensible and fell far short of

broadcasting in the public interest" (BROADCASTING, April 2). In assessing WNOE, the commission noted that Mr. Noe had no prior knowledge that the contests were fraudulent and that he cooperated fully in the commission investigation.

In its letter last week, the FCC asked for the procedures, in detail, taken by Mr. Noe to insure that the violations will not be repeated. Such comments should include, but not be limited to, a statement with respect to review (by Mr. Noe) of the budgetary allocations for contests and promotions and the means for review of the conduct of such program matter, the FCC told the licensee.

In sending the FCC a check for \$10,000, payable to the Treasurer of the U. S., Mr. Noe said that "I do not mean to concede that I acknowledge that the penalty is just."

Mr. Noe, who also owns KNOE-AM-TV Monroe, La., is the first licensee to pay the maximum fine which the commission has the authority to assess. KWDB Minneapolis paid a \$2,500 fine for technical violations and four other

stations are facing forfeitures ranging from \$1,000 to \$10,000.

**No Litigation** — "I feel that if I were to litigate, the penalty would either be completely eliminated or substantially reduced," Mr. Noe wrote the FCC. However, he said that he had decided against an appeal because it would entail further expense for both the government and WNOE. "Instead of instituting such protracted litigation, I have decided to pay the fine, close the matter and devote my energies to the continued operation of my station," he said.

Mr. Noe said that he was shocked over the irregularities of the sweepstakes contest and has instituted measures to prevent a future occurrence of the same nature. These include, he said, periodic questioning of program personnel as to whether they have any suspicion or knowledge that any city, state or federal law is being violated.

He said that WNOE will soon move into a new \$120,000 building with all departments consolidated, thus enabling management to maintain closer supervision. (This letter by Mr. Noe was written a month ago and failed to satisfy the FCC as to procedures adopted.)

The licenses of the Noe stations still have not been renewed. At the time the fine was ordered, three commissioners voted instead for a renewal hearing with a possible fine one of the proposed issues. The fact that WNOE has paid the \$10,000 fine would not prohibit the FCC from ordering a hearing on the same issue for which the station was fined.

## The FCC vacillates on Riverton hearing

A final decision by the FCC that actually wasn't quite final was shelved temporarily last week.

The cause of the confusion was an FCC announcement three weeks ago that it had set for hearing applications for two new am stations in Riverton, Wyo., to determine if that city could economically support one or more additional am stations (it now has KVOW). A day after that, the FCC decided to reconsider and directed that the hearing order not be released (BROADCASTING, May 14).

Although the FCC announced it planned to hold the Riverton hearing, it did not make public its intention to reconsider. Then 10 days ago, the hearing order was printed in full, by mistake, in the *Federal Register* of May 17 (BROADCASTING, May 21).

Last week the FCC officially and unanimously decided to reconsider its earlier action and officially announced such intentions. At issue are applications by William L. Ross for 1370 kc with 1 kw and by Hugh Jordon Stock for 740 kc and 1 kw.

## U.S. won't pay for emergency generators BROADCASTERS GET THE NO SIGN FROM DEFENSE EXEC

Broadcasters, under orders to provide instantaneous communications for the President and federal, state and local officials in the event of an attack on the United States, were told last week that the federal government is not going to furnish them with generators for emergency power.

The word was given to the National Industry Advisory Committee, meeting in Washington May 24, by Paul S. Visser, director of technical operations, in the office of the Assistant Secretary of Defense for Civil Defense.

Mr. Visser told the meeting that his office has checked the power companies' capabilities of furnishing power to radio stations and has found them good. He said the federal government is not going to invest in standby generators for broadcast stations because the best approach is to improve standard power plants.

The opposite view was expressed by Thomas Phelan, NBC representative, who reported that an NIAC committee had determined that standby generators are vital if radio is to perform the functions assigned to it during an emergency. The FCC concurs in this viewpoint, it is understood.

The matter was left undecided, but further conferences between civilian defense officials and the FCC and NIAC are expected to take place.

**Am Teletype** — John H. DeWitt Jr., WSM Nashville, reported on a successful 24-hours-per-day, 30-day test of the use of am stations in furnishing teletype circuits during regular programming through the use of am multiplex techniques.

The project, known as "BRECOM" (Broadcast Emergency Communications), successfully operated a two-way teletype circuit between a point outside

### August hiatus

Don't look for much action from the FCC this August. As has been customary, the commission will take its annual hiatus that month. No hearings or oral arguments will be scheduled. At least one commissioner will be on hand to handle emergency matters and routine business. Because one meeting per month is required by law, the commission will meet Wednesday, Aug. 1.

The meeting habits of the commission will also be changed this week owing to the Memorial Day vacation. The commissioners will get together tomorrow (May 29) instead of Wednesday.

Washington and the Omaha headquarters of the Strategic Air Command. The stations involved in the test were KDKA Pittsburgh, WLW Cincinnati, WGN Chicago, WHO Des Moines and WOW Omaha. WJR Detroit was an alternate for WLW.

There was absolutely no interference to the stations' regular programming, Mr. DeWitt stated.

A similar project using am and fm stations in the Southeast was described.

**Other highlights:**

- On June 4 all four radio networks will run a facilities test at 12:45 p.m. (EDT) to check emergency procedures with their affiliates. This type of test will be undertaken monthly from then on, it was reported.

- Fallout protection for key standard broadcast stations will be provided by the federal government. The U.S. Army Corps of Engineers will supervise contracts to provide shelter for technical personnel at transmitter sites of key am and fm stations. The government will spend up to \$3,500 for each contract. A list of 200-odd key stations was furnished to civilian defense officials by the FCC (BROADCASTING, May 21).

- The FCC staff has drafted a proposal to amend its rules to permit the use of remote pickup broadcast facilities in emergency services. This is expected to be issued by the FCC soon as a rule-making proposal.

## FCC sets new deadline on deintermixture replies

In view of the all-channel set legislation before Congress and the FCC promise to the House commerce committee that it would declare a moratorium on deintermixture if the bill passes, the commission postponed the deadline for reply comments on its proposal to deintermixture eight markets from June 22 to July 23.

The commission also postponed for a similar period the due-date for replies on its eight vhf drop-in proposals, thus, in effect, denying a petition for expedition of those proceedings by ABC (BROADCASTING, May 21).

Reply comments in the proceeding looking toward expanded use of uhf channels are still due June 22, however, as are comments on proposals for additional educational tv reservations in Florida, Kentucky and Georgia. The FCC said that in view of the bill passed by Congress authorizing federal grants of \$32 million to educational tv (BROADCASTING, May 7), the agency is "hopeful of concluding the educational proceedings and the overall allocations proposal as presently scheduled."

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# SENATE COMMITTEE OKAYS SPACE BILL

## Government ownership advocates plan opposition on floor

The administration bill to form a privately owned communications satellite corporation moved a long step ahead last week when the Senate Commerce Committee approved it 15-2.

But it faces floor opposition from a group of senators who favor government ownership and claim the administration measure (HR 11040) amounts to a "giveaway" of the government's investment in space communications to the private communications companies.

Sen. Estes Kefauver (D-Tenn.), who has introduced a bill for government ownership, promised to fight the bill "right down the line." Indicating a lengthy debate is in prospect, he predicted the public won't stand for the private-ownership concept once it knows the "full story."

Sen. Kefauver expects "a lot" of support. Sens. Ralph Yarborough (D-Tex.) and E. L. (Bob) Bartlett (D-Alaska), the two Commerce Committee members who voted against the bill, are among those who favor the Kefauver proposal (S 2890).

**Minority Report** ■ The administrations' bill probably won't come up for a Senate vote before next week. Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, said the two dissenting senators have 10 days to file a minority report.

The bill, introduced by Sens. Magnuson and Robert S. Kerr (D-Okla.), chairman of the Senate Space Committee, is similar to that already approved by the latter committee and passed by the House (BROADCASTING, May 7).

It would create a private corporation whose ownership would be divided

50-50 between the public and common carriers approved by the FCC. The firm would operate under 15 directors, three appointed by the President with the consent of the Senate, six elected by the public stockholders and six elected by the common carriers. The stock would sell for up to \$100 a share.

One significant difference between the Senate bill and that passed by the House involves the ground stations that would transmit messages to and receive them from the satellites. Both bills permit these stations to be owned either by the corporation or the carriers. But the House version (HR 11040) instructs the FCC, which will regulate the system, to "encourage" ownership by the private companies. The Senate bill makes it clear the commission should show no preference in deciding between applications for stations by the corporation or by a carrier.

**Administration View** ■ The administration had strongly urged the Senate version holding that if the carriers were given preference in station ownership, they would gain effective control if not legal control of the satellite system.

House liberals also sought the no-preference provision in the House bill. They said language the House later approved would lead to discrimination against the corporation when it competes with carriers for ownership of the more lucrative stations. This, they said, would cut the corporation off from any of the space system's profits.

The Senate bill also bears a number of committee amendments intended to meet criticism from those who fear that AT&T, the largest communications

company, would dominate the corporation. These changes would strengthen the FCC's regulatory power over the corporation and make the antitrust laws specifically applicable to the activities of the corporation and those in it.

One amendment, offered by Sen. Magnuson, would require the FCC to report to Congress on its activities against anti-competitive practices as they apply to the communications satellite program.

Sen. Magnuson, in anticipation of the coming Senate fight, described the legislation as a "private-ownership bill in which many communications carriers and many individual investors will share as voluntary stockholders in both the benefits and hazards of this challenging and unprecedented enterprise.

"This is in the American tradition and in conformity with our existing telecommunications services — radio, television, telephone and telegraph—all privately owned but subject to rigid regulation."

## FCC gives WITT short-term renewal

Despite the new climate of regulation, WITT Lewisburg, Pa., went through an FCC license renewal and came out of it still possessing a license. The FCC adopted and modified an initial decision by Hearing Examiner Asher H. Ende recommending WITT's license be renewed for one year (AT DEADLINE, Jan. 1).

Commissioner Robert T. Bartley dissented; Commissioner T. A. M. Craven did not participate.

The WITT license was set for hearing on charges that Wireline Radio Inc., the licensee, had permitted an unauthorized transfer of control and had made misrepresentations to the commission.

The Broadcast Bureau stated in its exceptions to the initial decision it felt that WITT's owners did violate FCC rules but that the offenses were inadvertent; the bureau did not object to the short-term renewal as official sanction.

WITT petitioned the commission for an immediate final decision and withdrew its limited objections to the initial decision.

## Senate committee backs deintermixture delay

The Senate Commerce Committee has added its emphasis to the proposal that the FCC declare a moratorium on deintermixture in return for congressional approval of all-channel-receiver legislation. It suggested a seven-year wait.

It reporting the bill (HR 8031) to

## Minow sees intra-national satellite use

The communications satellite may be used also for relaying messages within the U. S., FCC Chairman Newton N. Minow said last week. He noted that the administration's proposal for the ownership of the space relay facility does not preclude domestic use of the satellite. Mr. Minow said he thinks domestic use would be primarily for voice and telegraphs.

There have been suggestions that a satellite communications system might be used to feed tv stations with network programs, eliminating the use of expensive wire lines and microwave circuits now leased from AT&T. That was first mentioned by Lee Loevinger, Dept. of Justice anti-trust chief, in testimony before a

congressional committee.

Mr. Minow addressed the Washington, D. C., chapter of the American Jewish Committee May 24. After describing the concept of a communications satellite, Mr. Minow discussed some of the problems, including ownership and international cooperation. He termed the latter the most important element in the whole system.

A bill setting up a private-government corporation to operate a space system has passed the House and has been approved by the Senate Commerce Committee.

Marcus Cohn, Washington communications lawyer, was elected chairman of the AJC Washington Chapter.

the Senate last week, the committee said it considers the commission's moratorium representations "to be of utmost importance and has taken action on this legislation in specific reliance on them."

The report thus parallels that of the House Commerce Committee in sending its version of the all-channel bill to the floor. The House passed the bill on May 2 (BROADCASTING, May 7).

The FCC offered the moratorium-for-bill trade in letters to the Senate and House Commerce Committees last March (BROADCASTING, March 19). And the Senate unit, like its House counterpart, included the letter in its report.

The bill, which would require all receivers shipped in interstate commerce to be capable of receiving both uhf and vhf, has been urged by the commission as the most effective way of popularizing the now-neglected uhf channels. Its proposal to deintermix eight markets, which ran into a storm of congressional criticism, was only a stop-gap measure, the commission said.

The bill, which was approved by the Senate committee on May 18, probably won't be voted on until next week. The Senate will not be in recess most of this week because of the Memorial Day holiday.

## Harris to investigate television ratings?

CONGRESSMAN SAYS HE'S 'FIXING TO OPEN IT UP'

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, dropped a broad hint last week he will conduct public hearings on the question of television rating surveys. But there was no clear indication as to when such hearings would start.

Staff members of the Regulatory Agencies Subcommittee, which Rep. Harris heads, have been gathering information all over the country on ratings—how they are compiled and the uses to which they are put—for months (CLOSED CIRCUIT, Jan. 29, et seq.).

But Rep. Harris has never publicly discussed the possibility of open hearings until last week, and then only obliquely. It occurred while he was questioning Mahlon F. Perkins Jr., counsel for the American Assn. of Advertising Agencies, in hearings on FTC bill (see story, page 46).

He asked Mr. Perkins whether agencies, in placing their clients' advertising, give the same consideration to a television station in a small community as to one in a larger city when both cover the same market.

When Mr. Perkins said he didn't know, Rep. Harris commented: "Some-

body had better start thinking about it because I am fixing to open it up in the not-too-distant future." He said the inquiry would involve such questions as who controls national advertising, where it is placed and the basis for deciding.

"We are fixing also to find out just how dependable your advertising people are on these so-called reports that you get from certain areas," he said.

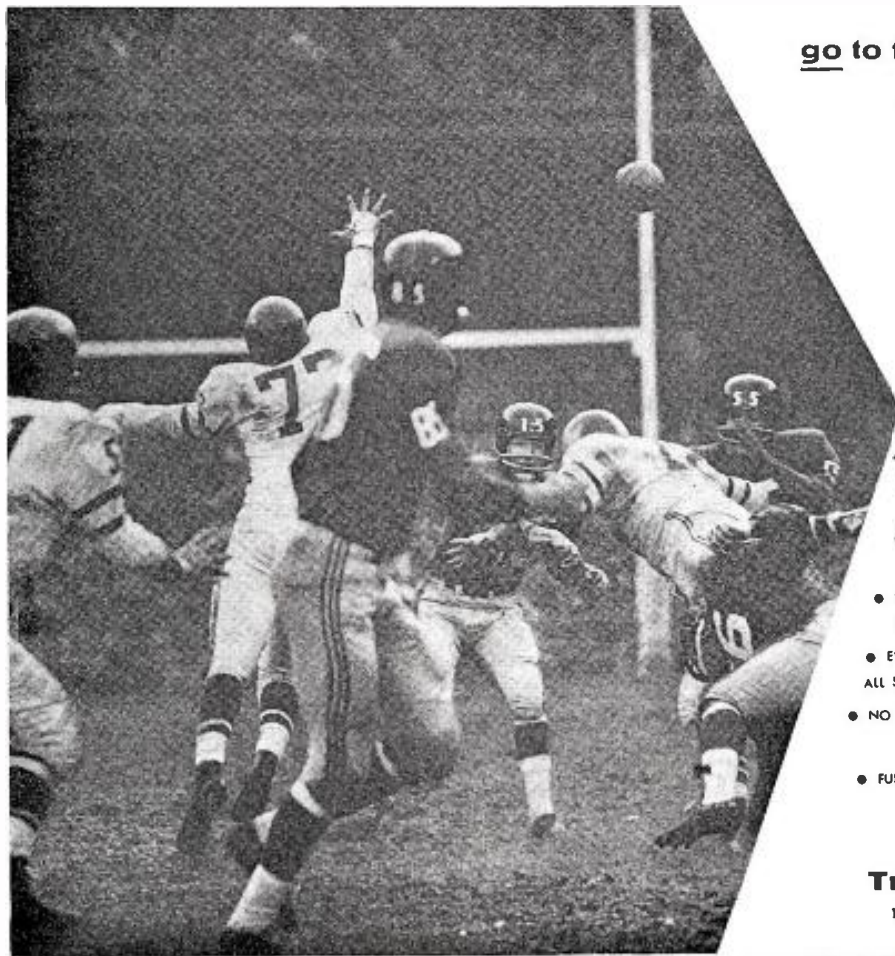
Rep. Harris didn't mention the ratings investigation being conducted by the subcommittee staff. But he said later this was what he had in mind.

He said it isn't certain that hearings would be held during the current session of Congress. That depends, he said, on whether the committee has time available after completing its legislative work.

## Proposed movies probe may affect films-on-tv

Broadcast industry representatives are watching proposals for a congressional investigation of allegedly lewd and obscene movies and advertising promoting them. They feel such an inquiry could involve television.

Rep. Walter Rogers (D-Tex.), author



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of one of eight resolutions that would create a special nine-member committee to conduct the inquiry, indicated last week his primary concern is theatrical films, not television.

Testifying before the House Rules Committee on his proposal (H Res 627), he said television stations already are under government regulation. But he indicated movies shown on television would not be excluded from the proposed committee's jurisdiction.

Broadcasting spokesmen said the investigation of movie advertising could involve the trailers motion-picture theatres show on television to advertise their films.

The Rules Committee did not act on the proposal, pending a conference between its chairman, Rep. Howard W. Smith (D-Va.), and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. Rep. Smith said there is a question as to whether the proposed committee would infringe on the jurisdiction of the commerce committee.

Rep. Smith said several members of his committee favor the investigation.

Rep. Rogers said he opposes censorship, "but if the movies don't do something in this matter, then the Congress should."

## Regretfully, examiner favors am in Laurel

In an initial decision edged with irony, Hearing Examiner Thomas H. Donahue ruled the FCC should grant a new am station at Laurel, Md., in view of the agency's past policy; but, he suggested, the FCC might do well to establish new policy by denying the grant.

"For a good many years, in the standard broadcasting field at least, the commission appears to have operated under a policy that runs to the effect that competition is an unmixed blessing, good in direct proportion to its amount and that its promotion begets sound regulation," he said. If engineering rules have collided with the policy, the rules have had to yield, he added. As a result there have been tight groupings of stations around large urbanized areas. The Laurel application is an example because of its proximity to Washington, D. C., the examiner said; a rival application was for the same frequency (900 kc with 1 kw day) in Woodbridge, Va., also near Washington.

Mr. Donahue took notice of remarks by Commissioner Frederick Ford and Chairman Newton Minow on the sub-

ject of radio's population explosion and of the FCC's partial am freeze. "If, in fact, a policy transition is in progress, it may usher in a new era in which applications will have to conform to rules instead of rules conforming to applications," he said.

Mr. Donahue indicated he prefers not to grant either the Laurel or the Woodbridge applications because both require waivers of engineering rules but said it is the function of a hearing examiner to apply policy, not to make it. Since a waiver of certain rules has become *pro forma*, Mr. Donahue chose to grant the Laurel application on the basis of precedent.

In "selecting between the somewhat tarnished merits" of Interurban Broadcasting Corp. for Laurel and S&W Enterprises Inc. for Woodbridge, he favored Interurban because Laurel is a more established community and because Virginia has 101 am stations and Maryland only 38.

## FCC to investigate decline of telegraphy

The FCC has ordered an investigation of U. S. domestic telegraph service in view of decreases in public telegraph offices and volume of telegraph messages. The investigation will be conducted by the FCC Telephone & Telegraph Committee. Western Union and AT&T have been named parties to the proceeding.

Western Union has blamed the decline of telegraph use on telephone and air mail competition, rate increases to offset wage increases and continuing federal excise taxes and the expansion of private wire systems.

The goals of the FCC hearing include exploration of national defense aspects; efficiency of current telegraph policies; whether government intervention or assistance is necessary or appropriate and whether something less than a nationwide telegraph system would be in the public interest.

## FTC asked to drop complaint

Motorola Inc. has asked the Federal Trade Commission to dismiss its complaint that the radio-tv set manufacturer exaggerated the merits of sets and replacement parts.

The company said that the complaint dealt mainly with representations Motorola made about its 1959 line of radio and tv receivers; that the advertising and the line have been discontinued. Furthermore Motorola denied that the advertising excerpts in the FTC's complaint were "typical [or] complete, were presented in proper context or were all contained in material disseminated to the general public."



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## GOP group seeks tv debates by party heads REP. LAIRD EXPECTS DEMOCRATS TO APPROVE PROPOSAL

If a group of Congressional Republicans have their way, the Kennedy-Nixon debates of 1960 will have their counterpart in this fall's political campaign with face-to-face radio-television debates between Democratic and Republican party leaders.

The GOP members backing the proposal for such debates are preparing legislation to make them possible. Their plan calls for the Democratic and Republican party chairmen or those they designate to engage in "four or five" debates next fall on issues of national importance.

The Republicans working on the proposal feel—and seem to hope—that President Kennedy would be designated as one of the Democratic party's spokesmen. But they say former President Eisenhower probably wouldn't appear in behalf of the Republicans.

Rep. Melvin Laird (R-Wis.), chairman of the Republican Senate-House committee on party principles and policies, disclosed the outlines of the proposal last week, after the committee met with Gen. Eisenhower.

All 12 members of the committee and the former President were said to be favorable to the idea. Mr. Laird said four members of the President's Commission on Campaign Expenditures whom he has contacted indicate their approval. The commission has recommended suspending the equal-time section of the Communications Act for the 1964 Presidential elections.

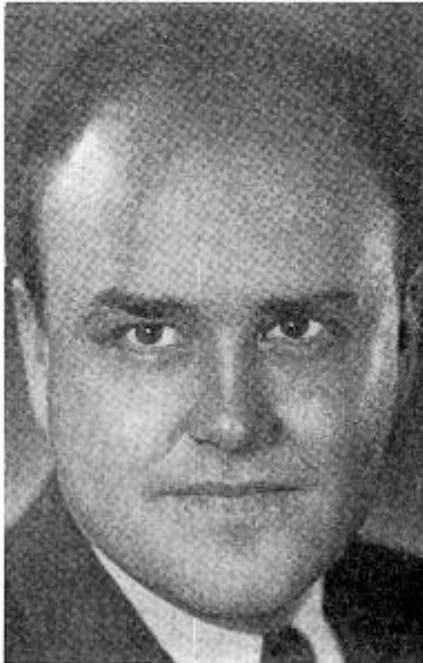
The prospect for legislation to permit broadcasters to give free time to major party candidates without being required to give it to splinter-party spokesmen is considered dead for this session (BROADCASTING, April 30).

But Rep. Laird expressed confidence a bill to permit the debates would win approval. He also said he expects Democratic co-sponsorship for the proposal.

He noted how the Republican plan differs from the two equal-time bills

pending in the Senate Communications Subcommittee. One (S 204) would make permanent the 1960 suspension, which applied only to the presidential and vice presidential candidates. The other (S 2035) would extend that exemption to candidates for governor, senator and congressman.

The Republican proposal, he said, is limited to four or five joint appearances by major party spokesmen discussing national issues in next fall's campaign. An example, he said, would be a foreign policy debate between Sen. William Fullbright (D-Ark.), chairman of the Senate Foreign Relations Committee, and Rep. Walter



GOP's Rep. Laird

Judd (R-Minn.), one of the Republicans' leading spokesmen in this field.

No legislation is expected before the next meeting of the Republican Congressional Committee, on June 6.

### JFK declines

President Kennedy last week waved aside a suggestion that he and former President Eisenhower appear on television this fall during the congressional elections to debate the state of the nation. Responding to a question at his news conference last Wednesday, the President smilingly said: "We will have to wait and see what the situation is . . . Neither of us are candidates this fall." Mr. Kennedy has said several times that he will be willing to engage in a tv debate with the Republican candidate if he is a candidate in 1964.

### Nixon, Brown to appear on 'Meet the Press'

Former U.S. Vice President Richard Nixon and incumbent Gov. Edmund G. Brown of California, contesting each other for the governorship, will discuss the campaign issues on *Meet the Press* in October.

Lawrence Spivak, producer of the NBC-TV Sunday afternoon series, has invited both candidates to appear on the program during the final month of the campaign and both have accepted.

Each candidate will appear on the program alone, either on a different Sunday or in successive half-hours of a special one-hour broadcast. They may or may not talk on the same issues; they may or may not answer remarks made by the other during the campaign; they will not meet face-to-face in the style of the Nixon-Kennedy debates during the 1960 presidential campaign.

There is, of course, one "if" to the appearances of the two on *Meet the Press*. Each must win the nomination of his party as its candidate for the California governorship in the June 5 primaries. Joseph Shell, Republican leader in the state assembly, is aggressively opposing Mr. Nixon for the GOP nomination.

In the two weeks preceding the primaries, Gov. Brown is using saturation announcement campaigns in radio and television. Each spot describes what his administration has done in various fields.

Mr. Nixon will appear on a four-hour tv program connecting eight-stations the night of May 29, answering questions telephoned by viewers. The telethon will run from 9 p.m. to 1 a.m. on KBAK-TV Bakersfield, KHSL-TV Chico, KFRE-TV Fresno, KTTV (TV) Los Angeles, KTVU (TV) Oakland-San Francisco, KOVR-TV Sacramento, KOGO-TV San Diego and KEYT (TV) Santa Barbara.

### Congressman would broaden equal time law

Legislation has been proposed to require equal time for any person ridiculed in a broadcast on a station by a political candidate.

Rep. F. Bradford Morse (R-Mass.) said he introduced the bill (HR 11851) at the request of the City Council of Lowell, Mass. He said the council received complaints last year from persons who said they were ridiculed by a local candidate in broadcasts over a radio station.

He said the offended individuals attempted to buy time on the station

to reply, but were refused. He noted that under present law, a candidate's remarks may not be censored by a station and that anyone libeled usually cannot get redress.

His bill, an amendment to the equal-time section of the Communications Act, would require a station to make equal time available to anyone a candidate refers to unfavorably, or holds up to ridicule on its facilities, either by name or in such a way that he is "readily identifiable."

# IN THIS CASE, THE TWAIN DO MEET

## After a period in which both factions adhered to a strict line of demarcation, catv and tv find both sides have their points

The community antenna industry, long the object of bitter opposition by many television operators, has begun to take on a broadcaster coloration. This has come about through a dual exchange which has seen more and more telecasters entering the catv business and some catv operators becoming tv broadcasters.

Last week two former vigorous opponents of catv joined the ranks of cable operators:

- Harry C. Butcher, pre-war CBS

for what is reputed to be the largest all-band catv system in the country. The system will serve a potential 20,000 families in Santa Barbara with nine channels carrying the seven commercial tv stations in Los Angeles, plus ch. 3 KEYT (TV) Santa Barbara. When ch. 12 in Santa Maria goes on the air it, too, will be carried on the cable.

Mr. Butcher's company, of which he owns 51%, is franchised to serve Santa Barbara for 20 years. Its franchise requires it to carry all network programs,

that city. The other 50% is owned by the Vumore Co., a subsidiary of RKO General Inc., which owns and operates 15 catv systems in Oklahoma, Mississippi, Texas and Kansas.

An application for FCC approval of the purchase of the stations was filed with the FCC last week.

Both Mr. Butcher, in Arizona, and Mr. Pengra, in Tyler, fought strenuously to bring catv systems under FCC regulation. One bill to accomplish this was debated by the Senate and failed to pass by one vote.

Pending in Congress are two bills (S 1044 and HR 6840), both identical, which are sponsored by the FCC. This would permit the commission to intercede where a catv operation imperils the ability of a local tv station to serve the public. No hearings have been held on these bills and there is considered slight possibility they will be taken up at this session of Congress.

Other telecasters who have catv connections are:

- Allen T. Gilliland, president of KNTV (TV) San Jose, Calif., who has agreed to a joint venture with Jerrold Electronics Corp., Philadelphia manufacturer of catv equipment, in seeking a catv franchise for Salinas and Monterey, Calif. John C. Cohan, owner of KSBW-AM-TV Salinas-Monterey, is one of the applicants for catv there.

Jerrold, owner of nine catv systems at one time—they were sold for \$5 million to H&B American Corp., Beverly Hills, Calif., in 1960—has interests in four cable companies now.

- William F. Luton, president of KEYT (TV) Santa Barbara, Calif., has joined forces with H&B American Corp. in applying for cable franchises in Santa Barbara and San Luis Obispo counties. H&B American owns systems in 12 states and Canada.

- Smullin-Voorhies broadcast group owns catv systems in Klamath Falls, Grants Pass, Roseburg, Medford and Ashland, all Oregon. Smullin-Voorhies stations are KBES-TV Medford, KGAI and KGPO (FM) Grants Pass, KOTI-TV Klamath Falls, and KPIC-TV Roseburg, all Oregon, and KIEM-AM-TV and KRED (FM) Eureka, Calif.

- J. Elroy McCaw, owner of WINS New York, KTVR (TV) Denver, Colo., and KTVW (TV) Tacoma-Seattle,



Harry C. Butcher signs for one of the largest community television installations in that industry's history, a \$580,000 job for Santa Barbara, Calif. With Mr. Butcher is Bruce Mer-

rill, president of Antennavision Inc., whose Ameco Division will perform the job. Mr. Merrill owns KIVA-TV Yuma, Ariz., which he bought from Mr. Butcher last year.

Washington vice president, Naval aide to Gen. Eisenhower during World War II, and former owner of KIVA-TV Yuma, Ariz., announced his entry into catv operation in Santa Barbara, Calif.

- Lucille Buford, Marshall Pengra and associates, owners of KLTV (TV) Tyler, Tex., have bought KTRE-AM-TV Lufkin, Tex., for \$750,000 and the purchase includes a 50% interest in the Lufkin catv system.

Mr. Butcher announced last week the signing of a \$580,000 contract with Ameco Division, Antennavision Inc.,

including spot announcements in adjacent agencies, carried by KEYT. This is believed to be the first such arrangement between a catv system and a local tv station.

Mr. Butcher sold KIVA-TV to Antennavision Inc. in 1961 for \$550,000. Antennavision, headed by Bruce Merrill, owns a dozen catv systems in Arizona.

**Half a Loaf** ▪ In purchasing KTRE-AM-TV, the Tyler, Tex., group also acquires a 50% interest in Vumore Co. of Lufkin, serving 1,500 subscribers in



Wash., and a 50% interest in KELA Centralia, Wash., has a substantial minority interest in catv systems in Aberdeen, Kennewick, Montesano, all Washington, Astoria and The Dalles, both Oregon.

Baltimore Sunpapers, owner of WMAR-TV Baltimore, Md., acquired a catv system in Salisbury, Md., when it bought WBOC-TV there in 1961.

**Reverse Flow** ■ In addition to Antennavision's acquisition of KIVA-TV, a second move whereby a catv system acquired a tv station occurred last year when the Helena Tv Inc., a catv operator, bought what is now KBLL-TV in that city.

In preparing for the convention of the National Community Tv Assn. in Washington, D. C., June 17-22, members of the executive board met with FCC Chairman Newton N. Minow, Commissioner Rosel H. Hyde and FCC staff executives last Thursday.

The topic under discussion was the FCC microwave policy and those situations (said to be "less than the fingers on one hand" according to catv spokesmen) where catv systems offer a multiple choice of out of town tv signals in competition to the single local tv station.

Last February, in the first move to protect a lone tv station from this outside competition, the FCC denied the application of Carter Mountain Transmission Corp. for permission to add to its relay facilities. This decision was based on a protest by KWRB-TV Riverton, Wyo., holding that its existence was imperiled by the ability of the local catv system to bring in additional tv programs. This was a blow at the catv industry which has been burgeoning primarily through its ability, via microwave relays, to bring more and more tv choices to its customers.

Last week the FCC refused to reconsider this decision as requested by the NCTA and Carter Mountain. The FCC said that its ruling was based principally on the effect of this competition on KWRB-TV's ability to serve the public, not the economic impact on the tv outlet.

In a companion case, the FCC has challenged about a dozen microwave companies holding common carrier licenses on the ground they are serving only catv systems. This has occurred at license renewal time. Some of these licensees already have shown the FCC that they serve other customers as well as catv systems (a requirement for common carriers), but there are still a number which will have to go to hearing on the question of whether they may use common carrier frequencies (in the 6,000 mc range). Several catv-serving microwave relays are using the business



Mr. Pengra

services 12,000 mc area, but these frequencies are not considered as good as the 6,000 mc bands.

Also under discussion at the meeting was the FCC's recent letter to the Salinas, Calif., city council. In this communication, responding to an inquiry by the Salinas governing body, the commission said it was concerned

about catv impact on local tv stations, and expressed the hope that any franchise would require the local station to be carried without duplication of its programs from another station.

**Harris Featured** ■ The featured speaker at the NCTA convention will be Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. The catv industry's concern with broadcaster relations is shown by the fact that two sessions have been scheduled on this subject: a panel on June 19, and a broadcaster speaker, J. R. (Tad) Reeves, general manager of KDKA-TV Pittsburgh, Pa., at lunch June 20.

More than 600 cable owners and executives are expected to attend the convention. There are an estimated 1,000 catv systems in operation, serving 1.5 million families.

## Teleglobe head sees new uses for pay tv

The potentials of pay tv for civil defense, medical training, teaching and public opinion polls and surveys have been described by Solomon Sagall, president of Teleglobe Pay Tv Inc. He addressed the Associated Telephone Answering Exchanges and the National Institutes of Health's Conference on Medical Tv, both in Washington.

Mr. Sagall told the answering service executives their organizations may be

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### KMTV to send news team to Viet Nam

Plans have been announced by KMTV (TV) Omaha, Neb., to send a three-man news team to Viet Nam to shoot film for a special series of four half-hours to be shown on the station in prime time in late June. The specials, to be called *Our Men in Viet Nam*, will be sponsored by Bevington & Johnson, Omaha-area Schlitz Beer distributor.

Discussing the trip (in photo) are (l to r) Elmo Bevington, president of Bevington & Johnson; Owen Saddler,

general manager of KMTV, and Bob Fuller, a newscaster at the station and a member of the Viet Nam team. The others making the trip are reporter-photographer Dave Hamer and Dan Dodson, sales manager of Bevington & Johnson.

In addition, WEWS(TV) Cleveland last week announced arrival in Bangkok of station News Editor Joel Daly who will provide coverage of the crisis in that area utilizing sound and still cameras.

involved in such adjuncts to subscription tv if and when it becomes established. He explained the use of pay tv for medical instruction to physicians attending the NIH conference.

Teleglobe has asked the FCC for permission to demonstrate its system over KTVR (TV) Denver, Colo. (BROADCASTING, May 14). Colorado theatre owners oppose the request. The Teleglobe system broadcasts the video portion of a tv program unscrambled, but sends the audio portion over telephone lines. For medical purposes the video signal would also be scrambled.

### Taft sees quarterly rise

Taft Broadcasting Co. expects the first fiscal quarter of the year to be "well over" the same period of last year, Hulbert Taft Jr., president, reported last week at the conclusion of a speech to the New York Society of Security Analysts.

He said the April net profit was approximately 33% over April 1961. On another subject, Mr. Taft said he would "hazard a guess" that the company will put a tv station in one of the top tv markets in the next year. Taft Broadcasting, he added, can pay up to \$25 million for such a station.

### Industry representatives meet on new contracts

Representatives of NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies met May 24 in Washington to review problems involved in the November 1963 expiration of commercial and program contracts with American Federation of Television & Radio Artists and Screen Actors Guild.

The *ad hoc* meeting was called by James H. Hulbert, NAB economics-broadcast personnel manager. The wage scales cover live, film and video tape commercials and programs.

AFTRA and SAG teamed up for negotiations when the last contract expired in November 1960. Commercial and entertainment scales were negotiated as a package. Main attention is on tv. NAB has proposed a series of advance economic studies.

Mr. Hulbert is expected to submit the matter to the NAB Board of Directors at its upcoming meeting in June. It's known many stations have felt they should be represented in negotiations by NAB. In 1960 the negotiations were mostly handled by the networks, with the advice of ANA and AAAA.

The associations and their members have become increasingly concerned over the high cost of talent. Both ANA and AAAA have stated they want to take an active part in the upcoming bargaining.

Attending the Washington meeting besides Mr. Hulbert were Joe Schertler, Westinghouse Broadcasting Co., who is chairman of the *ad hoc* group; William C. Fitts Jr., CBS; William Melson, WBTW (TV) Charlotte, N. C.; William Michaels, WJBK-TV Detroit. Sitting as guests were Guy Farmer, ANA counsel; Harry Saz, Ted Bates & Co., chairman of the AAAA committee handling negotiations and Charles H. Tower, Corinthian Stations.

### Georgians to meet with Carolinians

Chairman Oren Harris (D-Ark.) of the House Commerce Committee will be speaker at a joint meeting of the Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn., to be held Aug. 5-7 at Jekyll Island, Ga.

The meeting is a departure from usual state assemblies in that it gives the two states a chance to go over their common problems. Over 400 broadcasters are expected to attend, according to H. Randolph Holder, GAB president, who met recently with Frank Harden, WIS Columbia, head of SCBA.

Other Washington speakers will include LeRoy Collins, NAB president. Jack Williams, GAB executive secretary, predicted the dual program will draw the largest attendance of any state association function ever held. Co-chairmen are C. C. Smith, Americus, Ga.; William Quinn, WBTW (TV) Florence, S. C., and Bruce Buchanan, WFBC Greenville, S. C.

### Media reports...

**Shapiro award** ■ Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas, has been named recipient of the Assn. of Broadcast Executives of Texas (ABET) fourth annual Betty award. The annual award is given to the individual, who, in the eyes of the association . . . "merits special recognition for a specific or consistent contribution to the effectiveness, service and dignity of the broadcast industry." In addition to the Betty award, ABET also recognized the outstanding radio and the outstanding tv commercial. Those awards went to Glenn Adv., for Lone Star Brewing Co. (radio) and Tracy-Locke Co. for Imperial Sugar (tv).

**WNAC adds UPI Audio** ■ To its hourly fifteen minute newscasts, WNAC Boston has added UPI Audio News Serv-

ice. The feature, initiated last week, consists of reports from UPI correspondents on the scene, supplemented by four daily roundups. Reports are transmitted on a leased voice circuit from New York. William M. McCormick, WNAC president and general manager, announced the inauguration of the service for WNAC and the Yankee Network.

**Another report** ■ The third annual report of its public affairs programming, contained in a booklet entitled "Awareness—'61," has been published by WJXT (TV) Jacksonville, Fla. Some 1,000 copies are being distributed to prominent local and national figures, the station reported, but a limited number are available upon request on a first-come-first-serve basis.

**WSB-FM expands** ■ Effective June 18, WSB-FM Atlanta, which has duplicated WSB, will have 18 hours of separate programming daily. At the same time, the station announced that it would begin multiplex stereo broadcasts, about 5½ hours daily. WSB-FM operates on 98.5 mc with a power of 49 kw.

## Sloan awards honor radio-tv, sponsors

Radio-tv awards went to 15 program sponsors and broadcasting organizations for "outstanding work in highway safety promotion" in 1961 during the Alfred P. Sloan Foundation's 14th annual dinner in New York last Tuesday (May 22).

Mr. Sloan presented plaques to the following: Bethlehem Steel Co., Spearman Distributing Co., MFA Insurance Co., Ray-O-Vac Co., R. H. Meyer Packing Co., Armstrong Cork Co. and First National Bank, Phillipsburg, Kan.; WAVZ New Haven, Conn.; WWOM New Orleans; WGN Chicago; WJR Detroit; KLON Long Beach, Calif.; WGN-TV Chicago; WYES-TV New Orleans and the Canadian Broadcasting Corp.

Carroll E. Gregg and James L. Pritchett of KWTN (TV) Oklahoma City received special awards of \$1,000 each as producer and writer respectively of highway safety programs of "exceptional originality."

