



BROADCASTING

THE BUSINESS

AND RADIO

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APRIL 8, 1963

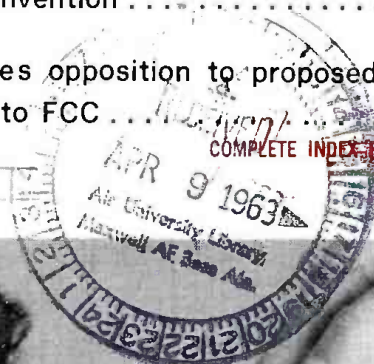
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Keep close to your customers with Spot Radio

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

Selling pet food? Talk to her now with Radio, while she's dishing out the product . . . or in her car on the way to buy it. Spot Radio will sell your brand at the point-of-use. Put Spot Radio to work for you on these outstanding stations.

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

IN SIOUX CITY THE
TOPS
 IN LOCAL-LIVE IS
 ON
KVTV - Channel 9



KVVU's eight man news staff provides instant, on-the-spot coverage of every worthwhile local event in Siouxland. Penetrating news coverage makes KVVU Number One for news in Sioux City.



KVVU personality Jim Henrichs Canyon Kid has been nine years at the helm of Sioux City's top rated local daytime program.



Complete local sports coverage with KVVU's Gene Sherman keeps Siouxland sports fans happy. Gene is pictured beside the grand prize in KVVU's locally produced 'Big Bowl' show.

In Sioux City and Siouxland, the tops in local-live programming is on KVVU, Channel 9. KVVU's news and programming departments prepare and present over 50 quarter-hours of local news, feature and public affairs programming every week. It's this penetrating attention to local affairs that attracts the crowds to KVVU, Channel 9. It's this crowd that makes KVVU Sioux City's and Siouxland's top media buy. For full coverage of the 750,000 people in the Sioux City TV market, specify KVVU, Channel 9. See your KATZ man.

THE KATZ AGENCY, INC.
 National Representatives



KVVU

CHANNEL 9 • SIOUX CITY, IOWA
 CBS • ABC



**PEOPLES
 BROADCASTING CORPORATION**

KVVU	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio
WMMN	Fairmont, West Virginia

**SOUTH FLORIDA'S 2 MILLION RESIDENTS
plus 5 MILLION ANNUAL* VISITORS SEE**



Year 'round, Florida residents and visitors alike are attracted by top-notch programming on Channel 7, WCKT, NBC-Miami. Above, Presidential Press Secretary Pierre Salinger discusses current topics on one of the lively new Sunbeam-WCKT weekly discussion programs, Sundays, 6:30 p.m. Featured consecutive weeks following were Lt. Col. "Shorty" Powers and Teamster Jimmy Hoffa. Mr. Salinger was interviewed by Dr. Tom Wood and Dr. Ross Bieler, government professors from the University of Miami, Sunbeam-WCKT Newsman Wayne Farris and Moderator Don Fischer.



CAMERA 7—Sundays 5:30 to 6 p.m.
A most interesting documentary series that penetrates local glamour and glitter for a candid view of South Florida people — their problems, projects and ideals.



FLORIDA FORUM
—Sundays 6:30 to 7 p.m.
Weekly town-meeting series in which a panel of experts explores issues timely to South Florida . . . and answers questions from the audience. Educational and entertaining, too!

OUTLOOK—Mondays 10:30 to 11 p.m.
A local news documentary that probes the facets behind current South Florida problems . . . as presented by those most closely involved. An informative program produced in a manner to offer interest and entertainment to our viewers.



Most of Florida's visitors come in the summer months! Summertime is TV-time in Florida, contrary to viewing habits nationally. Resident audience tune-in is 12% above national average according to ARB-Top 30 Market Summer Reports . . . and millions of visitors enjoy the cool comfort of air-conditioned hotel-motel rooms to watch Channel 7, because there's more to see on WCKT!

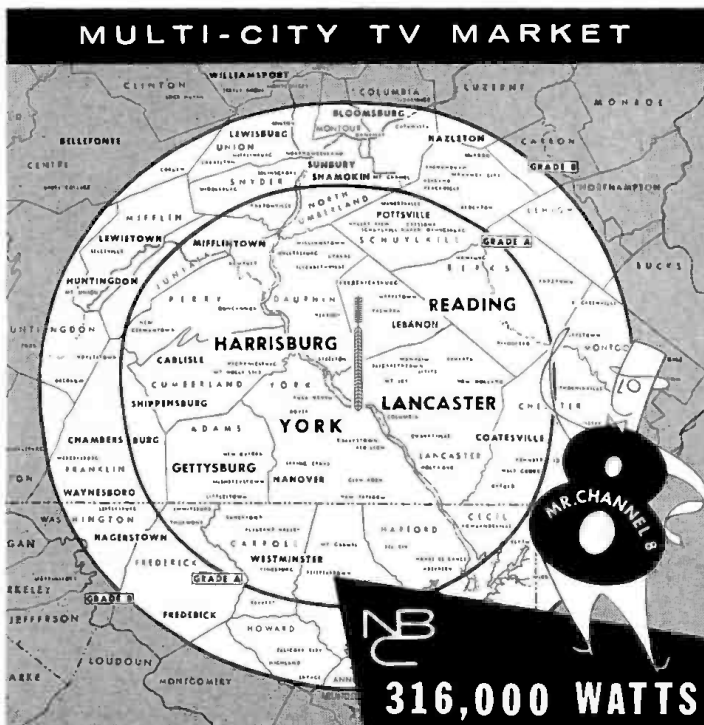


†Source Florida Development Commission
July — 1,600,000 visitors —
50% more than Jan., Feb., or March!

SUNBEAM TELEVISION CORPORATION

P. O. BOX 1118, MIAMI, FLORIDA • National Representatives: HARRINGTON, RIGHTER AND PARSONS • For the South: BOMAR LOWRANCE AND ASSOCIATES

you always WIN when you use **WGAL-TV**



Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequalled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.
 STEINMAN STATION • Clair McCollough, Pres.

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

Not whether, but when

Real reason that FCC Chairman Newton Minow has been refusing to confirm or deny BROADCASTING's Feb. 11 report of his decision to resign is that White House wants to pick successor to announce with Mr. Minow's resignation. That's word from sources in position to know. Added evidence of Mr. Minow's intention to leave government: His wife joined him last week in Chicago (where he had addressed NAB convention), and word was they would do some house-hunting. Chicago is headquarters of Encyclopaedia Britannica Inc. which Mr. Minow will join as vice president.

FCC Commissioner E. William Henry's chances of becoming chairman don't seem to be dimmed by this development: Mr. Henry's young daughter has been enrolled in White House nursery school that was set up for Caroline Kennedy. Only the children of New Frontier's innermost ins become classmates of Caroline.

Another from Chicago?

Add to list of possibilities for FCC vacancy to be created by imminent departure of Chairman Newton N. Minow, another young Chicago Democrat: David Parson, deputy general counsel of United States Information Agency since last fall. He reportedly has considerable party support. Mr. Parson is 39; Mr. Minow, 37. No neophyte in broadcasting, Mr. Parson is 10% stockholder in new ch. 8 WQAD-TV Moline, Ill., scheduled to begin Aug. 1 as ABC-TV affiliate. (He would dispose of his stock if appointed.) He also was partner in Chicago law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, which includes among its clients *Chicago Tribune* broadcast properties.

Collins stock rises

LeRoy Collins gained ground at last week's NAB convention in Chicago. His inclusion in speech at Monday's opening session of protests against FCC's campaign of intimidation (story page 54) led some broadcasters to feel that he was now fighting their battles against undue government controls which he had been reluctant to do previously.

Waiting to pounce?

A. C. Nielsen Co., which has faced hostile questions of House subcommittee investigating ratings for past two weeks (see pages 9, 28), soon may face Federal Trade Commission complaint alleging unfair trade practices. Complaint is now being prepared by FTC, it was learned, but spokesman denied its release is "im-

CLOSED CIRCUIT*

minent." House subcommittee members disclaimed knowledge of FTC activity and said it would be "unusual" if complaint were issued before subcommittee itself completes hearings and makes recommendations. Nielsen, along with The Pulse Inc. and ARB, now is operating under FTC consent order signed early this year (BROADCASTING, Jan. 7).

Slow billing

Maybe am broadcasters who turned their stations over to government for Spanish-language broadcasts into Cuba during last fall's crisis don't want to get paid. That's impression Voice of America officials have after response to request for outlays sent last February to eight of ten stations used during Cuban crisis (two of ten earlier had stated they wanted no repayment). As of last week, only two responses had been received; one said it wanted no payment, other listed expenditures but made no claim. No word from other six, leading to belief broadcasters aren't seeking reimbursement.

'Sons' sold to foods

Hunt Foods and Quaker Oats will be advertisers next season on *My Three Sons* on ABC-TV, replacing current sponsor, Chevrolet, which gave up option on show. This piece of good business news wasn't ready for telling at March 30 ABC affiliates meeting in Chicago; final word came through late last week.

Back to work

FCC, which missed meeting last week because of NAB convention, faces heavy agenda Wednesday (April 10). Among broadcasting matters reportedly ripe for action is revised filing fee schedule, which commission ordered staff to prepare (BROADCASTING, April 1). Commission approval is anticipated—but so is host of petitions for reconsideration from industry. Commission is also expected to discuss staff's recommendation for proposed rulemaking to revise am allocations policy. Not yet ready for commission action, however, are such controversial matters as proposal for rulemaking to limit commercials and final order rejecting vhf drop-in proposal.

Panel preparation

FCC's "unrehearsed" panel at NAB convention in Chicago last Wednesday didn't catch panelists napping. Members and staff figured questions might be asked in 14 categories and boned

up on them. They were two over. No questions were asked regarding editorializing or FCC's network-programming investigation.

Pair to watch

Two names that will gain more and more prominence in roster of lawyers representing broadcast interests: John and Henry Hooker. They're young Nashville lawyers with strong ties to Bobby Kennedy, and appointment of E. William Henry to FCC can be traced to them. At exclusive BMI dinner for top broadcast brass in Chicago last week Hooker brothers were in demand as dinner partners—wound up at table with Bob Sarnoff and Bob Kintner.

Ready to go home

Film syndicators, who had highly successful show of their own last week at Pick-Congress hotel, block away from site of NAB convention in Chicago, are quietly talking about plans to expand their new Television Film Exhibitors group, formed to stage exhibit last week. Next step will be private pool of members, with thought of expansion. They'd still rather be in NAB convention hotel, they say, if association would stop treating them like naughty step-children. TFE Chicago show was well-disciplined.

Run down by ratings

Ratings investigator Rex Sparger has left staff of House Subcommittee on Investigations and returned to native Oklahoma under doctor's order. Mr. Sparger and Robert Richardson conducted 18-month investigation of radio-tv rating services which culminated in hearings in progress for past month (see page 9, 28). Former reporter and member of Oklahoma legislature, Mr. Sparger had notified Chairman Oren Harris (D-Ark.) that he intended to resign at conclusion of hearing (BROADCASTING, Feb. 25) but left early on advice of his doctor.

Low visibility

Little was seen of Robert D. Swezey, director of NAB code authority, during NAB convention last week, and many delegates speculated about his status. It's no longer secret that Mr. Swezey clashed with LeRoy Collins over latter's decision to speak out against cigarette advertising and that the two of them have been seeing less and less of each other. Mr. Swezey's contract expires next October. It's conjectured his future will be discussed at meetings of NAB boards next June.

WORTHWHILE



Worthwhile programming symbolizes WJW-TV's integration and acceptance in the community. Norman Wagy's hardhitting Editorials, Cleveland Caucus' probe into civic problems, Cleveland Report's frank appraisal of Cleveland life, Opinion and Moral View bringing the viewpoints of civic and religious leaders before the Cleveland public. Award winning documentaries like "Birth" (live camera coverage of a Caesarian delivery), public service campaigns by means of living programming — all are part of WJW-TV's Worthwhile approach . . . Television at its best! **WJW-TV CBS IN CLEVELAND**

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

WEEK IN BRIEF

The ratings disclosures and Minow's suggestion that NAB membership be made mandatory stir NAB convention. Over 3,000 broadcasters agree something's got to be done about ratings' shortcomings disclosed by congressional investigation but they boil at idea of government imposing code standards as official regulation, with penalties to be invoked by their own association with assist from FCC. Complete wrap-up of NAB's 41st annual membership meeting. See . . .

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IMPROVE TV STATION IMAGE . . . 82

Congressional investigators come up with sacred list—names of 70 families in Nielsen's 1,200 national tv sample. Probers score company's practices and methodology. Exceptions says A. C. Nielsen Jr. See . . .

NOT TYPICAL SAYS NIELSEN . . . 28

New York stations return to normal now that newspapers are again publishing. Radio outlets benefited from newspaper blackout. Some advertisers new to broadcast—has been recommended for grant. See . . .

BACK TO NORMALCY IN N.Y. . . . 32

Applicants in Syracuse ch. 9 hearing ask FCC to reopen proceeding to inquire into qualifications of Onandaga president because of past business practices. Onandaga has been recommended for grant. See . . .

ASK SYRACUSE CASE REOPENING . . . 42

All Industry Music Committee turns to Court of Appeals in efforts to win license-at-source principle. Argument scheduled for April 10 on broadcasters' right to force change; ASCAP and Justice oppose. See . . .

COURT HEARS NEW APPEAL . . . 48

World ownership of radio sets increased by 15%, with largest expansion in Japan. USIA report lists 232 million radio sets and 45 million wired speakers throughout world at end of 1962. See . . .

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A D.J. WITH LIVE MUSIC?

While most D.J.'s open cans, DJMC Dave Overton whips up a musical breakfast menu with 18 lively people . . . and the WSMpire eats it up!

The Waking Crew, 7:45-9:00 a.m., Monday-Friday.

18 merry gentlemen, 1 sleepy girl-type singer.

Live musicians. Live singers. A live weatherman, newsmen, and Dr. Philalogue (who has words about words).

1 hour and 15 minutes. The music has been rehearsed. The musicians' horse-

play hasn't . . . and enough said!

You won't find much radio like this . . . which is why you won't find many stations like WSM or many radio areas like the WSMpire. People (full-grown people) *listen* to WSM. Because there's something to listen to.

Proof? The Waking Crew is in its 11th year.

the WSMpire



WSM CLEAR
CHANNEL 650

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

NIELSEN SAMPLE EASY TO ACQUIRE

'Cheating' common practice, field men testify

Persons seeking names of A. C. Nielsen Co.'s 1,200 tv sample homes could get them within six months for \$25,000 to finance former field man, House subcommittee probing broadcast measurement firms was told Friday (April 5) by three former Nielsen Co. fieldmen.

"Cheating" is common practice among men who are responsible for Nielsen meters; men are underpaid, overworked and disgruntled, witnesses said. Meter system is wholly inadequate for measuring audience habits because sample homes are not representative of nation and reflect disproportionate number of lower-income homes, they added.

Chairman Oren Harris (D-Ark.) described testimony as "a revelation" and said it has "a tremendous bearing" on firm's methodology. Rep. Paul Rogers (D-Fla.) said Nielsen procedures were shown to be "a sham."

Company officials concluded their testimony earlier in day after 10 days on stand and were granted permission to submit supplemental documentation for record, subject to study by subcommittee.

Rep. Harris observed that some information shown subcommittee leads to conclusion elements of rating business are not better than payola and rigged quiz show problems his group had uncovered in 1959-60. Subcommittee has responsibility to public and broadcasting to prevent recurrence, he warned. Possibility of government regulation was threatened, similar to licensing of securities dealers if necessary.

Witnesses Returning ■ Hearing is expected to resume this week, but no date was set Friday. To be called back for more testimony are James Seiler, president of American Research Bureau, and Albert E. Sindlinger, president of company bearing his name (BROADCASTING, March 25).

Letter written by A. C. Nielsen Sr. in 1949 warned backer of Mr. Sindlinger's new device, Radox, that Nielsen firm had such control of measurement device patents that newcomers would eventually find themselves blocked, subcommittee showed. Backer left Mr. Sindlinger.

Patent agreement between Nielsen firm and ARB guarantees Nielsen 5% of gross each time ARB uses Arbitron device and firm must cross-license Nielsen for any devices it invents, plus pay Nielsen 5% gross on these inventions,

contract showed. Nielsen's slashing 1/3 from price of its audience composition reports for television is forcing ARB to drop its similar service, said Robert E. L. Richardson, subcommittee counsel.

Mr. Richardson asked Nielsen witnesses about document he said their boss wrote in 1949 which stated he intended to take over broadcast measurement business and raise prices, but none admitted knowledge of such memorandum.

Rep. John E. Moss (D-Calif.) said most of Nielsen testimony on its operations was "incomprehensible" because of continual modification of earlier statements. Company "holds captive a major industry," he said.

Chairman Harris asked company officials if they had any complaints about not getting enough explanatory material into hearing record, but witnesses said "none," just wished to add few more documents.