## WTAF-TV sets target date

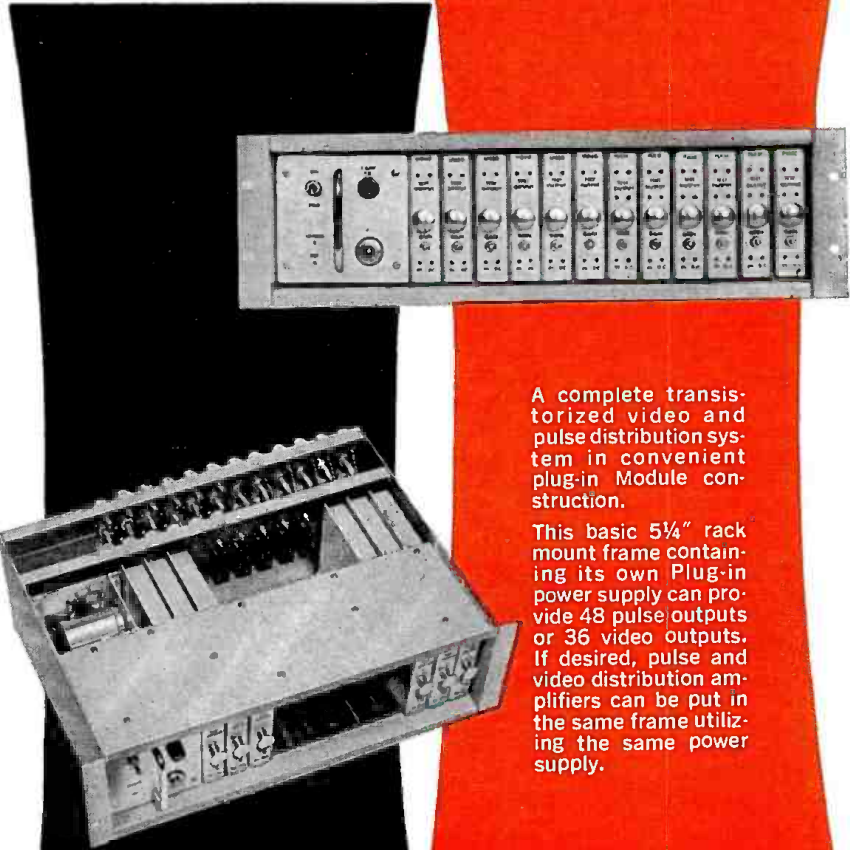
Construction of WTAF-TV Marion, Ind., is expected to be completed by late summer when the station plans to begin operations.

The new station, which will operate on ch. 31, is owned by Geneco Broadcasting Corp., Eugene C. Thompson, president. Studios and transmitter will be housed on the top two floors of the Elks Building in downtown Marion.

BROADCASTING, May 28, 1962

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## Broadcasters expect rising revenues

Broadcasters are looking forward to "a healthy increase" in total revenue during 1962, according to James H. Hulbert, NAB economics-broadcast personnel manager.

On the basis of his annual spring forecast of business conditions Mr. Hulbert predicted:

Radio's total revenue will run 3.5% over 1961, the largest increase since NAB began gathering this data six years ago.

Television revenue is expected to climb 6.7%, the second highest increase of the last six years.

The estimates are based on figures submitted in March by a cross-

section of radio and tv stations.

"Two-thirds of all radio stations expect an increase in revenue this year," Mr. Hulbert said, "while 10% expect a decrease and 24% anticipate no change. Stations in the largest markets expect the largest increase, around 6%, while a 2.5% increase is anticipated in smaller markets.

"Over four-fifths (82%) of all tv stations expect an increase, while 3% expect a decrease and 15% anticipate no change. The largest tv increase, of more than 7%, is expected by stations in smaller markets while those in the largest markets anticipate an increase of about 5%."

## Labunski says radio has 'inferiority complex'

Radio's No. 1 problem is a "massive inferiority complex" and not an overabundance of stations, rate-cutting, unions or television, Stephen B. Labunski, vice president and general manager of WMCA New York, told a meeting of the Connecticut Broadcasters Assn. in Hartford last Thursday (May 24).

Mr. Labunski contended that the ra-

dio industry has accepted "second-class citizenship" and that it is "humble, undemanding, secondary, supplementary, pliable, cheap, cancellable." He claimed that salesmen are apologetic about selling the medium and this negative attitude is communicated to the advertiser, reinforcing the sponsor's belief that radio "is not important."

He urged station operators to "do things on the outside to create some excitement for radio and elevate its im-

portance in the minds of people at every level." He pointed out that the station which can draw crowds to a supermarket can do the same for a civil defense rally, or can expose the town scandal or persuade people to visit a veterans' hospital.

## Changing hands

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

■ **KTRE-AM-TV Lufkin, Tex.:** Sold by R. W. Wortham Jr., Henry B. Clay, John S. Redditt and others to Lucille Buford, Marshall Pengra and associates for \$750,000. The buyers own KLTV (TV) Tyler, Tex. Remaining with the Lufkin station in both minority ownership and management capacities are Richman G. Lewin, vice president-general manager, and Fred C. Hill, chief engineer. The transaction includes 50% ownership in a community antenna system in Lufkin. KTRE is 1kw fulltime on 1420 kc and is affiliated with MBS. KTRE-TV, which began operating in 1955 on ch. 9, is affiliated with all three networks.

■ **WISE Asheville, N.C.:** Sold by Harold H. Thoms to Charles McGuire and John Lee Davenport for \$150,000. Mr. McGuire is part owner of WGAT Gate City, Va.; Mr. Davenport lives in Falls Church, Va. WISE is fulltime on 1310 kc with 5 kw day and 1 kw night. Other Thoms stations: WISE-TV Asheville, WCOG Greensboro, WKLM Wilmington, one third of WAYS Charlotte, 75% or WMSJ Sylva, all North Carolina, and 75% of WEAM Arlington, Va. Broker was Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).*

■ **KODE-AM-TV Joplin, Mo.:** Sold by WSTV Inc. to James S. Gilmore Jr. for \$1.85 million. Mr. Gilmore is a Kalamazoo, Mich., businessman who also owns an advertising agency there. WSTV Inc. is part of the Friendly Group. Commissioner Robert T. Bartley dissented.

■ **KFBB-AM-TV Great Falls, Mont.:** Sold by David E. Bright, Ernest L. Scanlon and Daniel T. O'Shea to Harriscope Broadcasting Corp. for \$610,000. Harriscope stockholders, Lawrence S. Berger, Donald P. Nathanson and Irving B. and Burt I. Harris, owns KTWO-AM-TV Casper, Wyo., KLFM Long Beach, Calif., and KKAR Pomona, Calif.

■ **KGMS Sacramento, Calif.:** Sold by Anthony C. and Alfred A. Morici,

## Outstanding Values in Broadcast Properties

An estate liquidation on a fulltime station. Needs an owner-operator. Fine educational area. Small downpayment and a liberal payout.

Profitable daytimer in a single station market. Personal circumstances makes this a bargain at \$65,000 on terms, with \$25,000 cash down.

This is a small market, 1 kilowatt daytime station. Good opportunity for an owner-operator. 29% down and the balance over five years.

**NORTHWEST**

**\$70,000**

**TEXAS**

**\$65,000**

**SOUTH**

**\$45,000**

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Abraham R. Ellman and associates to Capitol Broadcasting Co. for \$577,500. Capitol Broadcasting stockholders are A. J. Krisik (51.5%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%), all of whom have interests in KFAX San Francisco and three of whom have interests in KFIV Modesto, Calif. Commission approval was given May 23, after the question of overlap between KGMS and other stations in which the buyers have interests was the subject of a hearing. An examiner's initial decision proposed approval. Commissioner Frederick W. Ford dissented, claiming that no affirmative showing was made to justify relaxation of the duopoly rule which forbids a single owner from owning more than one station in a market. Mr. Ford was joined in his dissent by Chairman Newton N. Minow and Commissioner Robert T. Bartley.

▪ WZST Tampa, Fla.: Sold by Alpha B. Martin to John M. McLendon for \$160,000 and assumption of note. Mr. McLendon controls WOJK Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, La.; WENN Birmingham, Ala. Commissioner Robert T. Bartley dissented.

▪ KRIC - AM - FM Beaumont, Tex.: Sold by the *Beaumont Enterprise* to Texas Coast Broadcasters of Beaumont Inc. for \$150,000. Texas Coast is headed by Max H. Jacobs, chairman, and David H. Morris, president, and owns KNUZ-AM-TV and KQUE (FM) Houston, Tex. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KINT El Paso, Tex., and KVOD Albuquerque, N. M.: Sold by G. E. Miller & Co. and Odis L. Echols Jr. (KINT) and Wentronics Inc. (KVOD) to George O. Cory and Gerald Olesh for \$59,000 for KINT and to George O. Cory individually for \$73,800 for KVOD. Mr. Cory owns KSLV Monte Vista, Colo.; KRAC Alamogordo, N. M.; KUBC Montrose, Colo., and with Mr. Olesh, KRAI Craig, Colo. Commissioner Robert T. Bartley dissented to both transactions.

### CBS promotion meet set

Fall promotion plans of the five CBS-owned tv stations will be formulated by the stations' promotion and information services directors at their fifth annual meeting in New York June 7-8.

Craig Lawrence, vice president, CBS-TV stations, said the two-day agenda will cover all phases of advertising, promotion and publicity, research, sales promotion and sales development. Representatives from both the stations division and the network will participate in discussions.

## ABC Radio stations claim record first half

ABC Radio's owned stations are reporting a record first six months, claiming the January-June period in 1962 will show the stations with the highest sales in their history. The sales represent an approximate increase of 30% over the like period a year ago.

Stephen C. Riddleberger, president of the ABC-owned radio stations division, said all the stations improved in sales. ABC owns six: WABC New

York, KABC Los Angeles, KGO San Francisco, WXYZ Detroit, WLS Chicago and KQV Pittsburgh.

The ABC-owned stations' announcement came during the week when Leonard Goldenson, American Broadcasting-Paramount Theatres' president, called attention to ABC Radio's marked sales improvement as a network though admitting it was still operating in the red (BROADCASTING, May 21).

## Fogarty warns against federal program control

"Those who propose government control over programming are offering to barter away one of their most fundamental and precious rights—the right to a free press and to free speech." So spoke Frank P. Fogarty, executive vice president of Meredith Broadcasting Co. and vice president and general manager of WOW-AM-FM-TV Omaha, Neb., at the second annual San Diego Kiwanis Club Pillars of American Freedom program May 15.

Mr. Fogarty said he doubted the government's ability to operate as a programmer. "Do we have any reason

to believe that a government commission can, or would, do a better job of programming? There is little in the record to indicate that it [the government] has the creativity or objectivity to broadcast in the true public interest," he said.

"Whatever the evils of broadcasting," Mr. Fogarty continued, "—and I think they are minor indeed—they are not to be compared with the danger of compromising the free press amendment of making government either the referee, the author or the auditor of programming."

As an answer to the broadcasters' problem, Mr. Fogarty offered the following bill of rights for broadcasters:

▪ The first amendment of the Con-

**FAR WEST**—Fulltime radio station with excellent power and good frequency in large growth market. Land and building included in over \$170,000.00 of assets. Last year's cash gross of approximately \$160,000.00 reflected drop-off of \$45,000.00 from previous year and marked first time station grossed less than \$185,000.00 in past six years. Priced at \$275,000.00 on basis of \$75,000.00 down and balance out over ten years.  
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stitution, guaranteeing a free press and freedom of speech, applies to radio and television broadcasting, including program material of informational, entertainment and all other types.

▪ The broadcaster shall be solely responsible for the programming of his station, without governmental censorship, coercion or control.

▪ In the discharge of his duties as a component part of the free press, the broadcaster with due regard for national security will have the right to use his cameras and microphones in the coverage of governmental proceeding, including those of the judicial branch.

▪ The broadcaster shall be relieved of the artificial restrictions of his freedom to serve the public incorporated in Sec. 315 of the Communications Act.

▪ The broadcaster shall, by clear legislation and commission action, be given the right to editorialize, without cancelling out the effectiveness of his editorial voice by artificial and stultifying equal time regulations.

## WBZ-TV tells why time denied doctors

A refusal by WBZ-TV Boston to carry the American Medical Assn.'s May 21 reply to President Kennedy's comments on the medical care bill drew criticism from the American Civil Liberties Union. According to ACLU's position, the station should have granted free time to AMA for an answer to the President, who spoke May 20 on a free NBC hookup.

WBZ-TV said it did not carry the AMA-sponsored reply on NBC-TV because it "does not sell time to organizations or individuals for discussion of controversial issues in which such organizations or individuals are involved. For that reason we could not accept the AMA's program." WBZ-TV said it had arranged a round-table discussion of the subject May 25, with spokesmen for both sides of the issue.

In New York, the American Civil Liberties Union said the networks should have granted "equal time" to

the AMA for a reply to the Kennedy speech. It conceded that the networks shouldn't be forced to provide time to any group or individual having opinion contrary to president's but contended that Mr. Kennedy's Medicare speech singled out one group for attack—the AMA. Thus, ACLU said, AMA should be granted time to reply.

## Rollins dividend

Rollins Broadcasting Inc. last week declared a regular quarterly dividend of 8 cents per share on common stock payable July 25 to stockholders of record June 25. No cash dividend was declared on Class B common stock. Rollins began operating KDAY Santa Monica May 9; Rollins bought the 50 kw daytimer (on 1580 kc) earlier this year for \$1 million. Rollins' other stations: WBEE Harvey, Ill.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WAMS Wilmington, Del.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ (TV) Plattsburgh, N. Y.

## EQUIPMENT & ENGINEERING

# Electronics heads for new high—Davis

### EIA HEAD TELLS CONVENTION 1962 SALES SHOULD HIT \$13.8 BILLION

Electronics industry factory sales should hit a new high of more than \$13.8 billion this year, with about 60% in federal defense and space spending, L. Berkley Davis, president of Electronic Industries Assn., said Thursday at the annual EIA convention in Chicago. He predicted growth in both the U. S. and world markets in the years ahead.

A total of 350 registered for more than 50 closed business sessions Monday through Friday. Over 600 attended the annual banquet Thursday at which Dr. Elmer W. Engstrom, RCA president, received EIA's medal of honor.

Mr. Davis, also vice president of GE's electronic components division at Owensboro, Ky., said EIA supports the objective of all-channel set legislation—to expand uhf broadcasting—but deplors the "method employed and the precedent it sets in subjecting one segment of our manufacturing industry to FCC control and in robbing the consumer of his freedom of choice."

He said EIA is concerned over the "threats to our American patent system in both the legislative and executive branches of government." He said EIA will continue to be "vigilant."

Dr. Engstrom was given the EIA medal for "distinguished service contributing to the advancement of electronics in industry." The RCA presi-

dent urged a broad study of the industry's present status and future prospects. He said more specific guidelines are needed in view of gains in research and development.

Edward R. Taylor, president of Motorola Consumer Products Inc., and

chairman of the EIA consumer products division, predicted fm stereo will provide the entertainment electronics industry its best business opportunity since television. He said the future for uhf tv is "up" also and figured "the rise over the next 10 years could be very significant for the receiver industry."

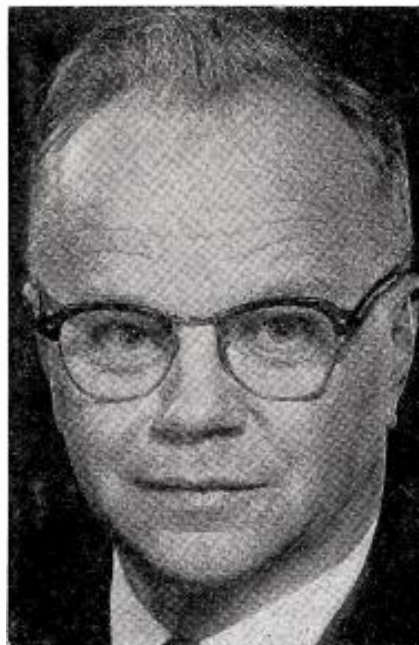
EIA last week also announced that leading entertainment product manufacturer members will underwrite a major EIA symposium June 26 during the convention of the National Assn. of Music Merchants in New York.

FCC Commissioner Robert T. Bartley will speak at the symposium on such issues as the partial freeze on am, growth of fm stereo and prospects for am operators considering fm. Panel sessions, EIA said, will cover educational tv, color tv, pay tv and phonographs. Officials of manufacturers, networks and stations are being invited.

## Sigalert gear offered to U.S. communities

Sigalert, an electronic system developed to alert and communicate with police, firemen, hospitals, schools and the general public in emergencies, is being offered to U. S. communities (CLOSED CIRCUIT, May 7).

Beta Instruments Corp., Dallas, subsidiary of Cadre Industries Corp., ac-



RCA's Dr. Engstrom  
He won EIA's highest honor

quired the rights to Sigalert from Sigalert and Airwatch Inc. of California where the system was created, tested and developed. Beta has exclusive rights to manufacture and market Sigalert equipment.

Sigalert, Beta reports, uses the carrier waves of existing radio transmitters without interfering with their normal operations. Thus, the local control center can communicate with off-duty police, fire departments or hospitals before the general public is notified. For alerting the public, a control center signal automatically sends a recorded taped message to all Sigalert radio stations. A special signal warns a station that a Sigalert message is coming.

Beta says installation of the Sigalert system is relatively simple and little space is needed for the equipment. The home receiver is independent of land lines, operates from regular AC current and automatically switches to battery power if regular power fails.

## Ampex establishes advanced research lab

A new advanced research facility, the Alexander Poniatoff Laboratory, has been established by Ampex Corp., at the company's headquarters in Redwood City, Calif., William E. Roberts, president, announced.

The new laboratory will be under the personal direction of Alexander M. Poniatoff, founder and board chairman of Ampex Corp. It will investigate advanced and experimental techniques in magnetic recording and will complement activities of other Ampex research and developments. Initial staff members are Harold Lindsay, staff assistant to Mr. Poniatoff, and Alex R. Maxey and Alan Grace, both video staff engineers.

## Technical topics...

**Transistor camera** ■ A new transistor camera for closed-circuit tv systems has been developed by Blonder-Tongue Labs Inc., Newark. The new camera, called the TC-1, has a net price of \$850. It features an automatic light compensator which adjusts to conditions that vary between a magnitude of 1,000 to one. Lens opening and focus are the only functions to be controlled.

**Phosphor characteristics** ■ The publication of a new booklet outlining phosphor characteristics for cathode ray tubes has been announced by Sylvania Electric Products Inc. The technical publication, which replaces a 1960 edition, is designed to assist in selecting the proper phosphor for a given application.

**New catalog** ■ A new catalog and price list covering the Daven DA line of pre-

cision metal film resistors has been published by the Daven Div. of General Mills Inc., Livingston, N. J. The catalog provides specifications and performance characteristics; complete graphs, charts and photographs explaining the performance of the metal film resistors; a full description of the Daven high reliability assurance program, and a simplified format for ordering Daven metal film resistors. Copies are free; obtainable by writing to the company.

**GFL expands** ■ The opening this month of a new wing in the Hollywood plant of General Film Laboratories is the key move in a quarter-million-dollar expansion of the firm's motion picture film-processing facilities, according to William E. Gephart, president. As part of the program, a fifth projection room is under construction and orders have been placed for an estimated \$140,000 worth of film-printing equipment for production rooms to be opened shortly. GFL, a division of Pacific Industries Inc., provides a complete processing and printing service in black-and-white and color for professional producers of 16mm and 35mm films.

**Tv without a picture** ■ A pictureless tv set, designed primarily for installation in automobiles of television station executives so that they may keep

tabs on their stations' programming while in transit, is offered by the MobilSound Corp. of California, 321 S. McClelland St., Santa Maria, Calif. Unit, called the MobilSound Tv AudioMonitor, measures six by four by seven inches and is installed to operate in connection with the car's am radio to provide reception of the audio portion of vhf channels 2 through 13. The AudioMonitor is being custom-manufactured on a contract basis for MobilSound by Calbest Electronics, Los Angeles. Unit sells for \$124.50.

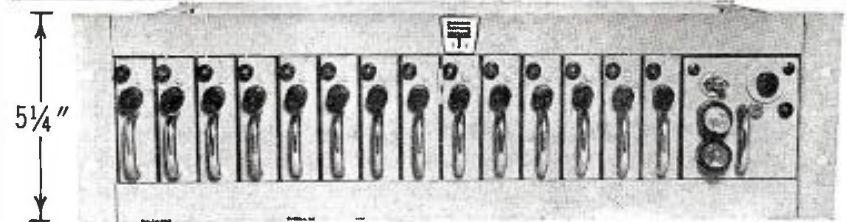
## CBS space coverage used wireless camera

A new wireless tv camera, said to produce clear and sharp pictures under adverse lighting conditions, was used by CBS-TV for the first time last Thursday (May 24) in the network's coverage of Lieut. Comdr. M. Scott Carpenter's orbital space flight.

The 20-pound transistorized camera with standard orthicon pickup tubes was used to show the interior of a replica of the astronaut's Aurora 7 capsule.

The camera was adapted for CBS-TV jointly by two Japanese companies—Chubu Broadcasting Co. of Nagoya and Ikegami Electric Co. Ltd. of Kawasaki.

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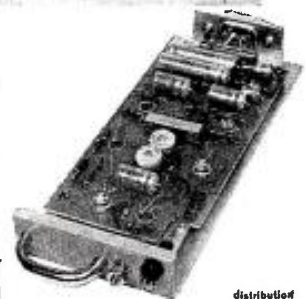


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# NBC shaves CBS as top Emmy winner

## 50 MILLION WATCH ACADEMY'S THREE-CITY ANNUAL CEREMONIES

An estimated 50 million viewers saw the Academy of Television Arts & Sciences' annual presentation of "Emmy" awards on NBC-TV last week.

The telecast—scheduled for 90 minutes but which ran 20 minutes over—had three advertisers, Procter & Gamble, Joseph Schlitz Brewing Co. and Timex Watches.

A total of 26 categories citing outstanding achievement broke down into the following score in inter-network competition: NBC-TV 12; CBS-TV 10, and ABC five, a total of 27 (one category combined variety and music, both won by CBS-TV).

The Emmys were conferred at simultaneous three-city, black-tie dinner presentations in New York, Hollywood and Washington, D. C. The telecast was produced by Fred Coe (who highlighted tv's 1961-62 season by presenting tapes and film) and featured co-masters of ceremonies Johnny Carson in New York, Bob Newhart in Hollywood, and David Brinkley in Washington.

ATAS voting, as last year, selected

a mixture of culture, drama, high-level information and pure entertainment.

ATAS also shot high to make its trustees awards: the manned orbital flight coverage by the three networks; one to CBS News and one to Mrs. John F. Kennedy for the White House tour telecast; and one to Brig. Gen. David Sarnoff, RCA board chairman, for statesmanship in the broadcasting industry and "his many years of vision and accomplishment."

In the Emmy presentation, CBS-TV's *The Defenders*, a dramatic courtroom series new to tv this season and filmed in New York, won four; and *Hallmark Hall of Fame's* production of "Victoria Regina" on NBC-TV won three.

The official list covers presentations of any length, live, taped or filmed, except in classifications of cinematography for tv, electronic camera work, film editing for tv and engineering or technical. They are:

### PROGRAMS

Humor (regular or special program or series)—*Bob Newhart Show* (NBC).  
Drama (regular or special program or series)—*The Defenders* (CBS).  
Variety and music (regular or special

program or series)—(A) variety: *Garry Moore Show* (CBS); (B) music: Leonard Bernstein and the New York Philharmonic in Japan—Feb. 6, 1962 (CBS).

News (regular or special program or series)—*Huntley-Brinkley Report* (NBC).

Educational and public affairs (regular or special program or series)—*David Brinkley's Journal* (NBC).

Children's (regular or special program or series)—*New York Philharmonic Young People's Concerts with Leonard Bernstein* (CBS).

### ACTING PERFORMANCES

In a leading role (single performance only)—Peter Falk, "The Price of Tomatoes," *Dick Powell Show*, Jan. 16, 1962 (NBC).

In a leading role (single performance only)—Julie Harris, "Victoria Regina," *Hallmark Hall of Fame*, Nov. 30, 1961 (NBC).

In a series (lead), (continued performance only)—E. G. Marshall, *The Defenders* (CBS).

In a series (lead), (continued performance only)—Shirley Booth, *Hazel* (NBC).

In a supporting role (regular or special)—Don Knotts, as Deputy Barney Fife, *Andy Griffith Show* (CBS).

In a supporting role (regular or special)—Pamela Brown, as Duchess of Kent, "Victoria Regina," *Hallmark Hall of Fame*, Nov. 30, 1961 (NBC).

In a variety or musical program or series (regular or special)—Carol Burnett, *Garry Moore Show* (CBS).

### DAYTIME PROGRAM

Specifically created for daytime television (regular or special)—"Purex Specials for Women" (NBC).

### PROGRAM OF THE YEAR

(That program, created originally or fully adapted for television, which is considered

## Storer Programs sets series on communism

A series of 26 half-hour films on the differences between the communistic and the free worlds was placed into tv distribution last week by Storer Programs Inc., New York, which is producing the programs in cooperation with United Press International and Movietone News. It is scheduled to start on stations in the fall.

Titled *Communism: R.M.E.*, the series will be offered immediately for sale to regional advertisers and on Aug. 1 to stations. Terry Lee, vice president of Storer Broadcasting Co. and head of Storer Program Sales, said the series will have such titles as "Russia's Big Lie," "Russia's Propaganda Mileage," "As the Twig is Bent" (education and who gets it), "Soviet Brainwashing" and "The Worker's Paradise" (Soviet working conditions and rate of pay). The "R. M. E." in the title, he said, is for "Riddle, Mystery, Enigma," based on a Winston Churchill phrase describing the issues of Communism.

He said the series is using the worldwide news and photographic facilities of Movietone News and the research

and editorial facilities of UPI. Scripts and production are under the supervision of Sherman Dryer.

Mr. Lee described the series as "the first of its kind." In recent months, the television networks have scheduled an increasing number of programs on the subject of Communism and other independent producers have disclosed plans to produce series on this topic (BROADCASTING, Jan. 22).

## Disney tv income up 23.9% for half-year

The television income of Walt Disney Productions for the six months ended March 31, 1962, totaled \$3,480,314, up 23.9% from the \$2,810,133 derived from tv for the same period of the previous year. Total income, from film rentals and the amusement park and comics, records, etc., as well as tv, was \$32,642,281, compared to \$23,065,743 for the same period last year. Net profit for the first half of fiscal 1962 was \$2,425,065, equal to \$1.45 a share, compared to \$69,982, or \$0.41 a share, the year before.

The studio is now producing *Walt Disney's Wonderful World of Color* for NBC-TV under a two-year contract and

is syndicating the *Mickey Mouse Club* series for broadcast starting in the fall on individual local stations, which should produce a further increase in tv income for fiscal 1963.

## AFTRA, record firms agree on new code

A new phonograph recording code has been negotiated between the record companies and the American Federation of Television & Radio Artists and has been approved by the AFTRA board, subject to membership ratification.

The agreement, to run for three years starting retroactively on April 1, 1962, maintains the same scale for group singers but increases that of royalty soloists and duos from \$45 to \$57.50 per side or per hour. Narrators will get \$40 per side, up from \$27.50. Actors, whose old scale also was \$27.50, are to get \$35 per side, with three or more roles raised from \$65 to \$90. Singers who step out for more than eight successive bars will get smaller group rates when moving from a larger group to a smaller and \$30 in addition to group rates when moving to soloist or duo





Newhart

Marshall

Moore

Bernstein

Brinkley

Huntley

Harris

to be the most outstanding presentation during the awards period. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a newsworthy event, but may not include a duplicate or an approximate duplication of a presentation previously used in another medium)—"Victoria Regina," *Hallmark Hall of Fame*, Nov. 30, 1961 (NBC).

#### ACHIEVEMENT

In original music composed for television (a regular or special program or series)—Richard Rodgers, *Winston Churchill, The Valiant Years*, series (ABC).

Writing in drama (special or single program of a series)—Reginald Rose, various, *The Defenders* (CBS).

Writing in comedy (special or single program of a series)—Carl Reiner, *Dick Van Dyke Show* (CBS).

Writing in the documentary field (single program of a series or special)—Lou Hazam, "Vincent Van Gogh: A Self Portrait," Nov. 17, 1961 (NBC).

Directorial in drama (single program of a series or special)—Franklin Schaffner, various episodes, *The Defenders* (CBS).

Directorial in comedy (single program of a series or special)—Nat Hiken, *Car 54, Where Are You?* (NBC).

Art direction and scenic design (single program of a series or special)—Gary Smith, *Perry Como's Kraft Music Hall* (NBC).

Cinematography for television (any type or length filmed program or series)—John S. Priestley, *Naked City*, series (ABC).

Electronic camera work (any type or length program or series, live or taped)—*Ernie Kovacs Show* (ABC).

Film editing for television (any type or length filmed program or series)—Aaron Nibley, Charles L. Freeman, Hugh Chaloupka, *Naked City* (ABC).

Engineering or technical—ABC, video tape expander or VTX, slow motion tape developed by ABC; Albert Malang, chief engineer, video facilities, ABC.

#### TRUSTEES AWARDS

CBS News for the special program—"A Tour of the White House"—CBS created and produced the biggest housewarming of the year. The CBS News team brought its cameras into the home of our Chief Executive, gave the nation a bright, fresh look at their historic White House. A Trustees Award for one of the major highlights of an exciting television year.

Mrs. Jacqueline Kennedy—The television "Tour of the White House" brought to the tv screen a memorable hour, alive with a singular experience. The Academy Trustees wish to honor, on behalf of the membership, the concept and star of that program. For her gracious invitation, extended to millions of Americans, to see the White House and through this tour to learn of the historical and cultural background of this national monument; for making history a

living thing and for making the entire country feel at home. . . . A Trustees Award to the First Lady of the United States—Mrs. Jacqueline Kennedy.

The heads of the news departments of ABC, CBS and NBC—The Trustees of the Television Academy have voted to honor an exciting television adventure which dramatically demonstrated to the world our country's policy of open reporting. By sending John Glenn and Friendship VII into space in front of the nation's tv cameras, more than a hundred million of us saw . . . as it happened . . . a thrilling advance of science. Our three national networks offered a coverage at once complete and dynamic, demonstrating the full range of tv's creative resources. In salute to all those who opened this window of history; the reporters, the technicians, directors, cameramen; a veritable army of skilled associates. . . . Trustees Awards to the heads of the news departments of ABC, CBS, NBC.

Brig. Gen. David Sarnoff—The Trustees of the Television Academy have voted this year to honor an illustrious statesman of our industry. He has been both pioneer and prophet. He has inspired and supported many of television's finest cultural achievements. He has laid many of our cornerstones, blueprinted much of our future and has been the leading architect in the development of color television. For his many years of vision and accomplishment . . . a Trustees Award to the chairman of the board of the Radio Corp. of America, Brig. Gen. David Sarnoff.

spots. A singer stepping out from a group of three to five voices to work as soloist or duo, will be paid \$30 in addition to the group fee; two singers will get \$20 additional each and three or more, \$15 each in addition to the group fee.

## CBS-TV leases studio from Republic Corp.

CBS-TV has signed a five-year lease with Republic Corp. at \$400,000 a year for use of the studio's 70-acre facilities in North Hollywood, Calif., in the making of tv filmed programs.

The lease gives CBS-TV an option to purchase the property within five years at a total price of \$11,685,000. The rights, title and interest of Mark VII Ltd., Jack Webb's production company, to use of the Republic facilities have also been assigned to CBS-TV. Present schedule calls for production of *Rawhide* for the 1962-63 season to start June 25 at the Republic lot. On May 1, 1963, Radford Realty Corp., wholly-owned CBS-TV subsidiary which negotiated the Republic lease, will assume operation of the entire studio facility, which will be used by CBS and other producers for the production of

tv filmed shows.

The "other" segment is primarily Four Star Television, which is currently using the Republic studios for its various tv series under a contract which runs to the end of 1964 and assertedly gives Four Star first call on any and all facilities of the studio.

## Program notes...

**New distributor** ■ Page One Ltd., Toronto, a newly-formed company, will distribute television properties of CBS Films in Canada, effective immediately, Ralph Baruch, director of international sales for CBS Films, announced last

week. Kenneth Page, formerly president of S. W. Caldwell Inc., which had represented CBS Films in Canada for ten years, is president of the new company. Mr. Baruch said the change was prompted by Mr. Caldwell's added responsibilities as head of the new CTV network in Canada.

**Picasso syndicated** ■ "Picasso: An American Tribute," a special program produced by WNBC-TV New York and telecast April 23, will be syndicated by NBC Films. The special show is the first non-series entry to be selected for national syndication by NBC Films.

**Ski series** ■ Telemark Productions Inc., 673 Fifth Ave., New York, a new tv production company, is preparing a television ski series for syndication by Heritage Productions, New York. Series will headline Skitch Henderson, as host, and ski star Peter Estin. It consists of 26 15-minute segments.

**Communism series** ■ *The Red Myth*, a series of 13 half-hour programs dealing with Communism produced by KQED (TV) San Francisco, is being made available to commercial stations. The series, which utilizes the files of

### MGM post-48's sales

MGM-TV has written more than \$6.5 million in licenses for telecasting of 60 post-1948 features in the past year, according to Richard A. Harper, director of syndicated and feature sales.

The first group of 30 features, released last May, is licensed in 62 markets. A second group of 30, released in January, is now licensed in 48 markets.

the Hoover Institute for War, Revolution and Peace, traces the history of Communism from Marx to Khrushchev. All inquiries should be directed to Hap Everett, Southern California office, Stanford U., 621 S. Hope St., Los Angeles 17, Calif.

**Passage licensed** ■ CBC-TV has licensed as a summer replacement MGM-TV's *Northwest Passage* series, formerly telecast in color on NBC and now in syndication. The sale is the first outside the United States for the series.

**In syndication** ■ MCA-TV is syndicating *The Restless Gun*, former half-hour NBC-TV and ABC-TV western starring John Payne. The new off-network series consists of 77 half-hours.

**Kovacs film** ■ The pilot of the late Ernie Kovacs' planned tv series, *The Medicine Man*, will be the first episode in CBS-TV's *Comedy Spot*, summer replacement for *Red Skelton* (Tues., 9-9:30 p.m. EDT). A total of 11 pilots of projected series will be presented from July 3 to Sept. 18, one of few network

which is planned for the 1963-64 season. Boris Ingster will produce.

**Georgia series** ■ An educational project to tell Georgians about the free enterprise system and its importance to the nation is being conducted by the Georgia State Chamber of Commerce and Georgia Assn. of Broadcasters. A series of tape recordings is being broadcast by state stations under the title, *Myth vs. Truth*. Nine 90-second tapes comprise the series, prepared under supervision of Jack Williams, GAB executive director.

**Bank show** ■ *Money in Your life*, 156 five-minute programs created specifically for bank sponsorship, is available from Rex Radio Productions, St. Louis. The series is being co-produced by Rex and Technisonic Studios, that city. Subject ranges from the history of banking to explanations of our capitalistic system in terms of daily financial transactions.

**Sport specials** ■ A series of 60-minute sports specials is being prepared by producer-distributor Bernard Schubert. The 39 programs describe 39 athletic events,

to operate under their separate names and with their present offices. Principals in the merger are George Rosenberg, Robert Coryell and Marvin Josephson.

## Film sales...

*Films of the Fifties* (Seven Arts Assoc.): Vol. 3 of post-'50 Warner Bros. features sold to KGW-TV Portland, Ore.; WSYR-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; WAPI-TV Birmingham, Ala.; WROC-TV Rochester, N. Y.; WNEM-TV Bay City, Mich.; and KOCO-TV Oklahoma City, Okla. Vol. 2 was sold to WROC-TV, WNEM-TV and KOCO-TV. Vol. 3 is now in 50 markets and Vol. 2 is in 93. Special features were sold to KGW-TV and KMTV (TV) Omaha, Neb.

*Surfside 6* (Warner Bros. Tv): Sold to KCOP (TV) Los Angeles. Now in 3 markets.

*Bronco* (Warner Bros. Tv): Sold to WNEW-TV New York and KCOP (TV) Los Angeles. Now in 2 markets.

*Bourbon Street Beat* (Warner Bros. Tv): Sold to WNEW-TV New York and KCOP (TV) Los Angeles. Now in 2 markets.

*Post-'48 MGM Feature Films* (MGM-TV): Sold five feature films to Canadian Broadcasting Corp. for use over full tv network on Sunday nights during summer in place of regular Sunday night hockey telecasts.

*Hennesey* (NBC Films): Newly syndicated off-network series (now ending its run on CBS-TV) has been sold for early fall scheduling to Bowman Biscuit Co., through Durey Ranck Inc., Denver, for use on 36 stations in Texas, New Mexico, Utah, Colorado, Kansas, Arizona, Wyoming and Montana; to Foremost Dairies, through Guild, Bascom & Bonfigli, San Francisco, for use on 23 stations in Florida, California, Washington, Virginia, Georgia and Texas; and to WABC-TV New York; WRC-TV Washington; WGN-TV Chicago; WJBK-TV Detroit; WDBO-TV Orlando, Fla.; KPTV (TV) Portland, Ore.; WFMJ-TV Youngstown, Ohio; WLBT (TV) Jackson, Miss., and WHDH-TV Boston. Now in 68 markets.

*The Rebel* (ABC Films Inc.): Sold to WABC-TV New York; KCOP (TV) Los Angeles; WGN-TV Chicago; WXYZ-TV Detroit; WRC-TV Washington; KTVT (TV) Dallas - Fort Worth; KMSP - TV Minneapolis - St. Paul; WFLA-TV Tampa-St. Petersburg; WBIR-TV Knoxville, Tenn.; WNEP-TV Scranton-Wilkes-Barre, Pa., and WLOS-TV Asheville, N. C. Now in 18 markets.

## COLORCASTING

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

### NBC-TV:

May 28-31, June 1, 4-6 (10:30-11 a.m.) *Play Your Hunch*, part.  
 May 28-31, June 1, 4-6 (11-11:30 a.m.) *The Price Is Right*, part.  
 May 28-31, June 1, 4-6 (12-12:30 p.m.) *Your First Impression*, part.  
 May 28-31, June 1, 4-6 (2-2:25 p.m.) *Jan Murray Show*, part.  
 May 28-31, June 1, 4-6 (11:15 p.m.-1 a.m.) *Tonight*, part.  
 May 28, June 4 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.  
 May 29, June 5 (7:30-8:30 p.m.) *Laramie*, part.  
 May 30, June 6 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.  
 May 30, June 6 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.  
 May 30, June 6 (10:30-11 p.m.) *David*

*Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 31 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.  
 June 2 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.  
 June 2 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.  
 June 2 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.  
 June 2 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.  
 June 2 (9-11:15 p.m.) *Saturday Night At the Movies*, part.  
 June 3 (6-6:30 p.m.) *Meet the Press*, cop.  
 June 3 (7-7:30 p.m.) *Bullwinkle*, part.  
 June 3 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.  
 June 3 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

summer series not offering repeats of past season.

**'Expedition' available** ■ ABC Films Inc., New York, will offer the *Expedition* series, which had a two-year run on ABC-TV, in immediate syndication in the U. S. There are 47 half-hours in the multi-award winning series produced by Insight Inc., Hollywood.

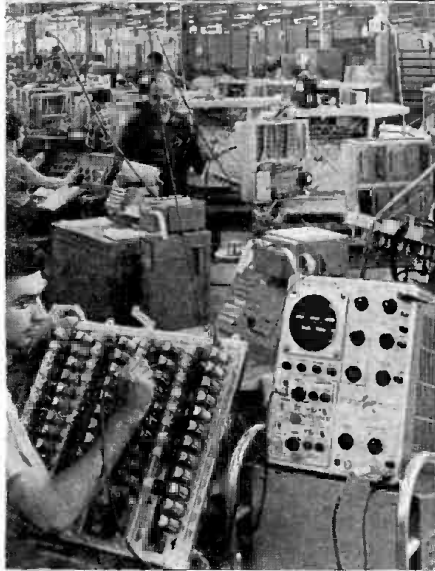
**Preparations begin** ■ Warner Bros. has begun preparations for *Jetport*, anthology series dealing with the operations of Los Angeles International Airport,

both here and abroad. Several programs already have been completed in Europe. The series has been offered to NBC-TV, but the network reportedly has not come to a decision. Mr. Schubert's organization, the First National Television Distributing Corp. is prepared to offer the series for syndication. Dave Garroway functions as narrator-interviewer.

**Join hands** ■ Rosenberg-Coryell Agency, Hollywood, and Broadcast Management Inc., New York, have merged their talent businesses, but will continue



## A SPECIAL REPORT



# Michigan showing new economic vigor

## BUSINESS INDICATORS PROMISE BETTER-THAN-NORMAL YEAR IN 1962

There's real hustle on "Main Street" all over Michigan today.