Those Fieldmen ■ Three witnesses who followed Nielsen officials on stand were all fieldmen who had recently resigned from or been dismissed by company. Robert Cawhern is trying to obtain back overtime pay, he said. Gerlad Lafferty, five-year veteran, said he was fired March 29 because firm believed he was testifying before subcommittee when actually he was in Europe on vacation approved by supervisor.

Mr. Cawhern said he sometimes worked 70-80 hours weekly, quit because he was "disenchanted" over pay and discovery that many fellow fieldmen filled in Nielsen diaries and doc-

Change in JFK's plans

Inkling of how events may have to be juggled in space communications age occurs tomorrow when President Kennedy signs legislation making Winston Churchill honorary citizen of United States.

Ceremony, to be picked up live by BBC tv cameras and flashed to Britain via Relay satellite, was originally scheduled for 4:30 p.m. at White House. Later computations by space scientists indicated however that best time would be 3 p.m. when Relay is in optimum position for event. White House Friday announced it had changed time to earlier hour.

tored meter reports at home to increase their "scores" (basis for added income).

Mr. Lafferty said what magazine interviews men are required to do are "strictly impossible" when added to other duties. "Vast majority" of fieldmen cheat, he replied to subcommittee question.

Mr. Richardson explained staff sought former Nielsen employes in effort not to jeopardize jobs of present workers. Fieldmen who testified all had been subpoenaed, he added.

Triangle nixes Nielsen; rate hike cited as reason

Four Triangle stations announced Friday (April 5) they will not renew subscriptions to Nielsen Television Reports. WNHC-TV Hartford-New Haven, Conn., and KFRE-TV Fresno, Calif., both have contracts expiring Nov. 18, 1963. WFBG-TV Altoona, Pa., contract expires Jan. 31, 1964, and WFIL-TV Philadelphia March 31, 1964.

Other Triangle stations, WBNF-TV Binghamton, N. Y., and WLYH-TV Lancaster-Lebanon, Pa., are not Nielsen subscribers. Roger W. Clipp, vice president of Triangle, said move followed rating firm's notice to raise rates about 20%.

NBC Radio 4-month sales top first half of 1962

NBC Radio has sold \$4.3 million worth of business to advertisers through last Thursday (April 4) since Jan. 1. This exceeds total of entire first half of 1962 by 10.5%, William K. McDaniel, executive vice president, NBC Radio, announced Friday (April 5). He noted that 1962 first half represents record period since 1959 when network revised format.

Dollar figure is after all discounts but before agency commissions, according to Mr. McDaniel. He said sales were made to 35 advertisers and included 14 new orders. Mr. McDaniel noted that in eight days prior to April 4, \$2.1 million in new and renewal business was ordered by 16 advertisers.

Gem City asks again for ch. 11 in Dayton

Gem City Television Co. is recommending plan to FCC it says will encourage development of uhf broadcasting and, at same time, permit drop-in of seven short-spaced vhf channels as originally proposed by commission.

In comments prepared for filing with agency and members of Congress, Gem City says FCC could make uhf channels available for satellite operation in

WEEK'S HEADLINERS



Mr. Goldman

Victor G. Bloede, senior vp and director of creative services for Benton & Bowles, New York, promoted to executive vp and management supervisor on household soap products division account of Procter & Gamble. Mr. Bloede joined agency as copywriter in 1950. Further personnel changes at B&B announced last week: **Whit Hobbs**, former vp and creative director at BBDO, elected senior vp in charge of creative services and member of board of directors, assuming duties at B&B May 1, and **Alfred**



Mr. Hobbs



Mr. Bloede

L. Goldman, former senior vice president in charge of copy, named senior vice president and creative director.

Edward Bleier, vp in charge of daytime sales for ABC-TV, promoted to newly created post of vp and national sales manager for network. **Yale Roe**, ABC-TV assistant daytime sales manager, advanced to director of daytime tv sales. Mr. Bleier was elected ABC-TV vp in 1960 and earlier had been account executive with network and with WABC-TV New York, owned and operated station. Mr. Roe had been with various stations owned by ABC since 1950, including WBKB (TV) Chicago, KGO-TV San Francisco and WABC-TV, in various sales and merchandising capacities before he was appointed assistant daytime sales manager for network in January 1962.



Mr. Bleier



Mr. Roe

For other personnel changes of the week see **FATES & FORTUNES**

areas where existing vhf station might receive interference from drop-in.

Gem City, headed by Dayton, Ohio, industrialist Arthur Beerman, has urged FCC approval of ch. 11 drop-in for that city. Comments are in response to commission instructions to its staff to prepare final order denying drop-in proposals for Dayton and six other cities, reportedly on ground drop-ins would impede development of uhf (BROADCASTING, March 11).

Gem City says seven cities originally marked for drop-ins have demonstrated need for new vhf service. Uhf stations, Gem City says, couldn't survive in those markets in competition with existing vhf outlets.

Company says that uhf would receive boost its backers say it needs if upper-band channels were used for "recovery" of loss areas which might result from interference with vhf stations by drop-ins.

KDWB appoints Eastman

KDWB Minneapolis-St. Paul, Minn., has appointed Robert E. Eastman & Co., New York, as Crowell-Collier outlets national sales representative.

Ban of cigarette ads heard by Minn. Senate

Further hearing will be held this Thursday (April 11) before Commerce Committee of Minnesota Senate on bill (S. F. 618) which prohibits all cigarette advertising showing persons.

Bill was amended in hearing last Thursday to place responsibility for advertising on cigarette wholesaler or distributor rather than on tv station and other media, as bill formerly provided. Wholesaler would be prohibited from distributing specific brand of cigarette, following notification of violation by county attorney, if brand used people in tv or other advertising in the state. Violation by distributor is misdemeanor but no sanction is placed on media displaying advertisement.

Minnesota House committee refused to act on original bill making media guilty of misdemeanor for accepting cigarette advertising showing person smoking or with a tobacco product. Both this bill and new measure in Senate declare that use of cigarettes "may be injurious to the health of the citizens of the state of Minnesota who indulge

therein, particularly to the youth of this state."

Ban, if it becomes law, would cover network advertising as well as that originating in Minnesota.

'Use' Tax Killed - Senate committee killed last Thursday House-passed bill which would have permitted Minnesota cities to place "use" tax on tv set owners receiving signals via municipality owned uhf translators "or similar wireless transmission facilities." Bill first was reported out of committee but was sent back following Senate debate.

Minnesota law now permits cities to build and own translators and microwave facilities and catv systems.

Ad techniques told western ANA meet

John B. Hunter Jr., director of advertising, B. F. Goodrich Co., at West Coast meeting of Assn. of National Advertisers in Santa Barbara, Calif., last Thursday-Friday, described problems and pitfalls of presenting an advertising campaign to management when decisions are made by non-advertising-oriented executives. E. J. Beam, advertising and public relations director, Hughes Aircraft Co., told how corporate image was built for his electronics firm. Ralph Carson, president, Carson/Roberts, Los Angeles, related Mattel story, how use of year round television revolutionized toy business advertising and transformed company with a \$5 million gross and \$150,000 advertising budget into \$75 million-a-year operation with \$7.5 yearly ad budget.

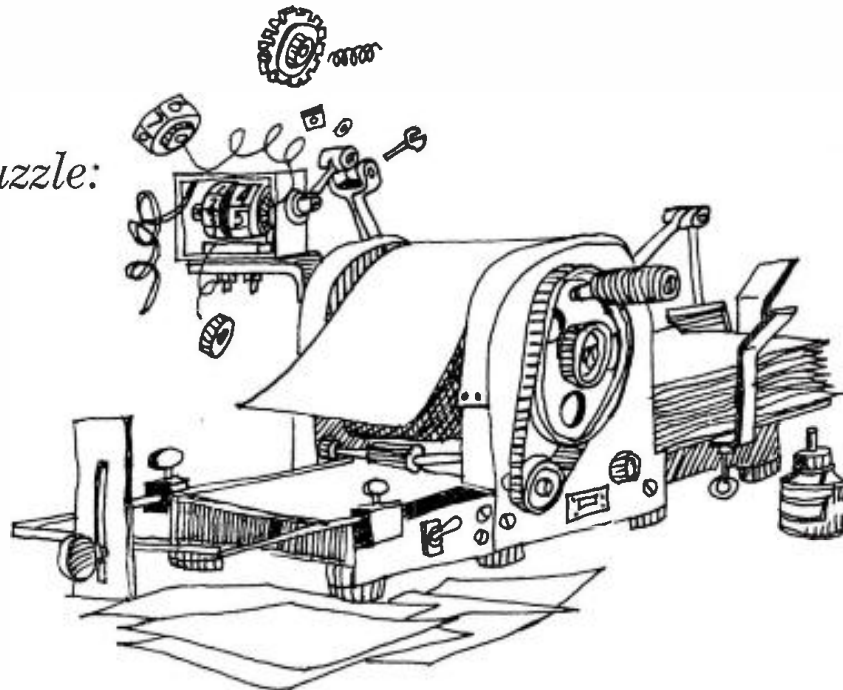
Dr. George L. Mehren, U. of California professor, described cooperative efforts of state and federal government and California prune growers to sell prunes in Western Europe, which he termed surprisingly successful despite the openly and clearly hostile protectionist policies of the foreign governments. Courtenay Moon, vice president of Grey Advertising, Los Angeles, urged advertising managers to pay more attention to creative agency man who writes and designs their advertising, stating that much of the ridiculous advertising we see and hear can be attributed to feeling of creative people that nobody considers them very important.

Walker-Rawalt, Devney combine N.Y. offices

Consolidation of Walker-Rawalt Co. and Devney Organization, New York station representative firms, announced Friday by J. Wythe Walker and Edward J. Devney, respective presidents of companies.

Firms will remain as separate corporations, combining physical plants in W-R's offices at 347 Madison Ave. They plan to maintain combined sales forces for station clients.

Puzzle:



Countdown

“How many copies did you run off on the ABC-TV fall program line-up that I brought back from the convention?” Neal Edwards asked girl Friday Mary Bokel. “I’m not sure,” answered Mary. “The counting gizmo on the “Ditto” machine is out of whack. But I know I left half of what I started with in Mr. Houwink’s office and gave him one extra. Then I gave half of what I had left to Charlie Macatee in the Sales Department plus two extras. When I got down to Kay Fisher in Traffic, I only had a few, so I gave her half plus 3 more. Now I’ve got one left for our files.”

“Your distribution system is somewhat capricious,” snorted Edwards, “but at least I know now how many you started with.”

Do you? Send your best estimate* along and become eligible for one of our valuable prizes.

**Unless our gizmo is out of whack, our best estimate of your best buy in the Washington area is spot announcements in the 11¼ hours of regular weekly news programing that make WMAL-TV Television News Leader in the Nation’s Capitol. Harrington, Righter & Parsons, Inc. can fill you in on the details.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #77, WMAL-TV, Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; W5VA-TV and W5VA, Harrisonburg, Va.

What makes a great salesman?

With P. T. Barnum, you only had to look at his index finger. It was right on the public pulse, every time. "This is a trading world," Barnum asserted, "and men, women and children, who cannot live on gravity alone, need something to satisfy their gayer, lighter moods and hours." Yet the America of the 1830's considered theaters dens of iniquity, laughter a crime. Barnum captured the public's fancy, without offending its morals, by labeling his theater a "lecture room" and presenting only diversions and curiosities of unquestionable purity.

Great salesman Phineas Taylor Barnum did far more than just bring "respectability" to amusement, however. He gave America its first popular museum, zoo, aquarium and beauty contest. Barnum took disreputable tent carnivals, added three rings and created "the greatest show on earth." In his lifetime he made several fortunes with attractions such as Tom Thumb, Chang and Eng, Jumbo, and Jenny Lind—plus liberal amounts of (according to Robert Edmund Sherwood) "superlative imagination, indomitable pluck and artistic temperament."

But it was his instinctive understanding of what intrigued and thrilled the most people that really put Barnum's finger on the public pulse. Today, the Storer stations have that same pulse-finding capacity. The reasons? Popular, highly respected talent . . . programming individually keyed to each community's special preferences and needs . . . and the many other Storer extras. In New York, Storer's great salesman is WHN, an important station in an important market.

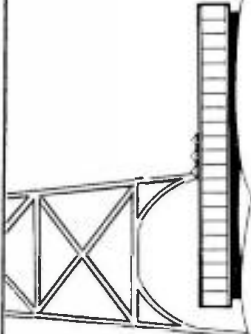
LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	NEW YORK <i>WHN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>





#1

Radio



W/S ai

1 in HOOPER — 34.1
2nd rated station — 25.2
Dec. '62 - Jan. '63

1 in PULSE — 38
2nd rated station — 23
Jan. '63

Cont. Meters Area—All rated 1-mr. periods.

CALL robert e. eastman & co., inc.

He'll prove it to you with the latest Pulse and Hooper Figures!

JUPITER BROADCASTING in cincinnati*

DATEBOOK

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

*Indicates first or revised listing

APRIL

*April 11—Brand Names Foundation awards luncheon, Americana Hotel, New York City. Arthur Godfrey will host the awards luncheon at which 114 retailers from 40 states will be honored as winners in the Retailers-of-the-Year competition.

April 9—Annual stockholders meeting, Storer Broadcasting Co., Miami Beach, Fla.

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

*April 11—Georgia Assn. of Broadcasters' special meeting to formulate a policy statement to FCC, 12 noon, Commerce Club, Atlanta.

*April 15—New deadline for submission of entries in the annual awards contest of the Deadline Club, Sigma Delta Chi.

*April 15—Western States Advertising Agencies Assn. dinner meeting at Sheraton-West Hotel, Los Angeles. Heads of six advertising groups: James T. Parry, Southern California chapter, American Marketing Assn.; Betty Thomas, Merchandising Executives Club; Len Pilley, Art Directors Club of Los Angeles; Paul Mead, Advertising Agency Production Men; Ron Ross, Magazine Representatives Assn.; Jack O'Mara, Television Bureau of Advertising, will divulge "The One Most Important Change To Look For In The Year Ahead," with open discussion to follow. Ralph Carson of Carson-Roberts will be chairman.

April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences. Shirley Temple Black will be hostess and honorary chairman of the two-day event, which will be attended by representatives of the participating countries, ATAS members, guests from allied fields and educators and students. The exact site for showing entries has not been selected.

*April 15-17—Chicago Federated Advertising Club midwest collegiate advertising conference, Palmer House. William W. Wilson Jr., Young & Rubicam, is conference's general chairman.

April 16—Annual stockholders meeting, Plough Inc., Memphis, Tenn.

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

April 17—Annual meeting of stockholders, Columbia Broadcasting System Inc., 1697 Broadway, New York.

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

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

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

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

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

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

*April 19-21—Fiftieth Anniversary Convention of the Alpha Delta Sigma, Roosevelt Hotel, New York City. Don Belding, former

partner of Foote, Cone & Belding, New York, will be keynote speaker.

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

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

April 20—UPI Broadcasters Assn. of Vermont, Clover Restaurant, Colchester.

April 20—Indiana AP Radio-TV Assn. at Indianapolis.

April 21-26—93rd convention of Society of Motion Picture and Tv Engineers (SMPTE), The Traymore Hotel, Atlantic City, N. J.

April 22—Annual Associated Press luncheon, grand ballroom, Waldorf-Astoria Hotel, New York. Speaker: Lt. Col. John H. Glenn Jr. AP membership meeting at 10 a.m.

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

April 25 — Federal Communications Bar Assn. luncheon, with following speakers: James E. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier; George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director. Willard Hotel, Washington.

*April 25-26—Annual meeting of AP Broadcasters of Pennsylvania, Pittsburgh.

*April 25-26—Spring meeting of Washington State Assn. of Broadcasters, Olympic Hotel, Seattle. Speakers include: FCC Commissioner Kenneth Cox; Washington State Attorney General, John J. O'Connell; and RAB administrative vp, Miles David.

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

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

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

April 26-27—Ninth annual Oregon Broadcasting Conference, Oregon Assn. of Broadcasters, Village Green Motor Hotel, Cottage Grove, Ore.

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

*April 27—UPI Broadcasters Assn. of Massachusetts, The Charterhouse, Waltham.

April 27-28—Spring meeting of Kansas AP Radio-TV Assn., Baker Hotel, Hutchinson.

*April 28—Milline Club meeting at Masquers in Hollywood, Calif. Mel Blanc, president of Mel Blanc Assoc., humorous advertising consultants, will talk on "How To Avoid Speaking Before Advertising Groups and Other Religious Cults."

*April 28—Mississippi Broadcasters Assn. meeting in Biloxi. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Special Investigations Subcommittee (ratings probe), will speak.

TOP-RATER!

Marty



WABC-TV New York
First run off network
Outrated all
competing stations
6:00-7:30 PM
Dec. 20, 1962

SALE-MAKER!

12 ANGRY MEN



Fully sponsored
by Schaefer Beer
6th highest
Rated feature film on WCBS-TV
New York in 12 years!
The Late Show
Dec. 15, 1962

RECORD-BREAKER!

Sweet Smell OF SUCCESS



The Largest Audience
ever achieved by a
Feature Film on
WABC-TV-New York
"THE NIGHT SHOW"
Nov. 30, 1962

These are just three of the many outstanding feature films from U.A.—Hits which have proven themselves in important key situations. Prestige stars in prestige motion pictures assure the selling power that promises big audiences—and bigger sponsors. Call your U.A. representative today—He'll show you how to get your big slice of the market.

NEW YORK 555 Madison Ave., MU 8-4700
CHICAGO 520 N. Michigan Ave., 467-7050



DALLAS 1905 South Center, Ri 7-8553
HOLLYWOOD 1041 N. Formosa Ave. Ho 6-3429

NOTHING LIKE IT IN BROADCASTING—
*anywhere • anytime
anyhow!*

"50-50 CLUB"

in color
on WLW TV
and WLW Radio
12 NOON-1:30 MON. thru FRI.



*the show with the
Lyons share of talent!*

Ruth Lyons—the modern American Radio-TV phenomenon—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and 15 years on WLW Television, the last 6 in color. The show also includes a talented cast, all stars in their own right. Brainy newscaster-lawyer, Peter Grant; vocalists and recording artists—Bob Braun, Ruby Wright, Marian Spelman, Bonnie Lou, with Cliff Lash and his orchestra. Such an array of talent on a local show is certainly unique in broadcasting!

*Another
Crosley Broadcasting Bulls-eye!*

CROSLY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
--	--------------------------------------	--	--

WLW Radio—Nation's Highest Fidelity Radio Station
CROSLY BROADCASTING CORPORATION
a subsidiary of *Arco*

OPEN MIKE

Old friendships renewed

EDITOR: I was most surprised at the tremendous amount of mail I received after my Feb. 25 MONDAY MEMO appeared.

I heard from friends from Miami to New York, and all the way to the West Coast, whom I had not heard from in years.

BROADCASTING really must reach the industry effectively.—*Benjamin J. Green, vice president, Geyer, Morey, Ballard, western division, Chicago.*

No copy cats in Rochester

EDITOR: In his support of radio drama, Mr. Bichl says that everybody is receptive to the idea of radio drama but the broadcasters themselves. He wonders whether "the broadcasters [are] ready to leave what has become the beaten path and program something different" (OPEN MIKE, March 18).

We at WBBF are curious to know what "the beaten path" is. In our six-station community of Rochester, listeners can select from among six different paths (without counting the four distinct paths traveled by this city's fm stations). Which is the one that's beaten?—*Robert S. Kieve, vice president and general manager, WBBF-AM-FM, Rochester, N. Y.*

Drama flourishes here

EDITOR: John Stolz's letter [for more radio drama] (BROADCASTING, March 4) suggests he hasn't heard of CKVL Verdun-Montreal, which maintains its place . . . in Canada's largest market by virtue of its live, dramatic programs year in and year out. . . —*A. A. McDermott, Andy McDermott Sales Ltd., 85 Bloor St. East, Toronto.*

. . . and here too

EDITOR: At KNBR we have been programming dramatic shows five nights a week for almost a year and a half. We have received hundreds of letters from people who remember the "good old days" of radio, but what is more reassuring, we have received numerous letters from young people who felt they have discovered a new art form.—*Jack R. Wagner, program manager, KNBR-AM-FM San Francisco.*

A vote from the governor

EDITOR: West Virginia in general and the state government in particular are immensely appreciative of the outstanding work in reporting on developments in our state in the March 18 BROADCASTING [Special report on the Ohio River Valley].

Mr. Frank Beatty's writing repre-

sents one of the very few truly objective reporting jobs by out-of-state newsmen concerning West Virginia and how it has progressed during the last two years. His reporting reflects, I think, the real story of West Virginia—how our people have "dug in" and helped themselves to economic recovery. . . .

Thank you for your interest in West Virginia and for the "life" your magazine has given all of us here.—*William Wallace Brown, governor, State of West Virginia, Charleston.*

EDITOR: . . . It was a fine job on a mightily broad subject.—*Laurence S. Newman Jr., managing editor, Dayton Daily News.*

EDITOR: . . . particularly impressed with the way you caught the spirit of the Dayton market. . . . It was Charles, not James Kettering [the inventor-manufacturer], however.—*George Gray, vice president-general manager, WLWD(TV) Dayton, Ohio.*

EDITOR: The article is so interesting that I would like to have a copy for my file for future reference.—*Paul K. Wright, director, industrial-economic development, Louisville Chamber of Commerce.*

EDITOR: My congratulations on the March 18 issue with regard to the Ohio River area and, in particular, to the West Virginia coverage.

I might point out that Martinsburg, the largest city in eastern West Virginia, is only 66 airline miles from Washington, D. C.

Our county of Berkeley and neighboring Jefferson have never been eligible for Area Redevelopment Administration funds for the simple reason that we have had no unemployment problems of sufficient importance to make us eligible. . . . More than that we in eastern West Virginia believe in the state's motto, "Mountaineers are always free," and the less interference by the federal government, the better it will be for all of us.—*C. Leslie Golliday, general manager, WEPM-AM-FM Martinsburg, W. Va.*

Robes do not make wise men

EDITOR: About the current congressional investigation into the rating services, I have these thoughts.

(1) I wonder if any layman can have complete faith in the theory and practice of probability sampling. It's hard to explain the possibility of gaining useful information about an area without a complete census.

(2) The government apparently has been quite satisfied with the techniques of probability sampling for such departments as the Labor Department, the

Good [and Busy] Neighbor

This is part of the Collins Radio Company, WMT-TV's (and Eastern Iowa's) good neighbor. Employer of more than 9,000 scientists, engineers, technicians and support personnel in Cedar Rapids, Collins makes amateur radio, broadcasting, aviation electronics, microwave, scatter and other industrial military and space systems. Sales for six months ending Feb. 1, 1963: over \$111,000,000. Backlog: \$230,000,000. Shown below are only two of the ten buildings Collins owns or leases in Cedar Rapids. *Center*, main manufacturing plant. *Above left*, engineering offices.

Hitch-hiker, *top left*, Lindale Plaza Shopping Center, new, big, and busy. That building off to the right? WMT-TV's


Broadcast Park, with standby antenna. Our Big Stick is 23 miles north.

Collins is one of Iowa's large employers—but it accounts for only 5% of the manufacturing work force in Iowa. Go ahead—think of Iowa as the tall-corn state. But don't overlook Iowa industry—it's even more significant: Personal income from agriculture, about \$1 billion annually; from manufacturing, about \$5 billion.

WMT-TV
CBS Television for Eastern Iowa
National Representatives:
The Katz Agency
Affiliated with K-WMT, Fort Dodge;
WEBC, Duluth; WMT Radio.







It's tougher to recruit volunteers for peace than for war.

But our recruitment campaign inspired thousands to apply for the Peace Corps.

Workers for peace win little personal glory. No parades, medals or honors. Yet they, too, fight battles for freedom. But their weapons are knowledge and skill. Throughout the free world Peace Corps volunteers are bringing new honor and glory to their country. While there are over 5,000 volunteers at work in 42 countries, thousands more are needed to meet the mounting requests.

How do you recruit more volunteers? The ABC Owned Radio Stations proposed to the Peace Corps a recruitment campaign. It would inform listeners about the Peace Corps achievements. It would convince them of the need and opportunities for qualified volunteers. Working together, the Peace Corps and the ABC Owned Radio Stations produced and conducted a campaign in which Peace Corps Director R. Sargent Shriver and many prominent educators, sports figures and show business personalities gave freely of their time and talent.

The results? From more than 40 states, 3,535 listeners wrote our stations for information and applications. At the same time, inquiries to the Peace Corps in Washington more than doubled and more persons took Placement Tests in January than in any previous month.

How many of these persons will become volunteers? At this time, no one knows. But only 1% of the 3,535 persons writing our stations could fulfill the needs of some country vital to world peace. Yes, it is tougher to recruit volunteers for peace. But with so many Americans responding, we are proud that listeners of the six ABC Owned Radio Stations form such a large part of that response.

ABC OWNED RADIO STATIONS

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

The local store knows the score!

These prominent Washington advertisers have been with us

8 YEARS

WILKINS COFFEE & TEA

JULIUS GARFINKEL

WASHINGTON GAS-LIGHT CO.

GOVT. EMPLOYEES INS. CO.

WOODWARD & LOTHROP

BERGMANN'S LAUNDRY

WWDC RADIO

WASHINGTON, D. C.

represented nationally
by John Blair & Co.



Census Bureau, etc.

(3) How can broadcasters with conscience ask for more government "protection" through regulation—even in the area of audience research. Admittedly there's room for improvement, but hadn't we ought to take care of this ourselves? Does a broadcaster ever complain when the numbers are in his favor?

(4) Since when does a man acquire new wisdom, freedom from dishonesty and all-knowing wisdom because he dons the robes of a bureaucrat?

... I feel we can take care of the problems ourselves.—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

Support reassessment idea

EDITOR: Your March 18 editorial, "It's Circulation," makes good sense to me! —*Edward J. Hennessy, vice president-sales, WAVY-AM-TV, Norfolk, Va.*

EDITOR: "It's Circulation" is a hard-hitting editorial ... loaded with logic.—*John F. Box Jr., managing director, The Balaban Stations, St. Louis.*

Fringe-area harm claimed

EDITOR: I am terribly disappointed, but not surprised, by the FCC decision on dropins.

... For tv to be really competitive we need these dropins. What reasoning did the FCC use in denying the fringe areas a third vhf channel? Uhf may be fine for city dwellers, but what of the thousands in the fringe areas whose main entertainment comes from the large cities and tv? Uhf signals just do not carry far enough. We had a ch. 36 in Jacksonville 60 miles away, but we could not receive it here in Lake City.

We country cousins have hundreds of dollars invested in the finest receiver equipment available. And what do we receive? Two commercial channels. ABC may have the finest programs on the air but we're denied an opportunity to see all their programs...

I suppose we may now be in line for cable tv in the future. And, we will have to pay to see another channel that the three-station markets get free.

Is this what the FCC wants? Pay tv for some who happen to live in a fringe area?—*Robert L. Green, vice president, Columbia County Bank, Lake City, Fla.*

Text for ad students

EDITOR: I find the YEARBOOK a most necessary part of the students' reference materials in our course in radio-television station management to accompany their use of the weekly issues of BROADCASTING. *Robert V. Zacher, professor of advertising, Arizona State U., Tempe.*

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*Reg. U. S. Patent Office

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BROADCASTING, April 8, 1963

when you think

NEW YORK
RADIO

think

wmca

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

MONDAY MEMO

from JACK A. PRIVETT, Atherton-Privett Inc., Los Angeles

Keep those commercials simple

The best way to produce a prize-winning tv spot is to get lucky. We got lucky with a 20-second animated spot for Hawaiian Punch and it is being hailed as everything from "a milestone in spot tv" to "probably the most talked about commercial of the year."

If any of us in this business could create this kind of block-buster more than once in a blue moon, we wouldn't have to work. Maybe this brief explanation of how it happened may contain a clue or two that might be helpful.

Keep it simple. When your spot is on the screen, the viewer probably is sitting down, in a relaxed frame of mind, but slightly irritated by the interruption of the commercial. The only reason he was there is because he was watching a program; your commercial is an intrusion.

Compare this attitude of half-hearted interest in your intrusive commercial with the wholly dissimilar conditions under which you and your client evaluated the finished product in the projection room. Everyone present had been in on this commercial from the storyboard right through to the finished product and knew every word of the copy and were sitting on the edge of their seats and giving it their absolutely undivided attention.

The average viewer, on the other hand, has had a couple of beers and couldn't care less. It isn't that he doesn't have the intelligence to understand a complex or abstract message, it is that you can't hope to command more than a small portion of his total powers of comprehension. He just isn't that interested.

So we say, keep it simple.

Show It True ■ Speaking of projection rooms, we believe it is better to screen television commercials for client approval, on a 21-inch screen rather than on the customary large projection screen. Most tv production studios have a screen room with a huge screen and powerful high-fidelity speakers. If the client okays the commercials in this atmosphere, he is apt to be disappointed when he subsequently sees them on his tv set at home.

We believe it is a mistake to say to a client, in effect, "This is what you're not going to get."

The same principle applies to radio. The control booth in a radio recording studio is no place for a client. Put radio spots on tape and take them to the client's office with a little tape recorder and keep the volume down to a level at which he would normally listen to a radio receiving set in his home.

We have a simple but effective means of screening television commercials for client approval in our conference room. We merely cut a hole through one wall, about the height of the average home television set, and covered it with a face plate from a regular 21-inch television set.

On the other side of the wall we covered the hole with a piece of flat frosted window glass. The projector is then placed parallel to that wall, in the adjoining room, and the image is thrown onto the frosted glass from a mirror placed a couple of feet in front of the projector at a 45 degree angle. This makes the image read correctly from the viewers' seats inside the conference room. This explanation sounds a little complicated but the installation is really very simple.

Only One Idea ■ Decide on one concise selling idea that expresses a wanted benefit. In this case it was the fact that Hawaiian Punch is "fruit juicy." We didn't try to enumerate the ingredients or present a travelogue of the beauty of the islands. Nor did we have to enumerate all the different sized packages and forms in which the product is available in the stores. We only had to register the name and the words "fruit juicy." Without a tremendous budget we can not afford to be confusing.

See how many ways you can say the same thing. We developed 35 different story situations, all in a humorous vein because of the nature of the product; a fruit drink for children and adults. We narrowed these ideas down to 15 and presented them in storyboard form to our client-group and finally selected seven.

Bob Guidi of Tri-Arts, working with John Urie, and Bill Melendez of Playhouse Pictures produced the finished spots in black and white and color and

each did a flawless job.

Do a little pre-testing if possible. The agency and the client and the producer are so close to the picture, by the time the job is finished, that the series of spots becomes kind of a blur and it's a good idea to get some consumer reaction.

In this case we were able to screen the series for a group of some 200 food brokers at a convention, in two different meetings. One of the spots apparently was a little subtle because they didn't get it at all. The others were well received but the one where the little fellow says to the big fellow, "How about a nice Hawaiian Punch?" and then when the big fellow says, "Sure," and knocks him flat, was obviously the favorite of these two groups.

We intended to run the six spots, changing from one to another about every month. We, of course, ran the "Punch" spot first and the reaction from all over the country was so spontaneous and enthusiastic that we have simply continued to run this same spot for more than a year and present indications are that it will continue.

Children all over the country are asking their dads, "How about a nice Hawaiian Punch?" and then swinging on him. This is great. We have reports that it's also catching on nicely in schoolyards and many a fine fight has ensued.

Try to get something into your commercial that strikes a responsive chord with the consumer. Something like that wonderful line, "Mother, please; I'd rather do it myself!" Or a line that lends itself to familiar but unrelated situations; "Are you still using that greasy kid stuff?" Or a line that enables young extroverts to keep your commercial alive, like "How about a nice Hawaiian Punch?"



Jack Privett is principal in Atherton-Privett, Los Angeles, one of the leading western agencies. After receiving a BS degree in merchandising at the U. of Southern California, he started with J. Walter Thompson, San Francisco, as office boy. He also worked in both traffic and research and did account work in the Los Angeles office of JWT. In 1947 he left Thompson to begin his own business and has served a number of major western advertisers in the past 15 years.