Automobile sales and production are pushing up to the best highs since the record year of 1955. So are other durable goods and products.

Unemployment is being trimmed.

Consumers are spending freely once more, putting new life into the retail bloodstream of this \$10-billion market.

There are many more signs of the state's new economic vigor. Signs which the experts can read at various levels in marketing, manufacturing, mining, construction, agriculture, education, and services such as the public utilities.

**Above Normal** ■ The economy of the

state is fast shaking off a not-so-good 1961 and has rolled up its sleeves to produce what is expected to be a better-than-normal 1962. Although analysts say it won't be a boom year like 1955, they agree the economic level of the market as a whole should top out well above last year and also 1960.

Personal income in the state has moved up to an annual rate of \$19 billion, 9% greater than 1961. It is expected to exceed the record of 1960.

Businessmen from Detroit to Muskegon and from Kalamazoo to Jackson, Lansing, Saginaw and Traverse City appear to be still a bit sensitive about Michigan's image on the national

scene. They were quite upset about the harm done to the state's economic reputation by the "recession" headlines in the past couple of years.

**Problems Overemphasized** ■ But they're too busy serving customers and planning expansion programs to find time to argue about it. When they do, though, they like to point out that they feel the problems of the period were "grossly and unfairly overplayed."

Their biggest complaint: popular confusion of the state's political and fiscal difficulties with the great basic strength and long-term growth of private industry in Michigan.

"Take a look at the new pep and

## MICHIGAN SHOWING NEW ECONOMIC VIGOR continued

bounce in business as it steps ahead this spring," they ask.

Here are highlights of some of the new developments—some reported as recently as May 18—and the long-range factors which Michigan business leaders consider to be significant evidence of both current progress and broad economic diversity:

- New car sales are up sharply over last year and the pace is the best since the record year of 1955. Factories are working overtime to keep up with demand and Ward's Automotive Reports estimate the 1962 model run will exceed 1961 by 23%. May's output of 660,000 cars will be the second best May on record. (Production of 1961 model cars was just over 5.4 million;

this could be entirely temporary improvement. The picture, they say, is also better than 1960, considered a "normal" year.

- Detroit's jobless rate dropped to 7.1% in April, down from 12.6% for that month a year ago and almost equalling 1960's 6.6% for that month. Although April figures are not yet available for Flint, that city showed the biggest improvement in labor in the March report. Flint unemployment plunged to 3.3% compared to 23.2% for March a year ago.

- The business activity index (1947-49 = 100) for March gives Michigan a rating of 215.5, up from 209.8 the previous month and 185.6 for March 1961. The retail sales index climbed

tory earnings up 10% to \$126.59 average.

- Deposits in both state and national banks in Michigan at the end of 1961 showed an increase of 6%. The Michigan Bankers Assn. reported the total to be over \$9.2 billion. Savings and loan deposits went up 8.8% last year to over \$1.3 billion. The Michigan Savings and Loan League said this represents a jump of 362% in 10 years.

- The number of mortgage loans through only savings and loan institutions in 1961 increased 12.7% and dollar amount was up 8.1%. Michigan leads the country in the number of families owning their own homes: nearly seven out of ten.

- The U. S. 1960 census shows strong improvement in the average family's income in Michigan, up to \$6,256 that year from \$3,588 in 1950. Urban family income averaged \$6,590 in 1960. Economists expect the figures to be significantly higher this year.

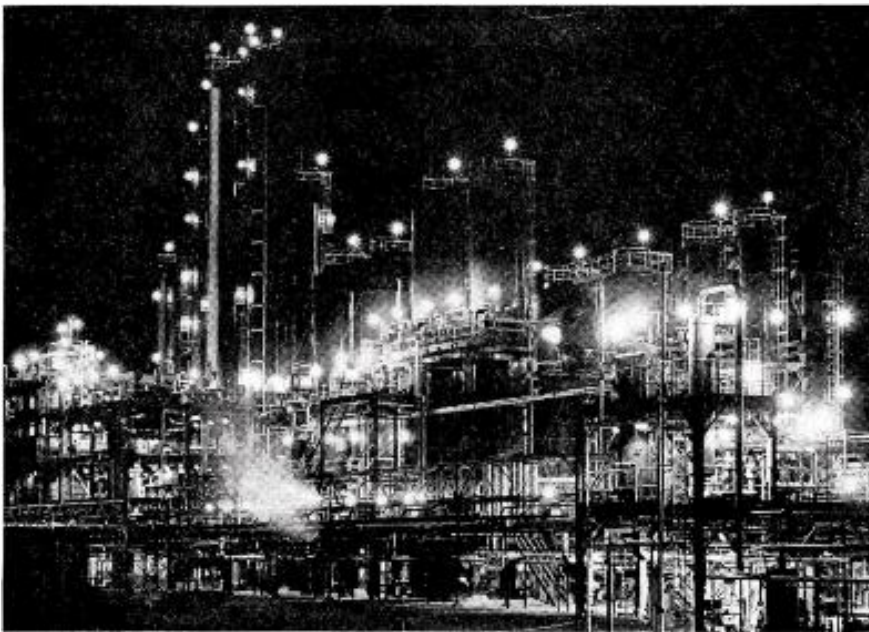
- Michigan population grew 22.8% between 1950 and 1960, the census shows, to a total of 7,823,194 and is believed to have passed the 8 million mark this year. Michigan grew almost at the same rate between 1940-50 and today it ranks as the seventh state in total population. It is outranked only by California, Florida and Texas in rate of growth.

- Two-thirds of Michigan's people live in urban areas and some 90% of them live in the 38 counties of the southern half of the lower peninsula. The metropolitan area of Detroit contains nearly 3.8 million, close to one-half of the state total. Census data shows, however, continued strong trends in suburban expansion and healthy growth in the important parts of "outstate" Michigan too.

- Outstate Michigan has shown vital economic gains in various categories in recent years, particularly industrial expansion, new business growth and agriculture. A rich consumer market, the outstate areas also have benefitted from the swelling tide of tourists and summer residents.

- For the long pull, Michigan enjoys a strategic location for access to other U. S. and world markets; a wealth of natural resources, water and raw materials coupled with an industrial production complex that is unmatched elsewhere; a pool of some of the world's most highly skilled technicians in a number of manufacturing fields, and one of the most unusual arrays of research and educational facilities to be found anywhere to make the most effective use of these factors.

- Some 13,500 industrial establishments in Michigan employ about 900,000 persons, have an annual payroll of about \$5.3 billion and turn out finished product worth some \$8.6 billion, ac-



Michigan's huge plastic industry is typified by this Dow Chemical Co. vinyl toluene plant at Midland, Mich.

The plant produces Monomers which are molecular building blocks for plastic products.

1955, 7.92 million.)

- Truck sales during the first quarter of this year also were up sharply over last and are running higher than at any time since the record of 1951.

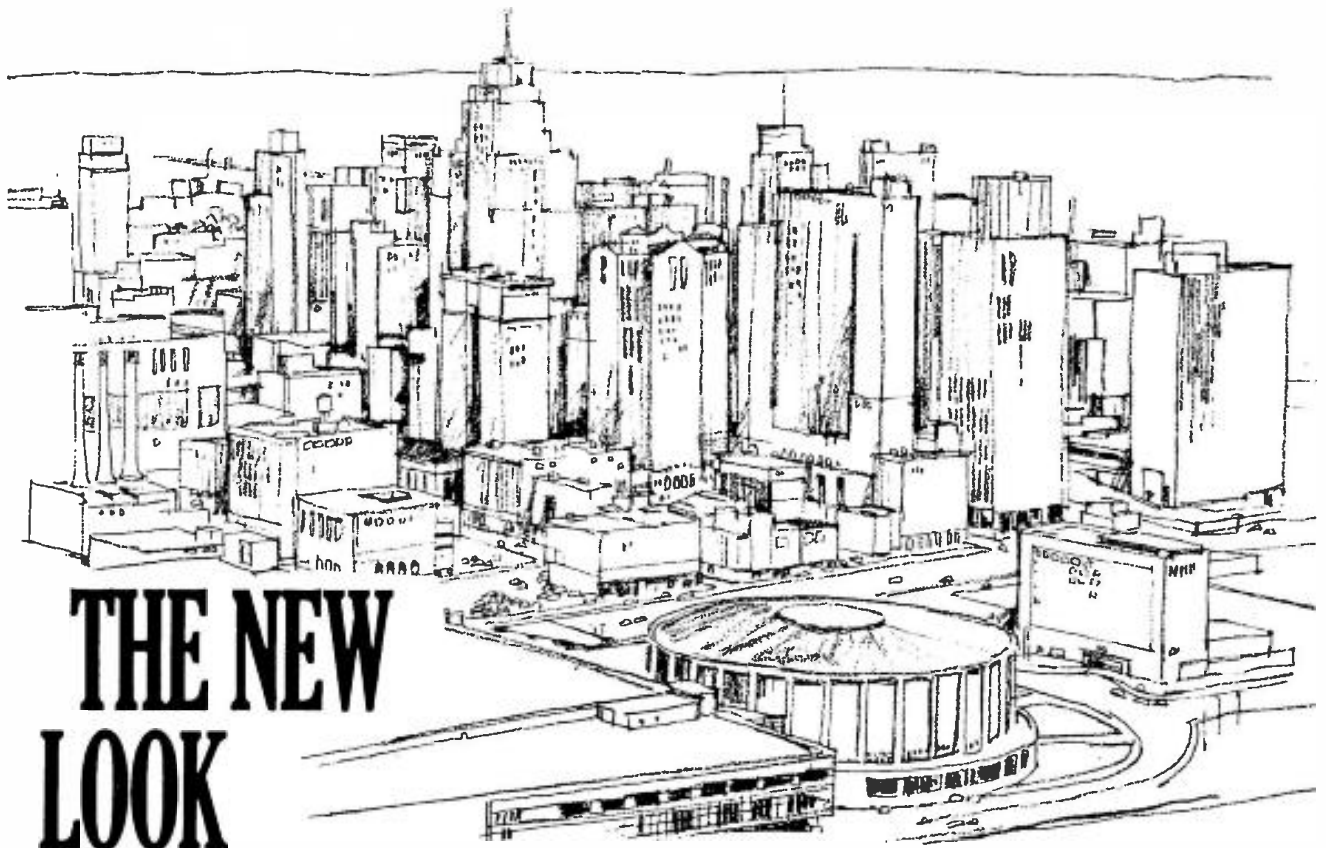
- Unemployment in Michigan on April 15 dropped to 196,000, 6.8% of the total labor force and the lowest since October 1960. This compared with 348,000 or 11.7% unemployed in April 1961. Total U. S. unemployment dipped to 5.5% last month from a rate of 6.9% in April 1961.

Part of the improvement in the labor picture is considered seasonal, but Michigan business officials feel the new state low in unemployment is highly encouraging because it shows the gap with the national figure has been cut to a mere 1.3 points and they do not feel

to 177.6 in February from 174.9 in January and 161.5 in February 1961. The state's index of industrial activity (1957 equals 100) rose to 108.0 for March, almost 2% above the long-term trend and a 26% jump over March 1961.

- Retail sales taxes collected by the state in February (on January sales) were up 11.28% over the same month a year ago. Sales taxes collected in March were up 9.55% over March last year.

- Indexes for metropolitan Detroit which measure the first quarter of this year with the same period of 1961 show department store sales up 8%, bank debits up 20%, steel output up 64%, power consumption up 17%, new dwelling units up 13% and weekly fac-



# THE NEW LOOK OVER DETROIT IS FLAGSHIP RADIO

Detroitland's voice of contemporary communication is on the air with . . .

music that everybody knows—music to hum, sing or whistle

local news of Detroitland—politics, labor, government, fires, accidents—the drama of life and death

sports news from across the nation, from Detroit—plus all Tiger baseball games

community service with PM Detroit each night and more than 100 other public service features each week

## WKMH



flagship radio

**AND FLAGSHIP LEADERS IN THESE MARKETS TOO!**

### WKHM Jackson

rated number 1  
with 35% share of  
audience according to  
the latest Pulse

### WELL Battle Creek

rated number 1  
with 36% share of  
audience according to  
the latest Pulse

Knorrland stations represented by the Paul H. Raymer Company

ording to revised estimates based on the 1958 census of manufacturing.

Industry in Michigan is highly diversified and the trend continues, with auto and parts production accounting for about 30% now as against 40% a decade ago. Movement of industry in Michigan (inflow of new firms and expansion vs. outflow and contraction) is running 77% favorable and 23% unfavorable.

■ Michigan agriculture is highly diversified too, topped only by California in the number of products. Farm in-

come has doubled in the past decade and now runs at \$775 million level. Output is worth \$2.5 billion at retail.

Tourism is Michigan's third industry with annual income of \$650 million, up 62% since 1950 and expected to hit \$1 billion within next few years. Sharp rise in winter sports facilities is helping to produce all-season flow of vacationers.

■ Mining in Michigan, including fuels, is up to \$435 million level, double 1950. Recent important factors are rise in beneficiated iron ore, new cop-

per production and new oil production. Michigan now is the leading pulpwood state in the Great Lakes region.

■ Michigan now ranks first in the U. S. in new super highway construction and has over 800 miles in use with more to come. Over \$1 billion has been expended in five years.

■ Military procurement and installations are a big billion dollar market in Michigan too. This market is expanding and is making an important economic contribution to communities in both the upper and lower peninsulas.

# Michigan first in four-lane highways

## LIMITED-ACCESS ROADS COMPLEMENT COMPLEX TRANSPORTATION SYSTEM

Driving swiftly, effortlessly past city and forest in Michigan, you'll soon understand why the state stands second to none in the construction and completion of new four-lane limited-access interstate highways.

Great sinews of cement and steel, they stretch east and west, north and south across the lower peninsula and reach into the upper. They weld the bustling urban areas and rich agricultural regions into a great economic whole.

The freeways complement the state's extensive railroad, air and shipping networks. Collectively they tie Michigan to the nation and, via the St. Law-

rence Seaway system, to the markets of the entire world.

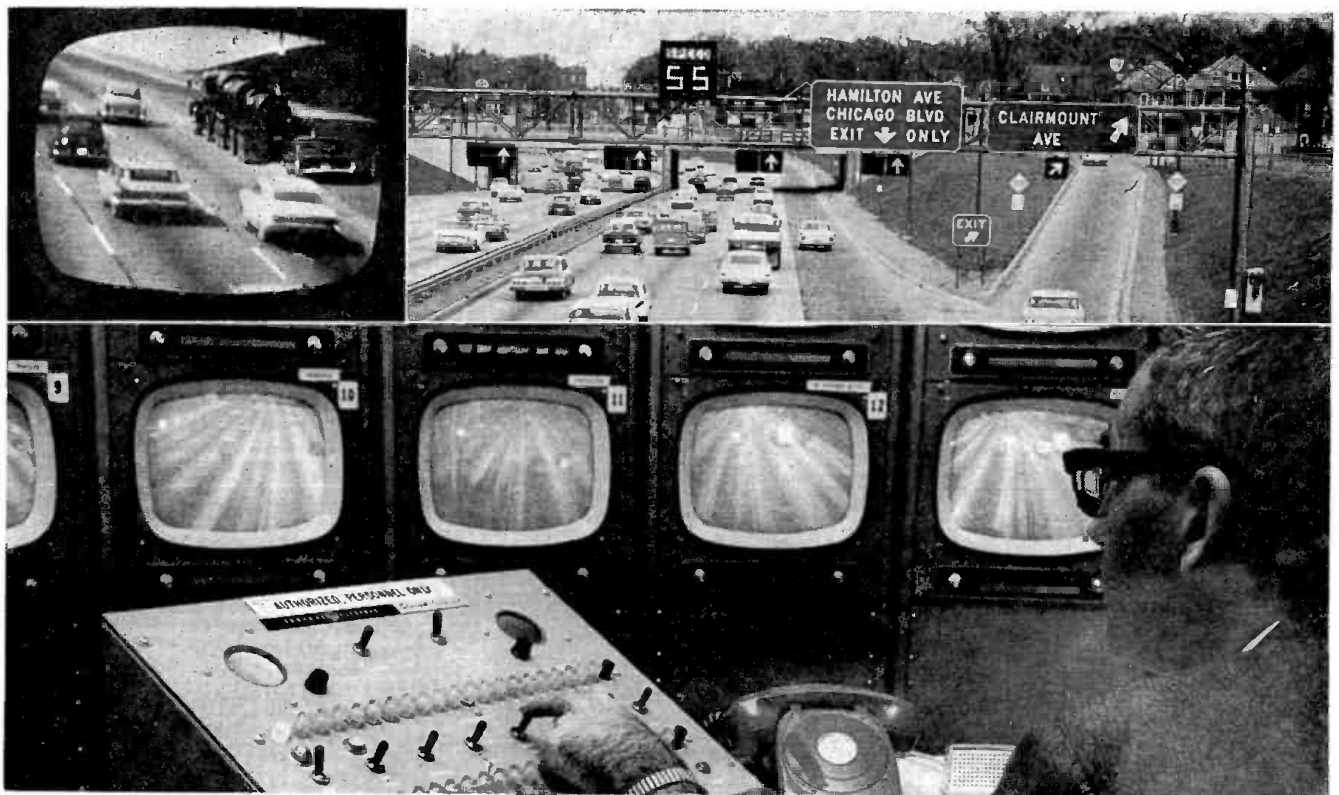
**Five Years** ■ Counting 1962, Michigan's freeway miracle has been accomplished in just five years with an investment of a billion dollars in state and federal funds and it is still going strong. Planners are building for 1980's estimated state population of 12.2 million who are expected to be operating nearly 6 million cars and trucks for double the total vehicle miles clocked on state roads today.

But the system gets plenty of use right now, with nearly 3.8 million vehicles registered and with 75% of the state's 2.9 million workers driving to

and from work.

**Trucks Heavy Users** ■ Some 3,000 trucking firms with more than 400,000 trucks are using the highways in the state, too, and 90% of the state's 10 million visitors arrive each year by car to help spend their share of the \$650 million Michigan earns annually from tourists. The state in addition has over 110,000 miles of other roads which tie together the more than 500 cities and villages in 83 counties.

Michigan opened 238 miles of new super highways last year and has opened more than 600 miles of such freeway during the past four years. The state now boasts over 800 miles of four-lane



Michigan was the first state to experiment with electronic traffic controls. Here, upper right, electric speed indi-

cators and lane signals help with the problem. Below, one of the control points on the John Lodge freeway,

where tv cameras picture (upper left) actual traffic conditions along the 3.2 mile section of the important freeway.



### What a shame we're not in politics

Think of all the babies we'd get to kiss. And all the grownups whose votes we'd *already* have—over 2 million, as a matter of fact.

You see, at last count (1961 WJR-Politz study), 2,183,000 loyal listeners pledged their undying devotion to WJR. This in an area where 174 other stations can be heard.

Most of these folks—89% of them—are old enough to vote, too. But they're certainly young enough to make and spend lots of money.

What's more we seem to have their attention all day and all night long. They say it's our Complete-Range Programming that gets them. Complete news and

sports coverage, fascinating home shows, "live" variety programs, good music, tasteful advertising—who could resist?

Tempted as we are to turn to politics, we think success in one field should be enough for anyone. We loathe greed.

So vote for the man of your choice next election. But by all means, when it comes to radio, cast your vote for WJR.

You can get details of our platform and hear some interesting success stories by giving us a call or by getting in touch with your Henry I. Christal representative.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

**WJR** DETROIT  
 760 KC **J** 50,000 WATTS  
 Represented by Henry I. Christal Co., U.S. & Canada  
 Atlanta • Boston • Chicago • Detroit • Los Angeles  
 New York • San Francisco



The people's choice.

## MICHIGAN FIRST IN FOUR-LANE HIGHWAYS *continued*

limited-access roadway in use. Some \$200 million will be spent this year adding to it.

By the end of the year you will be able to drive non-stop on freeways extending from Detroit westward to New Buffalo near the Indiana state line and near Chicago, or from Detroit westward to Muskegon on Lake Michigan (where giant lake ferries shuttle you to Milwaukee) or from the Ohio-Michigan border just southwest of Detroit northward into the upper peninsula and St. Ignace, via the world's largest suspension bridge across the Mackinac Straits (the bridge is a \$100 million engineering marvel opened in 1957). This link later will be completed through to Sault Ste. Marie.

**Toll Free Interstate** ■ Add to this the nation's longest toll-free interstate highway—Interstate 94—which is open and runs continuously westward from downtown Detroit past Ann Arbor, Jackson, Battle Creek and Kalamazoo to the village of Sawyer on Lake Michigan. The remaining short link to New Buffalo will be finished this year.

Late in December another freeway milestone in Detroit was marked with the opening of the first section of the Southfield Freeway, upping the city's freeway total to more than 25 miles.

Part of that under construction in Detroit, the Walter Chrysler Freeway, will be one of the most expensive urban highways ever to be built. The \$108 million Chrysler road starts on the east side of downtown Detroit and will run north along the route of Oakland Ave. to Eight Mile Rd.

**Electronic Control** ■ The nation's first experiment in the electronic control of freeway traffic went into operation May 7 in Detroit over a 3.2 mile section of the Lodge freeway.

The tv cameras, mounted over the freeway in temperature-controlled and tamper-proof boxes (including windshield wipers on the window), actually have been operating for more than a year. But this phase has been devoted to a study of traffic patterns, especially such subjects as emergency pull-offs onto road shoulders.

In the phase started May 7, the cameras now permit a traffic controller to watch car flow and to signal drivers by special new lane signals (a red flashing "x" tells the driver to change his lane; a green arrow means continue in lane; a lighted figure shows speed to be maintained). While Detroit newspapers were on strike, state highway officials depended heavily upon radio and tv stations in the area to air educational spots about start of the test.

**Busy Road** ■ The section of the Lodge freeway on which the test is being conducted is one of the busiest

in the world. Average weekday flow is 160,000 cars with up to 7,200 vehicles per hour in one direction during rush hours. Several times last year the daily flow hit 180,000. During planning in the late 1940s, a traffic high of 90,000 daily was anticipated. The test is being conducted as a joint venture by local, state and federal authorities.

Last month the Michigan State Highway Dept. awarded contracts totaling more than \$800,000 to Motorola for a state-wide two-way fm radio network to coordinate its construction and maintenance activities. The system will include 550 mobile radios plus 15 base stations and a dozen control stations. Of the state's 83 county road commis-

### Safety standards pay off

The safety standards which are being built into Michigan's new freeway system already are paying off in a big way in the saving of human life too, the most precious resource of all. A study of accidents and deaths on a 284-mile portion of the new freeway, compared to those recorded on the roads the freeway replaced, discloses a drop in accidents of nearly 76% and a drop in fatalities of 80 percent. Based on National Safety Council estimates, the higher safety record expected for the freeway system as a whole when completed will represent a saving of \$175 million a year to Michigan families.

sions, 73 already have two-way radio networks operating.

The graceful Mackinac Bridge is proving to be a modern "northwest passage." The flow northward is expected to grow even more after completion of a \$24 million two-mile long auto bridge across the St. Mary's River to Canada at Sault Ste. Marie. Before the Mackinac Bridge was built, the state of Michigan for 34 years operated auto ferries across the rugged straits.

The bridge's suspension span between anchorages is 8,614 ft., the world's longest. With approaches the bridge stretches five miles. The central cable towers rise 46 stories above the water.

Michigan has a number of other important international gateways of travel and commerce. The first electrified railway tunnel ever built under water opened in 1891 between Port Huron, just northeast of Detroit, and Sarnia, Ont., and it is still a vital east-west link. Above water, the Blue Water

Bridge, eleventh longest cantilever bridge, opened in 1938, connects Port Huron and Sarnia.

**Tunnel to Canada** ■ The first auto traffic tunnel ever built between two nations is pouring cars in and out of Canada between Detroit and Windsor, Ont. It was built under the Detroit River in 1930 and can handle 1,000 cars an hour. The tunnel followed by a year the Ambassador Bridge which links the two cities.

Because of its sheer engineering delight, the Portage Lake Bridge between Houghton and Hancock in Michigan's upper peninsula often causes tourists to stare in amazement. Built for \$11 million in 1959, the bridge spans the Portage canal, a Lake Superior shipping shortcut across the Keweenaw peninsula. It's a double-deck railroad-auto bridge which lifts vertically 100 ft. to pass the big vessels.

Michigan is a major "maritime" state. With opening of the St. Lawrence Seaway, the state expects its \$2 billion in foreign trade to expand steadily.

**40 Ports** ■ The state's 3,121 mile coastline includes 40 lake ports served by passenger ships and freighters. Of these, 19 ports handle more than a million tons of cargo each annually, greater than the total number of such ports in any other state. Detroit ranks among the nation's top three ports and is the leading port for trade with Canada. Over 170 shipping firms operate from Detroit. The busiest water route in the world is the Detroit River, the seaward route from Lake Huron to Lake Erie.

Other Michigan ports claiming "firsts": Alpena for Portland cement; Grand Haven, sand and gravel, and Calcite, limestone. Additional major ports include Port Huron, Bay City, Muskegon, Escanaba, Marquette, Monroe and South Haven.

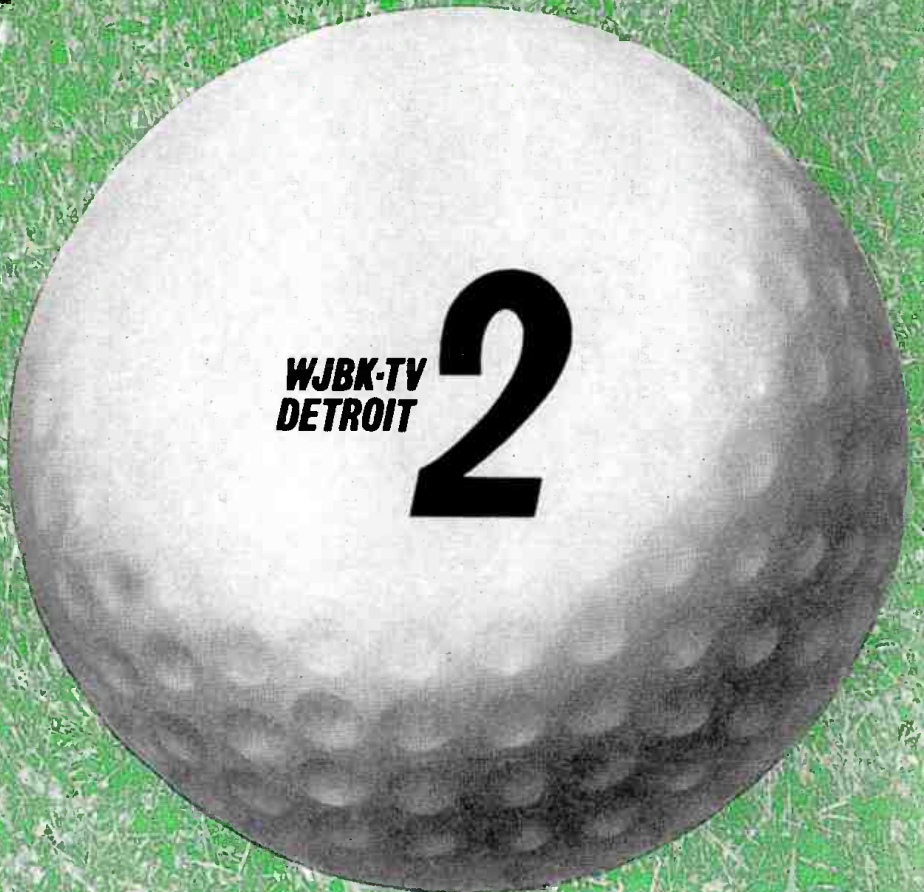
Detroit and Muskegon are the chief ports of world trade. Last year 779 overseas ships called at Detroit, an increase of 9% over 1960.

**Famous Locks** ■ Michigan claims a world title for its famous Soo Locks too. Operated free of toll by the Army Corps of Engineers, the locks at Sault Ste. Marie pass more tonnage through the 22-ft. drop between Lake Superior and Lake Huron in the eight month shipping season that either the Panama or Suez canals do in a year. The Soo locks have been historically strategic in American-Canadian history since early colonial times. The first lock was opened in 1797. A major new \$42 million American lock is under construction and will be completed in 1964. It will be 1,000 ft. long, 100 ft. wide and 32 ft. deep—particularly suited to the new big seaway vessels appearing on the lakes.

**Railroads Important** ■ Michigan's more than 11,000 miles of railroad



# KEEP YOUR BUY ON IT



**WJBK-TV  
DETROIT**

# 2

Adult programming  
pays off in adult audience  
... adult purchasing power  
... 12 months a year  
on WJBK-TV, Detroit.

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

STORER TELEVISION SALES, INC., representatives for all Storer television stations.

tracks includes 7,312 miles of primary and secondary lines. They serve 81 of the state's 83 counties, operated by 32 railroad and terminal companies. The big lake ferries which gulp in freight cars and carry them over the water among various Michigan, Wisconsin and Canadian ports are always arresting sights.

Modernization efforts are highlighted by the Grand Trunk's unusual tri-level auto carriers and the Chesapeake & Ohio's "Road Railer" unit. The latter has both rubber wheels and steel-flanged wheels, converting swiftly from rail to road with a minimum of handling. Michigan's railroads pour more than \$130 million annually into the

state consumer market through payrolls alone.

Michigan ranks seventh in the number of new truck registrations each year and ranks sixth in the number of five-ton or bigger rigs. The state is fifth in rank in bus registrations. Of the nation's top industrial counties Wayne County (Detroit) ranks No. 4 in truck ownership. There are 540 common carrier truck terminals in the state. Michigan's motor transport industry employs nearly 250,000, representing an annual payroll of \$1.5 billion.

**Air Connections** ■ You can board a BOAC jet at Detroit's huge Metropolitan Airport and arrive in London in

7¼ hours or step aboard a North Central DC-3 or Convair 340 at Willow Run Airport there and hop within fractions of an hour from one city to another within the state. Or jet to New York in less than an hour. Air commerce within and from Michigan is expanding too.

Passenger traffic at the two big Detroit airports has soared past the 3.2 million mark and is nearly treble the 1950 mark. New terminal facilities have been recently completed or are underway in such markets as Flint, Jackson, Lansing and Manistee, among others. The state has some 150 licensed airports plus a dozen seaplane bases, not counting the military.

## Agriculture second source of income

### DAIRIES, CHERRIES, TRUCK CROPS IMPORTANT ON DIVERSIFIED FARMS

Visitors sometimes rub their eyes and look again when they drive into "snowstorms" on a sunny spring day near Traverse City in the northwest section of Michigan's lower peninsula.

But the "snow" turns out to be petals from miles of cherry trees. They blanket the hills and ridges in precise patterns—a great bouquet parade, motionless, yet marching.

By late summer, Michigan's three million cherry trees will have stormed up a \$15 million harvest for their growers, too. Michigan ranks first in cherries.

**Second Place** ■ Agriculture is Michigan's second biggest economic activity and, like manufacturing in the state, it also is highly diversified. If weather and markets hold about the same as 1961, Michigan farmers will earn \$775 million for their varied products this year, worth \$2.5 billion at retail.

Counting another \$100 million farmers will earn from off-farm jobs, plus more than \$37 million from government payments, Michigan's \$775 million in cash receipts will swell to a total farmer income in excess of \$900 million. Some 40% of the state's farmers work off-the-farm for 100 or more days each year at non-farm jobs.

Government payments to Michigan farmers doubled last year with introduction of the 1961 feed grain program (18 million in this state). The soil bank program provided \$9.1 million, conservation awards totaled \$5.1 million, the sugar act provided \$2.1 million, and the advance payments under the 1962 wheat program hit nearly \$2.2 million.

If you define Michigan agriculture in its broadest sense, the way John Ferris of Michigan State U.'s Agricultural Economics Dept. likes to do, you

can measure all activities from the farm supply business (implements, fertilizers etc.) to the checkout counter at the local supermarket. This he calls "agribusiness" and he estimates that it represents an investment in Michigan of \$7.3 billion, employs about 800,000 or nearly one-fourth of the total labor force and piles up annual sales of around \$10 billion. Of this amount, he figures three-fourths is for processing, wholesaling and retailing of food products.

Michigan's population of farms now ranges between 110,000-112,000. Like the trend elsewhere, the total number of farms is decreasing each year as those remaining grow larger and the smaller marginal and part-time farms wither away.

**Profit Up** ■ By western standards, the average Michigan farm (around 135 acres) isn't very big, but its net operating profit last year did grow 16% to \$2,590, although continuing still short of the U. S. average of \$3,323. Taken all together, however, the assets of Michigan farms total some \$4.4 billion, equal to the combined assets of Ford, Dow Chemical and American Motors, for example, or half that of General Motors.

Michigan farms are 93% owner-operated. In addition last year they provided some \$50 million worth of employment for hired hands.

The farmers themselves represent a big market in Michigan. They spend around \$100 million for tractors and other farm equipment and services. Their farms are well-mechanized (see table) and the trend is to become more so.

S. E. Larsen of the Michigan Farm Equipment Assn. finds the state's 700 dealers are "optimistic" this spring about both sales and profits for the



Irrigation is important in parts of the state. Here a sugar beet field is

watered by pressure jets. Michigan has varied agricultural products.

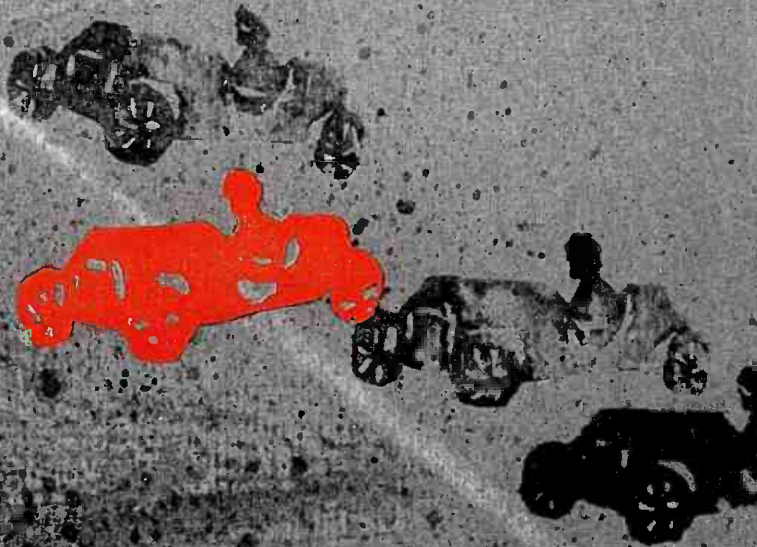
## IT COMMUNICATES!

A checkered flag signals the winner as thousands of horsepower race down the straightaway! That's communication. A signal from WOOD-TV or WOOD-AM or FM sends hundreds of thousands of WOODlanders racing straightaway to their stores. (Well, almost that fast!) That's real communication! Make your client a winner. Flag down the buying power of WOODwatchers and WOODlisteners in Western Michigan. Ask Katz for details.



**WOOD** **AM**  
**FM**  
**TV**

TIME-LIFE BROADCAST, INC.  
Grand Rapids, Michigan



# No.

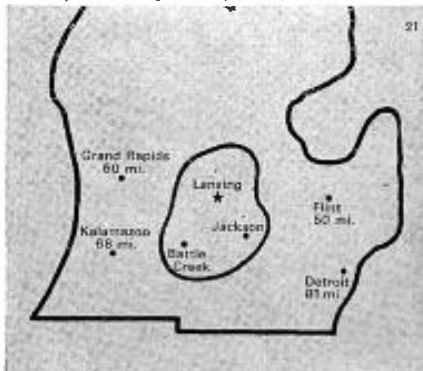
We've been in the No. 1 Spot here in the Mid-Michigan market for the past 10 years. Measure us by Pulse, Hooper, Nielsen, Politz, Conlan, Verifax or any other means and you always find WILS leading... with more than four times the audience of the next station (as much as 78% of the total radio audience). Our primary signal reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. In addition the pattern covers two thirds (or more) of another six counties. The Mid-Michigan metro area prefers WILS by 3-to-1 over any other local station. Daytime power is 5,000 watts. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that

**ALWAYS MEANS BUSINESS!**

## MID-MICHIGAN'S BIG No. 1 BUY

RADIO  
**WILS**  
LANSING  
1320

Represented by Venard, Rintoul & McConnell



### MICHIGAN FARM FACILITIES AND EQUIPMENT (Census of Agriculture, 1959)

Specified facilities and equipment	Number of farms reporting*	Specified facilities and equipment	Number of farms reporting*	Number on farms
Telephone	89,526	Corn Pickers	30,822	31,294
Home Freezer	71,877	Pick-up Balers	28,240	28,424
Milking Machine	37,713	Field Forage Harvesters	11,483	12,201
Electric Milk Coolers	26,849	Combines	44,375	45,804
Power operated elevator, conveyor or blower	41,386	Motor Trucks	63,041	75,713
Crop Dryer	1,375	Wheel Tractors, other than garden	99,150	165,681
		Crawler Tractors	3,700	4,160
		Garden Tractors	23,274	24,364
		Automobiles	102,263	130,725

\*Total all farms: 111,817

year. Competition is "very rough," however, and dealers seem more interested "in seeking management counsel than ever before," he said.

The more than 350,000 cars, trucks and tractors on Michigan farms are a brisk market for more than \$40 million worth of gasoline, oil and other fuels each year.

**Rank High** ■ Of Michigan's 33 counties, 48 rank among the top 100 counties of the U. S. in the production of field crops, fruits and livestock. Only California can claim greater diversity in farm product output.

Besides cherries, Michigan ranks first in field beans (99% of the U. S. navy bean crop comes from here), hot-house rhubarb and cucumbers (pickling). The state ranks second for asparagus (processing), blueberries and plums; third for apples, celery, and spearmint, and fourth for asparagus (fresh market), cantaloupe, carrots, onions, peaches, pears, red beets, strawberries and sweet cherries. The list runs on. Tomatoes, for example, put Michigan in fifth place for fresh market variety and ninth place for processing variety.

Michigan's biggest money product class is dairy products, which tops \$200 million. Dairy product income to farmers has grown considerably during the past decade. Livestock income is almost as high as dairy products. Both categories rose last year over 1960.

**Processing Important** ■ Food processing is a \$2 billion business in Michigan, employing over 140,000. Gerber Products Co. has one of its four big plants in Michigan at Fremont. It specializes in baby foods. Battle Creek, of course, boasts Kellogg Co., General Foods' Post Division and several other big cereal producers. The pay envelopes of Kellogg workers alone bulge with nearly \$25 million yearly there.

Other typical big food processors in Michigan include Heckman Biscuit Co. at Grand Rapids and New Era Potato Chips, which has 10 plants in the state.

Most of Michigan's agriculture is located in the lower peninsula, although potatoes are a big crop in the upper peninsula and are a \$14 million crop.

The state's rich fruit belt ranges along the western edge of the lower peninsula from Traverse City on the north to the Indiana state line below Benton Harbor. Lake Michigan tends to shield the orchards and vineyards from temperature extremes.

About 60% of the nation's sour cherries (red tart, for pies) are produced in Michigan, the biggest portion of these in the Grand Traverse region. Red tart production is holding steady while sweet cherry production is expected to jump at least 40% in the near future as new young trees come into production.

**Other Fruits** ■ Blueberries, peaches, apples, raspberries, strawberries and other fruits are big-money crops in southwestern Michigan. Here, at South Haven, the state has accomplished considerable experimental progress at its research station. And at Benton Harbor is the world's largest cash-to-grower fruit and vegetable market.