YOU CAN'T COVER INDIANAPOLIS* FROM

INDIANAPOLIS

**The Indianapolis market, we mean!*

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

HERE'S WHY:

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

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

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

*except Indianapolis

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

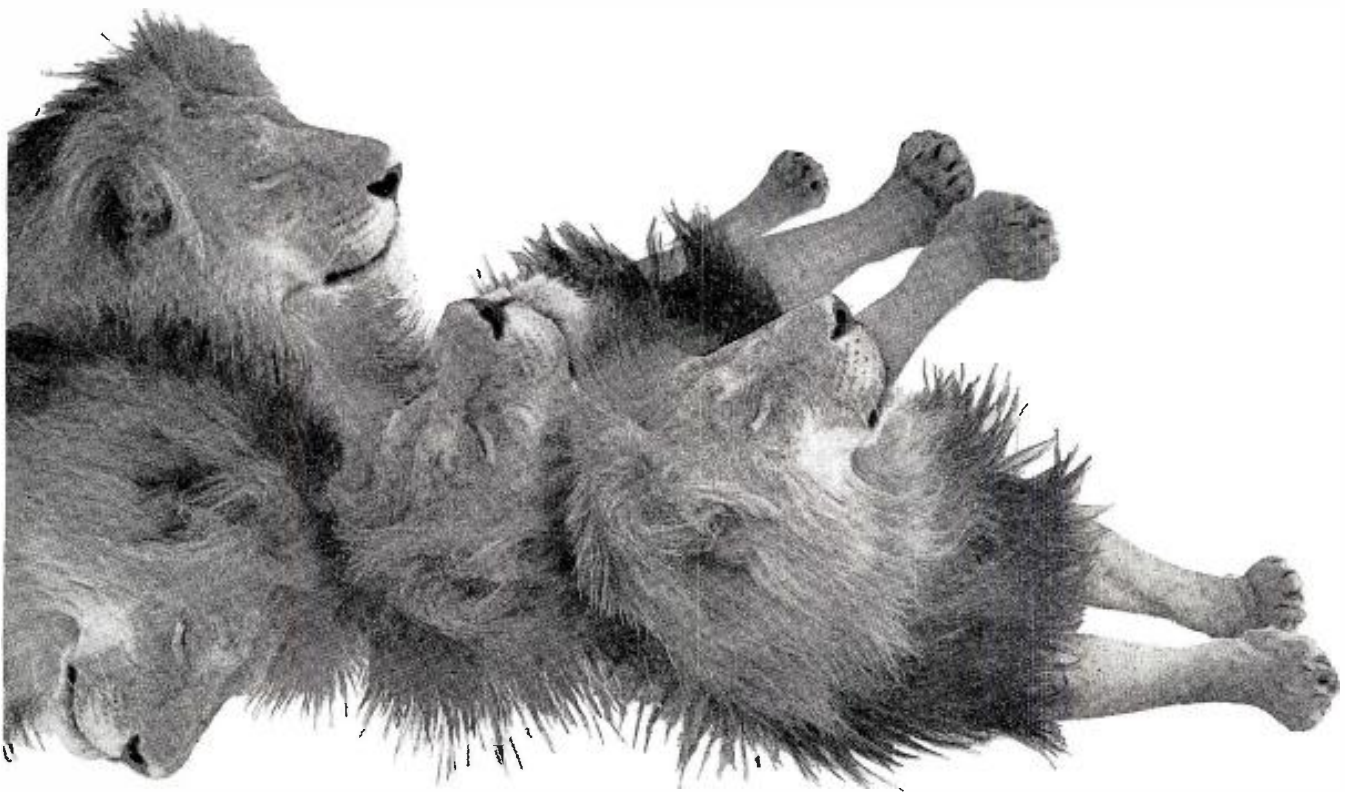
*AN AFFILIATE OF
WTHI AM & FM



Edward Petry & Co., Inc.



five out of five



in each of the CORINTHIAN markets...Houston
 ...Tulsa...Sacramento...Ft. Wayne...Indian-
 apolis, the CORINTHIAN television station leads
 in ratings in the latest ARB and Nielsen surveys.*

When you buy any CORINTHIAN station, you are
leading from strength.

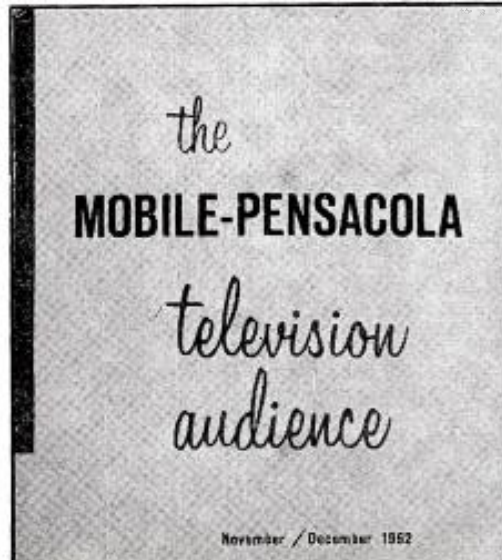
Source: 9:00 AM—12 Midnight, Sunday—Saturday, ARB and NSI. In Sacramento, tied for first.

THE CORINTHIAN STATIONS
 RESPONSIBILITY IN BROADCASTING

	KHOU-TV HOUSTON
	KOTV TULSA
	KXTV SACRAMENTO
	WANE-TV FORT WAYNE
	WISH-TV INDIANAPOLIS
	WANE-AM FORT WAYNE WISH-AM INDIANAPOLIS
REPRESENTED BY H-R	

W K R G • T V

MOBILE CHANNEL 5 PENSACOLA



Exception To The Rule



Year After Year **ARB** PROVES

WKRG-TV IS

"THE EXCEPTION TO THE RULE"

50% or More SHARE of Audience



Represented by H-R Television, Inc.

or call



C. P. PERSONS, Jr., General Manager

RATINGS MESS: NO. 1 NAB TOPIC

- Broadcasters hunt reliable way to measure audience
- Collins plans recommendations to June board meeting
- Present services grope for way to save their businesses

The broadcasting business began to respond with curative proposals last week to the pummeling that the ratings services have been taking in Washington for the past month.

To remedies already prescribed by advertising agency sources were added new proposals—largely unrelated and independently advanced—by broadcasters seeking, as one expressed it, to “put out the fire that’s about to consume us.”

The diversity of ideas and proposals, complicated by new developments and soundings being made within the ratings service business itself, led the chairman of the NAB television board of directors to advise an NAB convention session that somebody ought “to do some coordinating rather quickly.”

The ratings problem—specifically, what to do about it—dominated the NAB’s annual convention in Chicago. But neither the action nor the talk was confined entirely to broadcasters or Chicago. Here are some of the week’s highlights:

■ NAB’s research committee, under Donald H. McGannon of Westinghouse Broadcasting, scheduled a meeting for this Wednesday in New York. Indicating the urgency it felt, the committee hoped to submit a report to the NAB board by Saturday.

■ The NAB also was planning a long-range study to develop information on public attitudes toward broadcasting, what people from various media, listenership and impact of commercials, effects of leisure time and education on listening and viewing, and on the needs of computers in advertising.

■ NAB President LeRoy Collins promised that the NAB staff and research committee would evaluate the findings of the House subcommittee investigating ratings and that would submit proposals for action to the NAB boards when they meet in June.

■ The Radio Advertising Bureau offered to sponsor a study, estimated at \$100,000 to \$200,000 in cost, to find a “better” ratings system for radio specifically (CLOSED CIRCUIT, April 1)—provided the project is given pre-acceptance by advertisers and agencies and financial support by stations.

■ A group of agency executives met, with network representatives in New York for an informal session to hash over the problem—and consider what might be done about it.

■ To recommendations already advanced by agency authorities were added new but similar ones by President Emil Mogul of Mogul, Williams & Saylor (see page 30), and Richard A. R. Pinkham, senior vice president in charge of media and programming at Ted Bates & Co. Mr. Pinkham solicited action by the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

■ It was disclosed that the A. C. Nielsen Co. had notified its television station clients of a coming increase, estimated at 30 to 35% on the average, in the price of its local television service. Nielsen officials said the rate-rise decision pre-dated the Washington hearings

and that the notifications went out before Nielsen became involved in the testimony. They denied reports by some broadcasters that with the rate increase would go an increase in size of the samples used in the local studies.

■ Nielsen officials also reported, in response to questions, that “a lot of stations” have given termination notice under their local service contracts. They said these represent “protective” action frequently taken by stations but often rescinded. They said it was too early to judge whether these “protective termination notices” were now coming in at a faster than average pace.

■ American Research Bureau officials disclosed that they were sounding out stations—but finding few takers—on the possibility of doubling the ARB local service’s sample sizes and increasing its rates to cover the cost. The resultant price would be 30% to 40% higher



Headliners in Chicago last week

These three were stars of widely differing acts at last week’s annual NAB convention in Chicago. Bob Hope (l) won the broadcaster association’s Distinguished Achievement Award and drew the loudest applause of anybody at the convention (see page 58). FCC Chairman Newton Minow (center) plumped for a

federal law to make NAB membership compulsory (page 60). LeRoy Collins (r), NAB president, proposed reforms in ratings and other broadcast practices and criticized the FCC for forays into local programming and for proposing to adopt limitations on advertising stations can carry (page 54).

Harris' problem list not typical, Nielsen says

While broadcasters wrestled in Chicago last week with the problem of what to do about the ratings mess uncovered by an exhaustive House subcommittee investigation, the congressional probers continued to grapple in the capital with the A. C. Nielsen Co., the "Mr. Big" of broadcast measurement.

Methodical, carefully charted questioning by Robert E. L. Richardson, special counsel, had Nielsen witnesses so dazed they didn't even flinch when Mr. Richardson handed them a list containing the names of 70 families in the company's 1,200-home national tv sample—information formerly thought to be one of the best-kept secrets in broadcasting.

The subcommittee's questioning of Nielsen Co. witnesses for the past two weeks indicates the congressmen hold nothing sacred about the Chicago-based firm, whose radio and tv audience reports generally have been considered the industry standard.

Last week they raked Nielsen methodology, challenging its use of supposedly secretly placed meters, the way it edits listening and viewing diaries, its sample execution, and the way it does business. The sub-

committee made no effort to hide its belief that Nielsen has monopoly control of broadcast measurement and uses its power like Lola—what it wants, it gets.

In defense, Nielsen officials urged Rep. Oren Harris (D-Ark.), chairman of the Special Subcommittee on Investigations, to accept data which they said would verify their contentions that problems the subcommittee had come up with were exceptions and that an examination of the company's overall performance would show the problems are not typical of its work.

A Nielsen Appears ■ Arthur C. Nielsen Jr., president of the firm, returned to the U. S. from Australia just before the start of last week's hearings and said he rushed to Washington when apprised of what had transpired. He told a reporter he "was shocked at what was going on," and explained that comment referred to the conduct of the hearings.

It was apparent from what he observed during last week's proceedings that the subcommittee does not understand the business, Mr. Nielsen said. They've come up with some disgruntled broadcasters as witnesses,

he said, but nine out of 10 Nielsen clients are satisfied with the service.

The hearing is expected to conclude within a few days after Nielsen witnesses are excused, probably this week. Congress has been skeptical of the reliability of rating information for more than five years (BROADCASTING, Feb. 28), but it has remained for Rep. Harris and two special investigators—Mr. Richardson and Rex Sparger—to lay open the industry's worst sore. Their investigation began 20 months ago and has continued right through the midst of the current hearings, which began early last month with the smaller rating services (BROADCASTING, March 4, *et seq.*).

The subcommittee has not spelled out its conclusions or intended legislative recommendations, but it has been apparent that the members agree to a man that broadcast measurement, affecting as it does so many of the economic decisions made in broadcasting, cannot continue without reform—possibly regulation, but probably standards for research and machinery to insure researchers do what they say they do.

Nielsen 'Secrets' ■ In last week's

than the current rates.

■ A group of NBC affiliates suggested unofficially that costs be kept at present levels by doubling the sample sizes but halving the number of surveys per year. Ratings service officials replied that their need to keep operations going year-round would make such a cutback unfeasible.

The week's developments followed on the heels of a series of proposals, usually informal and sometimes spontaneous, by advertising agency authorities.

Paul E. J. Gerhold of Foote, Cone & Belding, chairman of the technical committee of the Advertising Research Foundation, had suggested that advertisers and agencies may need to set up a ratings policing organization, while Needham, Louis & Brorby recommended that a Bureau of Audited Broadcast Measurement be formed by agencies, advertisers and broadcasters (BROADCASTING, April 1).

Mr. Pinkham called on the appropriate committees of AAAA and ANA to take action in "motivating" the formation of a new overall ratings bureau.

In effect, Mr. Pinkham endorsed the proposal made by Needham, Louis & Brorby. This letter was sent to the

AAAA Special Broadcast Policy Committee and to ANA's Broadcast Advertising Committee. The AAAA group is headed by Sylvester L. (Pat) Weaver of McCann-Erickson; the ANA unit by John W. Burgard of Brown & Williamson Tobacco Corp.

Mr. Pinkham recommended that the Advertising Research Foundation be called upon for advice in determining the make-up of an "industry-supported, non-profit and accurate" measurement system for broadcasting.

Proposals and Speculation ■ With close to 3,500 broadcasters gathered there for the NAB convention, Chicago was the center of last week's proposals, pulse-feeling and speculation about the probable consequences of the hearing still going on in Washington.

The subject achieved official convention status even before the convention opened, when NAB President Collins told a news conference on Sunday (March 31) that the present ratings services and their methodology are "woefully weak."

"My own regret," he said, "is that broadcasters, knowing all these weaknesses, didn't act for themselves." A reporter suggested that some rating services had seemed to emerge unscathed

from the Washington hearing. To that Gov. Collins replied: "I am not aware that there is any rating service whose methodology would be said by any competent authority to be sound."

Faults and Weaknesses ■ President Collins got back to the subject in his keynote speech the next day, criticizing ratings firms for failing to correct "faults and weaknesses of their methodologies and services."

He said, however, that broadcasters shared the blame "for buying and for using data having so many apparent defects." To the broadcasters he said: "We must give up the philosophy that ratings are good if we are number one and bad if we are not, or that they are good as long as they will serve a profit purpose, notwithstanding a lack of reliability."

Broadcasters, he said, must be "masters of our own house"; they must refuse to be exploited or pushed around by any outside businesses that influence the progress of broadcasting.

Coordination Needed ■ The overall problem was brought into the convention limelight again on Wednesday when William B. Quarton, WMT Cedar Rapids, chairman of the NAB television board, called upon tv broadcasters to

activity, Mr. Richardson revealed a list of 70 Nielsen sample homes, and said he and Mr. Sparger could probably have discovered most of the 1,200 if they'd had the time. When the counsel told Henry Rahmel, Nielsen executive vice president, and Warren Cordell, chief statistical officer and vice president, that the information had been obtained without subpoena, and that the investigators believed any broadcaster or other interested person could do the same, the witnesses said they were "surprised," and had never heard of such a thing happening before.

Mr. Richardson added that the staff also had obtained a map from a Nielsen client which showed all 478 counties in which the research firm has placed its meters, supposedly secretly. The map had been in the client's hands since at least 1956, Mr. Richardson said, and would have been invaluable to a network wishing to strategically affiliate with tv stations in key counties. He did not say the source of the map was a network, but said the source claimed the document was left in its office after a Nielsen sales presentation.

Rep. John E. Moss (D-Calif.) led the subcommittee attack on Nielsen's cancellation of its contract with ABC Radio in May 1962. He charged Nielsen used its "virtual

monopoly powers" to punish ABC for not going along with changes the firm was introducing in its network radio reports. Nielsen's action forced ABC to find another measurement service (Sindlinger), he said,



A. C. Nielsen Jr.

and in retaliation Nielsen has refused to publish ABC audience information in its reports. Rep. Moss said the changes ABC opposed, but which Nielsen said the other networks wanted, were "worthless."

Mr. Richardson then tackled the editing procedures Nielsen follows

to "correct" listener diaries. He said the company's policy of discarding entire radio diaries because of some improper entries reduces the level of all radio listening and hurts small stations. However, he said, the company does just the opposite in its tv editing by salvaging any day's usable information and discarding just that which is "not valid."

He described as "strange" a situation in Louisville where discarded diaries had 26.1% of listening which should have been credited to WAKY, a non-subscriber, but just 5% of WKLO, a Nielsen subscriber.

Mr. Rahmel said Nielsen does not discriminate in its editing policies; editors do not know who subscribers are. Editing of radio diaries requires "perfect" information because that medium needs cumulative information while tv relies on per-broadcast data, he said.

The subcommittee also criticized Nielsen's heavy reliance on meters, which it protects with more than 50 patents. If the company says diary information is compatible with meter information, then there is no significant difference in the methods and the meters are unnecessary, the subcommittee reasoned. Mr. Rahmel denied meters are a "sales gimmick," and said meters are needed to check the reliability of diary recordings.

give thought to a situation "which seems to be going off in all directions" and needs "some coordinating rather quickly."

He expressed hope that the NAB research committee would consider not only methodology but also "where we spend our money, and how much."

He said there had been suggestions that resources be pooled and money invested in a single service—but in Canada, at least, this approach didn't work too well, he added.

Quick Report ■ In the same session Charles Crutchfield, WBTV (TV) Charlotte, N. C., reported that NAB's research committee planned to meet in New York Wednesday and hoped to report to the NAB board by Saturday.

He said he thought it would be necessary to postpone some long-range plans and concentrate on trying to "put out the fire that's about to consume us."

The committee's immediate objective, he told questioners, would be to develop a plan to answer problems that have been brought to light by the Washington hearing.

"Hopefully," he said, the committee can evolve a "standardized research system" that will be acceptable to all con-

cerned. He said the committee also hoped to recommend to the board long-range projects going into listening habits "in greater depth than ever before."

Radio, Too ■ In a radio assembly in progress at the same time, Melvin Goldberg, NAB vice president for research, said that radio broadcasters will have to determine what they want from research. The industry has never determined what "exposure" means, he said.

NAB is conducting its own review of the business of measuring audiences, Mr. Goldberg pointed out. In a reference to the plans of RAB, he said: "I know there are others who are going into that area too."