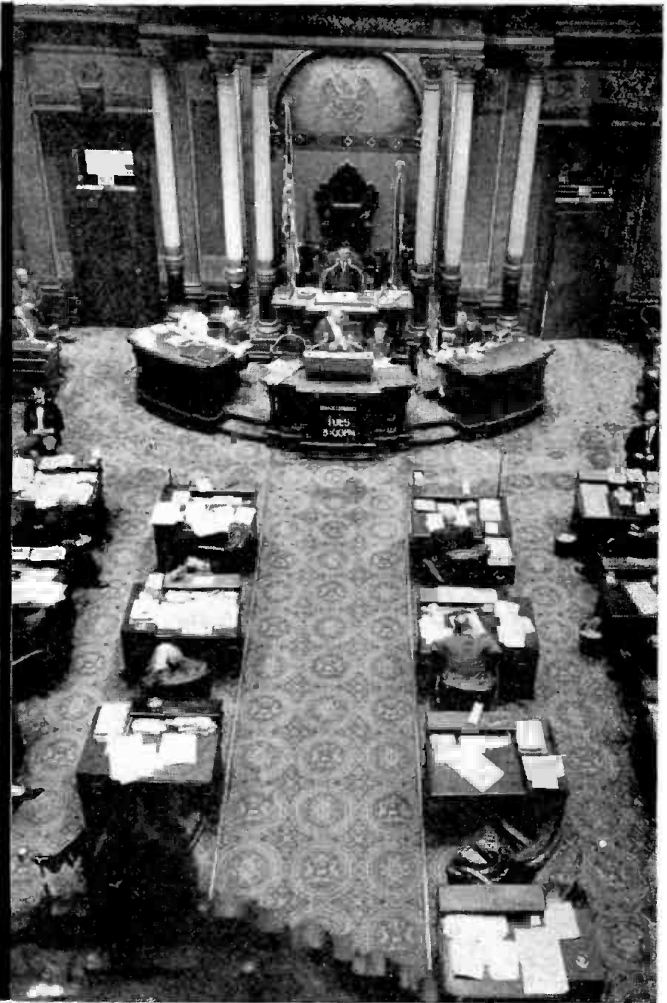
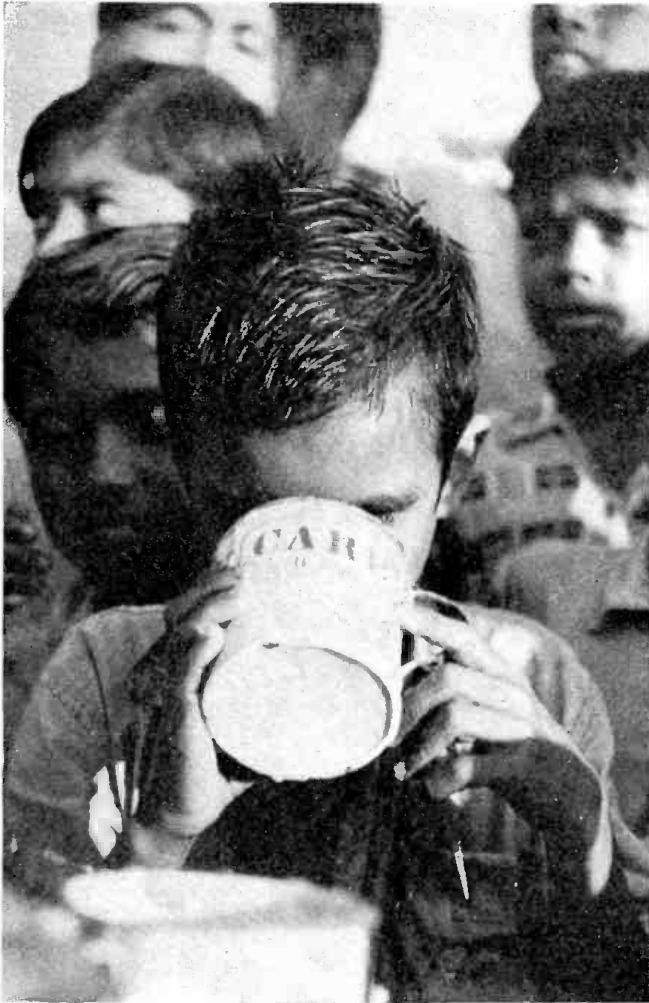
Just a bit northward on Lake Michigan at Holland floriculture is a million-dollar industry, with tulips the most colorful and best known. Christmas trees and floral evergreen boughs are fast becoming a big income source too, about \$5 million at present. Collectively, horticultural products (excluding timber and lumber but including nursery stock and certain other forest products) bring nearly \$28 million annually to farmers.

Michigan ranks 11th in wheat production, but the state is unique since most of the crop is of the eastern white winter type which is in high demand and seldom is in surplus. Wheat garnered about \$68 million in the marketplace last year. Other high-income Michigan crops include corn, \$113 million; hay, \$65 million; oats, \$24 million, and soybeans, \$11 million. Michigan ranks fourth in onion production but is second in onions stored for September-March sale. Onions: \$8 million.

Ice cream cones for the kid? Michigan can scoop them up faster than the small fry can lick them down. Last year's production topped 33.6 million gallons, sixth for the U. S., and not one drop of artificial flavor in the batch.

# FROM SAIGON TO THE STATE SENATE

... or public service above and beyond a coverage map



Recently Salada Tea promoted a public service contest on WXYZ Radio. Listeners were asked to submit a letter stating their favorite charity and why it should receive a cash contribution. The winning letter was submitted on behalf of CARE! Salada Tea's contribution was used to buy CARE packages for the relief of victims of the Mekong River flood disaster. To our astonishment and delight many of the victims wrote letters of thanks to us at Broadcast House. Another example of how WXYZ public service signal reaches far beyond our coverage map.

On April 24th WXYZ Radio made broadcast history with an unprecedented live broadcast direct from the Michigan State Senate. The issue at hand was whether or not Michigan citizens should pay a state income tax. For fifteen hours WXYZ listeners heard the bitter debate while news commentator Lou Gordon interviewed senators and representatives. Public reaction was overwhelming. Governor Swainson said the broadcast was "One of the most historic occasions in Michigan history". Another example of WXYZ public service news coverage *when* and *where* it's needed!

**WXYZ**  
**ABC RADIO 1270**  
**IN DETROIT**

Represented Nationally by John Blair & Company  
Owned and Operated by American Broadcasting-Paramount Theatres

# Economic vitality pictured by cities

## AMAZING DIVERSIFICATION REVEALED THROUGHOUT ENTIRE STATE

Circling by air over Detroit, you can't escape the panorama of industrial might that is the principal catalyst in the Michigan market.

The great ore and cargo ships move slowly along the Detroit River. The billows of smoke pour up from the big iron and steel mills to mingle with that rising skyward over Ford's great complex on the Rouge River at Dearborn. The bright patches of new construction mottle Detroit's downtown district. The freeways sweep to the suburban horizons.

All speak of vigor, vitality. A brisk activity that is being felt this spring in every facet of the economy all over the state of Michigan.

**Vast Reservoir** ■ But, amazingly enough, this manufacturing concentration is only a fraction of the economic picture. Digging deep, you find it ranges to every community of the state, drawing upon a vast wealth of natural resources, calling upon the production

And it is not.

This paradox usually makes sense only to the native. But it simply means the economic base of Michigan is much broader than most people think it is.

The world knows Detroit as the center of automotive and vehicle production, headquarters for those three industrial behemoths—General Motors, Ford and Chrysler. This is because their products range the globe, making Chevrolet, Ford and Plymouth household words in Ankara as well as Albuquerque.

Yet only 15% of Detroit's workers make cars or automotive equipment. Counting major suppliers to the auto makers the total is estimated to be about 28%.

Diversity is the "d" in Detroit. Here in the metropolitan area more workers are employed exclusive of the auto industry than are employed in all manufacturing in Pittsburgh, Boston, Cleve-

369 or 81% of the 453 industrial groupings recognized by the U. S. Census Bureau.

Six out of the top ten advertising agencies have offices in Detroit. Total billing is outranked only by New York and Chicago.

Autos certainly get plenty of use in Detroit. Detroit is one of the few markets of the country where auto population (1.25 million) exceeds total households (1.08 million).

A good example of the economic contribution which the major auto producers make throughout the state can be seen in the case of General Motors. During 1961 GM employed nearly 185,000 wage and salary workers in Michigan and paid them almost \$1.3 billion. Purchases from more than 8,000 Michigan suppliers in 1960 totaled nearly \$1.8 billion. GM now has over half the market in new car sales and for the May 1-10 period it took a whopping 62% slice.

**Covers State** ■ GM headquarters in Detroit but it also pours millions into many other Michigan communities to operate additional plants. In Flint, for example, GM last year spent almost \$421 million for payrolls and \$55.5 million to suppliers; Lansing, \$83 million and \$34.5 million; Grand Rapids, \$37 million and \$7.1 million; Pontiac, \$152.6 million and \$38 million; Saginaw, \$80.4 million and \$29 million. The list goes on, also including Bay City, Grand Blanc, Livonia, Milford, Warren and Ypsilanti.

Ford typifies the trend of decentralization and diversification of the Big Three of Detroit (Ford actually headquarters at Dearborn). The only manufacturer to start with raw ore and come out with finished car (River Rouge plant), Ford recently acquired the Philco Corp. Ford's world-wide payroll last year was almost \$1.5 billion, part of which went to Michigan workers.

**River Rouge** ■ Ford's River Rouge plant, now in its fifth decade, is still the largest concentration of integrated factories owned by one company in the U.S. River Rouge employs 36,700, generates enough electricity every day to light the homes in a city of a million people, makes steel and glass and other components and fabricates them into cars at the rate of one every 48 seconds.

Ford's famous Rotunda, first built as the company's exhibit at Chicago's 1933 world's fair, today welcomes more than a million visitors each year. In February Ford announced it would build a new \$40 million basic oxygen steel-making plant at the Rouge.



Ford's huge River Rouge plant turns out finished cars from the original iron ore. This aerial view centers

capacity of thousands of smaller suppliers, employing the skilled human resources of its people and progressing through the use of the fruits of research and education.

Its sturdy partners include agriculture, a host of suppliers of the intangible services, transportation, communication, power and the wide range of wholesale, retail and other business activities which disclose the state to be a tremendous consuming market too. Then cap it off with the financial institutions where the flow of money and capital become the pulse that shows such things as cycle, volume and this year's recovery trend.

**Broad Base** ■ Detroit is automobiles.

around the boat slip and shows the blast furnaces and coke ovens toward the left.

land, St. Louis or San Francisco-Oakland, for example.

At Parke, Davis & Co., world's leading seller of ethical drugs, they help make Salk vaccine. At Ex-Cell-O Corp., machinery to produce milk cartons. At Helin Tackle Co., fishing lures. At Burroughs Corp., computers and space-age electronic components.

**Many Products** ■ Among Detroit's more than 6,400 factories: 14 industrial chemical firms; 55 blast furnaces, steelworks, rolling mills; 50 iron and steel foundries; 86 soap manufacturers; 52 paint makers; 11 tire and tube makers; 119 meat plants and 72 beverage companies.

In Michigan as a whole, you can find



**Channel 5  
MARKET BULLETIN!**

**SAGINAW**

Choice industrial and commercial sites—skilled labor force—favorable economic climate and community attitude—all yours in the most highly diversified industrial city in Eastern Michigan. Private capital will build to suit.

*Robert Albert, Mgr.*  
Greater Saginaw  
Chamber of Commerce

**BAY CITY**

Opportunities unlimited—that's Bay City! Profit-assuring resources: ready pool of diversified labor skills, seaway, expressways, airways, railways, nationally-famous schools, recreation, good living. We welcome you.

*Ambrose J. Maxwell, Mgr.*  
Greater Bay City  
Chamber of Commerce

**FLINT**

Five million people and 10,000 manufacturing plants within 75 miles—that is Flint's market area. A skilled, productive labor force, a community spirit that "gets things done," outstanding educational facilities and excellent transportation, all serve to make Flint an ideal location for industry.

*Edward J. Penny, Mgr.*  
Greater Flint  
Chamber of Commerce

If you are seeking a midwestern plant site contact any one of the above business-minded C of C executives. Plenty of power . . . plenty of water . . . plenty of help . . . plenty of space for expansion . . . in the Golden Saginaw Valley of Eastern Michigan.

**WNEM-TV**



SERVING THE ONE **BIG** TOP 40  
MARKET OF FLINT • SAGINAW •  
BAY CITY AND ALL EASTERN  
MICHIGAN



**WNEM-TV**

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, GBS in Adrian.



Michigan Economic Indexes

	Business Activity <sup>1</sup>		Retail Sales <sup>2</sup>				Bank Debits <sup>3</sup>		
	Mar. 1961	Feb. 1962	Mar. 1962	Feb. 1961	Jan. 1962	Feb. 1962	1961 Mar.	1962 Feb.	1962 Mar.
Battle Creek	180.6	171.6	178.4	161.1	171.4	175.0	216.4	205.4	213.5
Bay City	161.4	171.1	169.1	165.4	176.9	181.0	193.3	204.8	202.4
Detroit	186.3	213.4	220.0	155.6	167.8	171.6	223.2	255.4	263.3
Flint	207.4	236.1	241.1	183.6	214.4	218.6	248.5	282.6	288.7
Grand Rapids	182.6	203.7	204.8	164.4	187.5	191.1	218.7	243.8	245.1
Jackson	189.0	194.4	191.2	167.2	169.7	175.5	226.4	232.7	228.9
Kalamazoo	214.2	231.7	228.0	185.8	195.3	202.1	256.6	277.3	272.9
Lansing	174.1	191.6	193.5	165.0	188.1	190.4	208.6	229.3	231.6
Muskegon	151.8	164.1	159.9	157.3	170.0	175.3	181.9	196.4	191.4
Port Huron	156.1	160.3	170.0	146.8	156.1	164.1	187.0	191.9	203.5
Saginaw	180.1	182.5	188.2	166.9	182.7	186.9	215.7	218.4	225.3
Upper Peninsula	147.7	140.1	142.8	161.2	166.2	173.5	176.9	167.7	170.9
State of Michigan	185.6	209.8	215.5	161.5	174.9	177.6	222.4	251.1	257.9

<sup>1</sup>Federal Reserve Banks of Chicago and Minneapolis. Bureau of Labor Statistics, U. S. Department of Labor. Seasonally adjusted bank debits, further adjusted for price change using Wholesale Price Index.

<sup>2</sup>Michigan Department of Revenue, seasonally adjusted. 1961 figures have been adjusted for changed tax rate.

<sup>3</sup>Federal Reserve Banks of Chicago and Minneapolis, seasonally adjusted. <sup>4</sup>Revised

Chrysler statistics show how deeply Detroit is involved in defense production too. Chrysler's military and space business last year was \$181 million or 9% of its total sales. This included assorted military vehicles, M-60 tanks and engines, but does not include the year-end contract calling for more than \$200 million worth of Saturn S-1 boosters to be built over the next few years.

Chrysler's total employment has adjusted downward in the past five years, but last year the company put 72% of its total \$525 million payroll into Michigan. About 37% of the 12,000 firms which supply Chrysler also are in the state.

**Redevelopment** ■ Detroit's \$190 million urban redevelopment program is only part of the face-lifting taking place in this big market. A syndicate is planning a \$12-million 25-story hotel in the new Civic Center area facing the recently completed \$55-million Cobo Hall. It's the first downtown hotel to be started in 35 years (excluding motels).

Nearby another group plans to clean out "skid row" at the west end of central downtown and build a huge International Village. Waterfront improvements are being made, too, to further expand shipping to world markets, up more than 460% since 1958.

Michigan Consolidated Gas Co.'s \$20-million 30-story office building is nearly completed in the downtown area. First Federal Savings is building a \$10 million structure to be neighbor to National Bank of Detroit's new \$20 million building. Detroit Bank and Trust Co. soon plans to add its new \$16 million headquarters. McLouth Steel has \$105 million in new expansion while Great Lakes Steel is investing \$100 million in further growth.

In suburban areas, Western Electric

is now operating its new \$5-million distribution center and Kelsey-Hayes Corp. has begun operating from its new \$4 million plant.

**Suburban Centers** ■ A total of 28 major suburban shopping areas worth \$109 million also have been completed, including J. L. Hudson Co.'s Northland Center, which will have facilities for parking 10,000 cars. Northland cost over \$20 million, includes 110

stores. The second largest is Eastland. Another six centers ranging in cost from \$1 to \$13 million are underway.

Detroit itself has just opened its new \$23 million post office and is starting a \$172 million project to pipe water from Lake Huron into the city. Detroit claims to be first among the 10 largest U. S. cities to write a master plan. Since the plan was approved in 1950 Detroit has completed \$800 million worth of municipal improvements.

Drive out of Detroit today in any direction (south to prosperous Windsor, Ont., many of whose residents work in Detroit) and the many other important and growing markets of Michigan quickly rise on the horizon.

At Ann Arbor a whole community of research and development firms are sprouting up around giant U. of Michigan which itself is deep in this field today. U. of M. research projects now total some \$30 million, include nuclear physics, aviation and classified fields such as battlefield surveillance.

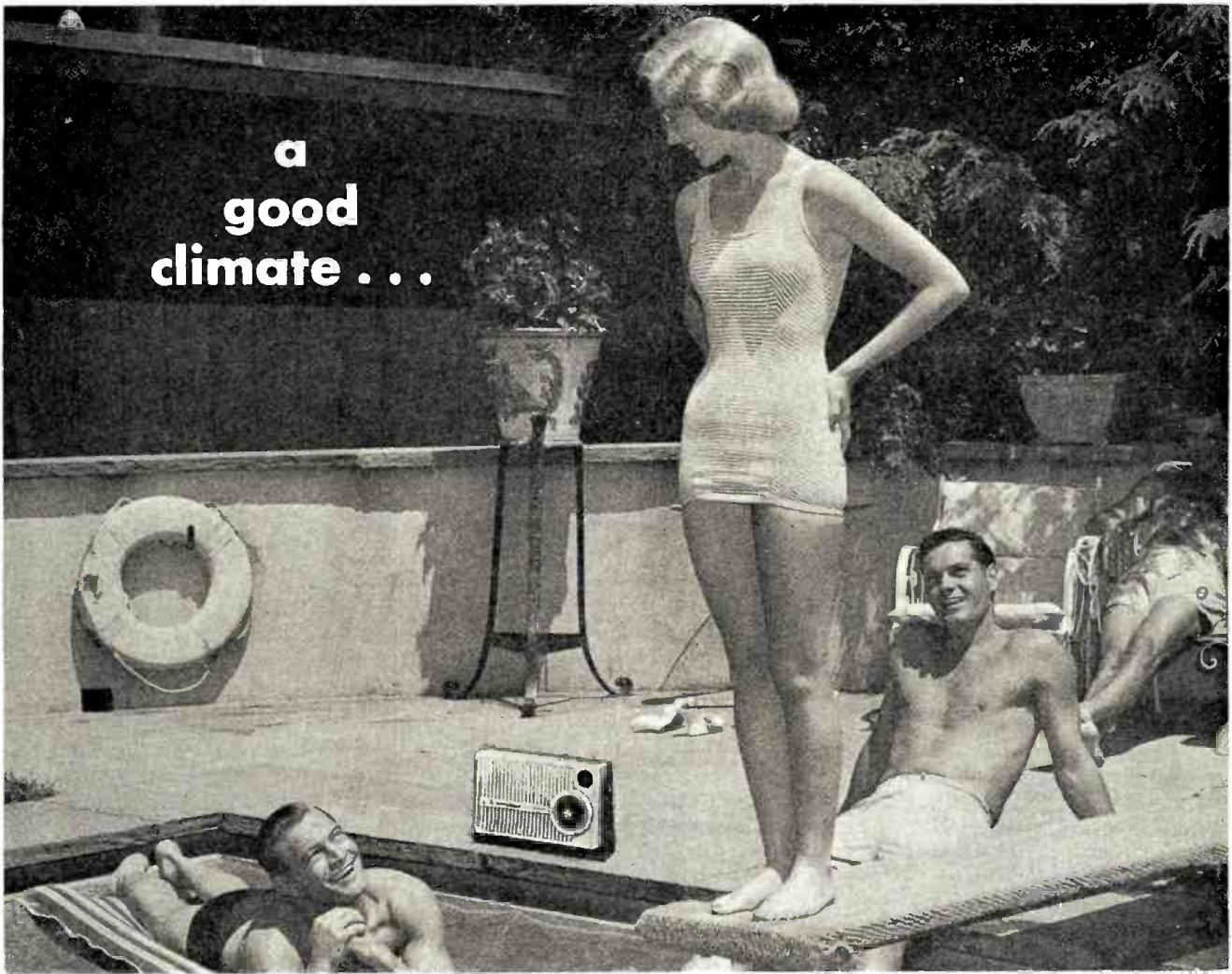
**Research Soars** ■ Private research and development work by industry in Michigan has soared in recent years. General Motors' 330-acre Technical Center development is a good example. A study just completed by the Detroit Engineering Society gives a hint of the industry research trend. A survey of 171 companies showed that 34 firms spent nearly \$445 million last year in research and they expect to increase the amount in the next five years.

Ann Arbor is making a big play for this type of business and is developing a special research-zoned district plus another for light industry. It is paying off. The Federal-Mogul Div. of Federal-Mogul-Bower Bearing Inc. has announced it will build a new metal power producing plant there, the result of its earlier research efforts at the com-



This stainless steel water tower is a landmark of the General Motors technical center near Detroit.





## for your commercials

Throughout the year, one climate that never changes is the commercial climate on W-CAR--Detroit. Your advertising messages are always placed amidst surroundings of pleasant, relaxing, genuinely good music.

These carefully tended advertising messages are carried far and wide from Detroit throughout 32 counties in southeast Michigan and northern Ohio--by W-CAR's 50,000 watts on 1130 KC. The costs too are as moderate as the "climate is favorable".

"THE GOOD LISTENING STATION"

50,000 WATTS

GOOD MUSIC

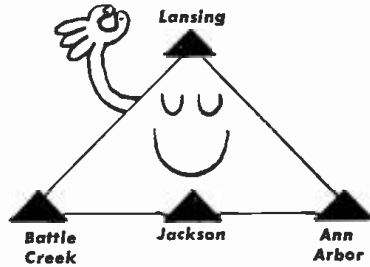
NEWS • SPORTS

DIAL 1130  
**W CAR**  
 DETROIT

Not a square TV viewer in the whole MID-MICHIGAN market . . .

# WILX-TV

has triangle TV viewers . . .



Look at these MID-MICHIGAN

## CHOW HOUNDS

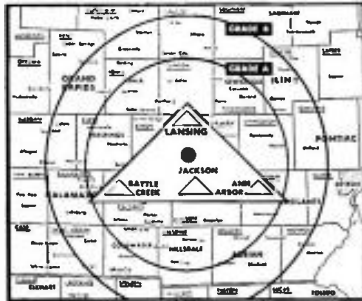
FOOD SALES in the four metropolitan area cities total:

LANSING .....\$90,428,000  
Ann Arbor ..... 48,991,000  
Battle Creek .....48,513,000  
Jackson ..... 39,321,000

**TOTAL: .....\$227,253,000\***

\*Figures from SALES MANAGEMENT SBP Issue.

WILX-TV delivers Grade A coverage to all four Mid-Michigan metro markets. This combined Mid-Michigan FOOD market ranks 34th in national sales.



Here's the real Mid-Michigan buy . . . Lansing, Jackson, Battle Creek and Ann Arbor. Full Time NBC. Tower: 1008' Power: 316,000 watts.

# WILX-TV

LANSING/JACKSON



pany's research center in Ann Arbor.

Farther west on Route 94 is Jackson, the rich rail and road transportation hub of central-south Michigan and headquarters of Consumers Power Co., the major utility which serves nearly all of lower Michigan except Detroit-Ann Arbor. Jackson enjoys industrial diversity and is presently developing two industrial park areas.

**Battle Creek** ■ Route 94 leads on westward across southern Michigan to Battle Creek, home of Kellogg, General Foods' Post Division, Ralston and manufacturing firms like Rich Mfg. Co., which has been working triple shifts to keep up with demand for its engine valves. The Grand Trunk Western Railroad has about completed new shop facilities there and put its electronic switching yard into operation. Freight revenues are up. The GT is finding success too with its new triple-deck auto carriers.

Kellogg is making a \$4.5 million investment in expansion of its cereal plant in Battle Creek while Clark Equipment Co., maker of big construction equipment, also has been expanding its plant. Fire engine sales of American Fire Apparatus Co. and American Fire Pump Co. are growing overseas as well as in the U.S. Other Battle Creek firms expecting significant gains this year include Weston Biscuit Co., Cello-Foil Products, and Eaton Mfg. Corp.'s valve division.

Walk east on Michigan from Jacobson's toward the gas company's gas-lighted corner at Monroe and the array of modern-front shops will tell you how good retail business must be these days. It must be good because Mitchell Star of Star Super Service says he is selling new color tv sets like hotcakes.

In between Jackson and Battle Creek is Marshall, an elm-shaded town that is Calhoun County's seat. Typical of many other Michigan small towns, Marshall is studded with spirited industrial enterprises.

**Growing Business** ■ Crowell Carton Div. of St. Regis Paper Co., for example, which has expanded three times since 1949, has increased annual sales from \$230,000 to over \$3.3 million. Other big employers include Eaton Mfg. Co.'s pump division and State Farm Insurance Co.

One of Michigan's historically most stable and diversified markets is Kalamazoo, west of Battle Creek.

Kalamazoo is prominent as a paper center, the home of drug manufacturer Upjohn Co. and site of a wide range of industrial and consumer products. Paper firm names include KVP Sutherland, Simpson-Lee, Kalamazoo Paper, Hawthorne, Rex, St. Regis and Allied among others. Other industrial firms include American Cyanamid, American Optical, Brunswick, Checker Motors,

Borg-Warner (Ingersoll) and Shakespeare products. Fuller Mfg. Co., just announced plans for a \$1 million expansion program.

**Model Development** ■ Kalamazoo also is recognized nationally for its model area development program. The city's downtown pedestrian shopping mall is winning world-wide attention.

The twin cities of St. Joseph and Benton Harbor make up an important industrial, commercial and agricultural center for southwest Michigan. Larger firms there include Auto Specialties, Clark Equipment, V-M Corp., Lake Shore Div. of Bendix, New Products Corp., Gast Mfg., Remington Rand and Whirlpool.

**Capital City** ■ Northwest of Detroit is the thriving state capital, Lansing. State government spends about \$50 million of its annual \$190 million payroll here. It also rents office space throughout the city to the tune of \$790,000 a month in addition to its own new modern office buildings near the Capitol.

A new economic study on the Lansing tri-county market area shows the region's population will grow 36-50% by 1980. Lansing's automobile firms include the Fisher Body and Oldsmobile divisions of GM, the Reo Div. of White Motors and Motor Wheel. Another major local firm is John Bean Div. of Food Machine Corp.

Westward along interstate 96 you hit Grand Rapids, marketing hub of the 23-county western Michigan region where retail sales collectively total over \$1 billion annually. Grand Rapids pushed its city population to nearly 200,000 right after the taking of the 1960 census by annexing nearly 14 sq. mi. and 20,000 more people.

**Furniture Center** ■ Grand Rapids claims it still is the "quality furniture" center of the universe. "Our master craftsmen never left," businessmen proudly exclaim. Factory register includes names like Barnard & Simonds, Bodart, Brandt, Erstein, Fine Arts, John Widdicomb, Kindel and Michigan Seating.

But Grand Rapids is much more than furniture. Over 800 plants produce some 200 different products. Lear Inc., for example, is one major employer making highly complex electronic gear for aviation and space. Lear has just been acquired by Siegler Corp., of Los Angeles. Another big local firm is the Kelvinator Div. of American Motors.

Farther northwest is Muskegon. U. S. 16 plunges right on west to Milwaukee by way of big auto ferries here.

**Growing City** ■ Muskegon grew in population by more than 23% during the 1950-60 decade. The city's modern new chamber of commerce building and 8,000-seat municipal sports and convention center are evidence of local economic growth. A \$2.7 million expan-



# WHO ANSWERS FOR DETROIT?

It's only natural that WXYZ-TV should speak for Detroit. Since the very beginning of Detroit television WXYZ-TV has been the big public service voice in The Motor City. Locally written and produced shows like "The Exciting Years", "Expedition Detroit", and the WXYZ-TV produced documentary on the Congo Crisis, have received kudos seldom extended to a local Station. Below you see some publicity on the most recent example of the power of WXYZ-TV's public service voice!

Thursday, November 9, 1961—THE DETROIT NEWS—

## JUDGING TV

### Downgrading of Detroit Answered in TV Special

By FRANK JUDGE  
Detroit News Television Writer

A hard-hitting documented answer to Time Magazine's downgrading article on Detroit is being presented by WXYZ-TV at 7 o'clock tonight.

The half-hour special, seen at a preview screening yesterday, is one that is extremely well-produced and forthright.

Time magazine, in its Oct. 27 issue, depicted Detroit as an economic and cultural wasteland. That article was in turn answered by The Detroit News, civic and business leaders and others.

Many references to The News' reply to Time are made in tonight's program. Called "Detroit vs. Time," it is a graphic answer of its own that pulls no punches.

Completely aside from its obvious value to all Detroiters who take pride in their city, the program is well worth watching for its pictorial coverage alone. Through the use of airplanes and helicopters, some of the best aerial photography of Detroit ever obtained forms a large part of the program.

PRODUCER Peter Strand had his cameramen seemingly everywhere in the Detroit area. The Corktown section—which Time had pictured at an angle to show nothing but a wasteland—and its sparkling new buildings are included.

Detroit's Civic Center, its cultural and educational institutions, its plants, shopping centers, churches, homes, expressways—everything, really, that makes up the city—are shown. Statistics are used judiciously to document statements which describe Detroit as anything but the city depicted by the magazine article.

John O. Dykstra, Ford Motor Co. president; Joseph L. Hudson Jr., president of the J. L. Hudson Co.; Chester B. Larsen, president of the Cunningham Drug Co.; George W. Romney, president of American Motors; Gov. Swainson, Senator Hart and Mayor Miriani all appear on the program.

THEY STATE their faith in Detroit and detail their reasons for their pride.

Newsmen Lee McNew and Dave Diles narrate the program in a forceful manner.

John F. Pival, president of WXYZ Inc., is the executive producer of the program and the man who conceived the idea for it.



JOHN C. PIVAL  
Answers Time

"I wrote to Henry Luce, editor in chief of Time," Pival says, "and invited him to have the men who wrote his article on Detroit look at our program tonight. I challenge Time, I challenge Time, to take a look at the real Detroit and report on it."

PIVAL SAID that the program will be shown at private screenings to business leaders in New York, Chicago and probably the West Coast.

"We want them to know how distorted Time's story was, how utterly unfair it was and, what's more, we want to present the facts for all to see," Pival said.

The program was written by Bruce McDonnell, who is taking over as head writer for NBC's "International Showtime," and Irvin A. Mus, who succeeds McDonnell at WXYZ-TV. The technical directors were Harry Lenk and Zak Lee.

All concerned with the program have done a highly professional, informative and interesting job.

DETROIT FREE PRESS  
Friday, Nov. 10, 1961

## TV FILM REBUTS TIME

### Detroit Decaying? —No, Says WXYZ

BY BETTELOU PETERSON  
Free Press TV Writer

WXYZ-TV answered Time magazine's recent black portrait of a declining Detroit with a much brighter picture Thursday.

Where the news magazine, in its Oct. 27 issue, found only bleak decay and an economic slide, WXYZ's cameras and newsmen found healthy business, booming building, high income and employment.

The documentary, called "Detroit versus Time," accented the positive, since the problems had already been outlined in the article which was quoted from liberally by McNew.

spokesman was notable, however.

Producer Peter Strand gathered the work of his cameras into an excellent montage of views of Detroit, people and places.

The production was comparable to many turned out by the networks, whose resources are considerably more laborious.

BRUCE McDONNELL wrote a forceful script, using statistics to back up his statements.

"Detroit versus Time" was a fine example of that much-talked-about kind of program, "public service," Detroiters can be grateful to WXYZ for it.

The station has arranged showings of the documentary for Los Angeles businessmen and hopes to set other bookings in Chicago and New York to help offset the hurt done Detroiters and their city by the Time article.

WXYZ GATHERED an impressive proclamation of faith in the city from Mayor Miriani, Gov. Swainson and Senator Philip Hart; industry's George Romney, of American Motors; and John O. Dykstra, of Ford; and businessmen Joseph L. Hudson, Jr., of The J. L. Hudson Co., and Chester Larsen of the Cunningham Drug Co.

The absence of a labor fight

# WXYZ-TV DETROIT

The Station that devotes more time to news than any other in the Detroit area.

Owned and operated by American Broadcasting-Paramount Theatres, Inc.

sion program is underway at the airport. Major manufacturers include Continental Motors, Brunswick, Norge, Shaw-Walker and Anaconda Wire.

U. S. 10 takes you through Pontiac into Flint, the second largest auto production center of the world and the place where General Motors makes more cars and employs more people than anywhere else. Flint this spring is enjoying its highest level of prosperity since 1955-56. Buicks and Chevrolets are made there. GM payrolls in Flint totaled \$421 million last year and suppliers earned over \$55 million. Flint is

ducing area. Chief plants include General Motors, Eaton Mfg. Co., Sunshine Biscuits, Baker-Perkins Co. (baking machinery), Lufkin Rule Co., A. T. Ferrell Co., Michigan Sugar, American-Marietta Co. and Wickes Corp.

**GM Plants** ■ GM has eight plants in Saginaw. Wickes, for example, has grown into a world-wide business with nine divisions in machine and other products after modest beginning there.

A port city as well as major industrial and agricultural market, Bay City is witnessing considerable expansion at Electric Autolite Co.'s facility following

Other big local firms include Kaiser Aluminum and Continental Can.

Mt. Pleasant and Alma are in the heart of important agricultural regions but they also are big oil producing markets, Leonard Refining, which headquarters at Alma, has major facilities in both communities.

Around the "thumb" of Michigan along Lake Huron are a number of smaller markets, many port cities. Biggest is Port Huron. It enjoys a range of industrial activity and shares commerce with Sarnia its Canadian neighbor.

Busy coastal towns are Tawas City and Oscoda, whose economy is enhanced by Wurthsmith Air Force Base, and Alpena, where Abitibi Corp. announced in February its plans for a multi-million dollar expansion of its hardboard plant. Huron Portland Cement Co. here is the world's largest.

**Resort Country** ■ Continuing north on Route 23 carries you through Rogers City and Cheboygan to Mackinaw City, prosperous resort areas. Petoskey, Charlevoix, Traverse City, Manistee and Ludington all report expanding manufacturing and port industries in addition to big resort business.

Just a bit inland is Cadillac, where millions are being spent on new four-season resort and ski facilities. Across the Mackinac bridge you're in Michigan's tremendous upper peninsula where tourism, iron, copper and lumber products are king. The 15-county area normally earns about \$150 million from vacationers alone. In the eastern portion is Sault Ste. Marie where you can sit at the bar of the Ojibway Hotel and play the "stack game"—guessing the identity of ships in the Soo Locks by the color stripes on smokestacks.

The vital markets of Marquette and Ishpeming are in this area and, straddling the Keweenaw peninsula's portage lake channel, are Houghton and Hancock. Michigan Tech is at Houghton, major lumber and copper center. Celotex Corp. has spent \$20 million to expand its hardboard and related facilities in Baraga County during the last four years. Upper Peninsula Power Co. has doubled its capacity in the past few years too.

Far to the west at Ironwood, mining has suffered a decline but summer tourists and winter ski enthusiasts are swelling the economy. World ski jump events are held here. Back eastward are busy cities like Iron River, Crystal River, Ironwood and Kingsford. Hanna Mining Co. south of Iron Mountain has begun a \$35 million expansion program while Kimberly-Clark, also near Iron Mountain, has just completed a \$40 million expansion. Escanaba, on Lake Michigan, is a diversified market of several major industries including Harnischfeger Corp., Mead Paper Co. and Marble Arms and Electric Co.



The "Soo" locks at Sault Ste. Marie in Michigan's upper peninsula are more

than 100 years old, but still accommodate heavy tonnage.

home base for GM's AC Spark Plug and Ternstedt divisions.

**More at Work** ■ Unemployment in Flint this time last year was high, but since September 1961 it has averaged less than 4%, the lowest of any labor market area in the state.

Other Flint industries include Standard Cotton Products, Anderson Tank, Pfeiffer Brewing, General Foundry, du Pont, Ottawa River Paper Co. and Dinsmore Instrument Co.

Saginaw, fourth biggest industrial market in outstate Michigan, is in the midst of a rich sugar beet and bean pro-

ducing area. Chief plants include General Motors, Eaton Mfg. Co., Sunshine Biscuits, Baker-Perkins Co. (baking machinery), Lufkin Rule Co., A. T. Ferrell Co., Michigan Sugar, American-Marietta Co. and Wickes Corp.

**Dow Expanded** ■ A bit west of Bay City is Midland, headquarters for huge Dow Chemical Co. Dow has diversified into consumer products like Saran Wrap, Dowguard auto coolant, weed killers and ice melting compounds.

closing of Autolite's Toledo plant. The firm may expand its payroll to 1,000 by summer's end. Other local firms include Defoe Shipbuilding, General Motor's Chevrolet Plant, Dow Chemical Co. and Dow Metal Products, Aetna Portland Cement Co., Aladdin Co., Industrial Brownhoist Corp. and several major welding equipment firms.

**PAUL BUNYAN TELEVISION**

Delivers ALL Northern Michigan  
(from north of Grand Rapids  
into Canada)



YOUR First Choice in Michigan,  
after Detroit, Grand Rapids  
and Bay City.

116,905 TV Homes (Grade B)  
\$531,362,000 Retail Sales (Grade B)

See Venard, Rintoul & McConnell or

Paul Bunyan Radio Network  
Traverse City, Michigan

# Michigan Marches Forward



A great state striding in giant steps to an even greater future! New business and industry? You'll find them a-plenty in Michigan. New advances in science and technology? Michigan breeds them. New horizons in education and culture? Michigan glories in them. The WWJ Stations proudly serve this great state and the bustling metropolitan area that is America's Fifth Market. Join with us! March forward with Michigan and with Detroit. Share in the benefits of their economic strength and vitality.

**WWJ** **THE NEWS STATIONS** **WWJ-TV**

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

# RICH IN NATURAL RESOURCES

Michigan has iron, copper, salt, oil and timber, as well as nation's greatest fresh water supply

About all some folks know about Michigan's marvelous mix of natural resources is that in the past century its magic rubbed off on a long list of lumber barons, iron and copper mining millionaires and salt and aspirin magnates. All of this is cozily wrapped in a romantic aura of Paul Bunyan folklore, of course, and is assumed to be long past.

The quick-millionaire part may be gone, but the truth is that today Michigan's industries based on development and utilization of the state's natural products are strong and growing, making a significant contribution to the economic health of the market.

Mineral production in the state, both metallic and nonmetallic and including fuels, totaled nearly \$435 million in 1961 and when final figures are in it may go above that by \$10-15 million, according to state conservation economists. This dollar output has doubled since 1950.

**Pulpwood Producer** - Michigan's annual cut of lumber is only about one-



Iron has always been one of Michigan's principal resources. This scene

sixth what it was 50 years ago, but production of wood pulp (based on cutting not counted in lumbering) has increased four-fold during this same period. Mich-

igan is now the top pulpwood producer in the Great Lakes region, with most of the production centered in the upper peninsula, the site of iron and copper mining also.

Although current dollar and production statistics are not yet available at

is from the Mather B in the state's upper peninsula.

the producer level, the state's forestry officials point out that forest industry payrolls provide some \$309.1 million in wages to an estimated 66,000 workers. Of this total, about \$50.8 million goes to workers in lumber and allied products, \$153.8 million to workers in pulp, paper and paper products and \$104.5 million to craftsmen in furniture manufacturing.

Water, needless to say, is the state's greatest natural resource and its economic importance to industry and society will grow sharply in the decades just ahead. Michigan has territorial control over 40% of the water surface of the Great Lakes. No point in the state is more than 85 miles from one of the Great Lakes and no spot is more than 15 minutes by car from one of the state's 11,000 other lakes and many rivers.

**Oil Producer** - Michigan can't compete with Texas or Oklahoma in the oil and natural gas production race. In fact, the state imports most of its oil and gas to meet local demand. But Michigan still ranks about 16th in crude oil production and the 18.9 million barrels pumped in 1961 was the highest since 1943 and is due to the increased outflow from new drillings in the rich Albion-Scipio-Pulaski oil field in southern Michigan between Battle Creek and Jackson.

Oil and gas are produced in 50 of the 83 Michigan counties. Over 360 new oil wells have been drilled in the Albion-Scipio-Pulaski oil fields since 1957. Natural gas production last year was over 24.4 billion cubic feet, making 1961 the highest year on record for the state.

Over 30,000 Michigan workers are employed in oil and gas production and

## NEW POWER:

**5000 watts**

## NEW MARKET:

The **W**ealth  
of **B**attle  
**C**reek  
and **K**alamazoo

WBCK now delivers stronger coverage of BOTH Battle Creek AND Kalamazoo. This two-metro market represents \$626 million income - equivalent to the 79th ranked market in the U.S.; \$383 million sales - equivalent to the 86th U.S. market.\*

WBCK's new 8-county coverage area represents an average increase of 42% over its 1000 watt market. More power, greater coverage, offers advertisers access to a new billion-dollar market from Battle Creek . . . a **MUST BUY IN MICHIGAN . . . THE FIRST BUY WEST OF DETROIT.**

\*SRDS Consumer Market Data Nov. '61

... in a  
**one-station  
buy  
from  
Battle  
Creek**

NBC RADIO 5000 WATTS 930/KC

**GEORGE P. HOLLINGBERY CO.**

National Representatives

# NEVER BEFORE SUCH A CHOICE TO COVER MICHIGAN (OUTSIDE DETROIT)!



For many years, Fetzer Broadcasting Company has moved steadily and powerfully to give advertisers a most astonishing *choice* of ways to cover *most* of Michigan with television — with AM radio — with FM!

Even "old-timers" will do well to review *today's* setup!



### WKZO-TV Covers 645,200 Homes

NCS 61 credits WKZO-TV with 645,200 television homes in 34 counties including the important Kalamazoo-Grand Rapids market. This is the greatest TV coverage in out-state Michigan.



### WWTV/WWUP-TV Covers 244,000 Homes

WWUP-TV is a brand-new satellite. It adds the booming American and Canadian region around Sault Sainte Marie, to WWTV's remarkable coverage of Up-state Michigan.



### WKZO Radio Covers 316,500 Homes

WKZO Radio is the largest radio station, reaching the largest number of homes, in Michigan outside of Detroit. It is *the* radio station for Kalamazoo, Battle Creek and Greater Western Michigan. It is a "must" station for *most* national radio advertisers.



### WJEF Covers 109,200 Homes

WJEF is the radio key to Metropolitan Grand Rapids. This fine station can be bought in combination with WKZO Radio, at little additional cost. Excellent local programming, plus CBS.



### WJEF-FM Covers 1,000,000-Home Area

WJEF-FM is the nation's most powerful FM station (500,000 watts). It puts an excellent signal into a *million-family* area. It has a separate staff — does separate "good music" programming. Stereo every day—proven Michigan's finest. WJEF-FM listeners "report in" from all over Michigan, and from several surrounding states.



### WWTV-FM Covers 400,000-Family Area

WWTV-FM (100,000 watts) carries a unique and distinctive variety of good music, plus CBS and local news, farm and public service features. It may be bought in combination with WJEF-FM.

With these *six* broadcasting facilities, Fetzer Broadcasting Company offers you probably the most complete

"line" of broadcasting opportunities available in any State in the Union. Ask Avery-Knodel for specifics!



#### RADIO

WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTV-FM CADILLAC

#### TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV/ CADILLAC-TRAVERSE CITY  
/WWUP-TV SAULT STE. MARIE  
KOLN-TV/ LINCOLN, NEBRASKA  
/KGIN-TV GRAND ISLAND, NEB.

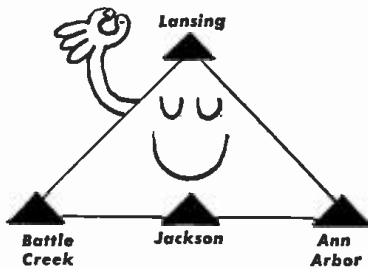
## The Fetzer Stations

AVERY-KNODEL, INC.  
National Representatives

Not a square TV viewer in the whole MID-MICHIGAN market...

# WILX-TV

has triangle TV viewers...



Look at this MID-MICHIGAN

## DRUG BONANZA

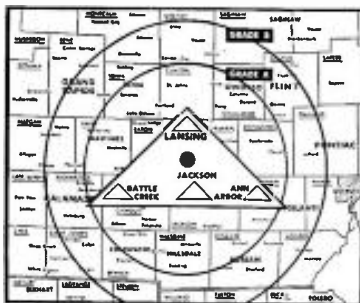
DRUG SALES in the four metropolitan area cities total:

LANSING .....\$13,866,000.00  
 Ann Arbor ..... 9,443,000.00  
 Battle Creek ..... 7,312,000.00  
 Jackson ..... 7,156,000.00

**TOTAL: .....\$37,777,000.00\***

\*Figures from SALES MANAGEMENT SBP Issue.

WILX-TV delivers Grade A coverage to all four Mid-Michigan metro markets. This combined Mid-Michigan drug market ranks 32nd in national sales.



Here's the real Mid-Michigan buy... Lansing, Jackson, Battle Creek and Ann Arbor. Full Time NBC. Tower: 1008' Power: 316,000 watts.

# WILX-TV

LANSING/JACKSON



marketing. The annual payroll tops \$100 million. The major oil firms include Humble Oil & Refining, Grand Rapids; Ohio Oil Co., Jackson; Sun Oil Co., Mt. Pleasant, and Pure Oil Co., Reed City.

**Second in Iron** - The California go'd rush is probably one of the best known economic ventures in our nation's history, but many economists now appear to agree that the discovery of iron ore in 1844 in the Marquette range at Negaunee, in Michigan's upper peninsula, was of considerably greater importance to the economic and industrial development of the U. S. Michigan was king of iron ore mining until 1901 when the Mesabi range was discovered in Minne-

extracted in 1857 can be seen in the Smithsonian Institute. It's the world's largest.

Nonmetallic production is big in Michigan, too, even exceeding the output value of metals. Cement production last year was nearly \$80 million, while sand and gravel accounted for \$42.5 million and stone nearly \$30 million. The output of world's biggest single cement plant, that of Huron Portland Cement Co. at Alpena, is being enlarged by 2 million barrels to a 14 million total and this is expected to be doubled by 1975. Peerless Cement Co. also has expanded its facilities at Grand Rapids. A newcomer is St. Lawrence Cement Co.'s \$30 million plant at Dundee.

Value of Michigan's Minerals and Mineral Products 1951-1960 (\$ millions)

Year	Nonmetallics	Metallic	Fuels	Total
1951	\$127.0	\$ 90.3	\$40.3	\$257.5
1952	134.2	94.8	38.1	267.1
1953	145.1	105.2	37.3	287.7
1954	168.4	82.5	35.7	286.5
1955	192.3	145.4	33.6	371.4
1956	216.8	157.2	32.5	406.6
1957	230.8	144.2	31.8	406.8
1958	217.7	102.1	29.7	349.5
1959	254.2	97.4	33.7	385.3
1960	250.4	134.1	50.6	435.1

sota, but Michigan still ranks second. The state's iron ore production last year was worth \$84 million.

During the year the state also doubled the amount of its processed or concentrated iron ore, known as "beneficiated" ore. The process began in 1951. This high grade ore now accounts for one of every four tons shipped. The companies expanding their concentrate facilities include M. A. Hanna Co., Cleveland-Cliffs Iron Co. and Humboldt Mining Co. Humboldt is owned by Cleveland-Cliff and Ford Motor Co.

Michigan's Marquette, Gogebic and Menominee ranges are still producing iron ore but there's a \$10 billion reserve of low-grade jaspelite ore that hasn't been tapped yet. Research is underway at Michigan College of Mining and Technology, Houghton, to find an economical means to work it.

**Copper Production** - As with iron, Michigan a century ago also led the nation in copper production. Today it is sixth, but the value of the copper output still is significant at \$42 million (1961). Since 1955, when \$90 million was invested by the Copper Range Co. to open its fabulous new White Pine mine in Ontonagon County, the state's output has tripled. White Pine extracts a copper sulphide ore. It's the largest reserve of its kind known today.

Michigan always has been famous for its pure copper mines, dating back to a pre-Columbus era, and a three-ton mass

**Salt Important** - Michigan salt was found by Dr. Douglass Houghton, the state's first geologist, in 1838 in springs of brine along the Tittabawasee River, an area later developed by Dow Chemical Co., Midland. International Salt Co. digs salt from tunnels deep beneath Detroit. Michigan ranked first until overtaken in 1959 by Louisiana and Texas.

The state's natural salt and salines now come in more than 100 varieties of products for use in food processing, industry, agriculture and pharmaceuticals. The basic ingredients of nearly every aspirin tablet in the U. S. come from Michigan.

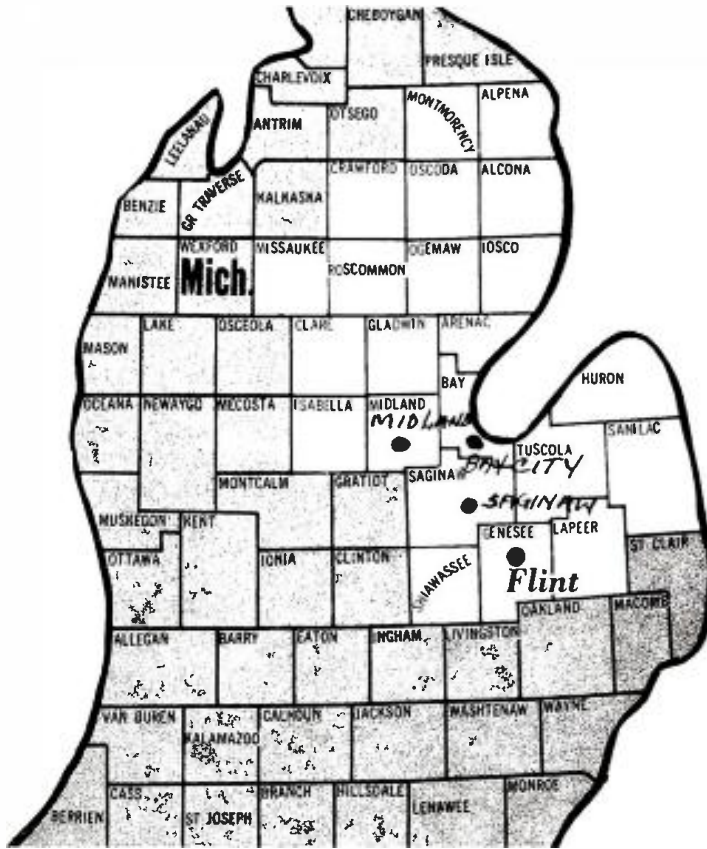
While the production and values of saline derivatives are closely guarded corporate secrets, Michigan's common salt production last year alone totaled \$32.3 million.

The forests of Michigan have made a remarkable comeback. Originally 35.2 million of the state's 36.5 million acres were covered by virgin forests, but man and fire had taken their devastating toll by the late 1800s. Today forests cover 19.7 million acres and new growth each year exceeds cuttings and losses by more than 62%.

Michigan leads all states in acreage of forests plantations, with about 1.2 million acres planted to date. There are five national forests and 23 state forests in Michigan.



# A Tale of Four Cities



THE  
**WTAC**  
 DIAL - 600  
 MARKET

NIelsen COVERAGE SERVICE 1961

## • FLINT • SAGINAW • BAY CITY • MIDLAND

NCS '61	# of Counties	Homes Reached Weekly	% of Radio Homes Reached	Daily Average (Daytime)
WTAC	22	136,710	47	91,510
Station A	14	84,550	29	51,480
Station B	4	42,880	15	23,390
Station C	1	20,380	7	8,150
Station D	2	13,850	5	5,590
Station E	1	12,230	4	5,090

NCS '61 PROVES THAT WTAC HAS BY FAR THE LARGEST AUDIENCE OF ANY OUT-STATE MICHIGAN STATION

PULSE-FLINT METRO, MARCH 1962

	6-9 AM and 3-7 PM		9 AM-3 PM	
	Avg. 1/4 hr. rating	Avg. Men & Women	Avg. 1/4 hr. rating	Avg. Men & Women
WTAC	7.2	5,620	6.7	4,350
Station A	6.0	4,950	4.9	3,920
Station B	5.1	2,580	3.3	2,376
Station C	1.3	1,130	1.1	1,780
Station E	2.2	2,100	1.9	1,320

PULSE—MARCH 1962

SAGINAW-BAY CITY METRO

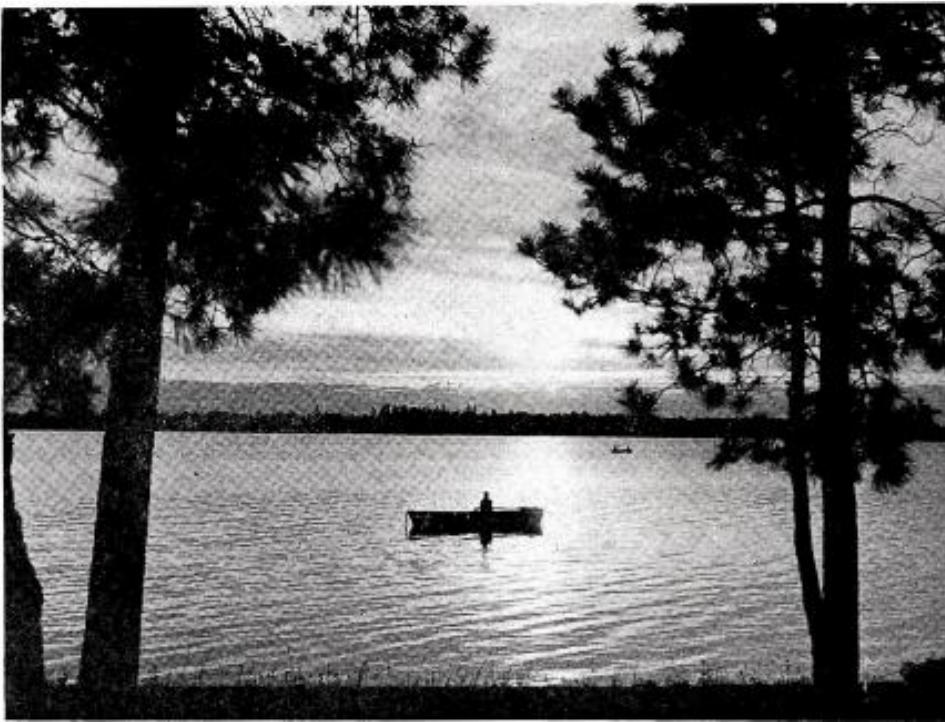
	6-9 AM and 3-7 PM		9 AM-3 PM	
	Avg. 1/4 hr. rating	Avg. Men & Women	Avg. 1/4 hr. rating	Avg. Men & Women
WTAC	4.8	2,426	3.8	1,894

\*NO OTHER FLINT STATION HAS REPORTABLE AUDIENCE IN SAGINAW/BAY CITY



GENE MILNER, V.P.-GEN. MGR.—PAUL EVANS, NAT. SALES MGR.

**robert e. eastman & co., inc.**



## TOURISM MICHIGAN'S THIRD INDUSTRY

Many lakes and wooded areas are principal attractions

Michigan's lavish array of vacation attractions puts fun in the life of 10 million American tourists each year and in return earns more than \$650 million for the state's economy.

Tourism is the state's third ranking industry and it is growing, especially winter sports centers which now account for about \$20 million of the total.

The diversity almost poses a problem for the vacationer. There are so many things to do and see every season, so many wooded retreats when you want to get "lost" and do nothing, that you can scarcely choose.

**Wide Choice** ■ But whether it's the swank luxury of a private resort in the spring at Hidden Valley, a smart ski lodge in the winter near Cadillac or a tent under the summer stars by a lake in an upper-peninsula wilderness area, the choice will directly profit for some 28,000 individual business endeavors in Michigan and give employment to some 100,000 of its citizens.

Michigan promotes itself as the "water wonderland." Four of the Great Lakes touch its borders and provide 3,251 miles of inland "seashore." The state has more than 11,000 other lakes too. These lure most vacationers during the summer months, including the annual traditional migration of prosperous eastern and midwestern families to their Michigan "cottages," some worth \$100,000.

Hunters, campers and fishermen help extend the vacation calendar well beyond both ends of the summer season. They wander the state's 19 million acres of forests and 36,000 miles of rivers and streams. Some even return in

the winter to hunt and ice-fish. The ski and skate enthusiasts are helping to swell winter business too. The total of snow sport resorts jumped to 84 this year, some of which are new million-dollar ventures with multiple tows, restaurants, all-year heated swimming pools and fancy lodges. There were only 32 in 1950.

**Half Visitors** ■ Of the 10 million vacationers, about one-half come from out of state. Three of four come in family groups and nine of ten use their cars. Apart from food, lodging, gas and oil, 14 cents out of every dollar goes for retail purchases.

State and tourist association officials see a \$1 billion potential in Michigan tourism right now. They are pushing

hard to achieve this goal within the next few years. Just since 1950, tourism has grown over 62%. In 1950 there were 1,600 motels in the state. By 1960 the total had grown to 2,600. During the same period, resort accommodations, hotels and restaurants increased some 20% too.

State economic planners are aware that Michigan is going to have to fight harder to expand its tourist business in view of the competition that is increasing in other areas. During the past year the state's official policy department, the Michigan Tourist Council, had \$420,000 in appropriations. Over 90% of this went into advertising in national and regional media.

**Close to City** ■ The southeastern tourist region centers on Detroit. It is dotted with beaches, parks and resorts. Lake St. Clare's muskellunge fishing grounds are still within sight of the city skyline.

The state's east-central region is especially noted for its fishing and sailing waters, particularly Saginaw Bay, plus trout-fishing and canoeing streams. Nearly two dozen winter resorts are there too. Sturgeon Point lighthouse, south of Alpena, and historic Fort Michilimackinac at Mackinaw City are among the many sightseeing highlights.

West Michigan on the lower peninsula is rich with beach resorts, trout and canoe streams (longtime favorites like the Pere Marquette and Manistee) and more than two dozen winter sports resorts. The area is full of festivals, too. Tulips at Holland, cherries at Traverse City, trout at Kalkaska, among others. The National Music Camp at Interlochen adds to the cultural riches of the area too.

The striking Mackinac Bridge joins upper and lower peninsulas, spanning the Straits of Mackinac. The upper peninsula is a land of forests, 4,000 lakes and some 150 waterfalls.

### Public utility firms growing with market

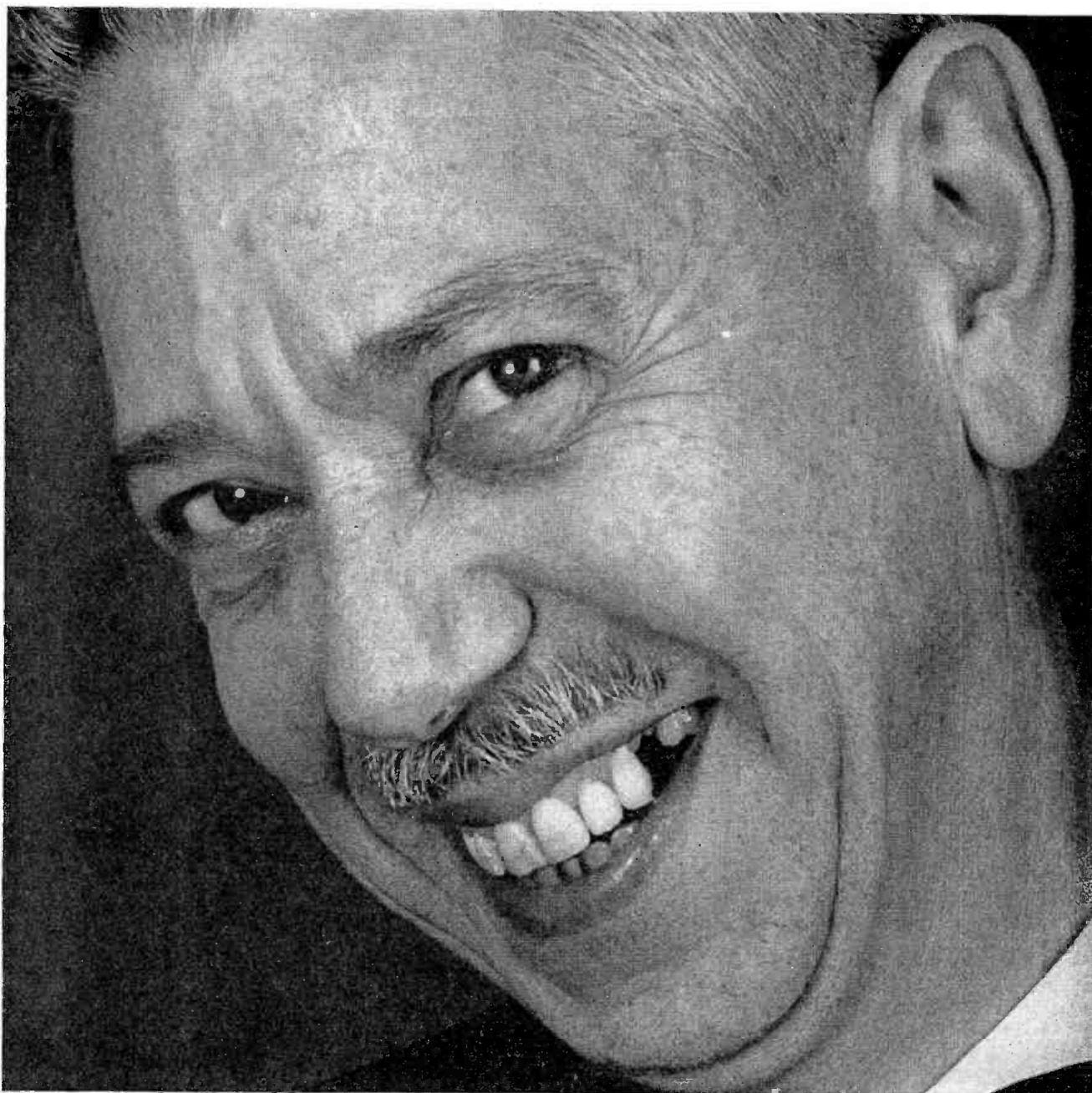
The growth of Michigan's big public utility firms is perhaps one of the best gauges of economic prosperity for the market. Consumers Power Co. and Detroit Edison, for example, are each constructing nuclear generating plants to the tune of \$124 million.

Consumers' Big Rock nuclear giant is a \$30 million installation near Charlevoix. The company serves 64 of the 68 lower peninsula counties with either gas or electricity and this year will invest more than \$83 million in expansion. Business was the highest last year, and new records have been set in 1962

to date.

Detroit Edison's \$84 million Enrico Fermi nuclear plant is near Monroe. Firm's first quarter was up 7.2% over 1961 period. Detroit Edison will spend \$38.5 million this year for expansion. Michigan Consolidated Gas is building new \$20-million office in Detroit, has spent \$750 million over past 15 years to grow.

Michigan Bell Telephone Co. reported the state's telephone population has grown 55% in the last decade. Michigan Bell is spending \$80.6 million this year to keep up with the customers.



**"And there I was, big as life, on TV"**

(and in one of the top-40\* markets, too!)

*Flint-Saginaw-Bay City, we mean . . .* where Leonard Batz is an engineer for AC Spark Plug by day and sparks young people's interests in science in his offtime. And when he's not lecturing, teaching or talking about his specialty—the use of gyroscopes in spacecraft controls—Leonard's most likely appearing on WJRT programs for youthful science bugs.

You see, WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. That's why Leonard Batz and more than 25,000 other area residents have appeared in front of Channel 12 cameras in just the past two and

one-half years to inform and entertain their neighbors.

We think that's why WJRT's average nighttime audience numbers 75,000 *families*—people who use pancake makeup and pancake syrup, chewing gum and sporting goods. And whatever *you* might sell on TV.

Important to you, too, is the fact that these families have an extra \$9 of weekly income to spend\*\*—or nearly \$500 more product-buying power every year than the national average.

Harrington, Righter and Parsons have all the dope. Reach them in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

**WJRT**

\*Based on ARB & SRDS Reports, 1960 & 1961

\*\*Metropolitan wage earners, Sales Management's "1960 Survey of Buying Power"

FLINT-SAGINAW-BAY CITY / ABC PRIMARY / DIVISION: THE GOODWILL STATIONS, INC.

# Military brings in \$1 billion a year

## STATE SUPPLIES MUCH DEFENSE EQUIPMENT; BASES BRING BIG PAYROLLS

The military requirements of today's cold war with communism are estimated to be at least a billion-dollar factor in the business and community life of Michigan.

Payrolls of military personnel now serving at posts throughout the state, as well as of civilians directly employed by the military there, will top some \$106 million this year. Approximately 9,400 civilian workers will take home about \$62.3 million of this total.

Detroit's industrial muscle won the

upper peninsula, big B-52 bombers of the Strategic Air Command jet into the sky and thunder away on their constant defense alert missions. Elsewhere delta-winged F-106 interceptors needle-nose through cloud and atmosphere with piercing thrusts of power which only hint their fighting capacity.

The U. S. Air Force is the biggest military employer in the state. Installations were expanded quickly several years ago after the decision to disperse SAC bomber and tanker squadrons to protect

including C-119 "flying boxcar" and KC-97 refueling jet groups.

**Big Spenders** - Selfridge, for example, has a military and civilian force of over 6,100 with an annual payroll of more than \$27.1 million, a large portion of which is spent in the surrounding communities. Selfridge, like other military bases, also buys huge quantities of its supplies in the local market. Its monthly milk bill, for instance, probably totals \$25,000; bread, \$3,500.

The military is said to be the largest single employer in the upper peninsula, where air base expansion will reach a new high this year. The state, for instance, is leasing additional land to Kincheloe AFB for expansion of runways and a new missile annex.

The Navy's air station at Grosse Ile, which is used to train reservists, helps account for part of the \$1 million drill pay that goes to these men during annual training. Army reservists earn about the same and so do Air Force reservists, while Michigan National Guardsmen took home over \$2.8 million last year for their weekly armory drills. Guardsmen also man Nike missile sites around Detroit and earn \$1.7 million each year as civilian technicians.

**Guard Training** - Out-of-state national guardsmen who come into Michigan each summer for training are estimated to represent a \$3 million contribution to the areas about Camp Grayling at Grayling and over \$700,000 for Phelps-Collins Air Base at Alpena. This is all federal money.

The U. S. Health, Education and Welfare Dept. spends around \$8 million each year with 150 local school districts in Michigan which teach children of service personnel stationed in their areas. The armed services also make substantial investments at the university level for research projects. The U. of Michigan at Ann Arbor received one for nearly \$13 million in fiscal 1961.

The Army's Ordnance Tank-Automotive Command spends about 40% of its annual \$1.3 billion budget in Michigan, headquartered at Detroit. OTAC employs about 5,000 people there, with a \$35 million local payroll. OTAC is charged with the design, production and maintenance of military vehicles, from a quarter-ton modern version of the Jeep to the 50-ton M-60 tank. OTAC Detroit is the free world's military automotive center and is responsible for supporting a million vehicles stationed in 44 countries around the globe.

**Tank Builders** - The Detroit Arsenal at suburban Warren is being used by

	Civilian employees	Annual payroll (\$ millions)	Military personnel	Annual payroll (\$ millions)
Army	7,000	\$50.0	2,000	\$ 6.6
Air Force	2,000	11.0	13,500	35.3
Marine Corps	.....	.....	125	0.7
Navy	250	1.3	420	1.3
Total	9,250	\$62.3	16,045	\$43.9

title of "arsenal of democracy" during World War II and the manufacturing feat was repeated during the Korean conflict.

Today the military and defense requirements extend from traditional equipment like trucks, tanks and ships to the exotic electronic and mechanical gear of space. The economic impact ranges from Detroit far through the state in 1962. It is brightening the industrial glow with million-dollar procurement contracts in many cities like Flint, Grand Rapids, Muskegon, Battle Creek and Ann Arbor.

**Air Center** - From bases in the

against surprise attack. Since then about \$50 million worth of construction contracts have been completed or are underway at the state's four major air bases, now shared by SAC and the Air Defense Command.

These include Selfridge Air Force Base at Mt. Clemens, just northeast of Detroit; Wurtsmith AFB, north of Saginaw Bay at Oscoda; K. I. Sawyer AFB, in the upper peninsula 20 miles from Marquette, and Kincheloe AFB, also upper peninsula, about 20 miles southwest of Sault Ste. Marie. Selfridge is the largest. It is headquarters for F-106 squadrons and also tenants other units,

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Chrysler Corp. under a \$60 million contract to turn out the M-60 tanks. About 1,000 are employed on this job. The Detroit Ordnance District employs 700 with a payroll of \$6.5 million this year.

Detroit also is focal point for further defense expansion under the program for modernization of the services and consolidation of procurement practices. Both the Defense Automotive Supply Center, an organization of the new Defense Supply Agency, and the Mobility Command are being located in the city this year. By early next year they will employ some 2,000 civilians with payroll of \$14 million.

**\$20 Million-a-month** ■ During the past year alone, the Army was buying "hardware" from Michigan manufacturers to the tune of \$20 million a month. The Air Force has been buying at the monthly rate of over \$25 million for gear, plus another \$3-4 million a month for research and development. Navy disbursements have been running around \$5 million a month.

Besides the M-60 tank, Chrysler has

### Greatest industrial region

The Great Lakes Region, with a third of the world's total fresh water supply, is destined to become the greatest industrial region on earth, U. of Chicago Geophysicist Sverre Pettersen told industrial research meeting last week. He predicted a city belt 20 miles deep stretching continuously from Milwaukee to Buffalo.

been developing the XM-410, an all-aluminum 2½-ton truck prototype that will float over streams, travel cross-country or drop from planes with full cargo. Ford, General Motors and Reo also have been working on the XM-453, an experimental troop and cargo truck in the 3½-5-ton class but which still can be air-dropped.

Other recent typical defense business includes a \$37 million order to Continental Motors, Muskegon, for 1,400 tank and recovery vehicle engines; an \$18 million contract to the Reo Division of White Motors at Lansing for nearly 2,800 M-44 trucks, and a \$6.5 million order to Gar Wood Industries, Wayne, for some 718 wreckers. Continental's total backlog of defense orders last year, for example, topped \$100 million.

Lear Inc. at Grand Rapids, has been destroyers under a \$64 million contract. the Nike Zeus anti-missile as well as other sophisticated gear. Dow Chemical Co., Midland, has been working on advanced radar devices. Defoe Shipyard, Bay City, is building four guided-missile destroyers under a \$64 million contract. Bendix Corp., Ann Arbor, received a \$71.5 million contract last year for defense work.



M-60 medium tanks like this are produced by Chrysler under a \$60 million contract. About 1,000 men are em-

ployed on the job at the Detroit Arsenal. The company also is developing the XM-410 truck prototype.

## EDUCATION, TOO, IS BIG BUSINESS

Michigan and Michigan State alone teach nearly 50,000

Window shop for just 10 minutes along Grand River Ave. in East Lansing and you'll discover Joe College, Class of '62, has his pocket full of money as well as dreams.

The smart clothing and specialty shops would do credit to Beverly Hills or Palm Beach. Their sophisticated merchandising appeal is beamed right across the avenue at the broad, wooded, rolling campus of Michigan State U. and its population of 24,000 students, some 25% of whom are married. Drive through this expansive "city" of educational facilities and you'll come upon whole communities of modern apartments filled with families, children and automobiles.

**Not Marginal Now** ■ The educational market isn't the marginal consumer product field it once used to be, as the extensive economic activity evidenced in campus areas such as Spartan Village and Cherry Lane will testify—and Michigan is right in the forefront of

this phenomenal growth.

Michigan's college student population now tops 100,000, according to the Michigan Council of State College Presidents, and it will double by 1970. The state and private schools are building hard to keep up with the pace. They already have grown 150% since 1950.

Michigan boasts a rich diversity of educational curricula among its state-operated and private colleges and universities. Over seven out of every ten students attend the nine major institutions operated by the state or the 16 public junior and community colleges supported by the state. The rest are divided among the state's 45 private institutions, including some of the highest rated like Kalamazoo College at Kalamazoo. The biggest in this category is the much respected Jesuit-founded U. of Detroit with an enrollment of 17,000.

**Michigan Biggest** ■ The U. of Michi-

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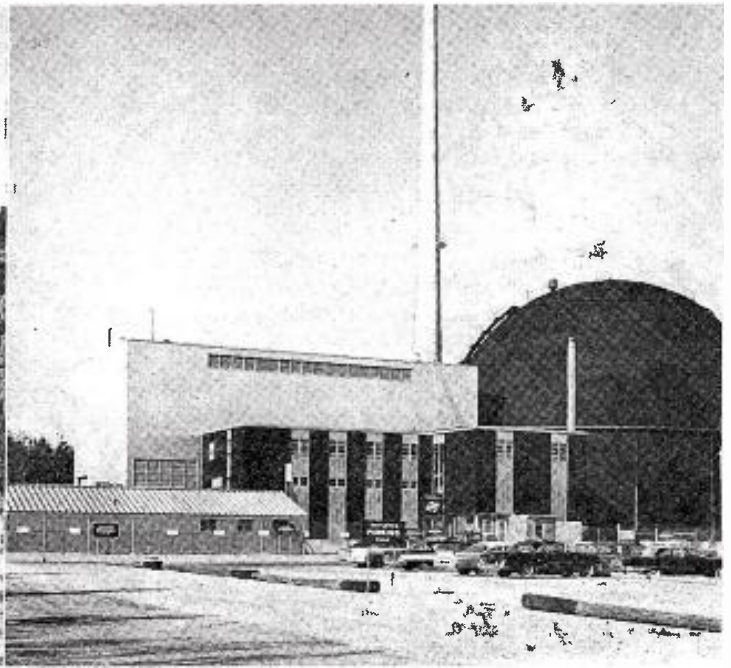


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On the upper peninsula pulp and paper is a big industry. Giant cranes (left) unload the trucks that bring in pulpwood from throughout the area. The Big Rock Point

nuclear power electric generating plant near Charlevoix (right) is expected to go into operation by September. Two plants like this are being built by Consumers Power Co.

gan at Ann Arbor, with enrollment of 25,500, tops the list of state-operated institutions. MSU almost ties it, including more than 1,000 students at the MSU-Oakland campus at Pontiac, opened in 1959. Wayne State U., Detroit, also tops 20,000. The other state-operated schools include Western Michigan U., Kalamazoo; Central Michigan U., Mt. Pleasant; Eastern Michigan U., Ypsilanti; Michigan College of Mining and Technology, Houghton (with freshman-sophomore branch at Sault Ste. Marie); Northern Michigan College, Marquette, and Ferris Institute, Big Rapids.

U. of M. is the fifth largest in the nation and is the oldest state university in the country.

MSU was established originally as an agricultural school, in which it is still a leader. But today it is highly diversified, including prominent schools in police administration, transportation and marketing, among many others. MSU operates educational WKAR-AM-FM there as well as WMSB (TV), which shares time on ch. 10 with WILX-TV Lansing.

Typical of the expansion of educational facilities in the state, MSU, for example, had a building program after World War II which topped \$107 million by 1960. It now is engaged in a five-year \$125 million expansion project.

MSU will pump about \$60 million into local markets this year through purchases and payroll. MSU President John A. Hannah has served in top government appointments by Presidents Truman, Eisenhower and Kennedy and is director of several major Michigan banks and industries.

U. of M. will probably spend \$110

million this year in purchases and payroll to its faculty of almost 1,800. Less than one-third of the expenditure comes from state appropriation. Plant assets top \$225 million. The university is keeping its expansion under close control, but expects enrollment of 30,000 by 1967 when the school will be 150

years old.

The educators also have come up with estimates of new money brought into Michigan by students who are not state residents. There are about 15,500 students in this category of whom 20% are married. Their annual economic impact: \$32 million.

### Michigan biggest state east of Mississippi

Money isn't the only measure of the massive might of Michigan. The market is just plain big not counting the dollar sign.

Take land area, for example. Michigan, without its nearly 40,000 sq. mi. of water surface, is still bigger than England, twice as big as Ireland, or bigger than Belgium, Denmark and The Netherlands tossed in together, with some left over.

Michigan's total of 96,791 sq. mi. of land and water ranks it as the biggest state east of the Mississippi and tenth in the U. S. The upper peninsula alone could hold Connecticut, Delaware, Rhode Island and Massachusetts all in one.

Ironwood, located in the upper peninsula, is farther west than St. Louis. Port Huron in the lower peninsula is as far east as Greenville, S. C.

Detroit, for example, is closer to Washington, D. C., or Louisville, Ky., than it is to Houghton in its own state. And few know this curious quirk of international geography: You go south from Detroit to enter Canada at Windsor. Canada's Ontario Province curves all directions

but west around the state.

Until Alaska became a state in 1959, Michigan could claim the longest coastline of any state. Michigan's 3,121-mile shoreline bordering Lakes Superior, Michigan, Erie and Huron equals that of the Atlantic from Maine to Florida and longer than the Pacific from southern California to northern Washington.

Michigan's 11,307 inland lakes and 36,350 miles of rivers and streams were the valuable "highways of commerce" for the Indian long before French and British expeditions battled for control of the rich area. (Fur trading was the first major industry and John Jacob Astor became the state's first millionaire from his American Fur Co., organized in 1808 at Mackinac Island.)

Michigan became the 26th state in 1837. Folks thereabouts prefer to be called "Michiganians." None of that "Michigander" nonsense. They still don't like the term, even if Rep. Abraham Lincoln of Illinois did use it in 1848 when he opposed the nomination of Michigan's Brig. Gen. Lewis Cass as the 1848 Democratic presidential candidate.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Barbour



Mr. Sturgis

**David F. Barbour, Mason L. Ham and Robert L. Sturgis** elected vps of BBDO, New York-based advertising agency. Mr. Barbour is copy chief in agency's Pittsburgh office; Mr. Ham serves as account supervisor



Mr. Ham

in Boston, and Mr. Sturgis is account group head and plans board chairman in BBDO's Minneapolis office.

**Edward A. Gumpert, John F. Henry Jr. and Howard M. Wilson** elected to executive committee of Geyer, Morey, Madden & Ballard, New York. Mr. Gumpert is vp and chairman of marketing plans board and account supervisor. Mr. Henry is vp and co-manager of agency's Detroit office. Mr. Wilson is general corporate executive in charge of creative services. All are on GMM&B's board of directors.

**William D. Nietfeld**, president of William D. Nietfeld & Assoc., advertising and pr agency, elected president of San Diego Assn. of Advertising Agencies. He succeeds **Orva Huff Smith**, secretary-treasurer and radio-tv director of Phillips-Ramsey Co. Other officers elected: **Will Washburn**, principal of Washburn-Justice Inc., vp, and **Jack L. Buchanan**, vp of Barnes Chase Co., secretary-treasurer.



Mr. Long

**Robert N. Long**, executive on Brown & Williamson account for Viceroy cigarettes at Ted Bates & Co., New York, elected vp. Before joining agency in February 1959, Mr. Long was general sales manager of Southern Steel Co., Richmond, Va., and former advertising-promotion manager for Bulova Watch Co., New York.

**Victor A. Bonomo**, product manager, Maxwell House Div. of General Foods Corp., Hoboken, N. J., named advertising and merchandising manager for Maxwell House. He will be responsible for marketing Instant and regular Maxwell House, Sanka and Yuban coffees.

**Bennett B. Holmes**, radio-tv business

manager, Lawrence C. Gumbinner Adv. Agency, New York, named broadcast account executive on American Tobacco Co. account for dual filter Tareyton cigarettes.

**Bert K. Silverman**, president of Larabee Assoc., Washington advertising and pr firm that he helped to establish in 1952, resigns to join Kal, Ehrlich & Merrick, advertising agency, that city, as travel consultant and account executive.

**John O'Connell**, account executive on Hunts Food at Young & Rubicam, Los Angeles, appointed media director of office. He succeeds **Gordon Fahland**, who moves to Y&R's New York office to work on number of agency's General Foods accounts.

**Les Mullins**, general manager of newly opened San Francisco office of Post, Morr & Gardner, Chicago-based advertising agency, elected vp. New office, which opened May 11 in Crown Zellerbach Bldg., is chiefly responsible for servicing Burgermeister Beer account, but also handles advertising for Old Milwaukee beer, both products of Jos. Schlitz Brewing Co. Before joining Post, Morr & Gardner, Mr. Mullins served for 13 years as advertising manager of Burgermeister firm.



Mr. Mullins



Mr. Helfgott

**Myron J. Helfgott**, former vp, Lippincott & Margulies, joins Smith-Greenfield Co., New York advertising agency, in newly created position of executive vp. Mr. Helfgott was one-time director of research at Ogilvy, Benson & Mather.