Radio must have audience measurements but they must be reliable and accurate, Mr. Goldberg stressed.

Mr. Quarton told the Wednesday tv meeting that he had received notice that his station's rates for the Nielsen local tv service were going up 49%. Several other broadcasters reported informally that they had been informed of coming price rises, and at least one said Nielsen planned to increase the sample in his market by 75%.

No Increase in Sample ■ John Churchill, vice president of Nielsen, told

BROADCASTING that a new rate card for the service was being issued and that stations had been notified. But he said the increases were intended to cover operating cost rises and that no changes in the service—including sample sizes—were involved.

Effective date is April 15 for new contracts, but for current subscribers the increase does not go into effect until the end of their present contracts—from eight months to two years from now, Mr. Churchill said.

He said the percentage increase varies from station to station, and that in addition to boosting the rate the new contract cuts back on some of the discounts formerly allowed. A new station client, he estimated, would pay 30 to 35% more under the new rate card than he would have paid under the old.

RAB Strikes Back ■ RAB's proposal for a radio-ratings methodology study was outlined by President Edmund Bunker in RAB's Tuesday-morning presentation to the convention. Mr. Bunker left no doubt that in his view the "short-changing" given to radio by existing ratings services is radio's No. 1 problem—and that the methodology study is intended to correct it.

"Radio has been hurt—and very bad-

RATINGS MESS, NAB NO. 1 TOPIC continued

ly hurt—by the absence of research which both measures our full audience and is accepted by advertisers and agencies,” he said.

Damage to radio caused by the rating services has been of “unbelievable proportions—millions of dollars lost to us and being lost to us each year that we allow this situation to continue,” Mr. Bunker said.

It is “just incredible,” he said, that the radio industry has permitted its very lifeblood to be controlled by the ratings services and has done nothing to correct the situation. “The man at his workbench listening to a battery-operated radio. . . . The young woman listening in a swimming pool . . . in a car. . . . Aren’t they worth measuring and counting?” the RAB president asked.

To put an end to undermeasurement, “we must ourselves conduct a rating of rating methods,” Mr. Bunker told nearly 2,000 enthusiastic radio broadcasters. “We must do original research in order to develop a better rating method for radio. We must have a carefully controlled pilot study of how to measure radio—something that has never been done under the industry’s own sponsorship.”

RAB Directed ■ The pilot study will be RAB-directed with the cooperation of the Advertising Research Foundation, he said. RAB now is searching for a research consultant to direct the study, with field work to be done by “an outstanding research firm not now engaged in syndicated broadcast meas-

urement research.”

Mr. Bunker estimated the project will cost between \$100,000 and \$200,000 and asked radio stations to join the RAB and contribute toward the study. He did not predict a completion date.

Very emphatically, he rejected the idea of a joint study of radio and tv ratings through the NAB. The problems, he said, are fundamentally different. “A project to study ratings in radio must be a radio project. We must reject the concept that radio and tv research should be chained together. They don’t belong together and we can’t see spending a dime for any effort that attempts to keep the two together. . . . Can you imagine how such a project might be compromised, and I’m afraid not in radio’s favor.”

At the same time, Mr. Bunker welcomed the financial support of the NAB. “We will accept its counsel and give NAB an important place at the table in the administration of this project. . . . But this is a radio project and it will be directed with the interests of radio in mind.”

Necessary Prerequisites ■ RAB will undertake the ratings survey only if it has (1) pre-acceptance by advertisers and agencies and (2) assurance of adequate financing from the radio industry, Mr. Bunker said. “That assurance from radio must come through one basic source—support of RAB by a greatly enlarged cross-section of radio stations,” he stressed.

“If we show a larger true audience

size and on a basis that advertisers and agencies can accept with full confidence, then bigger billings must follow. . . .”

Mr. Bunker was liberally applauded when he told his audience the congressional investigators have served a useful function for radio. “The rating services have taxed radio by their failure to count our audience fully and we haven’t even been able to get them to answer all of our questions about how they measure, let alone be represented in some manner in the way they operate,” he said. “No other industry turns over to outsiders virtually complete control of the flow of cash in their business.

“These outsiders are salesmen first and researchers second. They have sold a service. . . . The rating services are so much better salesmen than we are, they make us look like absolute amateurs.”

RAB does not intend to go into the rating business, Mr. Bunker said, but “we can serve as the catalyst, we can seek to provide the leadership to do what the rating services have been unwilling to do—and that is develop methodology that fits today’s radio.”

After new methodology has been developed, radio should be continuously represented in the planning of rating firms, the RAB president said.

“Never again must this industry turn over to people who turn out to be cynical—and it is cynical not to know what state your researchers are in and it is cynical to ignore the fact that your methodology has become hopelessly obsolete. That is *cynical*. And I say we’re worse if we let it continue. We’re stupid.”

Problem Still Acute ■ Exposure of rating abuses has not solved the problem, Mr. Bunker told his audience. He speculated that “right this minute” some timebuyer is purchasing some market using ratings based on “three broken meters, 200 diaries counted seven times each and interviews with people in a city 140 miles away.”

Congress will not get rating surveys off the desks of buyers, Mr. Bunker said. “Radio will be judged by ratings for the next 20 years as it has been for the past 20 years.”

Making a pitch to agencies and advertisers, he said RAB cannot carry out its study without “your complete enthusiasm. . . . Aren’t the agencies in a somewhat embarrassing position with their clients as revelation follows revelation of inadequacies of the ratings. . . .?” Mr. Bunker asked.

“So we think the agencies will want to join us in maintaining some form of continuing supervision of future audience measurement, some rights of on-site inspection. . . . I believe the Russians have conceded more on-site inspections than some of the rating services.”

Call for ratings reform echoed by Mogul

MORE THAN JUST ‘SETS ON’ MUST BE MEASURED

Advertising agency president Emil Mogul last week added his voice to the critics of the broadcast ratings services, and in effect endorsed the stand of some advertising leaders that reform be instituted with a unified rating system.

Mr. Mogul proposes a system that would be privately owned or else cooperatively operated by established broadcasting and advertising industry associations. In the main, Mr. Mogul, who is president of Mogul Williams & Saylor, New York, recommends a course similar to that outlined by Needham, Louis & Brorby, Chicago (AT DEADLINE, April 1).

There’s a next step once a single statistically reliable sampling system is proven to the industry, according to Mr. Mogul. That step must be to meet head on a qualitative problem: what’s going on in the room when the tv set is on? A possible solution, Mr. Mogul maintains, is one that he terms “far out, but not far fetched” in the light of present technology: a camera attached to the

television receiver. This camera would record the attention of viewers.

Just how inaccurate are the rating services? Mr. Mogul claims to have the goods. For example, Mr. Mogul, in an interview with BROADCASTING last week, revealed that his agency has conducted a continuing survey of eight radio stations in New York over the past 10 years using a “keyed-offer” coupon system which has an average 50,000 respondents each year.

According to Mr. Mogul, despite the fact that one of the stations checked consistently scores poorly with a ratings service to which it is a non-subscriber, it enjoys the position of being the station with the highest “pulling power” for a specific client in the Mogul survey.

From the national measurement point of view, Mr. Mogul inclines toward increased size of samples, noting again from agency experience that results differ in current comparative surveys.

WHICH IS THE IOWA FARMER'S DAUGHTER?

Forgive us for catching your eye, but we can't punch this thought too hard: perhaps more than in any other state in the Union, *Iowa farm people and Iowa city people are almost exactly alike.*

The average Iowa farmer has an annual income of \$14,700. This permits him and his family to *buy your products* — whether dancing lessons, hair sprays, automobiles, or whatever!

There's simply no better way to reach Central Iowa farm families than via WHO-TV. Let PGW prove it to you with actual dollars-and-cents analyses.



CHANNEL 13 • DES MOINES **WHO-TV**



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives



AFFILIATE

Radio-tv return to normal in New York

SPONSOR GAINS OFFSET BY EXPANDED NEWS AT SEVERAL STATIONS

The 114-day newspaper strike in New York ended March 31 and the city's dailies, except for the *Post*, which had resumed publication a couple of weeks earlier, were back on the newsstands April 1.

For radio and television, things were back to normal—almost. The strike left the following marks, and some are yet to work themselves out:

- Several major stations, though gaining increased revenue from new advertisers, toted up huge expenses from an additional emphasis on news programming and expanded news staffs.

- But some stations are continuing some of the news features and expanded programming developed during the strike period.

- Stations find it too early to assess the future use of their facilities by many advertisers, which were formerly in newspapers only.

- The ratio of revenue over losses appeared generally in radio's favor because radio, in the main, had more time available to sell than did television.

The New York advertising community found it difficult to predict the future pattern of advertisers, who, it was said by some, might not readily return to newspapers now that they've had a taste of success with radio-television advertising.

It was noted, for example, that many retail stores, unaccustomed to radio-tv, spent their budgets early in the strike period, thus clouding future plans.

Several of these advertisers, moreover, were reported in their first-time broadcast plunge to have failed to buy

“properly”—that is the most efficiently or effectively—because of knowledge limited to print advertising.

Some specific experiences of advertiser successes with broadcasting are recounted elsewhere (see page 34).

Revenue Gains ■ In general, several radio stations reporting estimated revenue gains placed the hike in the range of 20-25% during the strike period that started on Dec. 8.

Expenses incurred directly by the strike were high for most major stations. Estimates varied, with one station reporting a figure at \$50,000 per week. The range for the majors fell somewhere between \$20,000 and \$45,000 each week. A portion of these expenses—estimated from a third to a half—was balanced by extra revenue.

According to a survey conducted by Schwerin Research, television did the best job among surviving media of news coverage during the newspaper strike.

From a sample 709 persons contacted and asked whether they thought the medium's coverage was excellent, good, fair or poor, 60% said they thought television did an “excellent” job. Given the same choice of evaluations for radio, 47% of the same group called radio coverage “excellent,” and using the same alternatives for news magazine coverage, 23% of the same group called it “excellent.”

But the more specific detail is discernible in the station-by-station reports. A sampling of stations in the metropolitan New York area disclosed the following information:

An official of WCBS-TV New York said the station is hopeful that some

of the advertisers who used the station will return to it now that newspapers have returned, but pointed out it is too early to predict the eventual outcome. He noted that the station estimates that its expanded news coverage was conducted at a “break even point” with added advertising recouping added expenses. The station is retaining some of the added news programs.

WCBS-AM-FM reportedly increased sales 20 to 25% as a result of the paper shutdown. Main hope at the station for permanent business growing out of the strike is said to rest on accounts which had used radio before—especially retailers—who might now maintain increased budgets in the medium.

Some Money Lost ■ WPIX (TV) reported it lost a “little money” on its expanded news coverage, but believes that at least one retail store—John's Bargain Stores—of the several which bought time during the strike will remain with the station.

WNBC-TV and WNBC-AM-FM claim the largest expansion of their two-station system of any other pair of local stations. The stations reported a combined increase of 526 hours and 4 minutes during the 114 days of the strike.

It breaks down like this: WNBC-TV carried 225 hours, 30 minutes of additional news coverage, more than twice as much as it normally carried, at an expense estimated at \$50,000 per week. Station officials figure that increased advertising resulted in an almost “break-even” situation financially.

WNBC-AM-FM, for the same Dec. 8-March 31 period, added 300 hours, 34 minutes of extra news, an addition of more than half the regular coverage of 518 hours, 17 minutes. All but one of the stations' extra newscasts will be dropped.

WNBC-TV added nine new sponsors during the strike, and is hopeful of keeping some of them. Bond's Clothes, and Herman's Sports Stores are two clients picked up during the strike who may stay, and E. J. Korvette discount house may also remain. (see stories on page 34).

WABC-TV will retain two additional five-minute segments of its news coverage prompted by the strike and WABC-AM will retain a 20-minute addition to its daily *Newscope*. WABC-FM will return to its format before the strike of duplicating WABC until 6 p.m. and then turning to a music format of its own.

Modest Profit ■ WNEW-AM-FM re-

Theater league happy with air coverage

Losses to New York City's economy of an estimated \$330 million during the 114-day newspaper strike were partially offset by at least one industry especially pleased with its radio and television coverage.

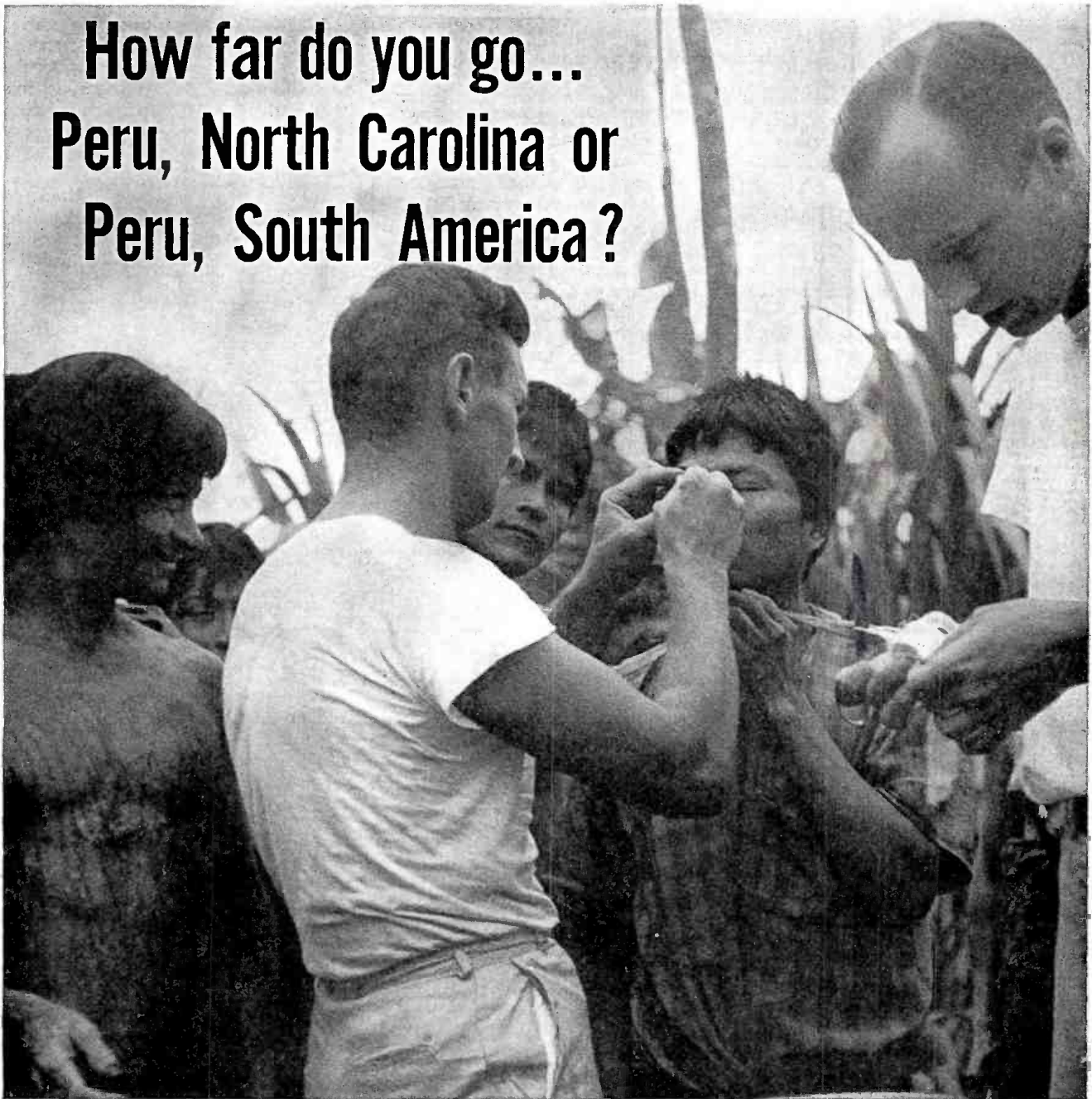
“One of the plusses of the strike [was] that television has created somewhat of an audience,” said Willard Keef of the League of New York Theaters, interviewed on a WCBS-TV New York report, *The Great Newspaper Strike* (Sun., March 31). He continued:

“Unquestionably, television and radio made a big story of the strike and big story of the theater. . . The

reviewers came in and the public got habituated to waiting for the 11:15 p.m. shows and the morning shows to find out what the critics said about the plays. This is something we hadn't anticipated and as the strike progressed, you could tell that the fortunes of the shows improved because of this television and radio coverage.”

Mr. Keef said the increased coverage of theater news by radio and tv has interested a new audience—“Some of the [theater] managements can tell from their mail that this is a new group and they think that's a gain.”

How far do you go... Peru, North Carolina or Peru, South America?



Charlotte's WSOC-TV went into the Amazon jungles for this story

Distance depends. Wherever big stories break in the Carolinas, WSOC-TV staffers cover them. It's the brand of reporting that for three years has swept top awards in the Southern tv news photography competition.

Complementing this top grade regional and local news service is WSOC-TV's imaginative programming in other areas of public interest. Example is Carroll McGaughey's documentary "and Teach all Nations" which he filmed among primitive tribes of Peru, dramatizing work of the Wycliffe Bible Translators there.

This great area station of the nation goes far indeed to better serve its viewers . . . and its advertisers.



WSOC-TV news director Carroll McGaughey on Peruvian film trek.

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

Lorillard rides three television trends

The P. Lorillard Co. currently is "riding the crest of three major moves in television," consisting of big-name performers, sports presentations and color tv, Morgan J. Cramer, Lorillard president, told the company's annual meeting in New York last week.

He prefaced this statement by pointing out that in the tobacco business particularly, effective advertising plays a dominant role. Sales rise and fall, he said, in direct relation to the effectiveness of a company's advertising. In the planning of campaigns, Mr. Cramer added, Lorillard is guided by prevailing trends and preferences.

The use of star names in tv, such as Jack Paar, Ed Sullivan, Dick Van Dyke and Joey Bishop, provides Lorillard with "a proven attraction . . . and tremendous audiences," Mr. Cramer stated. The stars fre-

quently deliver the commercials, he pointed out, and added: "Surveys tell us that when a star performer, Jack Paar, for instance, recommends Kent on his show, the viewer's retention of that message is increased 50%."

He reported that sports programming appeals to both men and women and networks are supplying more programs of this type than in the past. Lorillard has used sports programs for many years, he said, but "is placing greater emphasis than ever" on such television shows presently.

Color tv, Mr. Cramer declared, is expensive but is especially useful for its built-in values. He reported that surveys show that a color commercial is at least twice as effective as one in black-and-white. Consequently, all of Kent and Newport commercials currently are being shot in color, Mr. Cramer said.

ported it picked up between \$25,000 and \$35,000 extra each week during the period of the strike and probably made a modest profit on added business, a spokesman said. He was optimistic that advertising obtained in the entertainment area—motion picture and legitimate theatre—might continue to some extent. Added news and feature segments will be retained.

An official of WNEW-TV expressed the view that added advertising obtained during the strike "just about compensated for our extra expenses in added coverage." The station plans to continue some of the news segments introduced during the newspaper blackout.

WOR New York had a lift in broadcasting profits this year, a development attributed at least in part by Thomas F. O'Neil, chairman of RKO General, which owns the station, to the newspaper strike. Mr. O'Neil, who spoke at an annual meeting of RKO General in Akron (see story, page 102), said the strike contribution was significant to WOR's increase in audience and revenues.

WMCA's sales manager Robert W. Mazur reported billings 55% ahead of the same period one year ago, but less than half of it directly to the newspaper blackout. The station pointed to auto dealers, motion picture distributors, real estate operators, a fuel oil firm, and department stores as among the categories of advertisers which stepped up their radio use.

Though revenues were up, not all the gain went into profit for expenses rose directly to the rate of added radio

services needed. In round estimates, WMCA figured its overall news and public affairs expansion during strike time to be up 40-50%.

Expanded Everything ■ WINS during the strike expanded news and features as well as its special advertising, promotion and publicity at an estimated \$45,000 in costs. Arthur Harrison, sales manager, said business had increased 60% in December compared to that month of a year ago, and though advertising revenue directly traced to the strike fell off sharply in the past two months, the station expects to be well in the black after the strike business.

WINS plans to carry over major portions of its expanded news coverage in the post-strike period.

WINS says it had increased weekly newscast time from 17 to 35 hours and its staff from 16 to 32 full-time newsmen.

WHN reported business up approximately 25% during the strike. A "representative but not complete" list of new advertisers on the station as a result of the strike includes retailers: Bonwit Teller, B. Altman, Lord & Taylor, Masters, S. Klein, Saks 34th, Alexanders and Abraham & Straus. Macy's and Gimbels, who had been buyers on the station before the strike, continued to use the outlet during the shutdown. A station official described new advertiser reaction as "extreme satisfaction in many instances."

The strike has had no permanent effects on the WHN news format.

New York Times-owned WQXR expanded its coverage to include 21% more news than it had before.

WLIB, a Negro-oriented station which initiated a five-minute newscast on the hour in addition to its regular five minutes on the half-hour, is continuing the practice. During the strike, WLIB started special events coverage of interest to its Negro audience, and it too, will continue.

New York City-owned Municipal Broadcasting Co., which operates WNYC-AM-TV, increased its news coverage substantially. Though it is cutting back on most of this added service to revert to normal programming, the stations are retaining, in part, their financial news coverage.

WJRZ Newark N. J., will make one permanent addition to its programming as a result of the strike, *Celebrity Column*, an interview show conducted by newspaper columnists.

Two metropolitan stations—WWRL New York and WHLI Hempstead—added to their coverage during the strike but will return to pre-strike programming now that the strike has ended.

Special Aspects ■ And two local stations took on special aspects during the strike.

WNDR (TV) Newark (N. Y. C. area) educational station, reported itself as "hurting badly—as a result of the newspaper strike." The station, which depends on private contributions, had its fund raising campaign seriously hampered with loss of the papers.

Only permanent effect of the strike on programming, reported by the station concerns its *World at 13* news analysis show. Prior to the strike the show had been fed two nights a week from WGBH-TV Boston. Since December 8, it has been presented live from WNDR (TV) studios five nights a week and will continue on this basis.

WHOM programs principally in Spanish and since the city's Spanish language papers continued operation throughout the strike, the station picked up no "media switch" accounts attributable to the strike and anticipated no loss of business with the settlement.

SUCCESS STORY

Advertisers learn radio-tv do produce

Radio and television demonstrated they could provide results for advertisers during the long newspaper strike in New York.

There are indications, of some advertisers intending to stick at least for awhile with radio and tv, though before the newspaper strike they had never used broadcast before (see story, page 32).

Healthy for Herman's ■ It took the spring thaw to bring newspapers out of a deep freeze in New York, but the



We've gone to Japan...



to bring you Volume 6

THE INTERNATIONAL VOLUME

The finest product of the Japanese film industry — award winning films such as “The Island,” and “Rashomon.” These and many more films from Germany, France, Italy, and England ...the best the world has to offer...are all in Volume 6, “The International Volume,” Seven Arts’ new release of “Films of the 50’s.”



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue • 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. • ORchard 4-5105
DALLAS: 5641 Charleston Drive • ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. • STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193

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

frigid climate was healthy for Herman's Sports Shops.

That's because the small two-store sporting goods operation turned to television for advertising its big winter seller—ice skates—and according to the results, Herman's would probably be just as happy if the thaw never came. Using one-minute daily spots on WNBC-TV for seven weeks, then stepping the campaign up to two one-minute spots before Christmas, Herman's reported a record-breaking sale of 600 pairs of ice skates in one week.

As a result, Herman's will allocate half of all its advertising to television in 1963-64. And results are still encouraging. Thanks to the tv spots, Herman's reports that January sales were twice those of January 1962.

Korvette Campaign ■ The newspaper strike may have made a believer out of

at least one "doubter" of television's sales power.

A discount house chain, E. J. Korvette, usually a reluctant television buyer, turned to the medium during the newspaper blackout to air messages for its fur department. The Korvette campaign was one of intensive advertising on the Friday before a Saturday sale, using six daytime spots and one at night during the *Tonight* show over WNBC-TV. The campaign ran three times.

Results: sizable sales gains, and a modest concession from the Korvette folks—"We'll take another look at the medium as an advertising outlet."

Macy's Radio ■ Neither the strike, cold weather nor rain dampened the spirit and size of crowds on the opening in January of Macy's Home Improvement Center (department store)

at Roosevelt Field on Long Island. M. L. Grant Inc., Macy's agency, noted "thousands of people" were on hand, and the only advertising used was on WMCA. Said the station: "The entire venture was such a success that Macy's is continuing with us on a long-term basis."

Men's Wear Report ■ WMCA New York also pinpointed what it reports as a forecast of a continued heavy use of local radio advertising by men's wear stores.

The station cited comments made by Isidore S. Immerman, counsel director of the Associated Men's Wear Retailers of New York. Mr. Immerman's observations were in regard to the use of radio advertising by men's wear outlets during the newspaper strike. He said the increased use of radio time "has taught the men's wear advertiser how to use radio effectively for spot announcements of spectaculars in any promotion.

"Too often in the past," Mr. Immerman continued, "merchants said there is no substitute for newspaper ads." But, he said, he would not "hesitate to say that retailers will continue with radio advertising despite the strike settlement."

Robert W. Mazur, sales manager of WMCA, related the experience of Kingsbury Clothes, Brooklyn, "a typical example of what a number of men's clothing retailers did during the newspaper strike."

That store, Mr. Mazur said, scheduled nearly \$4,000 in advertising in a six-week period.

As a result of the newspaper strike, WQXR New York obtained time contracts from two department stores which had originally advertised on the station as an interim measure. Details of the contracts, signed by Lord & Taylor and W. & J. Sloane, were not immediately available. A spokesman for the station said that sponsors in the travel and amusement fields also will remain on the air.

Business briefly . . .

Shulton Inc., New York (Old Spice men's grooming products) will sponsor ABC-TV's Monday-Friday evening newscast, *Ron Cochran With the News* from April 10 through September. Campaign, placed for Shulton by the Wesley Assoc., New York, is company's first use of network television for the Old Spice line.

Shell Oil Company is expected to conduct a special radio test campaign for the rest of this year with radio spots during the morning and afternoon driving times on a Monday-through-Friday basis. Trade reports indicated Shell would run 10-30 announcements a week, with news, weather and sports

RADIO PREVIEW: Smokey's 'cryin' trees'

A sure-fire formula for a hit record these days is to take a good folk song and get the Limelitters to record it for you. At Foote, Cone & Belding, Los Angeles, they figured this would be a good formula for a radio commercial as well. Particularly when the commercial is a public-service spot for the Smokey the Bear fire prevention campaign of the Advertising Council, for which FC&B is the volunteer agency.

So Steve Lehner of FC&B wrote some lyrics about "a place where a forest used to be and late at night when the wind is right you can hear the cryin' trees. There's no life now

where the fire came; it scorched the earth with a burst of flame; there's nothing now but the barren shame and the sigh of the cryin' trees. . . ." Henry Russell, composer-conductor, wrote the musical arrangement and directed the recording session, produced by Bud Davis of FC&B.

The Limelitters sang the 2½-minute folk song, Mr. Russell and the agency men all donated their services to the public service campaign, for which Edward Wilson, FC&B vice president, is account supervisor. Russell Z. Eller, director of advertising for Sunkist Growers Inc., is volunteer coordinator.



Smokey the Bear joins the Limelitters to make it a quartet during

the recording session for a fire prevention campaign.



Us hayseeds got a real OASIS!

GOING back to fundamentals a little bit, we'd like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil — so fabulous that even the Encyclopaedia Britannica comments on it. Look up “Red River Valley,” and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley — come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you'll be fascinated.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

adjacencies said to be preferred. Shell's agency, Ogilvy, Benson & Mather, declined to confirm the report.

Ovaltine Food Products Div. of Wander Co., Chicago, has named Foote, Cone & Belding there as its agency effective immediately replacing Tatham-Laird. Annual \$1.8 million budget goes mostly into tv. Earle Ludgin Co., Chicago, was named by Ovaltine to handle a new confection product.

Peter Eckrich & Sons, Fort Wayne, Ind., meat packer, has completed a series of 20-, 30- and 60-second spots for frankfurters and cold meat lines through Film-Makers Inc., Chicago, to be placed on tv stations throughout Indiana, Michigan, and northwestern Ohio. Eckrich agency is Bonsib Inc., Fort Wayne.

Zenith Radio Corp., Chicago, and **Amana Refrigeration Inc.**, Amana, Iowa, will co-sponsor the two-day colorcast of *The World Series of Golf* on NBC-TV (Sept. 7-8, 4:30-6 p.m.). Agencies: Foote, Cone & Belding, New York and MacFarland, Aveyard, Chicago.

American Dairy Assn. will continue to co-sponsor *Adventures of Ozzie & Harriet* on ABC-TV through new season starting in September. Delegates to ADA's annual meeting in Chicago voted program renewal. ADA agencies are Campbell-Mithun and Compton Adv., Chicago.

Perkins Div., General Foods Corp., White Plains, N. Y., through Foote, Cone & Belding, New York, and the Ideal Toy Co., through Grey Adv.,

both New York, have signed to sponsor *Dennis the Menace* on NBC-TV (Saturday, 11:30 a.m.-noon), starting in the fall. The series is completing a four-year run on CBS-TV this season in the Sunday, 7:30-8 p.m. slot.

Daniel & Charles lands Hazel Bishop ad account

Daniel & Charles, New York, was selected last week as the new agency for Hazel Bishop Inc.'s cosmetics and the company's Lanolin Plus line of products, replacing Kenyon & Eckhardt. The accounts are expected to bill about \$2.5 million in 1963, largely in tv.

Hazel Bishop had been at several agencies in the past four years, including a tenure at D&C. K&E acquired the account in April 1962 and several months later Lanolin Plus was added.

National Airlines makes first tv spot buy

National Airlines, New York, has announced a national spot tv campaign placed through Papert, Koenig, Lois. The campaign is scheduled to begin April 21 in Los Angeles, Houston and New Orleans and by the end of April reportedly will be in effect in 11 major markets on 37 tv stations.

A National Airlines spokesman said this was the company's first major venture in television advertising. He described the advertising as a saturation campaign which will be heaviest during the spring and summer months but which will continue throughout the year. Spots (10- and 20-seconds) will

emphasize the airline's triangle-fare discounts and promote Florida vacation travel.

KHCC&A buys Atlanta agency

Kastor Hilton Chesley Clifford & Atherton Inc., New York, has acquired Eastburn-Siegel Adv., Atlanta, a 27-year-old agency with over \$1 million in billing. The Atlanta agency will become a regional office of Kastor Hilton, with Harry L. Siegel, president of Eastburn-Siegel, as its general manager.

Study shows advertising lowers product cost

Advertising tends to lower the costs of products, according to a study made by *Grey Matter*, a publication of Grey Adv., New York, which was distributed last week.

The publication queried a random sample of 1,000 of its readers, consisting of the top management of large and small companies, for an opinion on this subject: "What effect has advertising had on prices in the past 50 years? Higher? Lower? No Effect?" The publication also asked professors of marketing at 10 colleges and universities throughout the country to poll their students and received 1,100 replies.

For businessmen, the results were: higher, 12%; lower, 74%; no effect, 9%; don't know, 5%. For students, the results were: higher, 36%; lower, 51%; no effect, 9%; don't know, 4%.

Sun Oil reduces tv budget

The Sun Oil Co., Philadelphia, which spent more than \$2.7 million in television in 1962, is planning to substantially reduce its use of the medium in favor of newspapers. The firm is arranging newspaper schedules to begin this month.

Television Bureau of Advertising figures indicate Sun Oil spent about \$1.7 million, at gross time costs, in network and about \$1 million (gross time costs) in spot last year. Sun Oil will retain partial sponsorship of the *Sunoco News Final* on ABC-TV. It now has exclusive sponsorship of the show. William Esty & Co., New York, is the agency.

All-Star football game added by Goodyear

Because it figures that 85 plus 85 equals its major target, Goodyear Tire & Rubber Co. adds a fourth major sports event to its "sports look" in tv advertising this spring and summer.

Reasoning that 85% of all tire buyers are men and that 85% of all tv sports viewers are men, Goodyear has intensified its sports concentration by adding co-sponsorship of the College All-Star football game in August to al-

Commercials in production . . .

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

Filmways of California, 4001 Overland Ave., Culver City, Calif.

Brown & Williamson (Kools) four 60's for tv, live on film. Les Guthrie, prod. mgr. Agency: Ted Bates. Henry Hull, agency producer.

Ford Motor Co. (Mercury Div.) one 60 for tv, live on film. Les Guthrie, prod. mgr. Agency: Kenyon & Eckhardt. Frank Amy, agency producer.

Pittsburgh Plate Glass (chemical div.-Pittchlor) one 60 for tv, live on film (color). Les Guthrie, prod. mgr. Agency: Maxon. Richard Pedicini, agency producer.

Pittsburgh Plate Glass (glass doors) one 60 for tv, live on film. Les Guthrie, prod. mgr. Agency: J. Walter Thompson. Bill Gibbs, agency producer.

General Mills (Betty Crocker cake mixes) two 60's for tv, live on film. Les Guthrie, prod. mgr.

Agency: Needham, Louis & Brorby. Will Davis, agency producer.

RCA Whirlpool (refrigerators) five 50's, five 60's for tv, live on film. Les Guthrie, prod. mgr. Agency: McCann-Erickson. Al Tennyson, agency producer.