**Richard G. Sears**, BBDO, joins N. W. Ayer & Son, New York, as account executive.

**James A. Roberts**, assistant product manager, Colgate-Palmolive Co., New York, named product manager for Veto deodorant and Palmolive men's line.

**Marvin Cantz**, president of Tilds & Cantz Adv., Los Angeles, elected president of Western States Advertising Agencies Assn. for coming year at WSAAA annual conference in Palm Springs, Calif., May 9-12. Other officers elected: **Charles Bowles**, Charles Bowles Adv., first vp; **Don Jenner**, Don Jenner Adv., second vp, and **Kay Inouye**, Kay Christopher Adv., secretary-treasurer. All are of Los Angeles.

**William R. Walters**, member of Quality Chek'd Dairy Products Assn. of Chicago, joins food account service staff of Henderson Adv., Greenville, S. C. Mr. Walters is former advertising and sales promotion manager for Kroger Stores in their Carbondale, Ill., and Kansas City divisions.

**J. Neil Reagan**, vp, McCann - Erickson, Los Angeles, appointed administrative manager. In his new capacity, Mr. Reagan will supervise budgeting, personnel, planning and scheduling, as well as other administrative duties in Los Angeles office. He will continue his duties as member of M-E Productions, radio-tv division of McCann-Erickson.



Mr. Reagan

**June Mazingo**, advertising manager of fashion department, Bullock's downtown department store, Los Angeles, joins copy staff of BBDO, that city.

**Ralph Breswitz**, vp, C. J. LaRoche & Co., joins creative staff of Kenyon & Eckhardt, New York.

**Marvin Wartnik** joins Los Angeles office of Foote, Cone & Belding as art director. Prior to joining FC&B, Mr. Wartnik served as art director at MacManus, John & Adams, where he worked on Alsynite, American Electronics, Stauffer Home Plan and Alpha Beta Market accounts.

**Anthony Marcin, Daniel L. Lynch and Charles J. Earl Jr.**, join pr staff of N. W. Ayer & Son. Mr. Marcin, manager of publicity and pr for *Chicago Tribune* since 1955, will operate in Ayer's Chicago office. Mr. Lynch was previously with G. M. Basford Co. as pr account executive. Mr. Earl was on pr staff of St. Regis Paper Co. Messrs. Lynch and Earl are assigned to Ayer's New York office.

**Paul Schlesinger**, account executive, Tatham - Laird, Chicago, joins Needham, Louis & Brorby, that city, as vp and account supervisor. **John A. Timon**, account executive, Marsteller Inc., to NL&B's Chicago office in similar capacity. Mr. Schlesinger, who joined Tatham-Laird in 1949, was originally member of T-L's media department. Mr. Timon was previously with Buchen Adv. Agency.



Mr. Schlesinger

**Ray Connors**, pr director, MacManus, John & Adams, Los Angeles, elected chairman of advisory board of Mount St. Mary's College, that city.

**Theodore L. Reimel Jr.**, promotion director and account executive of Weightman Inc., Philadelphia, resigns to form T. L. Reimel Adv., 1617 Pennsylvania Blvd., Philadelphia.



Mr. Kelmenson

**Leo A. Kelmenson**, vp and management account supervisor, Lennen & Newell, New York, elected senior vp and to newly established position of assistant to president, Adolph J. Toigo. Mr. Kelmenson has held account management responsibilities at L&N since 1951. He was elected vp in 1957.

**Robert Morrison**, senior research group head, Ted Bates & Co., New York, joins Campbell-Mithun, Minneapolis, as associate research director. **Dan Greimel** and **Stanley Abramson**, C-M research supervisors, promoted to associate research director and research account executive, respectively.

## THE MEDIA

**Paul Crain**, general manager of KRTV (TV) Great Falls, elected president of Montana Broadcasters Assn. **Richard D. Smiley**, president and general manager of KXXL Bozeman, and

**Pat M. Goodwin**, general manager of KARR Great Falls, elected vp and secretary-treasurer, respectively.



Mr. Lee



Mr. Mendelsohn



Mr. Peebles

**Robert M. Peebles**, **Jack Lee** and **Herbert J. Mendelsohn** elected vps of Capital Cities Broadcasting Corp., New York. Mr. Peebles has been general manager of WROW-AM-FM Albany - Schenectady-Troy, N. Y., since September 1959. Mr. Lee has been general manager of WPRO-AM-FM Providence, R. I., since October 1961. Mr. Mendelsohn was named general manager of WKBW Buffalo on March 5, 1962. Other Capital Cities' stations are: WPAT-AM-FM Paterson, N. J.; WTEN (TV) Albany, N. Y.; WPRO-TV Providence; WKBW-TV Buffalo; WTVD (TV) Raleigh-Durham, N. C.; WCDC (TV) Adams, Mass.

**John H. Bone**, vp and general manager of WTVP (TV) Decatur, appointed operations supervisor of WTVH (TV) Peoria, both Illinois. Both stations are owned by Metropolitan Broadcasting Co. **George Finnegan** continues as vp and general manager of WTVH.

**Rick Blakely** and **Hugo Petrini** named manager and assistant manager, respectively, of KWAY Forest Grove, Ore. **George Ludtke** appointed chief engineer. **Derald Pearson** named to new post as director of youth activity.

**Elmer O. Wayne**, vp and general manager, KGO-AM-FM San Francisco, elected to board of directors of San Francisco Advertising Club. Mr. Wayne will serve as chairman of ad club's radio committee.

**Ron Truax**, program director of WKAK (FM) Kankakee, Ill., named station manager of WFCJ (FM) Miamisburg, Ohio.

**Ken H. James**, program manager, KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, named sales manager. **R. Douglas McLarty**, formerly with WKBW-TV Buffalo, N. Y., joins KETV as program manager.

**Arthur H. Simmers**, former commercial manager of WQSR Solvay, appointed local sales manager of WPTR Albany, both New York. **Diana Wormuth**,

## Collins appoints six committees from NAB board



Mr. Patt



Mr. Drilling



Mr. Russell



Mr. Farr



Mr. Wright

**LeRoy Collins**, president of the National Assn. of Broadcasters, last week announced the appointment of six committees:

**Radio Fund Finance**—**John F. Patt**, WJR-AM-FM Detroit, Mich., chairman; **Richard W. Chapin**, KFOR Lincoln, Neb.; **Rex G. Howell**, KREX-AM-FM Grand Junction, Colo.; **Odin S. Ramsland**, KDAL Duluth, Minn.; **Ben B. Sanders**, KICD Spencer, Iowa; **Harold Essex**, WSJS-AM-FM Winston-Salem.

**Television Fund Finance**—**Joseph C. Drilling**, WJW-TV Cleveland, Ohio, chairman; **Payson Hall**, Meredith Broadcasting Co., Des Moines, Iowa; **Clair R. McCollough**, Stein-

man Stations, Lancaster, Pa; **William B. Quarton**, WMT-TV Cedar Rapids, Iowa; **W. D. (Dub) Rogers**, Texas Telecasting Inc., Lubbock, Tex. General Fund Finance Committee is composed of the total membership of the Radio and Television Fund Finance Committees, with the two chairmen serving as co-chairmen of the overall committee.

**Convention**—**James D. Russell**, KKTU (TV) Colorado Springs, Colo., co-chairman; vice chairman of radio board, when named at June board meeting, co-chairman; **Robert F. Wright**, WTOK-TV Meridian, Miss.; **Eugene S. Thomas**, KETV (TV) Omaha, Nebr.; **Gordon Gray**,

WKTU (TV) Utica, N. Y.; **Mike Shapiro**, WFAA-TV Dallas, Tex.; **George T. Frechette**, WFHR-AM-FM Wisconsin Rapids, Wisc.; **John S. Booth**, WCHA-AM-FM Chambersburg, Pa.; **Willard Schroeder**, WOOD-AM-FM Grand Rapids, Mich.; **Lester G. Spencer**, WKBV-AM-FM Richmond, Ind.; **Ben Strouse**, WWDC Washington.

**By-Laws**—**B. Floyd Farr**, KEEN-AM-FM San Jose, Calif., chairman; **John S. Hayes**, Post-Newsweek Stations, Washington, D. C.; **Gordon Gray**, WKTU (TV) Utica, N. Y.; **Henry Clay**, KTHV (TV) Little Rock, Ark.; **John R. Henzel**, WHDL-AM-FM Olean, N. Y.

**Membership**—**Robert F. Wright**, WTOK-TV Meridian, Miss., co-chairman; **Carleton D. Brown**, WTVL (TV) Waterville, Me., co-chairman; **A. Boyd Kelley**, KRRV Sherman, Tex.; **Joseph C. Drilling**, WJW-TV, Cleveland, Ohio; **Julian F. Hass**, KAGH, KKTU (TV) Colorado Springs, Colo.; **Allan Page**, KGWA Enid, Okla.; **John F. Box, Jr.**, WIL-AM-FM St. Louis, Mo.



## Rooney elected president



Mr. Rooney

**Stephen J. Rooney**, general manager, WJAS-AM-FM Pittsburgh, elected president of Pittsburgh Radio & Tv Club for one-year term

beginning this fall. He replaces **Jerome R. Reeves**, general manager, KDKA-TV, that city. New vps elected: **Franklin Snyder**, vp and general manager, WTAE (TV) Pittsburgh, programs; **William Morrissey**, account executive, Lando Adv., membership; **Roger Rice**, sales manager, WIIC (TV) Pittsburgh, social; **B. B. Randolph**, Alcoa, publicity, and **Eleanor Schano**, air personality, WTAE(TV), women's activities. **Florence Herlick**, timebuyer, Fuller & Smith & Ross, elected secretary, and **L. H. Neiplin**, owner of J. Grant Co., treasurer.

formerly with Woodard, Voss & Hevenor, Albany advertising agency, joins WPTR as traffic manager.

**Dick Moore**, KBOX Dallas, elected president of UPI Broadcasters Assn. of Texas for 1962-63. He succeeds **Joe Holstead**, KOLE Port Arthur. **Morgan Jeffreys**, KFRD Rosenberg, and **Donn Glassett**, KCTV (TV) San Angelo, elected vps.

**Edward B. Ingeman**, former broadcast supervisor, Ogilvy, Benson & Mather, New York, joins WHLI Hempstead, L. I., N. Y., as account executive.

**Hayden Young**, formerly with Moloney, Regan & Schmitt, national newspaper reps, joins WIL-AM-FM St. Louis as account executive.

**Wells F. Bruen** joins KBOX Dallas as account executive. **Barbara Davenport** appointed sales secretary.

**Allan Eisenberg**, account executive, WINQ Tampa, joins WFUN Miami Beach, in similar capacity.

**Louis S. Peirce**, of Henderson, Quail, Schneider & Peirce, elected chairman of Educational Television Assn. of Cleveland. Other officers elected:

**D. James Pritchard**, vp, Society National Bank, president; **Thomas H. Jones**, vp; **Mrs. Paul G. Wagner**, secretary, and **Charles F. McCahill**, treasurer. Members elected to executive committee: **Dr. George H. Baird**, Msgr. **Clarence Elwell** and **Dr. William B. Levenson**.

**John T. Caldwell Jr.**, production and facilities manager, WMSB (TV) Onondaga, named director of distribution and operations, National Educational Television & Radio Center, Ann Arbor, both Michigan. He replaces **Donald Sandberg**, who was appointed station relations associate, NETRC, New York.

**James R. Hoel**, member of NBC-TV Chicago Spot Sales staff since September 1959, promoted to local sales manager of WNBQ (TV), that city. Mr. Hoel, who assumes his new duties effective June 1,



Mr. Hoel

replaces **John C. Hauser Jr.**, resigned. Prior to joining NBC Spot Sales Mr. Hoel was sales manager of WTCN-TV Minneapolis for two years, and earlier, served as salesman for The Katz Agency in Chicago from 1948 to 1957.

**Norman Louvau**, vp, WAPA-TV San Juan, elected board chairman of WOLE-TV Arecibo, both Puerto Rico. WAPA-TV Broadcasting Corp. (WAPA-TV), subsidiary of Screen Gems Inc., owns third interest of WOLE-TV (Western Broadcasting Co.).

**David Bellin**, manager, creative services, on-the-air promotion, NBC, New York, named manager, trade and NBC owned stations' advertising.



Mr. Hopkins

**John Hopkins**, president and general manager of Chris Craft Industries (formerly Nafi Corp.) stations KCOP (TV) Los Angeles and KTVT (TV) Dallas-Ft. Worth, elected to board of KCOP Television Inc., Nafi Telecasting Inc. (KTVT) and Oregon Television Inc. (KPTV [TV] Portland), also Chris Craft subsidiary. **Bing Crosby** is board chairman of all three companies.

**Sheldon J. Bitkower**, research analyst, H-R Representatives, New York, promoted to radio research manager, replacing **Mary Richardson**, resigned.

**Jerry Romig**, production director of WDSU-TV New Orleans, elected president of Television Programmers Conference (formerly Southwest Assn. of Program Directors) at organization's meeting in Oklahoma City May 14-15.

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## 1961-62 BROADCASTING YEARBOOK

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New York—Chicago—Hollywood



Mr. Lee



Mr. Rohde

**Robert Rohde** named Chicago sales manager for western group of tv stations represented by The Katz Agency, New York-based station rep firm. **Joseph Hogan** appointed Chicago sales manager for eastern group of Katz-represented tv stations. **William Lee** named Chicago sales manager for radio stations. Realignment of Chicago staff responsibilities is result of appointment of **Alan Axtell** as manager of The Katz Agency's Chicago office (FATES & FORTUNES, May 21).



Mr. Hogan

**Rob Townsend**, formerly with Commercial Recording Corp., Dallas, named program director of WLAC Nashville, Tenn. Station was incorrectly identified in BROADCASTING, May 21.

**Les Brown**, news director, WYNG Warwick-East Greenwich, R. I., assumes added duties as program director. **Ed Williams** appointed music director. **Jerry Roderick**, **Jack Andrews** and **Bob Kuller** join WYNG as air personalities.



Mr. Craig

**Frank Craig**, vp and national sales manager, WINZ Miami, Fla., named general manager. **Bill Calder**, music director, promoted to program director. **Frank Ward**, operations manager, resigns to join WHFC Cicero, Ill. Mr. Craig has been member of WINZ staff for past four years.

**Vic Sterling**, formerly with WANE-TV Fort Wayne, Ind., joins WPTA (TV), WPTH-FM, that city, as program manager.

**Allen Davis** named program director of KBIG, KBIQ (FM) Avalon, Calif. **Bob Gage**, KBIG chief announcer, promoted to resident manager.

**John B. Lyon**, formerly with WTNS Coshocton, Ohio, joins WIZZ Streator, Ill., as news director.

**Wayne Harris**, former news director of WCBT Roanoke Rapids, N. C., joins WINA-AM-FM Charlottesville, Va., in similar capacity.

### Pioneer nominees

**Jeff Sparks**, United Nations radio officer, has been nominated for president of New York chapter of Broadcast Pioneers. BP President **Phil Edwards** is nominee for treasurer. Candidates for three vice-presidencies are **May Singhi Breen**, **Vincent Lopez** and **Peggy Stone**. **Lillian Okun** is nominee for secretary. In absence of petitions by 10 or more members before June 7 annual election meeting, slate will be unopposed.

**Al Helms**, local news and sports editor, KTVU (TV) Oakland-San Francisco, promoted to news director, succeeding **Les Nichols**, resigned.

**Myron E. (Mel) Grossman**, director of sales development, WBNS-AM-FM-TV Columbus, Ohio, appointed director of sales promotion for H-R Representatives and H-R Television, both New York.



Mr. Grossman

**Marion Heaton**, private secretary to Otto Brandt, vp of King Broadcasting Co. (KING-AM-FM-TV Seattle, KING-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.), re-elected to board of directors of Executive Secretaries Inc. for second consecutive year.

### PROGRAMMING



Mr. Frey

**George H. Frey**, former vp in charge of network relations for Sullivan, Stauffer, Colwell & Bayles, New York, joins New Merit Enterprises Inc., that city, as sales consultant. Firm produces and packages live programs, primarily for Canadian commercial tv network. Before joining SSC&B, Mr. Frey was at NBC for 32 years as vp in charge of radio and tv network sales.

**Richard Gray**, former executive director of client relations and producer-salesman for NBC Telesales, appointed director of sales for Van Praag Productions, New York.

**Arnold Belgard**, **Richard Simmons**, **Ellis Marcus** and **Maurice Tombragel** elected for two-year terms as directors of radio-tv branch of Writers Guild of

America West. Holdover members include: **Nate Monaster**, president; **Christopher Knopf**, vp; **Louis Pelletier**, secretary-treasurer, and **David Harmon**, **Mary McCall Jr.**, **Jack Neuman** and **Barry Trivers**.



Mr. Harrison

**Spencer Harrison**, vp and business manager, talent and contract properties, CBS, joins **Ashley - Steiner Inc.**, talent and sales agency, New York, as vp in charge of legal and business affairs department. Mr. Har-

rison joined CBS in 1942 as member of legal staff and became officer of company in 1952.

**Bernard Mackall**, tv program salesman, appointed San Francisco representative of **Animation Inc.**, Hollywood producer of commercial, educational entertainment films and tv commercials.

**William G. Seiler**, account executive, ABC Films, appointed southern division manager.

**James McMenemy**, formerly with Sullivan, Stauffer, Colwell & Bayles, appointed head of sales and creative services for **Sy Shaffer Enterprises**, New York.

**Larry Cooper**, program manager, KTVI (TV) St. Louis, joins **Cellomatic Division of Screen Gems Inc.**, New York, as account executive.

**Lt. Col. David W. Sisco**, executive officer of 1st Airborne Battle Group, 82nd Airborne Div., Fort Bragg, N. C., joins **Warner Bros. Studios** in Burbank, Calif., as technical advisor on studio's **Gallant Men** tv series. **Gallant Men**, which is being produced by **Richard Bluel**, is being filmed for showing on ABC-TV Network this fall.

**Buzz Kulik**, independent Emmy-award winning producer-director, signs exclusive producer - director contract with **Four Star Television** to direct several segments of **The Dick Powell Show** and **Saints and Sinners** series, as well as other shows for which he is available. Mr. Kulik will also begin work on development of several properties for 1963-64 season.

**Oscar Brown Jr.** named permanent host on 39 half-hour musical program series, **Jazz Scene USA**, now being filmed for tv syndication by **Meadowlane Productions**, **Steve Allen's Hollywood tv production company**. **Steve Binder** is directing series, with **Penny Stewart** as production assistant.

**Arne Lewis**, art director in advertising and sales promotion department of CBS-TV, named creative director of **Associated Design Studios**, New York.

## RTRA elects new slate

**Randy Wood**, president of **Dot Records**, was elected president of **Radio, Television Recording & Advertising Charities of Hollywood** at organization's annual meeting Thursday (May 24). He succeeds **J. Neil Reagan**, vp of **McCann-Erickson**, Los Angeles, who has served as RTRA president for past two years. Other 1962-63 officers elected are: **John K. West**, RCA, and **John Reynolds**, CBS-TV, vps; **Sherwood Schwartz**, writer-director, secretary, and **Cy Pearson**, United California Bank, treasurer. Directors are: **Robert W. Breckner**, KTTV (TV) Los Angeles; **Sandy Cummings**, ABC-TV; **Don Fedderson**, Don Fedderson Productions, Hollywood; **Art Gilmore**, AFTRA; **C. P. Hughes**, IBEW; **Tom McAndrews**, Ted Bates & Co., **Bruce Robertson**, BROADCASTING magazine, and **Thomas W. Sarnoff**, NBC.

**Al Morgan**, novelist and radio documentary producer-writer, named producer of NBC-TV's **Today** program, effective June 4. He succeeds **Robert J. Northshield**, who will produce NBC News specials during 1962-63 season.

## ALLIED FIELDS

**Herbert Gordon**, president and editor-in-chief, **News Assoc. Inc.**, Washington voiced news service, appointed editor of **UPI Audio Services**. Mr. Gordon's appointment is part of program to expand



Mr. Gordon

UPI's audio service to radio stations in U. S. First leg of 24-hour leased audio newswire is now in operation to radio-tv outlets in New England. Mr. Gor-

don was **International News Service's** far eastern editor after **World War II** until **INS** and **United Press** merged into **UPI** in 1958. At that time he formed **News Assoc. Inc.**, which discontinued operation with Mr. Gordon's **UPI** appointment.

**John A. Gleason** elected executive vp of **Advertising Technical Assoc.**, service agency to advertising profession. Mr. Gleason will direct activities of all seven divisions of company, which maintain offices at 48 West 48 St., New York 36, N. Y.

**Russell E. Hurst**, editorial writer on **Minneapolis Star & Tribune**, appointed national executive officer of **Sigma Delta Chi**, professional journalistic society. Mr. Hurst, who will take office July 1 at **Society's headquarters** in Chicago, replaces **Dr. Warren K. Agee**, who on that date becomes professor of journalism and dean of **Evening College** at **Texas Christian U.**, Fort Worth. Mr. Hurst was staff writer for **Minneapolis Tribune** from 1953 to 1959. His previous experience includes two years as staff writer for **Fort Worth Star-Telegram**, two years as announcer for **KXOL Fort Worth**, and one year as **Air Force public information officer**. Mr. Hurst became editorial writer in 1959.



Mr. Hurst

**Alan Morse**, manager of clinical analysis department, **Gallup-Robinson**, Princeton, N. J., joins **Tv Surveys Inc.**, division of **Audits & Surveys Co.**, New York, as project director.

**Leif G. Brush**, former newsman with **WNAK Nanticoke, Pa.**, joins **The Sound Service (STP)**, Chicago, as coordinator of outside broadcasts.

**Dr. Kenneth E. Thomas**, head of department of extension radio-tv, **Kansas State U.**, Manhattan, appointed director of division of university information.

**Dr. Kenneth E. Thomas**, head of department of extension radio-tv, **Kansas State U.**, Manhattan, appointed director of division of university information.

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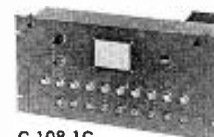
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## Admiral Horne elected EIA president



Rear Admiral Charles F. Horne (USN-Ret.), senior vp of General Dynamics Corp. and president of General Dynamics-Electronics and General Dynamics - Pomona, was elected president of Electronics Industries Assn., Washington, succeeding L. Berkley Davis, vp of General

Electric Co. Elected to EIA board: Joe Friedman, Trav-Ler Radio Corp.; M. H. Benedek, General Instrument Co.; Dr. Robert C. Coon, Sperry-Rand Corp.; J. J. Graham, International Telephone & Telegraph; Robert W. Galvin, Motorola; W. E. Andrus Jr., International Business Machines; M. W. Kremer, Sylvania Electric Products, and J. L. Hanigan, Corning Glass Works.

Newly appointed chairmen of principal EIA divisions: consumer products—Morris Sobin, Olympic Div. of Siegler Corp., succeeding Edward R. Taylor, Motorola; military products—Dr. Ashley A. Farrer, Raytheon Co., succeeding L. L. Waite, North American Aviation, who becomes new EIA vp; industrial electronics—Grafton P. Tanquary, Litton Industries, succeeding C. Russell Cox, Andrew Corp.; parts division—Allen K. Shenk, Erie Resistor Corp., succeeding W. Myron Owen, Aerovox Corp., who becomes new EIA vp; tube and semi-conductor division—George W. Keown (re-elected), Tung-Sol Electric Corp., who continues as EIA vp.

Lionel F. St. Peter, former director of sound for Skelton Studios in Hollywood, appointed audio supervisor at International Video Tape, Los Angeles.

Merrill A. Trainer, manager of electronic recording products department, RCA, Camden, N. J., appointed to newly created position of manager of international operations liaison, RCA broadcast and communications products division. Mr. Trainer, who will continue to make his headquarters in division offices at Camden, will coordinate sales activities for division products in world-wide markets. He joined RCA in 1930 as electrical engineer.

Max Krawitz, assistant chief engineer of Sylvania Electric Products' picture tube operations, Seneca Falls, N. Y., named manager of color tube manufacturing of Sylvania's electronic tube division, that city. Mr.



Mr. Krawitz

Krawitz joined Sylvania in 1947 as senior engineer at company's research laboratories in Bayside, N. Y. He transferred to Seneca Falls in 1953 as engineering manager in picture tube operations, in charge of color and monochrome tube design, and was promoted to his present position in 1957.

Don Cinalia, former district sales manager for Filtron Co., Flushing, N. Y., named assistant sales manager of industrial products division of Jerrold Electronics Corp., Philadelphia.

Donald A. Mitchell, director of commercial market and product planning, Raytheon Co., named to newly created post of assistant general manager of Raytheon's electronic services division, with headquarters at Burlington, Mass. Mr. Mitchell joined electronics firm in 1955, serving as assistant to vp in charge of engineering and research.

## DEATHS

George H. Hughes, 60, president of Programs Incorporated of California, died May 18 at Sibley Hospital in Washington. Mr. Hughes was former director of Shell Oil Co.'s national advertising. Before joining Office of War Information in 1942, he organized Hughes Agency of New York which handled sales promotion and advertising activities of radio stations of which he was part owner in Syracuse, N. Y., and San Francisco. Following World War II, Mr. Hughes became manager of radio station relations for International Radio Div. of State Department. For past 10 years, he had confined his activities to Programs Inc., Los Angeles company which produces radio and tv programs transmitted primarily to Armed Forces overseas.

## INTERNATIONAL

William Brennan, former owner of Video-Ad Service Ltd., Toronto, appointed sales manager of Bonded Tv Film Service Ltd., that city.

Murvyn W. Austin, assistant to senior vp of McConnell, Eastman & Co., Toronto, joins Television Bureau of Advertising of Canada, that city, as research manager. Mr. Austin will be responsible for planning and coordination of all research activities as well as supervision of bureau's library of filmed and printed presentations and special production assignments.

Antonin Boisvert, manager of information services of French-language networks of Canadian Broadcasting Corp., named director of corporate affairs of French-language section of CBC at Montreal.

Stephen Murphy, radio-tv talks producer, British Broadcasting Corp., joins Independent Television Authority, effective June 18, as regional officer for North of England and Midlands. Eric Croston, pr editor with Associated Television since 1958, appointed publications officer at ITA headquarters in London.

Leonard Miall, director of talks and current affairs programs, British Broadcasting Corp., appointed assistant to Kenneth Adam, director of tv. Frank

Axon, head of external services engineering department since 1951, retired May 16 after 21 years with BBC.

## GOVERNMENT

Charles E. O'Connor named chief of division of trade practice conferences in Federal Trade Commission's bureau of industry guidance. Chalmers B. Yarley appointed chief of division of general rules and regulations applicable to unlawful trade practices, and George S. Rountree named chief of advisory opinions and guides division. Messrs. O'Connor, Yarley and Rountree will help administer new FTC rules giving advance rulings and trade guidelines to businesses and advertisers (BROADCASTING, May 21).

## EQUIPMENT & ENGINEERING



Mr. More

Herbert R. More, manager of tv lighting department, Kliegl Bros. of New York, manufacturer of lighting and control equipment for tv, theatrical and architectural use, elected vp in charge of professional and educational tv lighting sales and engineering. Mr. More joined Kliegl in 1948 and has served in his present position since 1957.

Virginia M. Hagerman, 47, advertising and promotion manager of Gerity Broadcasting Co. (WABJ Adrian and WNEM-FM-TV Bay City, both Michigan), died May 21 of heart attack. Mrs. Hagerman had been with Gerity organization for 24 years, having served as executive secretary to James Gerity Jr., president of Gerity Broadcasting Co., prior to assuming responsibilities of advertising-promotion post.

Robert G. Tabors, president of Textron Electronics Corp., Providence, R. I., and Jack Alexander, vp of Futursonic Productions, Dallas, Tex., producer of radio broadcast commercials, died May 23 as result of Continental Airlines crash in Unionville, Mo. Mr. Tabors joined Textron in 1960 as vp and was elected president of electronics firm in May 1961. Previously, he was vp of Baldwin-Lima-Hamilton Corp. and general manager of its electronics

and instrumentation division in Waltham, Mass.

Bennett Chapple, 83, author, public speaker and former assistant to president of Armco Steel Corp., Middletown, Ohio, died May 18 in Pittsburgh. Mr. Chapple joined Armco in 1918 as director of publicity. He was elected vp in 1928, assistant to president in 1938 and retired in 1949. Mr. Chapple, who was voice of "Iron Master" on former Armco radio programs, contributed articles to many well-known magazines.

Dr. John Milton Miller, 79, retired pioneer electronics expert, died May 17 at his home in Pompano Beach, Fla., after short illness. Dr. Miller, who studied radio engineering under late Dr. Lee de Forest, began his career in 1907 with U. S. Bureau of Standards. He continued with bureau until 1925

when he was named radio research director of Atwater Kent Manufacturing Co. in Philadelphia. Two years later, Dr. Miller joined RCA Radiotron Co., where he remained until 1940, when he was appointed associate superintendent of radio division of Naval Research Labs. He was promoted to superintendent in 1945, and continued in that capacity until his retirement in 1952.

J. Alan Savage, 53, radio-tv manager of Cockfield, Brown & Co., Toronto, died May 21. Mr. Savage began his broadcast career as radio announcer in Toronto in 1932. He joined Cockfield, Brown & Co., in 1944, and became director four years ago.

William M. Beene, 31, operating studio engineer, KSLA (TV) Shreveport, La., died May 18 of injuries resulting from motorcycle-automobile collision. Mr. Beene joined KSLA in 1958.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 16 through May 23, 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

##### APPLICATIONS

Miami, Fla.—Civic Tv Inc. Vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 1,042 ft. Estimated construction cost \$3,307,420; first year operating cost \$2,475,000; revenue \$2,600,000. P. O. address 921 Alfred I. DuPont Bldg., Miami 32. Studio location Miami; trans. location near N. Miami Beach. Geographic coordinates 25° 57' 40" N. Lat., 80° 12' 28" W. Long. Trans. RCA TT-35CH; ant. RCA TW-12A. Legal counsel Weaver & Glasste, Washington, D. C.; consulting engineer Jules Cohen, Washington, D. C. Principals: Charles H. Crandon, Robert H. Cook, Grover A. J. Noetzel, Henry O. Shaw, Joseph Weintraub, R. D. Maxwell Jr., Edwin N. Belcher, Charles H. Bradshaw, J. H. McArthur, Arthur H. Weiland, D. Earl Wilson (each 8.33%), Thomas W. Skinner (7.93%) and Edward E. Lewis (4%). Mr. Weintraub owns stock in TG-BOL-TV Guatemala City, Guatemala; Mr. Lewis was sales manager for KVII-TV Amarillo, Tex., and is owner of general media advertising agency in Amarillo; other applicants are business and professional men in Miami area. Ann. May 23.

Miami, Fla.—Miami Tv Corp. Vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 945.16 ft., above ground 990.75 ft. Estimated construction cost \$1,759,888.57; first year operating cost \$1,200,000; revenue \$1,650,000. P. O. address 919 Alfred I. DuPont Bldg., Miami

32. Studio location Miami; trans. location N. Miami. Geographic coordinates 25° 57' 37.25" N. Lat., 80° 12' 28.5" W. Long. Trans. GE TT46A; ant. GE TY-53-B2. Legal counsel Miller & Schroeder, Washington, D. C.; consulting engineer Creutz & Snowberger, Washington, D. C. Principals: Harvey F. Pierce (7%), W. J. Callahan, Edwin H. Bishop (each 6%), Joe Creel, Ernest P. Jones, C. Clyde Atkins, R. L. Budde, Frank R. Anderson, David Blumberg, Gerald Vickers, Charles Woods (each 5%), Thomas P. Caldwell, D. C. Coleman Jr. (each 4%), Herbert Blumberg, Kermyt W. Callahan, Maurice Ferre, M. R. Harrison Jr. C. Edward Kettle, James R. Lowry, E. B. Moylan Jr., Robert L. Searle, Ira F. Willard, Wayne E. Withers (each 3%), C. Jackson Baldwin (2%) and Alph H. Browne (1%). Stock in name of C. Clyde Atkins is owned by Walton, Lantaff, Schroeder, Atkins, Carson & Wahl law firm; W. J. Callahan owns interest in Storer Bcstg. Co.; Mr. Woods owns 52.66% of WTVY (TV) Dothan, Ala.; applicants are business and professional men in Miami and Coral Gables area. Ann. May 23.

Miami, Fla.—Public Service Tv Inc. Vhf ch. 10 (192-198 mc); ERP 316 kw vis., 195 kw aur. Ant. height above average terrain 932.6 ft., above ground 969.9 ft. Estimated construction cost \$472,000; first year operating cost \$1,670,000; revenue \$1,944,000. P. O. address 2075 Biscayne Blvd., Miami 37. Studio location Miami; trans. location 3 mi. NW N. Miami. Geographic coordinates 25°

57' 27" N. Lat., 80° 12' 43" W. Long. Trans. RCA TT50AN; ant. RCA TF-12BH. Legal counsel Welch, Mott & Morgan, Washington, D. C.; consulting engineer George P. Adair Engineering Co., Washington, D. C. Applicant, owned by National Airlines Inc., is former licensee of WPSF-TV Miami. G. T. Baker is chairman of board of National Airlines, Lewis B. Maytag (10.43%), president. Ann. May 23.

Miami, Fla.—South Florida Tv Corp. Vhf ch. 10 (192-198 mc); 316 kw vis., 158 kw aur. Ant. height above average terrain 938.3 ft., above ground 980.5 ft. Estimated construction cost \$2,365,303.69; first year operating cost \$1,876,575; revenue \$1,900,000. P. O. address 145 Harbour Way, Bal Harbour, 54, Fla. Studio location Miami; trans. location Dade County. Geographic coordinates 25° 57' 27" N. Lat., 80° 12' 43" W. Long. Trans. RCA TT-35CH; ant. RCA TW 12-A-10P. Legal counsel Pierson, Ball & Dowd, Washington, D. C.; consulting engineer Lohnes & Culver, Washington, D. C. Principals: William B. MacDonald Jr. (80%), Walter M. Koessler (10%), Eleanor L. May and William R. Needs (each 5%). Mr. MacDonald is investor, financier and sportsman; Messrs. Koessler, May and Needs were formerly with WTSP-TV Miami. Ann. May 23.

#### New am stations

##### ACTION BY FCC

West Hartford, Conn. — Grosseco Inc. Granted 1550 kc, 1 kw D, subject to interference condition and precluding pre-sun-



## EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475  
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

rise operation with daytime facilities pending final decision in Doc. 14419. Estimated construction cost \$45,051; first year operating cost \$85,000; revenue \$90,000. Principals: Julian Gross (74.3%) and others. Mr. Gross is majority stockholder in advertising agency. Chmn. Minow and Comr. Bartley not participating; Comr. Hyde dissented. Action May 23.

#### APPLICATIONS

Gordon, Ga.—Heart of Georgia Bcstg. Inc. 1560 kc, 5 kw D (requests waiver of Sec. 1.354 and acceptance of application). P. O. address box 949, Macon, Ga. Estimated construction cost \$30,432; first year operating cost \$40,000; revenue \$45,000. Principals: Voice of the Hills Foundation Inc. (66%), J. Robert Moon (33%) and Robert L. Rice (1%). Voice of the Hills is non-profit charitable organization, Rev. J. Byrl Sessions, president; Mr. Moon owns printing service; Mr. Rice is with Macon Rescue Mission. Ann. May 23.

Woodstock, Ill.—McHenry County Bcstg. Co. 930 kc, 1 kw unl. (DA-2) (requests waiver of Sec. 1.354 of rules). P. O. address R.R. #1, Woodstock. Estimated construction cost \$39,941; first year operating cost \$70,000; revenue \$75,000. Principals: Lloyd Burlingham (75%) and Robert A. Jones (25%). Mr. Burlingham owns 50.3% of WXN; Mr. Jones is consulting engineer. Ann. May 21.

Catlettsburg, Ky.—Challie Yates. 600 kc, 1 kw unl. P. O. address box 255, Ashland, Ky. Estimated construction cost \$31,406; first year operating cost \$60,000; revenue \$80,000. Mr. Yates owns used car firm. Ann. May 17.

Barnesville, Ohio—Capitol Bcstg. Corp. 950 kc, 500 w D (requests waiver of Sec. 1.354 and acceptance of application for filing). P. O. address box 2791, Charleston, W. Va. Estimated construction cost \$13,120; first year operating cost \$42,000; revenue \$55,000. Principals: E. M. Johnson (80%), Paul N. Miles and Paul Howard (each 10%). Mr. Johnson is radio and tv consulting engineer; Mr. Niles has been employe of WHLL Wheeling, W. Va.; Mr. Howard has been employe of WCUE Akron, Ohio. Applicant is licensee of WCAW Charleston. Ann. May 18.

North East, Pa.—James D. Brownyard. 1530 kc, 1 kw D, 250 w CH (requests waiver of Sec. 1.354 and acceptance of application for filing). P. O. address 3622 Ridge Parkway, Erie, Pa. Estimated construction cost \$10,750; first year operating cost \$36,000; revenue \$45,000. Mr. Brownyard, sole owner, is advertising consultant and former commercial manager of WLEU Erie. Ann. May 17.

Greenville, S. C.—Fleet Enterprises. 1070 kc, 50 kw, DA. P. O. address 82 Rock Creek Drive, Greenville. Estimated construction cost \$162,191; first year operating cost \$70,000; revenue \$100,000. Principals: Jane Harrison Fleet (50%), Thomas C. Fleet Jr. and John Hudson Fleet (each 25%). Mrs. Fleet is housewife; Thomas Fleet has been announcer and salesman for KFMK Houston, Tex.; John Fleet has owned interest in KAGH Crossett, Ark. Ann. May 17.

#### Existing am stations

##### ACTIONS BY FCC

KBRS Springdale, Ark.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KRPM(FM) San Jose, Calif.—Waived Sec. 1.356 of rules and granted cp to change trans. and studio sites and change operation on 98.5 mc from 3.3 kw to 3.4 kw, ant. height from minus 157 ft. to 370 ft. By letter, dismissed Nov. 13, 1961 petition by KCBS-FM San Francisco, opposing application, since amended. Action May 23.

WJPF Herrin, Ill.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KCKN Kansas City, Kan.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KSEK Pittsburg, Kan.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

WNBS Murray, Ky.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

WOCB-FM West Yarmouth, Mass. —

Granted mod. of cp to change trans. and increase ERP on 94.9 mc from 3.1 kw to 15.5 kw. Action May 23.

KXRA Alexandria, Minn.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KLGR Redwood Falls, Minn.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KXEO Mexico, Mo.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to any action commission may take on its pending renewal application. Action May 23.

KLID Poplar Bluff, Mo.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KSMO Salem, Mo.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KICK Springfield, Mo.—Waived Sec. 3.24 (g) of rules and granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KOVC Valley City, N. D.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KOCY Oklahoma City, Okla.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KTOW Sand Springs, Okla.—Granted increased power on 1340 kc, unl. from 100 w to 250 w; conditions. By letter, dismissed as moot petition by KOCY Oklahoma City, opposing KTOW's original application for 1 kw daytime operation. Action May 23.

WEST-FM Easton, Pa.—Waived Secs. 1.356 and 3.311(c) of rules and granted change of facilities from 105.7 mc, 10 kw, to 96.1 mc, 2 kw; remote control permitted. Action May 23.

WBRE Wilkes-Barre, Pa.; WSCR Scranton, Pa.—Denied request for waivers of Secs. 3.30 and 3.117(f) of rules to permit operation of WBRE and WSCR from WBRE studios and identify both stations on both frequencies simultaneously. Action May 23.

WHM Memphis, Tenn.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

WPDN Pampa, Texas—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

#### APPLICATIONS

KEZY Anaheim, Calif.—Cp to increase power from 1 kw to 5 kw N; 10 kw D; install new trans., change from DA-1 to DA-N and operate trans. by remote control while non-DA-D. Petition for acceptance of application filed. Ann. May 23.

KNOW Austin, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 17.

KODA Houston, Tex.—Cp to increase power from 1 kw to 5 kw and install new trans. (Petition for waiver of Sec. 1.354 (b) of rules.)

#### New fm stations

##### ACTIONS BY BROADCAST BUREAU

\*Mankato, Minn.—Mankato State College. Granted 90.5 mc, 10 w. Ant. height above average terrain 75 ft.; remote control permitted. P. O. address, c/o John Hodowanic, Mankato State College, Mankato. Estimated construction cost \$1,397; first year operating cost \$1,000. Action May 17.