Anheuser Busch (Busch Bavarian Beer) three 60's, six 20's for tv, live on film. Les Guthrie, prod. mgr. Agency: Gardner. Laney Lee, agency producer.

Kraft Foods (margarine) one 60 for tv, live on film. Les Guthrie, prod. mgr. Agency: Needham, Louis & Brorby. Will Davis, agency producer.

Kellogg (Special K) two 60's, one 20 for tv, live on film. Les Guthrie, prod. mgr. Agency: Leo Burnett. Gordon Minter, agency producer.

PGL Productions Inc., 6 E. 46th St., New York 17. Edward Dalton Co. (Metrecal) three 30's for tv, live on film. Frank Herman, prod. mgr. Agency: Kenyon & Eckhardt. Barrie McDowell, agency producer.

Helmec Co. (Lint Pic Ups) one 30 for tv, live on film. Frank Herman, prod. mgr. Agency: Friend-Reiss. Dave Lyons, agency producer.

Sparkle Ice Cream Co., one 30 for tv, live on film. Frank Herman, prod. mgr. Agency: Smith/Greenland. Murray Klien, agency producer.

Faberware (rotisserie) one 30 for tv. Frank Herman, prod. mgr. Agency: Smith/Greenland.

ready scheduled advertising on three golf tournaments—the Tournament of Champions May 5, the U. S. Golf Assn. Open June 22, and the P.G.A. championship July 20 and 21.

The firm was also a co-sponsor of the Feb. 3 broadcast of the Palm Springs Open final round and the March 23 NCAA basketball finals. Agency is Young & Rubicam.

Agency appointments...

▪ Diener Inc., western distributor of Goody hair care products, appoints David Olean Adv., Los Angeles, as its agency.

Television will be used to promote the new Goody ball tip brush roller, starting April 5 with half-hour sponsorship of the *Teen Hop* show on KCOP (TV) and continuing through April with minute and 20-second spots on KCOP, KABC-TV, KHJ-TV, KNBC (TV) and KTLA (TV), all Los Angeles. Gordon Gelfond, vice president, and Wayne E. Smith, account executive, will direct the account.

▪ The Carpet Manufacturing Co. Ltd. of England, has appointed Benton & Bowles Ltd., London, as its advertising agency.

▪ Plumrose Inc., New York, importers of Danish meats and cheeses, has appointed Crestwood Adv., that city, as its advertising and publicity agency in the U. S. A spot radio campaign is now in planning.

▪ Amana West Coast, Glendale, Calif., appoints Weverka & Assoc., Beverly Hills, as its advertising and public relations agency. Robert Weverka will be account supervisor.

▪ The Olga Co., Van Nuys, Calif., ladies undergarment manufacturer, has appointed Geyer, Morey, Ballard Inc., Los Angeles.

Rep appointments...

▪ WBCH Hastings, Mich.: D-O Sales Service, New York, as national representative.

▪ WTTT Amherst, Mass., WWSR St. Albans and WSNO Barre-Montpelier, both Vermont: Eckels & Co., Boston, as New England representatives.

▪ WNFO-FM Nashville, Tenn.: Herbert E. Groskin & Co., New York, as representative.

▪ The Connecticut State Network: Mort Bassett & Co., New York, as national representative. (Appointment is for the state group only; each of the seven radio stations in the network has its own rep for national sales, a distinction not made last week in a report in this space.)

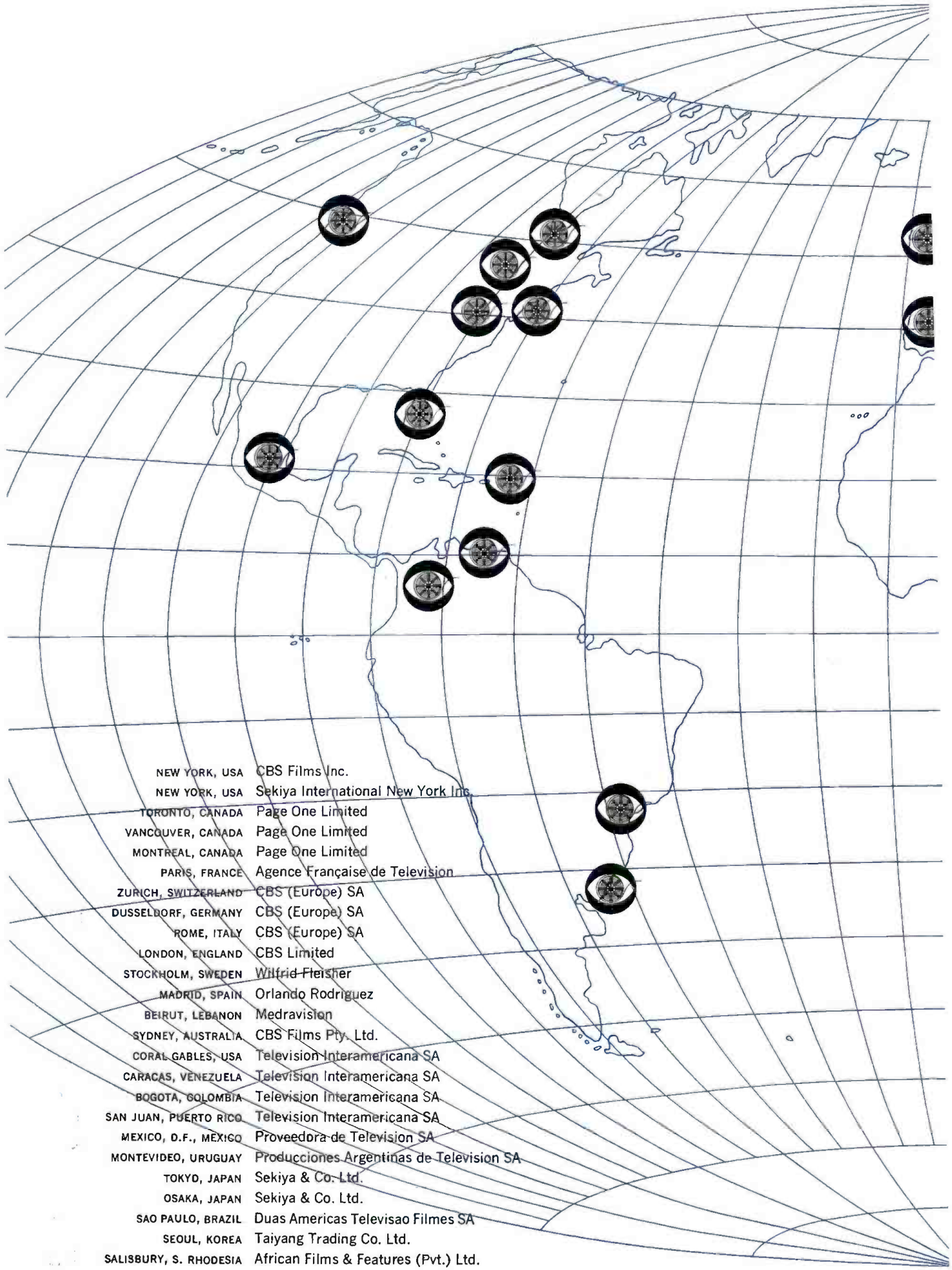


Our clients' sales - that's what's up! And why not? We've had 10 years' experience selling the 325,600 tv homes in Virginia's NO.1 tv market! (* Television Magazine)*

WSLS-TV 10  **ROANOKE, VA.**

 **THE KATZ AGENCY, INC.**
National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"



- NEW YORK, USA CBS Films Inc.
- NEW YORK, USA Sekiya International New York Inc.
- TORONTO, CANADA Page One Limited
- VANCOUVER, CANADA Page One Limited
- MONTREAL, CANADA Page One Limited
- PARIS, FRANCE Agence Française de Television
- ZURICH, SWITZERLAND CBS (Europe) SA
- DUSSELDORF, GERMANY CBS (Europe) SA
- ROME, ITALY CBS (Europe) SA
- LONDON, ENGLAND CBS Limited
- STOCKHOLM, SWEDEN Wilfrid Fleisher
- MADRID, SPAIN Orlando Rodriguez
- BEIRUT, LEBANON Medravison
- SYDNEY, AUSTRALIA CBS Films Pty. Ltd.
- CORAL GABLES, USA Television Interamericana SA
- CARACAS, VENEZUELA Television Interamericana SA
- BOGOTA, COLOMBIA Television Interamericana SA
- SAN JUAN, PUERTO RICO Television Interamericana SA
- MEXICO, D.F., MEXICO Proveedora de Television SA
- MONTEVIDEO, URUGUAY Producciones Argentinas de Television SA
- TOKYO, JAPAN Sekiya & Co. Ltd.
- OSAKA, JAPAN Sekiya & Co. Ltd.
- SAO PAULO, BRAZIL Duas Americas Televisao Filmes SA
- SEOUL, KOREA Taiyang Trading Co. Ltd.
- SALISBURY, S. RHODESIA African Films & Features (Pvt.) Ltd.



WORLD-WISE!

**CBS Films,
with 25
international
offices and
representatives
strategically
located
throughout
the world—
from New York
to Tokyo,
from London to
Sydney—is now
distributing 76
properties in
63 countries
outside the U.S....
at the rate of
more than 2,000
half-hours each
week all told!**

CBS FILMS

REOPENING OF SYRACUSE CH. 9 ASKED

8 rivals question qualifications of Onondaga president

Eight of the nine applicants for ch. 9 in Syracuse, N. Y., asked the FCC last week to reopen the hearing that led to an initial decision favoring Onondaga Broadcasting Inc. (BROADCASTING, Feb. 11).

The eight applicants were: Veterans Broadcasting Co.; Syracuse Tv Inc.; W.R.G. Baker Radio & Tv Corp.; WAGE Inc.; Syracuse Civic Tv Assn.; Six Nations Tv Corp.; Salt City Broadcasting Corp., and Geo. P. Hollingbery.

The joint petition questioned the character qualifications of Onondaga's president and 12% owner, Asher S. Markson, because of past business dealings.

The petition said that Mr. Markson, as past president of Markson Bros. Inc., a furniture company, is involved in bankruptcy proceedings against that company. The petitioners said that the hearing examiner concluded that the bankruptcy case did not reflect on Mr. Markson, but that this decision was based on the findings of a lower court which have since been reversed by a U. S. Court of Appeals.

The Court of Appeals concluded that Mr. Markson would have to show how his furniture firm lost nearly \$2 million

and because of this its sound financial position. The money had been loaned to Markson Bros. parent company, Son-Mark in Philadelphia, which at the time was in serious financial troubles.

The petitioners questioned whether the case "involves serious question of Onondaga's reliability in that the facts indicate that Mr. Markson, its president, either participated in or assented to the milking of a corporation of which he was president by closing his eyes to the fact. . . ." The petitioners noted that the court put the burden of proof of how the \$2 million was lost on Mr. Markson.

The petitioners said that although the examiner found Mr. Markson innocent by association, one can't separate the officers of a corporation from the actions of that firm.

Onondaga and the eight other applicants presently operate WNYS (TV) on ch. 9 in Syracuse on an interim basis pending a final decision by the FCC.

Newspaper hearing to resume tomorrow

The investigation into media ownership concentration resumes Tuesday (April 9) with the following Hearst Corp. officials: W. H. Kern, G. O. Markuson and Ed Becker.

Also scheduled to be heard that day is Lee Loevinger, assistant attorney general in charge of the antitrust division.

The hearing tomorrow is a continuation of the probe, directed by Rep. Emanuel Celler (D-N.Y.) and his antitrust subcommittee, into concentration of ownership in the news media field. Hearing began early in March, leading off with FCC Chairman Newton N. Minow (BROADCASTING, March 18).

Ideal Toy tv ads found deceptive

Television advertising for Ideal Toy Co.'s "Robot Commando" and "Thumbelina" doll was deceptive, a Federal Trade Commission hearing examiner ruled last week.

In an initial decision, the examiner recommended that the toy company be ordered to stop the alleged misrepresentations which tend to "unfairly exploit" children.

The tv commercials were broadcast in September, October and November 1961, just before Christmas. During this period, the examiner pointed out, 60% of the entire year's toy sales to consumers are made.

In the demonstrations it was made to appear that the Robot Commando responded to voice commands. This is false, the FTC examiner said. It is necessary to move a control lever to activate each movement. He also found that the tv advertisement did not indicate that batteries were needed for the device and must be purchased separately.

The doll does indeed open its arms if they are properly put together, the examiner said, but the impression that it rolls over from its back to its side unaided is false.

The examiner's decision is not a final order and may be reviewed by the commission.

Wilson receives bureau's backing

The FCC's Broadcast Bureau joined L. B. Wilson Inc. last week in opposing a motion that Wilson's financial qualifications to build and operate a station be made an issue in the comparative hearing involving Miami's ch. 10.

Both the bureau and the company said that since Wilson's WLBW-TV is already broadcasting on ch. 10, the company's ability to construct a station can't be questioned. Wilson also owns WCKY Cincinnati.

The motion for enlarging the issues was made by two of Wilson's three competitors for the channel—South Florida Tv Corp. and Civic Tv Inc., both of whom must answer questions about their own financial qualifications. The fourth applicant is Miami Tv Corp.

In their joint petition, South Florida and Civic asserted that Wilson's financial qualifications were placed in doubt by Wilson's latest balance sheet—for Sept. 30, 1962—which showed a deficit of \$45,427 and operating losses of \$67,000 for the fiscal year ending Sept. 30.

The commission's Broadcast Bureau, however, said the deficit includes a \$340,000 bank loan which is renewable and which, therefore, need not be regarded as a current liability. Once the loan is eliminated, the bureau said, L. B. Wilson's liabilities shrink to \$315,723, compared to assets of \$610,295.

The company's apparent loss in the fiscal year ending Sept. 30, the bureau said, results from inclusion of a \$175,475 depreciation and amortization figure as an operating expense. In addition, the bureau said, L. B. Wilson exhibits indicate that in the three-month period ending Dec. 31, the company earned a net operating profit of \$34,788.

L. B. Wilson said the \$67,000 loss

For services rendered

The House subcommittee probing ratings (see page 28) was chuckling last week over \$348.83 bill for expenses submitted by Allan V. Jay, president of Videodex Inc., who testified last month (BROADCASTING, March 18, et seq).

In a voucher the subcommittee believed was the first it's ever received charging for "services," Mr. Jay asked \$150 for "time away from office as president," \$23 for long distance telephone calls "necessitated by two-day delay in appearance," plus limousine and cab fare, meals and miscellaneous. He also sought reimbursement for costs he incurred while voluntarily supplying the subcommittee and the trade press with documentation intended to refute testimony. The charges: \$10.50 for registered letter costs and \$40 for photostats.

It was learned Mr. Jay will be paid \$27 witness fee (\$9 for each of three days he was in Washington) and \$35 for his plane fare—the limits set by law.

resulted from the company's having to maintain its station on a standby basis for about a year. WLBW-TV was given a four-month grant in July 1960, after its three original competitors were disqualified for *ex parte* activities, and built its station that fall. But it wasn't until November 1961 that final legal obstacles to WLBW-TV's going on the air were cleared away.

Wilson said the company's assets dropped from \$928,000 in July 1960 to \$542,000 by Sept. 30, 1962.

The hearing, which began Jan. 21 (BROADCASTING, Jan. 28, *et seq.*), is now in recess. It is scheduled to resume May 15.

Power to influence makes tv a 'threat'

The staff director of the Senate Subcommittee on Juvenile Delinquency said last week that while television is "an unknown quality in the emotional, cultural and intellectual development of children," its potential power to influence young children "must be looked on as a potential threat."

Having studied violence and "many or most of the research findings regarding the possible influence of television . . . I must say that today we are still concerned over the dangers hidden in the picture tube and perhaps more concerned than ever," said Carl L. Perian in a talk before a conference on juvenile delinquency held at the Children's Center, Laurel, Md.

The delinquency subcommittee studied the effects of television violence on children during hearings in 1961 and 1962 reports on which were printed March 29. Half a dozen executive sessions have not been made public. A report with conclusions and legislative recommendations still is in the hands of Sen. Thomas J. Dodd (D-Conn.), chairman.

The effects tv may have on children may be a "phantom cause" which shows up in later life, Mr. Perian said. He said some people believe that "normal children can distinguish between fact and fiction," and are not harmed by violence on tv. According to this argument, Mr. Perian said, children "would make proper use of the news and other informational items seen [and] they would not be influenced by the fiction and violence."

What these people don't consider, Mr. Perian said, is that advertisements are based on emotional appeal and influence young and old alike. "In a way they are not factual information . . . [but are] in many ways little else than fiction," he said.

"Why presume that people are influenced by one kind of fiction and not by another kind?" he asked.