Beatrice, Neb.—Mia Enterprises Inc. Granted 92.9 mc, 19.5 kw. Ant. height above average terrain 307.8 ft. P. O. address box 1450, Beatrice. Estimated construction cost \$30,985; first year operating cost and revenue over and above am operation. Gordon C. Bud Pentz, sole owner, owns WKBE Beatrice. Action May 18.

Van Wert, Ohio—Van Wert Bcstg. Co. Granted 98.9 mc, 3.52 kw. Ant. height above average terrain 148 ft.; conditions. P. O. address box 487, Van Wert. Estimated construction cost \$12,825; first year operating

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 23

	ON AIR		CPS		TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations	
AM	3,658	71	148	669	
FM	932	63	197	154	
TV	484 <sup>1</sup>	78	85	112	

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 23

	TOTAL TV	
	VHF	UHF
Commercial	471	91
Non-Commercial	42	16

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,646	937	484 <sup>1</sup>
Cps on air (new stations)	80	51	75
Cps not on air (new stations)	145	196	83
Total authorized stations	3,871	1,184	653 <sup>2</sup>
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	164	22	65
Total applications for new stations	582	121	108
Applications for major changes (not in hearing)	459	92	35
Application for major changes (in hearing)	46	4	12
Total applications for major changes	505	96	47
Licenses deleted	1	1	0
Cps deleted	1	2	0

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.

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cost \$9,600; revenue \$11,000. Principals: Kenneth E. Kunze, Raymond M. Waldron (each 25%), George W. Wilson, G. Dale Wilson, Stephen S. Beard and Merl Knittle (each 12.5%). Applicant is licensee of WERT Van Wert. Action May 17.

#### APPLICATIONS

\*Richmond, Ind.—Earlham College. 88.1 mc, 10 w. Ant. height 65 ft. P. O. address, c/o Ronald J. Wickersham, box 235, Earlham College, Richmond. Estimated construction cost \$1,602; first year operating cost \$500. Ann. May 22.

Great Falls, Mont.—Pat M. Goodover. 106.5 mc, 3.686 kw. Ant. height above average terrain 16 ft. P. O. address box 2072, Great Falls. Estimated construction cost \$15,285; first year operating cost \$12,000; revenue \$18,000. Mr. Goodover owns KARR Great Falls. Ann. May 18.

Trenton, N. J.—Delaware Valley Bcstg. Co. 106.5 mc, 20 kw, DA. Ant. height above average terrain 105 ft. P. O. address 51 W. State St., Trenton. Estimated construction cost \$22,350; first year operating cost \$20,000; revenue \$25,000. Principals: Edward L. Cossman (39%), Joseph Shoeholz (32%) and Kalmon Proslin (29%). Applicant is licensee of WAAT Trenton. Ann. May 22.

Eugene, Ore.—Lee Roy McCourry. 100.1 mc, 278 w. Ant. height above average terrain 486 ft. P. O. address box 5066, Eugene. Estimated construction cost \$20,478; first year operating cost \$7,500; revenue \$10,000. Mr. McCourry, sole owner, is commercial designer. Ann. May 21.

Madison, Tenn.—Central Bcstg. Corp. 94.5 mc, 20 kw. Ant. height above average terrain 152 ft. P. O. address box 5236, Nashville, Tenn. Estimated construction cost \$11,551; first year operating cost \$6,500; revenue \$10,000. Principals: H. C. Young Jr. and Walter A. Duke (each 50%). Applicant is licensee of WENO Madison. Ann. May 12.

#### Ownership changes

##### ACTIONS BY FCC

WZST, Dixieland Bcstrs., Tampa, Fla.—Granted assignment of license from Alpha B. Martin to John M. McLendon; consideration \$160,000. Assignee has controlling interest in WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, La., and WENN Birmingham, Ala. Comr. Bartley dissented. Action May 23.

WABX(FM), Richard E. Burris, Detroit, Mich.—Granted assignment of license to Mid-State Bcstg. Corp. of Detroit (Michael L. Dow, president); consideration \$24,479. Some assignee stockholders have interest in WWBC Bay City, WSTR-AM-FM Sturgis, WSWM(FM) East Lansing, WQDC(FM) Midland, and WGMZ(FM) Flint. Action May 23.

KODE-AM-TV (ch. 12), WSTV Inc., Joplin, Mo.—Granted assignment of licenses to (1) James S. Gilmore Jr.; consideration \$1,850,000, and (2) to Gilmore Bcstg. Corp., owned by Mr. Gilmore. Comr. Bartley dissented. Action May 23.

KFBB-AM-TV (ch. 5), KFBB Bcstg. Corp. Great Falls, Mont.—Granted transfer of control from David E. Bright, Ernest L. Scanlon and Daniel T. O'Shea to Harriscope Bcstg. Corp. (Lawrence S. Berger, Donald P. Nathanson and Irving B. and Burt I.

Harris); consideration \$610,000. Transferees own KTWO AM-TV Casper, Wyo., and KLFM Long Beach, Calif., and latter three have interest in KKAR Pomona, Calif. Action May 23.

KVOD Wentronics Inc. Albuquerque, N. M.—Granted assignment of licenses to Colorado Radio Corp. (KSLV Monte Vista); consideration \$73,800 plus and agreement not to compete for 10 years within Bernalillo County. George O. Cory, assignee president and 100% owner, owns KRAC Alamogordo, N. M., with wife owns 98.7% of KUBC Montrose, Colo., and has 50% interest in KRAI Craig, Colo. Comr. Bartley dissented. Action May 23.

WCDJ, Colonial Bcstg. Co., Edenton, N. C.—Granted assignment of license to Colonial Bcstrs. Inc., of Edenton (William L. Watkins, James F. Flanagan, Robert G. Currin and Richard W. Schuman); consideration \$57,500. Messrs. Flanagan and Currin have interest in WFVG Fuquay Springs. Action May 23.

KRIC-AM-FM, The Enterprise Co., Beaumont, Tex.—Granted assignment of cp and licenses to Texas Coast Bcstrs. of Beaumont Inc. (David H. Morris, president); consideration \$150,000. Assignee and stockholders own KNUZ-AM-TV and KQUE(FM) Houston. Chmn. Minow and Comr. Bartley dissented. Action May 23.

KINT, Radio Kint Inc., El Paso, Tex.—Granted transfer of control from G. E. Miller & Co. and Odis L. Echols Jr., to George O. Cory and Gerald Olesh; consideration \$59,000. Mr. Cory owns KSLV Monte Vista, Colo., KRAC Alamogordo, N. M., and with wife owns 98.7% of KUBC Montrose, Colo.; Messrs. Cory and Olesh have interest in KRAI Craig, Colo. Comr. Bartley dissented. Action May 23.

#### APPLICATIONS

KDRS Paragould, Ark.—Seeks assignment of license from T. M. Self and G. T. Rand (each 50%), d/b as Progressive Bcstg. Co., to T. M. Self (50%), G. T. Rand (49.9%) and Maxine S. Rand, d/b as KDRS Inc.; no financial consideration involved. Ann. May 17.

KHOM (FM) Turlock, Calif.—Seeks assignment of license from Eldon Erickson, Gordon D. Olson, Roy S. Stallans, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell, Dewey W. Green and Gordon Bonander, d/b as House of Music to Gordon D. Olson, Roy S. Stallans, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell, Dewey W. Green, Charles E. Bakke, Eugene R. Allen and Gordon Bonander, d/b as House of Music; Mr. Allen will pay Mr. Erickson \$550 for his 10%; Mr. Bakke will pay Messrs. Olson and Bonander \$440 for 5% from each. Mr. Allen is elementary school teacher; Mr. Bakke owns truck body manufacturing company. Ann. May 17.

WTHR Panama City Beach, Fla.—Seeks involuntary assignment of license from Gulf Coast Radio Inc., to Robert D. Sidwell, receiver. Ann. May 17.

WAXE Vero Beach, Fla.—Seeks assignment of license from R. M. Chamberlin to James J. Sharp and Richard L. Crago (each 50%), d/b as Shargo Inc.; consideration \$60,000. Mr. Sharp owns 25% of property rental firm; Mr. Crago has been assistant to president of newspaper. Assignees have interest in applicant for new tv station in Largo, Fla. Ann. May 17.

KULA Honolulu, Hawaii—Seeks transfer of all stock in KULA Bcstg. Corp. from Charles Stuart III and Charles T. Stuart to A. J. Krisik (51%), Theodore J. Wolf (29%), A. Judson Sturtevant Jr. and Herbert W. Duston (each 10%); consideration \$5,000 and \$395,000 promissory note. Messrs. Krisik, Wolf and Sturtevant are stockholders in KFAX San Francisco, KFIV Modesto, both California, and KAGO Klamath Falls, Ore.; Mr. Dustin is CPA and stockholder in KFAX and KAGO. Ann. May 17.

WAIV(FM) Indianapolis, Ind.—Seeks acquisition of positive control of Calojay Enterprises Inc. by Carl W. Godzeski (present 25%) and Mrs. Loretta K. Godzeski (7.5%) through issuance of new stock. Dr. Godzeski will own 41%; Mrs. Godzeski, 10%, and Dr. Robert E. Shipley (present 25%) will own 20.6%; no financial consideration involved. Ann. May 22.

WHBN Harrodsburg, Ky.—Seeks transfer of all stock in Fort Harrod Bcstg. Inc. from Victor M. Bellamy and R. F. Niemeier to Robert L. Martin; consideration \$60,000. Mr. Martin is employee of WHBN. Ann. May 22.

WLAM Lewiston, Me.—Seeks transfer of 29.5% of all stock in The Lewiston-Auburn Bcstg. Corp. from Frank S. Hoy to F.

Parker Hoy (present owner of 31%); no financial consideration involved. Ann. May 17.

WQIZ St. George, S. C.—Seeks assignment of cp from Clarence Everett Jones to WQIZ Inc., new corporation owned by Mr. Jones. Ann. May 22.

KSAM Huntsville, Tex.—Seeks assignment of license from Verla Cauthen, executrix of estate of M. B. Cauthen, deceased, d/b as Huntsville Bcstg. Co., to Verla Cauthen. Ann. May 22.

KTRE-AM-TV Lufkin, Tex.—Seeks transfer of all stock in Forest Capital Bcstg. Co. from R. W. Wortham Jr., Henry B. Clay, John S. Redditt and others, all stockholders, to Lucille Buford (36.75%), Marshall H. Pengra (15%), Richman G. Lewin, Fred C. Hill (each 12.5%), Robert Buford, Gerald Buford, Geoffrey Buford (each 7.5%) and others; consideration \$750,000. Mrs. Buford owns 49% of KLTV(TV) Tyler Tex.; Mr. Pengra owns 20% of KLTV(TV); Messrs. Lewin and Hill are employees and minority stockholders in KTRE-AM-TV; Messrs. Buford each own 10% of KLTV(TV). Ann. May 23.

KTIX Seattle, Wash.—Seeks assignment of license and cp from KTIX Inc. (Edward J. Birney, liquidating trustee), to William E. Boeing Jr., d/b as Chem-Air Inc.; consideration \$230,000. Mr. Boeing owns KEDO Longview, KETO-FM Seattle, both Washington; KPAM, KPFM(FM) Portland, Ore.; KIDO Boise, Idaho, and 90% of applicant for new am station in Carmichael, Calif. Ann. May 17.

#### Hearing cases

##### FINAL DECISIONS

■ By decision, commission modified and made effective Dec. 29, 1961 initial decision and granted application of Wireline Radio Inc., for renewal of license of WITT Lewisburg, Pa., for short-term of one year. In petition for immediate final decision, WITT withdrew its limited exceptions to initial decision. Comr. Bartley dissented; Comr. Craven not participating. Action May 23.

■ By decision, commission (1) granted application of Grossco Inc. for new am station to operate on 1550 kc, 1 kw, D, in West Hartford, Conn., subject to interference condition and precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419 and (2) dismissed application of Berkshire Bcstg. Corp. for new station on same frequency with 500 w, D, in Hartford, Conn. Chmn. Minow and Comr. Bartley not participating; Comr. Hyde dissented. Sept. 13, 1961 initial decision looked toward this action. Action May 23.

■ By decision, commission granted application for transfer of control of KGMS Inc. (KGMS), Sacramento, Calif., from Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Aiassa and Abraham R. Ellman to Capitol Bcstg. Co.; consideration \$577,500. Comr. Ford dissented and issued statement in which Chmn. Minow and Comr. Bartley joined. Nov. 2, 1961 initial decision looked toward this action. Action May 23.

■ Commission gives notice that March 21 initial decision which looked toward granting application of Raritan Valley Bcstg. Inc., to increase daytime power of WCTC New Brunswick, N. J., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions became effective May 10 pursuant to Sec. 1.153 of rules. Action May 17.


##### STAFF INSTRUCTIONS

■ Commission on May 23 directed preparation of document looking toward granting application of Salina Radio Inc., for new am station to operate on 910 kc, 500 w, D, DA, in Salina, Kan., and denying application of Kansas Bcstrs. Inc., seeking same facilities. May 31, 1961 initial decision looked toward this action. Ann. May 23.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

##### INITIAL DECISION

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of Interurban Bcstg. Corp. for new am station to operate on 900 kc, 1 kw, DA, D, in Laurel, Md., conditions, and Scott Bcstg. Corp. to increase power of WJWL Georgetown, Del., on 900 kc, D, from 1 kw to 5 kw, using DA; and denying application of S & W Enterprises Inc., for new station on 900 kc, 1 kw, DA, D, in Woodbridge, Va. Action May 22.



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## OTHER ACTIONS

■ By memorandum opinion & order, commission denied on procedural grounds petition by Dunlea Bcstg. Industries Inc., for reconsideration of Feb. 28 action placing in pending file its application to increase daytime power of WMFD Wilmington, N. C., from 1 kw to 5 kw and change daytime DA, continued operation on 630 kc, 1 kw-N, with present nighttime DA because of non-compliance with "clear channel" criteria in amended Sec. 1.351(b)(3) of rules; also denied Dunlea's alternative request for waiver of Sec. 1.351. Comr. Lee not participating. Action May 23.

■ By memorandum opinion & order, commission denied petition by Storer Bcstg. Corp. (WJBK), Detroit, Mich., for reconsideration of March 1 memorandum opinion & order enlarging issues concerning its nighttime proposal in am consolidated proceeding in Docs. 14288 et al.; clarified issue 20 to add word "objectionable" before word "interference." Action May 23.

■ By memorandum opinion & order, commission denied petition by Pioneer States Bcstrs. Inc., for enlargement of issues on its application to move WBZY from Torrington to West Hartford, Conn., and decrease power from 1 kw to 500 w, continued operation on 990 kc, D, with DA; dismissed motion by Aldo De Domicis to strike that portion of WBZY petition which refers to him. Comr. Hyde concurred in result. Action May 23.

■ By order, commission granted motion by applicant Ocean County Bcstrs. Toms River, N. J., and struck exceptions to initial decision in am proceeding in Docs. 13092 et al., filed by Jerome Sill, assignee of and successor of applicant WFGP Inc., Toms River (which corporation was dissolved June 15, 1961 under state law), and ordered that Mr. Sill's exceptions will not be considered further. Feb. 19 memorandum opinion terminated Mr. Sill's right to participate further in this proceeding. Chmn. Minow not participating. Action May 23.

■ By memorandum opinion & order, commission denied petition by Hershey Bcstg. Co. for reconsideration of March 2 memorandum opinion which enlarged issues concerning its application for new fm station in Hershey, Pa., which is in consolidated hearing with similar application of Reading Radio Inc., Reading, Pa. Comr. Craven dissented; Comr. Cross abstained from voting. Action May 23.

■ Commission, on its own motion and for further consideration, set aside its action of May 9 which designated for consolidated hearing applications for new daytime am stations in Riverton, Wyo., of William L. Ross, to operate on 1370 kc with 1 kw power and Hugh Jordan Stock, on 740 kc, 1 kw. Action May 23.

KLUE Longview, Tex.—Designated for hearing application to increase power on 1280 kc, D, from 1 kw to 5 kw; made KLCO Poteau, Okla., KFJZ Fort Worth, KWHI Brenham, both Texas, and KWCL Oak Grove, La., parties to proceeding. Action May 23.

KFNH Shenandoah, Iowa.—Designated for hearing application to move station to Council Bluffs and increase power on 920 kc from 500 w-N, 1 kw-I.S. to 1 kw-N, 5 kw-LS, DA-2; made KIOA Des Moines, Iowa and KJSK Columbus, Neb., parties to proceeding. Action May 23.

## Routine roundup

### ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 28 time to respond to two petitions to enlarge issues filed by North Attleboro Bcstg. Co., in proceeding on applications of North Attleboro and Christian Bcstg. Association of New England Inc., for new fm stations in North Attleboro, Mass., and Providence, R. I., respectively. Action May 21.

■ Granted petition by Bootheel Bcstg. Co. and extended to May 24 time to respond to petition to enlarge issues filed by Broadcast Bureau in proceeding on its application for new am station in Kennett, Mo. Action May 21.

■ Granted petition by Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., and extended to July 16 time to respond to petition to modify issues filed by Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y., in proceeding on their applications for renewal of licenses, et al. Action May 21.

■ Granted motion by WJMJ Bcstg. Corp. and extended time to file exceptions to supplemental initial decision to twenty days from date of commission action on its April

18 and Broadcast Bureau April 27 petitions to reopen record in proceeding on WJMJ's and The Young People's Church of the Air Inc., applications for new fm stations in Philadelphia, Pa. Action May 21.

■ Granted petition by Vidor Bcstg. Inc., Vidor, Tex., and extended to May 31 time to respond to motion to enlarge issues filed by KWEN Bcstg. Co., Port Arthur, Tex., in proceeding on their am applications, et al. Action May 17.

■ Granted petition by Broadcast Bureau and extended to May 29 time to file exceptions to initial decision in proceeding on am application of Lake Shore Bcstg. Inc., for mod. of license of WDOE Dunkirk, N. Y. Action May 15.

By Chief Hearing Examiner James D. Cunningham

■ Held in abeyance, pending submission of appropriate affidavits, ruling on joint petition by South Florida Amusement Inc., and Coral TV Corp., applicants for new tv stations to operate on ch. 6 in Perrine and South Miami, Fla., respectively, seeking (1) approval of agreement contemplating dismissal of South Florida application upon payment by Coral of \$65,000 or such lesser amount as commission may determine to have been legitimately and prudently expended in prosecution of South Florida application, (2) dismissal of Florida application and (3) grant of Coral application without further hearing. Action May 18.

■ Denied petition by Rockland Radio Corp., Spring Valley, N. J., for enlargement of issues in proceeding on its am application in Docs. 14510 et al. Action May 18.

■ Granted petition by Mainliner Bcstrs., Louisville, Ky., and dismissed but with prejudice its am application; application was in consolidated hearing in Docs. 14288 et al. Action May 17.

■ Granted petition by Frederick County Bcstrs., Winchester, Va., and dismissed but with prejudice its am application; application was in consolidated hearing in Docs. 14384 et al. Action May 17.

■ Scheduled prehearing and hearing conference for June 22 and July 24, respectively, in proceeding on fm applications of Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., and The Willie Bcstg. Co., Willimantic, Conn. Action May 16.

■ Granted petition by WNOW Inc. (WNOW), York, Pa., and extended from May 18 to May 23 time for filing reply findings in proceeding on its am application and that of Radio Assoc. Inc. (WEER), Warrenton, Va. Action May 16.

■ Granted petition by Broadcast Bureau and changed place of hearing from Washington, D. C., to Birmingham, Ala., in proceeding on am applications of Jefferson Radio Co. (WXI), Irondale, Ala., et al. Action May 16.

■ Granted petition by Elson Electronics Co. and dismissed its application for new tv station to operate on ch. 12 in Santa Maria, Calif., application dismissed with prejudice; retained in hearing status remaining applications in consolidation. Action May 15.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing and hearing conferences for June 21 and July 23 in proceeding on am applications of Mineola Bcstg. Co., Mineola, and Center Bcstg. Inc., Pittsburg, both Texas. Action May 21.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Hershey Bcstg. Inc., and extended to May 29 date for exchange of exhibits and continued May 29 prehearing conference to June 5 in proceeding on its application for new fm station in Hershey and that of Reading Radio Inc., Reading, both Pennsylvania. Action May 22.

■ Scheduled oral argument for May 21 on petition by Gabriel Bcstg. Co. Chisholm, Minn., for leave to amend its am application which is in consolidated hearing with People's Bcstg. Co. (WPBC), Minneapolis, Minn. Action May 18.

By Hearing Examiner Walther W. Guenther

■ Granted joint request by applicants Rollins Bcstg. Inc., and WHYI Inc., for new tv stations to operate on ch. 12 in Wilmington, Del., and extended certain procedural dates as follows: reply findings and proposed conclusions and submission of corrections to transcript from May 29 to June 5, and reply conclusions from June 14 to June 21. Action May 22.

■ Pursuant to agreement of parties at May 15 further prehearing conference sched-

uled certain procedural dates in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and continued from May 23 to June 20 hearing on applicant's engineering case. Action May 16.

By Hearing Examiner Annie Neal Hunting

■ On own motion, continued June 1 prehearing conference to June 5 in proceeding on am applications of Newton Bcstg. Co., Newton and Transcript Press Inc., Dedham, both Massachusetts. Action May 22.

By Hearing Examiner David I. Kraushaar

■ On own motion, advanced June 15 prehearing conference to June 7 in proceeding on am applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois. Action May 17.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Simon Geller for leave to amend his application for new am station in Gloucester which is in consolidated hearing with Richmond Brothers Inc. (WMEX), Boston, both Massachusetts. Action May 21.

By Hearing Examiner Forest L. McClenning

■ Granted request by WFYC Inc. (WFYC), Alma, Mich., and extended from May 21 to May 23 time for filing proposed findings in proceeding on its am application. Action May 17.

■ Granted request by applicants in Grand Rapids, Mich., tv ch. 13 proceeding, cancelled May 17 prehearing conference and continued May 21 hearing to May 22. Action May 16.

By Hearing Examiner Chester F. Naumowicz, Jr.

■ Formalized by order certain agreements and rulings reached at May 17 prehearing conference in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis.; scheduled hearing for June 28. Action May 17.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for June 6 in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, both Arkansas. Action May 22.

■ Denied petition by Rockland Bcstrs. Inc., Spring Valley, N. Y., to add Evansville issue with respect to application of Rockland Bcstg. Co., Blauvelt, N. Y., in proceeding on their am applications, et al., and denied petition for oral argument. Action May 15.

## BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 22

K80AD Lone Pine, Calif.—Rescinded action of May 10 granting renewal of license for uhf tv translator station.

WKOZ, Kosciusko Bcstg. Inc., Kosciusko, Miss.—Granted assignment of license to H. Mims Boswell Jr.; consideration \$147,500; assignor not to compete in radio or tv broadcasting for 10 years in Kosciusko, Miss.

KDLS, Perry Bcstg. Co., Perry, Iowa.—Granted acquisition of positive control by G. E. Whitehead through purchase of stock from Willard D. Archie.

KTAT, W. C. Moss Jr. and David W. Ratliff, Frederick, Okla.—Granted assignment of license to Tillman Bcstg. Co.

WKAK(FM), Baker-Maltby-Baker Enterprise, Kankakee, Ill.—Granted license for fm station.

WSIB, Sea Island Bcstg. Co., Beaufort, S. C.—Granted license for am station.

WRDO Augusta, Me.—Granted license covering installation of new trans.

KVLV Fallon, Nev.—Granted license covering change in frequency from 1250 kc to 980 kc; make changes in ant. and ground systems; increase in power and installation of new trans.

\*WHA-TV Madison, Wis.—Granted cp to change ERP to vis. 158 kw; aur. to 79.4 kw; trans. location; type ant. and trans., and make changes in equipment; ant. height 740 ft.

WLBW-TV Miami, Fla.—Granted mod. of cp to make changes in ant. system, change type ant., make changes in equipment and decrease ant. height to 996.9 ft.; conditions.

KVLF-TV Alpine, Tex.—Granted mod. of cp to make changes in ant. system and equipment; ant. height 230 ft. condition.

Continued on page 110

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Need immediately: dynamic, personable sales manager. Tough Midwest medium market. Personal sales, hard work vital. Rewards wide open. Resume, picture and sales record to Box 127M, BROADCASTING.

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw full time in dynamic growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box 171M, BROADCASTING.

Opportunity unlimited for salesman who wants to be manager. Needs ambition, quality, desire, and courage to make calls. Apply Bill Harrell KVOZ, Box 1638, Laredo, Tex.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "New York-Penna.," "Kansas-Nebraska-Iowa-Missouri.," "Ohio-Michigan." Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Conn.

We're putting second FM station on air soon. Excellent opportunity for man with successful sales record to manage both stations. Salary open. Write complete details (no phone calls, please). President WRWR-FM, Port Clinton, Ohio.

### Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Boston—Prefer Boston market experience and strong on direct sales. Guarantee of \$175.00 weekly. Box 51M, BROADCASTING.

Immediate opening for radio time salesman in Mid-Michigan market. Salary plus commission. Excellent potential. Write Box 55M, BROADCASTING.

Northeast—Experienced salesman wanted for top station in medium market. Adult format. Good guaranteed salary to get started. Station part of group of am-tv operations. Send complete resume to Box 80M, BROADCASTING.

Columbus—select situation for experienced top salesman . . . management potential. Salary, plus multiple market chain. Box 114M, BROADCASTING.

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Two Salesmen needed. One for major city and one for small market. Box 157M, BROADCASTING.

Immediate opening for assistant sales manager. \$125 guaranteed weekly salary plus commission bonus, at 5,000 watt station. Might pay some moving expenses. Box 172M, BROADCASTING.

—60 miles from New York City . . . top "good music" am station . . . experienced salesman . . . top salary . . . immediate opening . . . WBNR, Newburgh, New York.

## Help Wanted—(Cont'd)

### Sales

Madison, Wis.—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. WISM, Madison, Wis.

Sales opening experienced and capable draw against commission. Excellent market acceptance and good account list. Phone Nick Evers, Butler Penn. 75778.

### Announcers

Opening engineer-announcer 1st class license—no maintenance. 500 watt daytime. \$275, send resume, tape. Box 980K, BROADCASTING.

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Experienced capable announcer needed by Maryland independent. Mature voice, good board work essential. Box 64M, BROADCASTING.

Immediate opening for radio announcer. Smooth professional delivery. Resonant voice preferred. Adult good music station. Michigan. Many benefits. Send tape, resume, photo. Box 91M, BROADCASTING.

\$135.00 per week to start. Experienced announcer with first phone ticket. Western state. Morning shift. Box 111M, BROADCASTING.

Experienced newsman for upstate New York radio. Must gather, write, and deliver. \$90 weekly. Tape and resume. All tapes returned. Box 158M, BROADCASTING.

Combo-man, northern Ohio daytimer; top-rated good pay. Box 169M, BROADCASTING.

Southeast country and western station wants staff man who can punch, run tight board. \$80.00 plus fringe benefits, town of 35,000. Rush tape, photo, resume Box 187M, BROADCASTING.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Have immediate opening for 1st phone announcer. New equipment. Emphasis on announcing with limited maintenance. Good working conditions with immediate opening. Contact: Clint Formby, Manager, KPAN, Hereford, Tex.

Newscaster wanted. KREX, Pioneer radio and television station needs mature experienced newscaster. Authoritative delivery, good air voice as well as writing and editing ability are prerequisites for this job. Contact Bob McMahan, Station Mgr. P. O. Box 270, Grand Junction, Colorado.

Experienced Announcer wanted, cool pleasant climate in southwest. Both am and fm facilities. Airmail tape and salary requirements to KRSN, Los Alamos, N. M.

Wanted; announcer with first class license that can do local high school play by play broadcasts of football & basketball and will do light maintenance. Working conditions and pay good. If you have drinking problem do not apply. Contact R. E. Coffey, KVCK, Wolf Point, Montana.

Kilowatt fulltimer needs announcer sports-caster for top fifty, pop, news, play by play. Rush complete tape, resume, references. WCIT, Corbin, Kentucky.

Need immediately first class operator with announcing experience. Write or phone: WMRP, Lewistown, Penn.

## Help Wanted—(Cont'd)

### Announcers

Expanding group needs two announcers, one salesman. Experience or college work prerequisite. Pay commensurate with ability and character. Good opportunity to make progress. Contact Ed Carrell, WGAD, Gadsden, Alabama.

Due to expansion by the addition of fm, WJIG radio in Tullahoma, Tenn., needs an experienced am announcer. Send tape and resume to WJIG, Box 2139, Tullahoma, Tenn.

First phone announcer no maintenance. Experience necessary—salary open. Send photo, tape, resume, to J. F. Marzke, WJUD, St. Johns, Mich.

. . . we're growing, moving announcer to major market Here's your chance to join young progressive group; tight format, promotion minded. 1st ticket would help, but not necessary. WHAT, Hopewell, Va.

Personality dj for middle of road pop and standard music format. Fast, tight production. Send tape, resume, photo. Tapes returned. WRIG, 529 Third Street, Wausau, Wisconsin.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Ga.

Announcer-Combos needed. New 5000 watt full time directional Princeton, N. J. am station under construction. If you have 1st class ticket, want to work at class, non-rock station with exciting future. Contact: Herbert W. Hobler, 295 Mercer Rd., Princeton, N. J.

### Technical

Opening engineer-announcer—no maintenance. 500 watt daytime, \$275, send resume, tape. Box 979K, BROADCASTING.

5000 watter, East coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Wanted: A first class Radio-Television operator. Beginning salary between \$375-\$425 depending upon ability. Contact Mike Donovan, Box 727, Radio Station K-ANA, Anaconda, Montana.

Our chief engineer for the past seven years will get his degree from Kansas University in August. We want his replacement by July first, an experienced, qualified chief, who wants an engineering degree. Be our chief and attend KU. Write Arden Booth, KLWN, Lawrence, Kansas.

First class engineer, interested in some announcing, ideal weather in Hawaii. Jim Ownby, KNDI, Honolulu, Hawaii.

Transmitter operator first phone, am and fm, car necessary. WEOL, Elyria, Ohio.

### Production—Programming, Others

Program director or assistant manager wanted for top 40 station. Southeastern capital city. Must have five years experience. Family man preferred. Box 144M, BROADCASTING.

Creative copy writer to join radio-tv continuity dept. in major metropolitan station. Experienced writer with professional ability to produce saleable commercials desired. Send resume references, sample copy and photo to. Box 163M, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Farm Director for large coverage, adult-appeal station with strong farm emphasis. Experience helpful but not necessary. Send resume, tape, picture, salary requirements to Robert D. Hanna, KFRM, Salina, Kans.

Program director-announcer. Experience and judgement will determine amount of responsibility. Opportunity to write editorials if qualified and to express self in programming within certain controls. Good sounding station now, want to keep it that way. Lovely recreational and university community. Lowell Jack, KMAN, Manhattan, Kans.

Northern California 5 kw needs full time news director. Completely equipped department includes mobile broadcast units and airplane for coverage. Accent on local news, salary open. Address resume and tape with full particulars to: Frank McLaurin, KSRO, P. O. Box 1597, Santa Rosa, California.

Radio writer—fulltime in agriculture college at Cornell, recent graduate, under 30, agricultural background helpful, start \$5900. Contact L. W. Kaiser, Roberts Hall, Ithica, N. Y.

### Situations Wanted—Management

Here's a 3 year record: 1960 from scratch, made 17,000 on straight commission as salesman. In 5 months as sales manager, increased monthly gross from 12,000 to 30,000. First quarter 62 personal billing averaged 2,500 weekly. Over \$240,000 in local sales last 9 months. Station rated last in market of 350,000 with 9 competitors. Successful showman, innovator, believer in visuals. All statements verified with company record. Have brand new sales idea for you. Box 62M, BROADCASTING.

Man completely experienced in all phases of radio including management, news and sports, with first phone, looking for opportunity to move into No. 2 spot at good operation. Upon completion of satisfactory probation period would like opportunity to buy into station. Best credit and work references. Box 118M, BROADCASTING.

Need a manager with 20 years experience? Executive who knows sales, programming and promotion? I'm 40, family man, top references, available immediately. Write Box 134M, BROADCASTING.

Spring has sprung! 2 Bears just burst forth from their dens! 2 big energetic, astounding, rambunctious, salesmen. Street or studio, we can sell. We've been hibernating in the Northwoods. Now we're ready to unleash our lean and hungry fury upon the civilized world. In our 20's, hungry as bears, twice as tough. 25 hour days are our meat. Experience; berrypicking to management. We're tired of eating peanuts and the mama bears and cubs are hungry too. Prefer Mid-west trout stream but will accept best offer. Hunter with the best lure gets us, so set your trap now. Box 142M, BROADCASTING.

Currently sales manager. Want complete responsibility as manager. Successful personal sales and 12 years overall management. Financially responsible, mature family man. Finest owner, media references. Area \$10,000. Box 152M, BROADCASTING.

Ex-manager, 10 years sales, administrative, programming experience seeks medium market in native south. Trade work and ideas for permanent opportunity. Box 154M, BROADCASTING.

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

Successful with all phases. Married, College grad, 28, 3 years with present organization. Aggressive salesman ready to produce sound and \$ for you. Box 177M, BROADCASTING.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first in your market. All labels, all artists. Mailings 3 times weekly. 10 day trial, no obligation. Write: T R. Productions, 830 Market, San Francisco, Calif.

## Situations Wanted—(Cont'd)

### Sales

National sales director — major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Top 50 market salesmanager wishes to relocate. Eight years experience. Excellent sales record through knowledge of radio. Wanting large market sales management or medium market station management. Write to: Box 149M, BROADCASTING.

### Announcers

Announcer-DJ—Steady, dependable mature sound. Experience, married — Negro. Box 835K, BROADCASTING.

15 Years experience. Announcer-engineer. 1st phone, 35, married, white, employed. Want change. All replies answered. Box 145M, BROADCASTING.

California west coast—bright, smooth and swinging. Four years format experience. Strong in production. Currently in medium S.E. market. Draft exempt. Want to get married but need more money. Box 148M, BROADCASTING.

Experienced announcer, some knowledge of programming, desires relocation North or South Carolina. Married, expecting first child. Box 150M, BROADCASTING.

Attention Minnesota, Wisconsin. Announcer-1st phone. Experienced, available June 26, Box 151M, BROADCASTING.

Northeast only. Humorous personality plus news. Veteran, 3 years experience. Box 155M, BROADCASTING.

Experienced 1st phone maintenance. Midwest region Box 160M, BROADCASTING.

One man kiddies show. High rating, guaranteed salable. Available in two weeks. Write Box 159M, BROADCASTING.

10 years as gimmick and humor morning man. Want bigger market. Will boost ratings. Can also do play-by-play sports. Tape and resume. Box 102M, BROADCASTING.

Experienced announcer, c&w and straight. Go anywhere. Box 105M, BROADCASTING.

Bright, young, morning man; tight board; good ideas; 5 years experience. Looking for permanent position with middle of the road station. Box 110M, BROADCASTING.

Young, bright and promising dj announcer with Broadcasting School training, currently with fast paced small market station in Florida. Would like to move up to medium or major market. Air check and resume on request. Box 113M, BROADCASTING.

First phone—good air sell—tight production—five years experience—excellent references—Minnesota, Iowa, Wisconsin only. Box 112M, BROADCASTING.

Announcer, 40, family man, desires change. 15 years radio, tv experience at 50,000 watt station. Emcee, news, interviews, commercials, etc. Prefer Southeastern U. S. or Texas. \$300 wk. Box 115M, BROADCASTING.

Announcer-dj. Authoritative newscaster—tight board—not a prima donna—not a floater. Box 116M, BROADCASTING.

How's this for a stereotype—4 years announcing, dj., tv (booth & on camera), college. I'm interested. Are You? Box 117M, BROADCASTING.

Bright, happy, professional dj, now available. 8 years experience, married, dependable, references. I get results. Currently making \$675 per month. Box 122M, BROADCASTING.

Night personality, 14 yrs. exp., radio-tv interviews—play-by-play. Soft sell, intimate delivery for good music program. Married, children, veteran. Presently top night program, medium 5 station market. Desire major eastern market. \$700 minimum. Air check, resume or personal interview. Box 123M, BROADCASTING.

First phone announcer—five years experience . . . married. Presently employed in Florida. Box 126M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

25 year old disc jockey completing military obligation end of July—desires employment in New York, Pennsylvania area—audition tape and resume upon request—salary requirements \$85 per week. Box 124M, BROADCASTING.

"Swing sound" is my beat. Eleven years experience. Solid, versatile. Best references. Box 128M, BROADCASTING.

Available immediately—experienced "happy personality" dj, announcer. Tight board. Not a floater or screamer. Tape available. N.Y.C. ULster 4-3585. Box 135M, BROADCASTING.

DJ; resonate voice; fast board; experienced, reliable, want permanent position. Box 136M, BROADCASTING.

Negro announcer, presently employed Chicago area. Desire relocation with opportunity anywhere. Box 140M, BROADCASTING.

Announcer grad.—1st phone—seeks start. Northeast preferred. Adv. Sales experience. Box 173M, BROADCASTING.

Southwest. Must relocate in warm, dry climate. Seven years in radio. (Four years in same place.) 29 yrs. Married. Will gather, write and broadcast news, or air "good music" programs. Box 175M, BROADCASTING.

Have been off the air for several months and am rusty. An excellent major market announcer with 8 years experience will be yours if you'll accept a tape with the above mentioned condition. Will go anywhere, but no formats. \$115 minimum. Box 178M, BROADCASTING.

First phone, Degree, good voice, sales. Wants job. Box 180M, BROADCASTING.

First class ticket, pleasant voice. School teacher desires summer job. Very reliable. Box 181M, BROADCASTING.

Top 40 disc jockey—HSG, college training, 19, and single. 3 months experience and a real swinger. Box 186M, BROADCASTING.

Versatile negro announcer with radio and tv degree will travel. Bill Richmond, 1314 W. 8th St., Charlotte, N. C.

Announcer, 2nd phone, good newscasts. 1½ yrs. commercial & AFRS-tv announcing, and production experience. Jr. college graduate, 24, service complete, tape, pix, resume. Calif. Nev. Arizona only, Norm Colwell, 2443 Broad St., San Luis Obispo, California. LI 3-7453.

Single market: First phone deejay. Johnny Bowles, 447-2779, Louisville, Ky.

Jim Dougherty, 103 Middle Road, Muscatine, Iowa. B.A. Experienced. 3rd.

### Situations Wanted—Technical

Chief engineer — experienced am/fm construction — maintenance — directional-proofs to 50kw. Box 100M, BROADCASTING.

Chief-combo, strong announcing, experienced up to 50 kw. \$125. Box 125M, BROADCASTING.

Engineer with announcing experience. Good technical background. Am single in mid-twenties. Will take best offer. Box 129M, BROADCASTING.

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Combo—17 years staff and chief experience. Florida or southeast. Box 139M, BROADCASTING.

Chief, 20 years experience, seeks permanent home. Prefer stable operation with lots of technical problems. Box 165M, BROADCASTING.

Engineer, first phone, good on maintenance am, fm announcing experience. Desires job with future. 110 Minimum. Box 166M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Technical

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopp, Box 6876, Towson, Maryland. Phone 821-9420.

Have car—will travel, work for peanuts. Good on maintenance—tight board, college. Desire experience. Box 109M, BROADCASTING.

### Production—Programming, Others

Program Director top 50 market. Number one station—personal Hooper 50% share. Move to larger market imperative. Box 70M, BROADCASTING.

Programming-promotion—Professional announcer looking for program position at progressive operation or station needing format overhaul and ideas. Sales-budget minded. Know music, news, station administration. College. Ten years experience first station top ten market. Box 82M, BROADCASTING.

Spark plug—Spark plug. Sagging ratings? I have leadership, experience, ideas. Also do top air show. Looking for new challenge. Top references, I get the points. Box 121M, BROADCASTING.

Free! Modern Jazz Show! Taped daily, weekly! Further information. Box 156M, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

General Manager for KWVL-TV, NBC outlet for Cedar Rapids-Waterloo, Iowa. This position calls for emphasis on local-regional sales. Excellent top management position for the right party.

Top executive position in multiple ownership operation to head national sales for two TV stations. Excellent opportunity for person with national background. Box 961K, BROADCASTING.

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Independent Fresno area TV with unlimited growth potential has opening for two young, aggressive salesmen, with option to produce and/or announce what you sell, depending on ability. Rates slightly above radio. Write or contact Harold Gann, KDAS-TV, Box 321, Hanford, Calif.

### Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

TV staff announcer wanted at group owned midwest station. Base plus talent with paid medical insurance—contact Program Director, WANE-TV, Fort Wayne, Indiana.

Announcer-director. Modern television production center has opening for versatile man who is a proven professional announcer as well as capable director. Send complete resume, tape picture. WSAV-TV, Savannah, Ga.

### Technical

South Florida VHF has opening for first class licensed man. Box 949K, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Fresno area TV needs combination board operator-announcer with 1st class ticket. Remote controlled film system. This job easier than disc-jockeying. \$125 per week start. Contact Harold Gann, KDAS-TV, Hanford, Calif.

## Help Wanted—(Cont'd)

### Technical

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

Permanent positions in expanding operation and new studio construction. Maintenance experience extremely important. Also have opening in microwave system maintenance. For application write, or send complete resume with salary required, to Chief Engineer, KOAT-TV, 122 Tulane Se., Albuquerque, N. M.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Experienced maintenance supervisor needed for TV-AM-FM. Installation experience desirable. Include salary requirement with resume. Reply to Jim Garner, Chief Engineer, KLRJ-TV, P. O. Box 550, Las Vegas, Nevada.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGBH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

### Situations Wanted—Management

Experienced national and regional salesman with excellent New York agency-advertiser-network contacts wishes station job in national capacity. Background includes experience with agency in top ten, hard selling with leading national representative firm in N. Y. and local station programming. College graduate with major in tv, married, one young child. Army service behind me. Salary secondary to opportunity with progressive management. Solid references. Available immediately. Box 77M, BROADCASTING.

### Sales

Newsman. 17 year background. 11 years radio-TV news. Call 925-5488, collect today, or write: Box 161M, BROADCASTING.

Sales manager—nine years experience local, regional, top producer desires change. Box 167M, BROADCASTING.

### Technical

College graduate, draft free. Seeks production experience in small station. Box 147M, BROADCASTING.

### Production-Programming, Others

Station operations, or program manager. 13 years small, medium, large market tv experience commercial and public affairs program development, film buying, personnel, sales, administration, reps, networks, promotion, FCC requirements. Dependable, personable, mature. Available immediately. Excellent references. Salary negotiable. Box 103M, BROADCASTING.

Female personality, midwestern accent, ad lib, interviews, news, modeling. Produced own radio and tv show with live audience, sales. Box 131M, BROADCASTING.

Director-producer, seven years tv, twelve years live theatre, college, advertising, sales, psychology. Box 132M, BROADCASTING.

Golden mike award winner for excellence in teenage programming soon available to produce-host your television dance program. Outstanding good taste, youthful appearance, intelligent-mature attitude, commercial approach enables this 10-year broadcast veteran to gain respect, admiration of teens, parents, community. Interested in large market prestige station who's searching for clean-cut personality to complement station image. Personal interview preferred. Box 133M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Production manager—operating manager, 10 years experience plus broad scope of programming desires to re-locate in west or southwest. Box 138M, BROADCASTING.

Program director—announcer-newsman experienced with tv & am station operation, all phases. University grad, 32 and married. Could invest. Willing to work up to position. Top references, California preferred. Will be on West Coast June 15-30. Box 141M, BROADCASTING.

Young producer—director. President of Independent film corporation—27, 7 years experience, college degree—ready to go in any capacity in tv or film production. Box 174M, BROADCASTING.

## WANTED TO BUY

### Equipment

Console, used. Indicate model, condition, price, number of inputs, installation dimensions. Box 137M, BROADCASTING.

Wanted: Complete used studio & transmitting equipment, for 1 kw, fm station in Caribbean. Box 188M, BROADCASTING.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

### Stations

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

I'm interested in a local station in the south or east—one or two station mkt. No brokers. Must be billing at least \$7,000 monthly. Send details, first letter. Anxious to move fast. Box 78M, BROADCASTING.

## FOR SALE—EQUIPMENT

Large screen tv projector—RCA PT-100. Excellent condition—portabalized—original cost \$20,000—bargain at \$7,950.00. Gives brilliant picture up to 35 ft. wide. Box 99M, BROADCASTING.

To move fast: 4 bay Andrew antenna now tuned to 94.9 mc \$350. 11, 20 foot sections 1½" Andrew teflon transmission line (in use 6 months). \$450, Box 164M, BROADCASTING.

FM station owners! Complete multiplex-stereo automation system with 18 hour per day popular music programming service available at a price you can afford! Sounds great too! Write for information: Box 176M, BROADCASTING.

Two GPL 16mm Kinescope recorders—one 35mm Kine Camera. All top condition. Box 185M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahatche, Tex. WE 7-1390.

Multiplex Monitor. Nuclear Electronics model no. 114. Original cost \$1195. Like new. First check for \$650 takes it. WEAW, 1700 Central St., Evanston, Ill.

Used but servicable 16mm synchronous tv projector. Will consider any mfr. W. E. Garrison, WFBC TV, Greenville, S. C.

TK11 RCA Camera chain, now operating RCA 33B and 280D power supplies. Excellent condition. Best offer. WSAU TV, Wausau, Wisc.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; ½" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N. Y. C.

## FOR SALE

### Equipment

For sale . . . used steel towers. 2—225 ft.—self supporting; 3—204 ft.—guyed. Condition—good. For information write to: Makay Radio & Telegraph Co., Box 6, Brentwood, New York, att: H. M. Nichols.

Tapes. 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

CUE-AMP brand new Gates, never been plugged in. Price \$100.00 PBS Services, P. O. Box 4210, Washington 12, D. C.

### INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

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.

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.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

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.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

### MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—\$7.50 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Phone 301-766-0766.

## RADIO

### Help Wanted—Management

#### MANAGER WANTED

Position open for experienced radio station manager in Denver, Colorado—5000 watt, 710 frequency, KBTR—affiliated with ABC and Intermountain Networks—owned and operated in conjunction with KBTV by Mullins Broadcasting Co. The man who will fill this position probably has at least five years managerial experience; is presently employed; is seeking to better himself. Apply to: Gil Lee, assistant to the president, KBTR-KBTV, phone, 266-3601, 1089 Bannock Street, Denver, Colorado.

### Sales

#### EXECUTIVE SALESMAN

\$30,000 TO \$40,000 PER YEAR CALIBRE

LEADING PRODUCTION COMPANY NEEDS A THOROUGHLY EXPERIENCED SALESMAN WITH A BACKGROUND IN RADIO OR TELEVISION. POSITION ENTAILS TRAVELING FOR THE PURPOSE OF WORKING WITH LOCAL RADIO STATIONS AND MAKING TOP LEVEL PRESENTATIONS TO THEIR CLIENTS.

DRAW VS. COMMISSIONS

#### AUDIO IMAGES

1650 BROADWAY, N.Y.C. PL 7-7893

*Small market station managers and sales managers:* Are you ready for the move to the big time? A growing radio chain is expanding its staff and we need top flight personnel. If you can sell, if you have management ability, send complete resume and picture to Box 2031, Huntington, W. Va. Personal interview will be arranged.

### Announcers

#### WANTED

CRACK RADIO NEWSCASTER/COMMENTATOR FOR AGGRESSIVE ADULT STATION IN ONE OF OHIO'S LARGEST MARKETS. MUST HAVE EXPERIENCE, EXTRAORDINARY ABILITY, GUTS, AND IMAGINATION WITH YEN TO EDITORIALIZE. SALARY OPEN. RUSH FULL INFORMATION, INCLUDING REFERENCES, PHOTO, AIR CHECK TO

Box 184M, BROADCASTING

### Technical

#### PERSONALITY PLEASE!

Must have metropolitan sound for 50 KW station in Florida. Good music format. Must be good production man. Daytime slot open for right person. Rush tape, photo and resume to:

Bill Colder  
Program Director  
WINZ  
Miami, Fla.

### Help Wanted—(Cont'd)

#### OVERSEAS OPPORTUNITIES EUROPEAN AREA

##### RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

##### PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

### Situations Wanted—Management

#### STATION MANAGER

EXPERIENCED, HAVE FIRST PHONE. HONEST AIR, PRODUCTION AND SALES KNOW-HOW. PREFER SINGLE STATION MARKET INTERMOUNTAIN AREA. Box 179M, BROADCASTING

### Situations Wanted—Announcers

#### DJ PERSONALITY

with one of nation's top chains, 26, married, 7 years experience, college degree, seeks radio or tv position in major or large medium market, modern station. WRITE FOR TAPE & RESUME TO BOX 168M, BROADCASTING. OR CALL 616-534-1762.

#### TOP-RATED

MORNING PERSONALITY IN NORTHEAST. DESIRES PERMANENT POSITION IN FLORIDA.

Box 119M, BROADCASTING

### INSTRUCTIONS

#### FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics, 303 St. Francis St., Mobile, Alabama.

### EMPLOYMENT SERVICE

**YOU'RE NEEDED**  
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U.S. MARKETS  
MIDWEST SATURATION  
Write for application NOW  
**WALKER EMPLOYMENT SERVICE**

Jimmy Valentine Broadcast Division  
83 So. 7th St. Minneapolis 2, Minn.  
Federal 9-0961

**TELEVISION**

**Help Wanted—Technical**

**ENGINEERS  
FIELD SERVICE**

The Dage Division of TRW is expanding its Field Service and R/D Groups to staff new programs on Dage's TV missile-monitoring systems and machine-tool tape controls.

**Engineers  
Field Service-Tv**

To carry out missile-site installation, maintenance and service on Dage closed-circuit TV missile-monitoring systems. Background in communications equipment, solid-state circuitry or broadcast electronics helpful. Requires EE Degree or equivalent experience and training.

**Tv Equipment  
Development**

Design and develop circuits and systems for closed-circuit TV cameras and equipment. Background in communications, broadcasting or general electronics desirable. EE and several years' related experience.

**Electronic  
Controls**

To design and develop solid-state circuits for machine-tool tape controls. Background in logic systems, computer design and storage units applicable.

Dage is a small, growth-type organization located in the vacationland of the Indiana Dunes on the shores of Lake Michigan.

Qualified applicants are invited to mail their resumes to W. G. Kirkwood, Box EM-211C, 23555 Euclid Avenue, Cleveland 17, Ohio.



**Production-Programming, Others**

**CENTRAL NEW YORK**

Television station looking for announcer, news background. Live on camera and booth work. Ability to write and present news essential. Send complete information including picture, resume and tape if available.

GORDON GRAY, WKTV, UTICA, N. Y.

**FOR SALE**

**Equipment**

**FOR SALE**

Collins KW-1 1000 watt A. M. transmitter in perfect condition. Reasonably priced.

E. L. WYLIE  
9621 OLD BONHOMME ROAD  
OLIVETTE 32, MISSOURI

**Stations**

**CENTRAL ILLINOIS  
EXCLUSIVE AM STATION**

IN CITY OF 14,000 AND  
COUNTY OF 40,000

Original owner (11 years); Beautiful Studios in Hotel at \$600.00 per year on 20 and 20 year lease. Transmitter site on long term lease at \$277.00 per year. In 11 years, never a losing month or year, in fact, never a month or year that good return not made. Average annual earnings exceeds \$25,000.00. Station has top reputation. Management and Sales always done by owner (Never made a deal, trade-out, or rate cut). Priced at \$190,000.00 cash. No brokers. Reason for sale: Owner has other radio interests which now require his attention. Write

Box 153M, BROADCASTING

Ala	single	daytime	\$ 85M	terms
Ky	single	daytime	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ca	metro	fulltime	137M	29%
Mass	metro	daytime	225M	terms
La	metro	daytime	135M	29%

and others: also newspapers & trade journals  
**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

**STATIONS FOR SALE**

CALIFORNIA. Full time. Metro area. Automated. Gross \$50,000. Asking \$100,000. 29% down.  
ROCKY MOUNTAIN. Daytime. Metro area. Gross over \$100,000. Asking \$150,000. 29% down.  
SOUTHWEST. Daytime. Gross average \$60,000 for past three years. Asking \$65,000. 29% down. Exclusive.  
ROCKY MOUNTAIN. Gross. \$42,000. Full time. Ideal trade area. Asking \$70,000. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

Tex. metro regional, absentee owned. 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM, \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over ¼ million yrly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ga. regional single f.t. \$75,000 with \$15,000 down—Fla. f.t. single \$45,000 with \$10,000 down—Fla. medium regional \$95,000—Fla. medium f.t. power \$175,000—Fla. medium regional \$145,000—Miss. single \$45,000—Tex. major regional \$200,000, just \$25,000, bal. 10 yrs. no interest! Contact: PATT McDONALD CO. Box 9266—GL 3-8080 AUSTIN 17, TEXAS

Continued from page 105

**Actions of May 21**

KTKT, Copper State Bestg. Corp., Tucson, Ariz.—Granted assignment of cp and license to Leland Bisbee Bestg. Co.

WBML Macon, Ga. — Granted license covering use of old main trans. as auxiliary day and as alternate main night at main trans. location; remote control permitted.

K06AG Moorcroft, Wyo.—Granted license covering cp for vhf tv translator station.

K09EN Hopp-Iliad, Mont.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KFBB (TV) (ch. 5) Great Falls, Mont.

KCMS Manitou Springs, Colo.—Granted cp to install new trans.; condition.

KCRS Midland, Tex.—Granted cp to install new trans. as auxiliary trans. at main trans. site.

WTNS Coshocton, Ohio—Granted cp to install new alternate main trans.; remote control permitted.

Granted licenses for following am stations: WXIV Windermere, Fla., specify studio location same as trans. and delete remote control; WOKC Okeechobee, Fla.; WQVA Quantico, Va.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WBML Macon, Ga.; WSGA Savannah, Ga.; WJBC Bloomington, Ill.; WALE Fall River, Mass.; WVIP Mount Kisco, N. Y., and change in DA pattern; WKBO Harrisburg, Pa.; WRAK Williamsport, Pa.; WHSC Hartsville, S. C.; WBIR Knoxville, Tenn.

Granted licenses covering use of old main trans. at present location of main trans. for auxiliary purposes only for fol-

**For Sale—Stations—(Cont'd)**

**GUNZENDORFER**

ARIZONA. \$10,000 down. Single Station fulltime. Asking \$73,000. "A GUNZENDORFER Exclusive."  
OTHER AM'S—WYOMING, \$100,000. CALIF., \$115,000; WASH., \$36,000. OTHER FM'S—CALIF., \$165,000, \$60,000 and \$25,000.

**WILT GUNZENDORFER  
AND ASSOCIATES**

Licensed Brokers Phone OL 2-8800  
8630 W. Olympic, Los Angeles 35, Calif.

**NEVADA**

Top fulltime in a top Nevada market. \$150,000 plus potential. No money down to buyer who will loan corporation \$50,000. Attractive price and terms.

Box 904K, BROADCASTING

**MISCELLANEOUS**

**MOVING?**

**SEND FOR BOOKLET**

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,  
Burnham Van Service,  
1634 Second Avenue,  
Columbus, Georgia

lowing stations: WHSC Hartsville, S. C.; WALE Fall River, Mass.; WBIR Knoxville, Tenn.

■ Granted licenses covering installation of new trans. for following stations: WYAL Scotland Neck, N. C.; WMVA-FM Martinsville, Va., and increase in ERP.

WPET Greensboro, N. C.—Granted renewal of license.

#### Actions of May 18

WDUN-FM Gainesville, Ga.—Granted cp to increase ERP to 14 kw; change ant. height to 580 ft.; conditions.

KANE, New Iberia Bcstg. Co., New Iberia, La.—Granted assignment of license to New Iberia Bcstg. Inc.

\*WETN(FM), The Trustees of Wheaton College, Wheaton, Ill.—Granted license for a non-commercial educational fm station; remote control permitted.

K7ZAG John Day, Oregon—Granted license to operate uhf tv translator station on ch. 72; rebroadcast station KBOI-TV.

WNOK Columbia, S. C.—Granted license to use old main trans. at present location of main trans. for auxiliary purposes only; remote control permitted.

WKNY Kingston, N. Y.—Granted license to use old main trans. as auxiliary trans. at main trans. location; remote control permitted.

WPLK Rockmart, Ga.—Granted license to use old main trans. at present location of main trans. for auxiliary purposes only.

WPAD Paducah, Ky.—Granted license to use old main trans. at present location of main trans., as an alternate main trans.-nighttime and auxiliary trans.-daytime; remote control permitted.

WBLY-FM Springfield, Ohio—Granted license covering change in frequency and ant. height.

WPLM Plymouth, Mass.—Granted license covering changes in daytime DA pattern.

WORC Worcester, Mass.—Granted license covering installation of broadcast trans. at main location for auxiliary purposes only.

WFPG Atlantic City, N. J.—Granted license covering change in ant.-trans. location; make change in ant. and ground system; and change type trans.

K08DP, K10EB, K12DH Holden, Utah—Granted mod. of cps to change principal community to Holden and Scipio, Utah; trans. location; make changes in ant. system; and change type trans.

KHER Santa Maria, Calif.—Granted mod. of cp to change type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WPAD Paducah, Ky., remote control permitted and specify type trans.; WATZ Alpena, Mich.; WKNY Kingston, N. Y.; WMRN Marion, Ohio; WSTV Steubenville, Ohio.

■ Granted licenses covering installation of new trans. for following stations: WAYL (FM) Minneapolis, Minn.; WVKO Columbus, Ohio; WTUX Wilmington, Del.; WEAQ Eau Claire, Wis.

■ Granted licenses for following vhf tv translator stations: K13AH, K11AC, Inkom Tv Assn., Inkom, Idaho; K11AL, K09AI Las Vegas Tv Translator Assn., Las Vegas, N. M.; K07AC, K09AD, Newcastle Tv Assn. Inc., Newcastle, Wyo.; K11AR, K09AR, K07BD, Odessa Tv Club, Odessa, Wash.; K11BK, Green Mountain Tv Assn. Inc., Blue River Valley, Williams Fork Valley, Troublesome Creek and Kremmling, Colo., condition; K07BW, Art Hibbs, Westcliffe, Colo.; K10AT, Howard Tv Club, Howard, Mont.; K08BI, Osage Tv Assn. Inc., Osage, Wyo.; K11AD, Loma Tv Club, Loma, Mont.; K12AA, Troy Non-Profit Tv Assn., Troy, Mont.; K10AG, Hettlinger Tv Assn., Hettlinger, N. D.; K08AA, Wyodak Tv Assn., Wyodak, Wyo.; K10AA, Baker Tv Booster Inc., Baker, Mont.; K04AB, Gillette Tv Assn., Wyodak, Wyo.; K04AK, Quinn River Tv Maintenance District, McDermitt, Nev.; K12AI, Better Tv Assn. Inc., Sisseton, S. D.; K08AM, Buffalo Tv Assn., Buffalo, S. D.

WDUN-FM Gainesville, Ga.—In addition to change in ERP and ant. height announced May 12 in Report No. 4197, the cp grant included change in frequency from 103.9 Mc to 106.7 Mc, installation of new trans. and new ant.

WVOE Welch, W. Va.—Granted authority to sign off at 7:45 p.m. for period ending Sept. 1, except for special events.

KNOG Nogales, Ariz.—Granted authority to sign on at 7 a.m. and sign off at 7 p.m. for period ending Sept. 15.

#### Actions of May 17

WAGY-FM Forest City, N. C.—Granted cp to increase ERP to 20 kw and install new trans.

KVOD, Holiday Bestrs., Albuquerque, N. M.—Granted assignment of licenses to

Wentronics Inc.

KSFE, James Parr, Needles, Calif.—Granted assignment of license to James Parr and Darwin Parr.

KCLA Pine Bluff, Ark.—Granted license to use old main trans. at present location of main trans. for auxiliary purposes only.

KPOL Los Angeles, Calif.—Granted license covering installation of old main trans. as an auxiliary trans. at main trans. location.

WICE Providence, R. I.—Granted license covering changes in daytime DA pattern.

KIUN Pecos, Tex.—Granted license covering change in trans. location (not ant.); make changes in ant. system and ground system; installation of new trans.

KCOH Houston, Tex.—Granted license covering changes in ant. and ground systems.

KSRO Santa Rosa, Calif.—Granted license covering increase in power and installation of new trans.; change in ant.-trans. and studio locations; change in DA system and ground system; remote control permitted while using non-DA; condition.

WKAP Allentown, Pa.—Granted license covering increase in daytime power and installation of a new trans.; change from DA-N to DA-2; change in ground system.

KTXR(FM) Springfield, Mo.—Granted mod. of cp to change type trans. and type ant.; condition.

■ Granted licenses for following am stations: KKin Aitkin, Minn.; KPIR Eugene, Ore., and specify trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KPOL Los Angeles, Calif., and change to DA-2; WHIR Danville, Ky.; KIUN Pecos, Tex.

■ Granted licenses covering installation of new trans. for following stations: KHAR Anchorage, Alaska; KLWT Lebanon, Mo.

KSHE(FM) Crestwood, Mo.—Granted cp to change type trans.

KGAS Carthage, Tex.—Remote control permitted.

#### Actions of May 16

WSET, Vacationland Bcstg. Corp., Glens Falls, N. Y.—Granted transfer of control of Olean Bcstg. Corp., majority stockholder (80%) of licensee corporation, to (1) Donald W. Merriman (now 50% owner) through surrender of 10% stock each by Herman C. Mosch, J. C. Gleason, F. Kenyon Reed and Daniel S. Souders, and (2) from Mr. Merriman to Haut's Cookie Shops Inc., of Olean, N. Y., for consideration of \$3,480 and assumption of \$1,880 bank note.

WAEZ(FM), Southern Bcstg. Inc., Miami Beach, Fla.—Granted license for new fm station; specify type trans.

WKSC, Kershaw Bcstg. Corp., Kershaw, S. C.—Granted license for am station.

KACL, Riviera Bcstg. Inc., Santa Barbara, Calif.—Granted license for am station; specify studio location and remote control point.

WNOR Norfolk, Va.—Granted license covering change of auxiliary-alternate main trans. to main trans. site; remote control permitted.

WBCK Battle Creek, Mich.—Granted license covering increase in daytime power; install new trans.; make changes in DA system and specify trans.

KAZZ(FM) Austin, Tex.—Granted license covering change in ant.-trans. and studio location, installation of new ant. and changes in ant. system; change in ERP and ant. height.

WBEL-FM South Beloit, Wis.—Granted extension of completion date to July 16.

■ Granted licenses for following uhf-tv translator stations: K75AU, K78AU, Maupin Tv Corp., Maupin, Ore.; K78AN, K74AX, K70BP, Nor-Sis Tv Corp., Yreka and Weed, Calif.; K78AW, K82AN, Carroll Area Tv Inc., Carroll, Iowa; K70BF, City of Douglas Translator Committee, Douglas, Ariz.; K77AP, Umatilla Rural Tv Inc., Rural Area near Pendleton, Ore.; K70CJ, K74BI, K80BB, R. F. Edouart, Trancas, Calif.; K81AK, K76BF, Translator Tv Unlimited Inc., Aberdeen, Hoquiam, Montesano and Central Park, Wash.; K75AW, Phillips County Tv Assn. Inc., Parts of Phillips County, Mont.; K82AM, Hawaiian Bcstg. System Ltd., Waimea, Kua, Hawaii; K70CI, Columbus Lion's Club, Columbus, N. D.; K72BI, Williams-Ash Fork Associated Tv Committee, Williams, Ariz.; K74BK, Community Tv Project, Globe and Miami, Ariz.; K70CL, Cowles Magazines and Bcstg. Inc., Fort Dodge, Iowa; K76BG, Golden Empire Bcstg. Co., Chester, Westwood and Greenville, Calif.; K70CP, KDAL Inc., Grand Marais, Minn.; K71AX, Esmeralda County Tv District, Fish Lake Valley Div., Fishlake

Valley, Nev.; K77AI, Redwood Tv Improvement Corp., Redwood Falls, Minn., and to show primary rebroadcast station as KSTP-TV; K76BH, Bishop Translator Service, Bishop, Calif., and to specify type trans.

■ Granted licenses covering installation of new trans. for following stations: KTFY Brownfield, Tex.; WOOD Grand Rapids, Mich.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WLAG LaGrange, Ga.; WSOY Decatur, Ill., and specify type trans.; KSNY Snyder, Tex., and specify type trans.

■ Granted cps for following new vhf tv translator stations: The Key Club of Dunsuir on ch. 2, Dunsuir, Calif., to translate programs of KMED-TV (ch. 10), Medford, Ore.; Community Tv System on chs. 12, 4 and 2, Gatlinburg, Tenn.; WTVK (TV) (ch. 26), WBIR-TV (ch. 10) and WATE-TV (ch. 6), all Knoxville, Tenn.; conditions.

#### Action of May 14

KROC Rochester, Minn.—Remote control permitted.

#### Rulemakings

■ Commission invited comments to proposed rulemaking, based on petition by U. of Vermont, which would (1) reserve for educational use \*ch. 49 in Rutland and \*ch. 30 in St. Johnsbury (now commercial in those cities); (2) shift reservation from \*ch. 16 to \*ch. 22 in Burlington, and (3) assign \*ch. 26 to Windsor by deleting that commercial channel from Hanover, N. H., and New London, Conn. Vermont now has only one channel (uhf \*ch. 16) reserved in that state, and petitioner stated that engineering planning under Ford Foundation grant discloses need for at least four reservations for statewide educational system. Action May 23.

#### PETITIONS FILED

Sec. 3.606: William H. Porter, Syracuse, New York (5-10-62)—Requests amendment of rules so as to allocate uhf ch. 22 to Salisbury, Md., by deleting it from Cambridge, Md., and substituting ch. 32 at Cambridge, Md., in lieu thereof. Ann. May 18.

Sec. 3.606: The National Educational Tv & Radio Center, Washington, D. C. (5-11-62)—Requests amendment of rules so as to assign ch. 53 to Hempstead, N. Y. and reserve it for non-commercial educational use, and also to assign either ch. 26 or ch. 75 to Riverhead, N. Y. Ann. May 18.

Sec. 3.606: Triangle Publications Inc. (WLYH-TV), Lebanon, Penna. (5-11-62)—Requests amendment of rules so as to reallocate ch. 15 from Lebanon to Lancaster-Lebanon, Pa., and issuance of order to show cause as to why petitioner's license for WLYH-TV should not be modified to specify Lancaster, rather than Lebanon, Pa., as station location. Ann. May 18.

Sec. 3.606: M. F. Coddington, State Superintendent of Public Instruction, State of South Dakota (5-14-62)—Requests amendment of rules so as to reserve vhf ch. 10 at Pierre, S. D. for non-commercial educational use, and reallocate vhf ch. 11 to Rapid City, S. D., on reserved basis. Ann. May 18.

Part 11.544: Alabama Educational Tv Comm., Birmingham, Ala. (5-16-62)—Requests amendment of rules so as to make available 1850-1990 mc. frequency band for interconnecting non-commercial educational broadcast and closed circuit relay use. Further proposed that these frequencies be made available for joint use with the presently allocated STL services without necessity of making individual showings that it is not feasible to utilize frequencies above 10,550 mc. Ann. May 18.

Sec. 3.21, Sec. 3.25: John Prole Broadcasting Inc. (KBIG), Avalon, Calif. (5-16-62)—Requests amendment of Secs. 3.21 and 3.25 of rules by adding to sub-section 3.21(a) (2) (iii) following sentence: "The class II-D station operating daytime only on 830 kc at Avalon, Calif., shall be limited to a trans. power of 10 kw," and by inserting after sub-section 3.25(a) (5) (ii), following sub-section: "3.25(a) (5) (iii) On the ch. 830 kc, a daytime only class II station located at Avalon, Calif." Ann. May 18.

Sec. 3.606: Midcontinent Bcstg. Co., Sioux Falls, S. D. (5-16-62)—Requests amendment of rules so as to allocate ch. 11+ to Rapid City, S. D. or, in alternative, to allocate ch. 12 to Rapid City, S. D., and ch. 11+ to Lead, S. D., on condition that trans. for ch. 11 at Lead be located at least 60 miles from trans. sites of KOTA-TV and KRSD-TV Rapid City, S. D. Ann. May 18.



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## A television station should be a chamber of commerce

Tom Gilchrist is what might be called television-saturated. This executive vice president and general manager of WESH-TV Daytona Beach, Fla., lives and thinks television from dawn to midnight.

He talks television for breakfast and dinner, and then mixes tv viewing with an open attaché case in the evening. "He even talks television in his sleep," Mrs. Gilchrist says.

On weekends he likes to hop in his 18-foot twin-motor boat and set up a barbecue rig on a neighboring island. It would surprise nobody if he were to pore over a stack of papers under a shade tree while the chicken turned on the spit.

And he topped off his television mania last year by taking his bride, the former Betty Langdon, to Washington where they honeymooned at the NAB convention.

This busy executive believes he's got a valuable property to operate and he gives it everything he's got.

**Highly Mobile** ■ Tom Gilchrist is a man of contrasts. He has a keen sense of humor and a loud laugh that resounds through the corridors. Yet his brow is constantly puckered and he'll often forget to laugh because his churning mind may be seconds or minutes ahead of what's going on at a particular moment.

His reactions are hair-triggered and often blunt. He can't wait to get something off his mind, and the mobile phone in his car is one of the busiest on the Daytona Beach exchange.

Because Orlando, also part of the booming Central Florida market (which is now rated about 40th among tv trade areas), is 50-odd miles from Daytona Beach, he makes constant use of private planes to quicken the trip to the Orlando studio and office. And he loves to show visiting businessmen the fast growth of the major cities and industries from the vantage point of an airplane.

This six-foot, highly mobile executive is nearly obsessed with the duty of a tv station to promote its market. "The station should be more of a chamber of commerce than the local chambers," he contends. And he acts on this belief by making speeches to organizations all over Central Florida. He likes to invite audience questions to find out public reaction.

Here is another anomaly of the Gilchrist personality: he believes in civic and business organizations but simply can't find time to belong to them. But he insists that WESH-TV be in the

middle of activity in the growing cities of the market. Orlando is among the five fastest growing U. S. markets, he points out; Brevard County (Cape Canaveral) has multiplied five times since 1950 and Daytona Beach (naturally he calls it "The World's Most Famous Beach") has doubled in a decade.

All this growth causes problems, and Tom Gilchrist sees them as part of the responsibility of WESH-TV. Hence the regular policy of editorializing by this station, which is operated by the John H. Perry newspaper group.

Actually, Tom got into editorializing by accident. Last Memorial Day (1961) he decided to do an editorial to fill the spot normally devoted to stock market reports. The subject was a hot one and he hit it hard.

At that time a bill pending in the Florida legislature would have banned alcoholic-beverage advertising in newspapers but allow it in most other media if placed by an out-of-state advertising agency. This struck Tom as unfair, unconstitutional and uncouth. He said so on the air and response was good. That put him in the editorializing business. He writes and voices all editorials, contending they're the responsibility of management. Incidentally, the ad bill was defeated.

About six months later he got into another liquor situation when he endorsed a campaign to allow Daytona Beach liquor-selling places to stay open on Sunday. The city consists of a half-dozen blended municipalities, four of which had open bars on Sunday. The

result was annoying to Daytona Beach's vast concentration of hotels and business places—dives within walking distance were prospering Sundays and they weren't. The campaign was successful.

**Daytona Pilgrims** ■ A few weeks ago Tom editorialized with words of praise for local police and civic leaders who had served as host to the Easter pilgrimage of college students, no longer welcome at Fort Lauderdale. Daytona Beach took a calm look at the pilgrimage many months ago and decided to use an adult approach. The kids came, bunked six to a room, congregated on the wide beach, drank beer and Cokes, enjoyed entertainment supplied by the city, got a little too enthusiastic at times but generally behaved in a normal student manner. WESH-TV approved, in general, and said so.

Tom is a tv news enthusiast. "It's one thing local stations can do on an equal basis with networks and films, by covering local and regional events," he contends. He believes news must be regularly scheduled, avoiding frequent changes in news personalities.

A Florida native (born Dec. 29, 1914), Tom has spent much of his adult life in the state. After public school in Georgia, he entered radio at WGST Atlanta as a \$7-a-week announcer in the '30s, a job that opened when Bert Parks left to try his luck in New York. He sold cars, worked at a naval stores plant and ran an oil terminal at Brunswick, Ga., getting back into radio in 1939 at WMOG Brunswick.

In 1942 Tom entered the Perry organization at WPMC Ocala, Fla., rising from announcer to manager. After a decade he was sent to operate WJHP-TV in Jacksonville. This uhf outlet, with a reputed 90% conversion, was getting into the black but when a second vhf outlet was granted, Mr. Perry closed the station.

Tom believes the main reason God gave man a voice was to sell—entertainment, enlightenment and products. He's critical of broadcasters who turn "chicken" at federal pressures; scoffs at tv producers who get so arty they're beyond the masses, and scorns "intellectuals" who think anything they don't like is junk. He talks like an extrovert but actually is an introvert with an introspective approach.

"You can't cram culture and education down the public's throat," he contends.

When he hears a shallow criticism of tv, he'll say, "Just compare the average day's programs with those 10 years ago."



WESH-TV's Gilchrist  
Television-saturated

The squeeze on spots

THE current commotion over product protection was inevitable. Simple arithmetic and the laws of probability dictate that as the number of television's customers increases, the amount of time that may be placed between competing customers becomes shorter.

For the last few years it has been standard practice for tv broadcasters to try to separate commercials for directly competing products by 15 minutes. That is what's left of what once was 30-minute and even 60-minute protection, and there are few broadcasters who cannot testify that the 15-minute standard has now become fully as unmanageable as the longer periods were when they succumbed.

The crowning blow, of course, has been the rise of the participation or "spot carrier" programs on the networks. When a network program carries multiple advertisers promoting multiple products and their commercials are rotated through the program from week to week, the network affiliate has only the remotest chance of finding adjacency prospects that will not conflict, sooner or later, with products in the network show.

In these circumstances many stations have, by their own admission, quietly accepted the impossibility of giving 15-minute protection and have let their standards slip—without telling agencies. What is new, and what stirred up the ruckus, is that Westinghouse Broadcasting formally announced that it is cutting 15-minute protection to 10, and will guarantee no protection at all adjacent to network spot-carriers. To which Ted Bates & Co., spot tv's biggest agency, replied that it would recommend that its clients do no further business with WBC stations or any others that renounce the 15-minute standard (BROADCASTING, May 21).

Agencies and advertisers understandably want all the protection they can get. But few of them appear as determined as Bates. Many agree, privately, that protection on the old standard is probably unfeasible. And it is clear, too, that if agencies themselves had not encouraged buying practices that complicate television's accommodation of their competitors, then the protection problem would be far less pressing.

Television is too potent a sales medium to be judged solely on whether it does or does not grant 15 minutes of separation between commercials for competing products. We cannot believe that Bates or any other knowledgeable agency or advertiser will persevere in making decisions solely on so narrow a basis.

Product protection is an ancient and honorable institution, but it is not essential to advertisers. This has been demonstrated conclusively in the print media, which hesitate only about putting competing products on the same or facing pages. If and when product protection can be granted, that's fine—a bonus to the advertiser—but television cannot make its best periods available to a wide range of advertisers and at the same time guarantee that their commercials won't come close to one another.

We do not favor the shortening of existing standards as a device for inserting more commercials, but we cannot realistically favor their retention under the circumstances that exist today. The facts of advertising life require that the standards be relaxed. And to avoid another commotion later on, we suggest that they be relaxed all the way—making clear, however, that products will be protected as much as feasible, and that such clearly enforceable provisions as a ban on back-to-back placement will be strictly maintained. In time we think all sides must agree that this is the most sensible, most fair solution to an impossible situation.

Chicago: postlude

MORE than five weeks have elapsed since the FCC's inquiry into local programming of Chicago's television stations was concluded. Not a word has been heard since from the FCC.

The truth is the FCC would like to forget the whole thing. The inquiry boomeranged, in spite of well-contrived efforts to provoke discontentment and to persuade local civic and religious groups to protest.

Although the FCC might like to forget Chicago, we feel the record should be completed. Committees of Congress which deal with the FCC's appropriations each year are beset with requests for increased funds to meet the "workload" requirements of the commission, notably in broadcasting. Congress should know how much of that workload is artificially stimulated by "make work," such as the Chicago programming inquiry.

Congress might want to know why, if the FCC is so overburdened, it is possible for one or more members of the agency to be away from Washington so frequently, and why, unlike most other agencies, the FCC recesses over the entire month of August. This is not to say that everybody at the FCC loafs. There are some dedicated members and employes who work overtime.

Congress also might want to know how much the Chicago fiasco cost the taxpayers. The FCC won't release the costs—an order from the chairman's office. A commissioner (Robert E. Lee) and five staff members participated for the FCC. There were 11 days of hearings in March and April—all in Chicago. There were months of preparation and investigation in Washington and Chicago.

We'll venture that the taxpayers picked up the tab on a \$200,000 wild goose-chase.

It's easier to come by figures on what it cost the three networks that own stations in Chicago and WGN-TV to defend themselves against a ghost. Our educated estimate is that it ran in excess of \$500,000 for legal fees, travel of network executives from New York to Chicago, subsistence, and time spent by key personnel in preparation for the unprecedented proceedings—time that otherwise would have been devoted to productive work for the benefit of the viewing public.

The FCC talks incessantly about the responsibility of licensees. What about the responsibility of government?

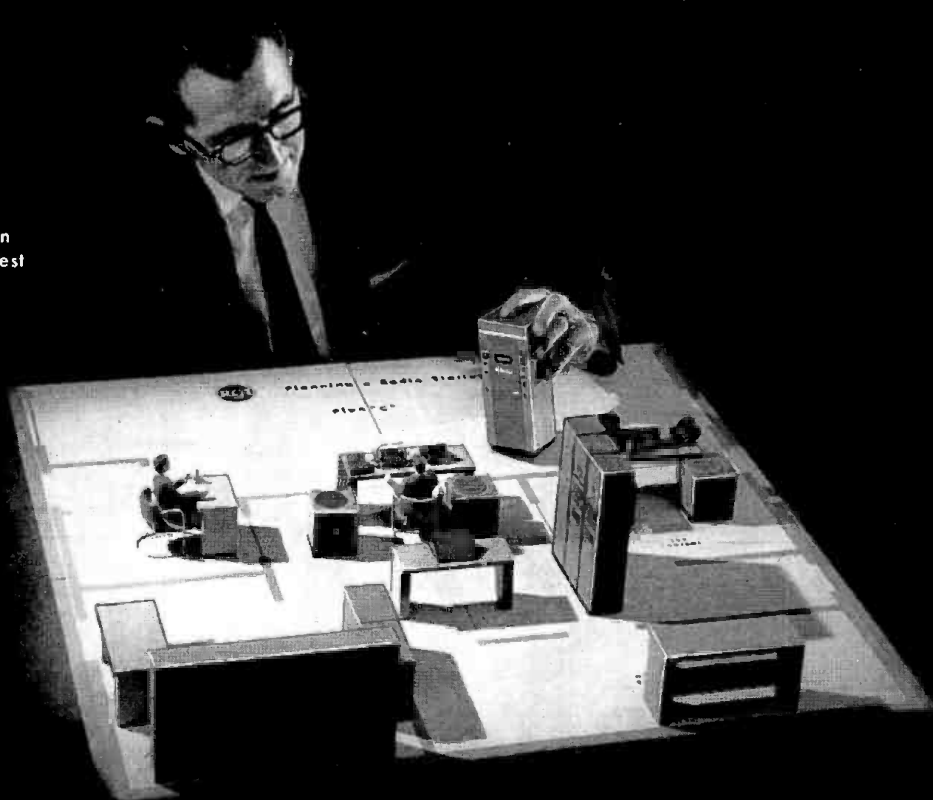


Drawn for BROADCASTING by Sid Hix  
 "They're get-well cards for the little old lady Ben Casey operated on last week."



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Some of WISC-TV'S engineers in a study session; left to right, Will Streb- low, Dave Prozzo, Dale King, John Dubois (standing), Walter Hariu (Tech- nical Director), Dale Mallory and Bob Frede.

As a part of WISC-TV'S continuing program to maintain the highest possible standards, the Engineering Staff holds regular study sessions.

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