BROADCASTING, April 8, 1963

DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE ESTIMATES

NOV/DEC 1962

NETWORK AND LOCAL TIME DAY PARTS	STATION AUDIENCE SUMMARY TOTAL HOMES	
	WJBF (NBC-ABC)	Station "A" (CBS)
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	33,200	14,000
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM	31,500	13,200
7:30 PM to 11:00 PM	36,000	20,200
11:00 PM to Midnight	7,300	4,100
BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	12,300	8,400
12:00 Noon to 6:00 PM	16,500	10,300
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	12,900	5,400
12:00 Noon to 6:00 PM	16,500	10,900
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	39,700	19,100
10:00 PM to Midnight	14,300	9,000
6:00 PM TO MIDNIGHT	31,200	15,700
9:00 AM TO MIDNIGHT	21,600	12,000

AMERICAN RESEARCH BUREAU



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COURT TO HEAR NEW FEE APPEAL

Tv broadcasters still seeking limited ASCAP clearance

The question of television broadcasters' right to a limited form of music license will make a new approach to the courts on Wednesday, April 10.

On that day proceedings are slated in the U. S. Second Circuit Court of Appeals in New York on an appeal by tv broadcasters in their suit against the American Society of Composers, Authors & Publishers. The suit involves the All-Industry Television Music License Committee's bid for a new kind of tv station license for the use of ASCAP music, which was rejected by a lower court.

Hamilton Shea of WSVA-TV Harrisonburg, Va., chairman of the all-industry group, outlined the new court timetable at a meeting of the committee in Chicago last Tuesday, during the NAB convention. The committee reviewed developments in the case to date and voted to continue with the prosecution of its appeal.

What the committee is seeking is an ASCAP license under which fees for the use of ASCAP music played in future syndicated programs and feature films would be paid not directly by broadcasters, as now, but "at the source" by producers of these pro-

grams at the time of production.

Appeal Rejected ■ Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, presiding over the case, ruled several months ago that ASCAP could not be compelled to grant such a license. The committee appealed directly to the Supreme Court, which rejected it on jurisdictional grounds but without further explanation.

The committee has now transferred its appeal to the Second Circuit Court. Mr. Shea noted last week, however, that ASCAP has moved for dismissal of this appeal on the ground that the committee has no legal right to appeal. ASCAP contends that since the consent decree governing ASCAP operations is involved, an appeal may be taken only by a party to that decree (ASCAP or the U. S. government). The Dept. of Justice, backing the ASCAP argument, has also filed against the appeal.

This question has been slated for argument April 10. If it is decided in the committee's favor, arguments on the appeal itself will follow, but if ASCAP's motion to dismiss is granted, the committee presumably will then have a choice of procedures.

Technically, these might include a resumption of talks with ASCAP in quest of a negotiated settlement; resumption of litigation before Judge Ryan looking toward some sort of license not involving at-the-source clearance—or possibly some new form of litigation seeking source clearance, or conceivably, even a new appeal to the Supreme Court.

The all-industry committee, supported by more than 350 tv stations, consists of 15 broadcasters, of whom 13 were on hand for last week's meeting. Pending determination of new ASCAP license terms, stations are operating under those that expired Dec. 31, 1961, with the provision that any changes will be retroactive to that date.

KCTO(TV) postponing Denver pay tv test

The inauguration of Denver's pay tv test, slated for last week, has been postponed, possibly for three months.

KCTO (TV) (formerly KTVR [TV]) Denver had been scheduled to begin broadcasting its Teleglobe system of subscription tv by April 3, under terms of the FCC authorization granted last fall (BROADCASTING, Oct. 8, 1962).

But the commission last week granted

Film sales . . .

Adventure Theater (Walter Reade-Sterling): Sold to WXYZ-TV Detroit. Now sold in 30 markets.

87th Precinct (NBC Films): Sold to WNEW-TV New York; WTTG (TV) Washington; KRON-TV San Francisco; WNAC-TV Boston; WCPO-TV Cincinnati; KOVR (TV) Sacramento-Stockton, Calif.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WBAP-TV Fort Worth-Dallas; WFMJ-TV Youngstown, Ohio; WCSC-TV Charleston, S. C.; WTCN-TV Minneapolis - St. Paul; WTOK-TV Meridian, Miss.; KGGM-TV Albuquerque, N. M.; WBJA-TV Binghamton, N. Y.; WTOC-TV Savannah, Ga., and KCTO (TV) Denver. Now in 16 markets.

The Deputy (NBC Films): Sold to Fuller & Smith & Ross, Los Angeles for Scott Motors Inc. (marine equipment manufacturer) to be programmed in 43 markets.

30 post-'48 feature films (MGM TV): Sold to WIIC (TV) Pittsburgh.

The New Breed (ABC Films): Sold to Metropolitan Broadcasting for programming on WNEW-TV New York;

WTTG (TV) Washington; KMBO-TV Kansas City, Mo.; KOVR (TV) Sacramento-Stockton, Calif.; WTVP (TV) Decatur, and WTVH (TV) Peoria, both Illinois.

The Legend of Rudolph Valentino and Hollywood: The Golden Years (Walter Reade-Sterling): Sold to WPIX (TV) New York.

Sir Francis Drake (ITC): Sold to WDSU-TV New Orleans.

Best of the Post (ITC): Sold to WSLA (TV) Selma, Ala.

Cannonball (ITC): Sold to WTVW (TV) Evansville, Ill.

Magic Moments in Sports (ITC): Sold to KICU-TV Visalia, Calif.

Gale Storm Show (ITC): Sold to KTNT-TV Tacoma-Seattle; WAFG-TV Huntsville, Ala. and WSLA (TV) Selma, Ala.

Hawkeye (ITC): Sold to WTVW (TV) Evansville, Ill.

Broken Arrow (ITC): Sold to KICU-TV Visalia, Calif.

Supercar (ITC): Sold to KLZ-TV Denver; KID-TV Idaho Falls, Idaho;

WIS-TV Columbia, S. C.; KGNC-TV Amarillo, Tex.; WAVY-TV Portsmouth, Va.; KVIP-TV Redding, Calif., and WBTW (TV) Florence, S. C.

Rifleman (Four Star): Sold to KTLA (TV) Los Angeles; KTVI (TV) St. Louis; KPIX (TV) San Francisco; WDAF-TV Kansas City, Mo., and WOC-TV Davenport, Iowa.

The Detectives (Four Star): Sold to WTVR (TV) Richmond, Va.; WBRC-TV Birmingham, Ala.; WSUN-TV St. Petersburg, Fla.; WHAS-TV Louisville; KTRK-TV Houston; KOA-TV Denver (starting now) and KCTO (TV) Denver (starting in fall). Now in 36 markets.

The Law and Mr. Jones (Four Star): Sold to WTVR (TV) Richmond, Va.; WSUN-TV St. Petersburg, Fla.; WHAS-TV Louisville, and KAKE-TV Wichita, Kan.

Target: The Corruptors (Four Star): Sold to WTVR (TV) Richmond, Va.

Dick Powell's Zane Grey Theatre (Four Star): Sold to KOSA-TV Odesa, Tex.; WHAS-TV Louisville; KIVA (TV) Yuma, Ariz. and KTVI (TV) St. Louis. Now in 49 markets.

Stagecoach West (Four Star): Sold to KCTO (TV) Denver.



**LOOK AT THE TOTAL
NUMBER OF HOMES REACHED BY
BUFFALO TELEVISION
STATIONS —1,782,500**

1,035,000 in Canada
747,500 in U.S.A.

**NOW COMPARE U.S. AND TORONTO
HOUSEHOLDS.**

Effective buying income per household.	Total retail sales per household.
TORONTO..... \$7,333	\$4,641
U.S. AVERAGE..... \$6,661	\$4,026
TORONTO VS U.S. ... + 10%	+ 15%

**9 OUT OF 10 PRODUCTS
USING U.S. NETWORKS SELL THE
BUFFALO, NORTH AMERICA MARKET...
ARE YOU REACHING
ALL YOUR CUSTOMERS?**

Sources: ARB and Sales Management



ANOTHER STATION OF CAPITAL CITIES BROADCASTING





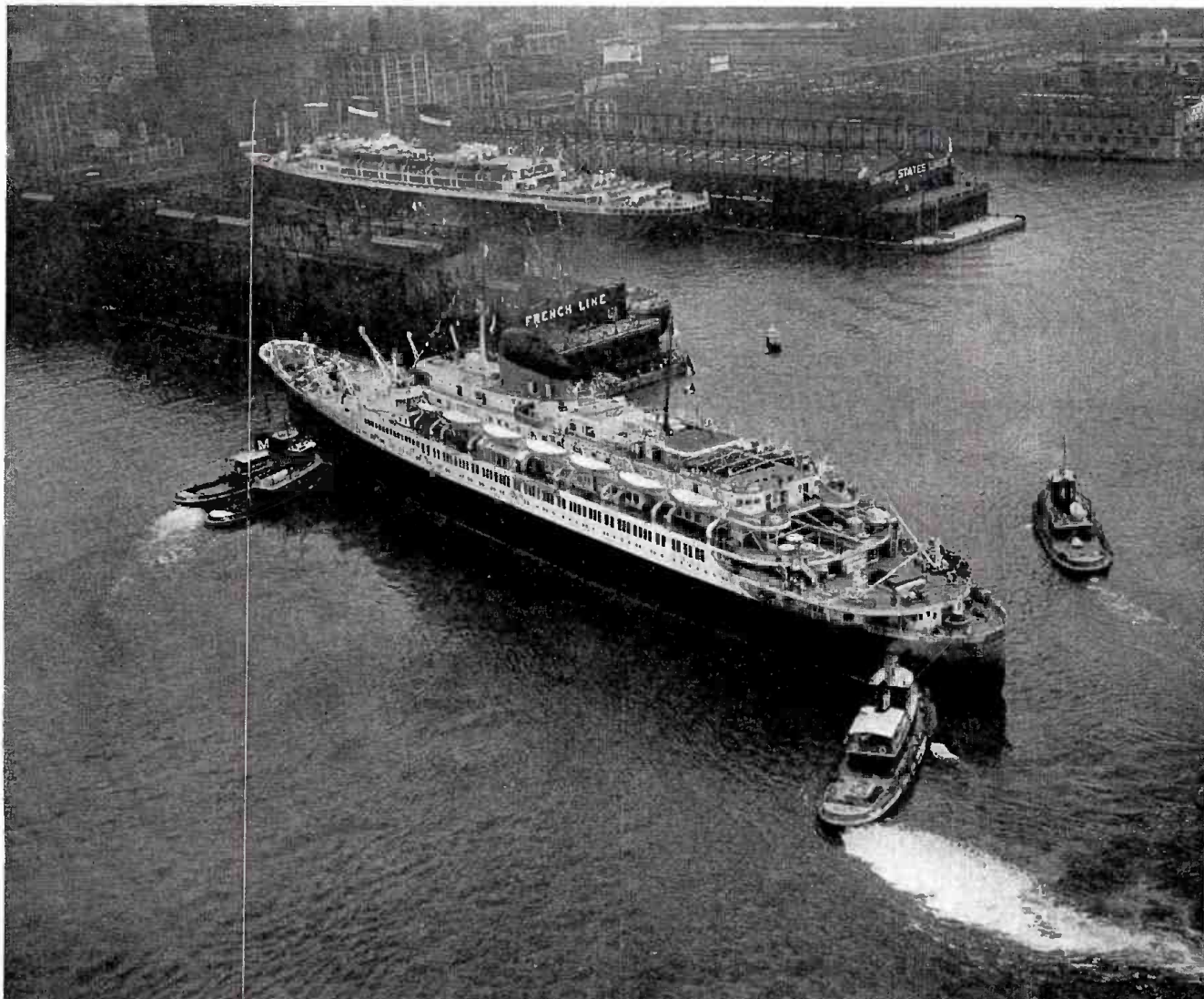
BUFFALO IS THE 7TH MARKET IN NORTH AMERICA...
FOR TOTAL HOMES REACHED. (NET WEEKLY CIRCULATION TOTAL)

Look at half the market and Buffalo is 22nd...

- | | | |
|---------------|----------------------|----------------|
| New York | Pittsburgh | Cincinnati |
| Los Angeles | Washington, D.C. | Baltimore |
| Chicago | St. Louis | Indianapolis |
| Philadelphia | Providence | Charlotte |
| Boston | Dallas-Ft. Worth | Seattle-Tacoma |
| Detroit | Milwaukee | Buffalo |
| San Francisco | Hartford-New Haven | |
| Cleveland | Minneapolis-St. Paul | |

...but look at the whole market and Buffalo is 7th!

- | | |
|--------------|------------|
| New York | Boston |
| Los Angeles | Detroit |
| Chicago | Buffalo |
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Programming ...

Merchandising ...

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deliver the goods in its rich,
New Haven-centered market!

National Sales: H-R Representatives,
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WELI 5000 WATTS / THE SOUND OF NEW HAVEN / 960 K.C.

the station's request for a three-month extension. The station said it needed the additional time to verify, examine and coordinate speaker control units purchased for use with the subscription tv system.

In preparation for the test, KCTO has purchased equipment, made arrangements for service with the area telephone company, executed a lease for space for equipment and established an office in Denver.

The station, which is owned by the Channel 2 Corp., will be the second one to conduct pay tv tests over the airwaves. The first is WHCT (TV) Hartford. But unlike WHCT, which transmits a scrambled picture that can be decoded by subscribers, KCTO will send a normal tv picture. Its sound, however, will be transmitted by telephone lines, and subscribers will be able to pick it up by turning a special switch.

The ch. 2 outlet is authorized to conduct a test of the Teleglobe system for three years.

Earlier the station revised its policy with respect to line charges. The company had planned originally to charge 75 cents a week or \$3.25 a month for this service, but decided to withdraw this charge.

Gerald Bartell, Macfadden-Teleglobe president, said that "enthusiastic response" from subscribers prompted the company to pass along the line-charge saving to charter subscribers. They will pay only for programs actually watched.

Mr. Bartell reported that more than 300 persons have subscribed for the pay tv service. More than 5,500 persons in the Denver area, he added, have requested information about the pay television operation.

Education program set for all Alabama outlets

On Wednesday night (April 10) all radio and television stations on the air in Alabama will simultaneously broadcast a one-hour program *Breakthrough for Education*.

The show, sponsored and coordinated by the Alabama Broadcasters Assn., will be carried from 8-9 p.m. by 69 am and fm stations, and 16 television stations within Alabama and three stations in adjoining states which cover large areas of Alabama. All network programs will be preempted during the broadcast which Kenneth R. Giddens, president of WKRK-TV Mobile, and chairman of the ABA, estimates will reach 87% of the 800,000 families in state.

The program is in support of greatly increased funds for all levels of public education in Alabama. It will dramatize overcrowded conditions, loss of

Everything or nothing?

In BROADCASTING, April 1, David Susskind was erroneously quoted as speaking out against television "when I was rich and had nothing to lose."

Mr. Susskind's comment should read, "when I was rich and had everything to lose."

teachers and anticipated future needs due to population increases. The establishment of a new U. of South Alabama at Mobile is also under consideration, an effort being led by the broadcasters.

Appearing on the program will be Gov. George C. Wallace, the presidents of the two state universities and Alabama College, public school officials and representatives of the Alabama Education Assn.

Phil Silvers, UA-TV enter joint venture

United Artists Television has entered into a joint venture agreement, with the Phil Silvers Co. for the new *Phil Silvers Show*, marking the sixth network tv program with which UA-TV will be associated in 1963-64.

Under the agreement, which was announced last week by John L. Sinn, UA-TV president, UA-TV will serve as distributor of the Silvers program in both domestic and foreign markets. A company official said that under the joint venture association, UA-TV and the Phil Silvers Co. will be embarking on a long-range agreement to develop and produce other program series for television.

Plans currently are in progress for the development of series for the 1964-65 season. These are said to include an arrangement with producer Fred Coe for a one-hour program, *Dateline: In Transit*, in association with CBS-TV, and two additional unidentified series; a half-hour comedy series being prepared by Tony Webster and other program series under development by Daystar Productions, QM Productions and Chrislaw Productions. Robert Alan Aurther has joined the UA-TV staff to create new projects for the 1964-65 season.

Tv special to feature life of C. B. DeMille

A tv spectacular tied to the life and career of the late Hollywood producer, Cecil B. DeMille, is being produced by MGM-TV for network presentation next season.

The special show, *The World's Great-*

est Showman, will be filmed with the cooperation of Paramount Pictures and Cecil B. DeMille Trust, as either a 60- or 90-minute program.

Stanley Roberts, Hollywood screenwriter who conceived the show, will produce it with co-producer Henry Wilcoxon.

NBC News reveals plans for specials next season

Citing growing audiences for nighttime news specials, William R. McAndrew, executive vice president, NBC News, last week announced that division is preparing nine one-hour specials to be shown next season on NBC-TV.

Among the subjects to be shown are a train journey through the Iron Curtain, the life and culture of modern India, the French army and its influence on French political life, private art collections, the training of a professional football player, the history of one of the world's great rivers, the way of life in modern Australia, progress toward discovery of life in outer space, and *Our Man in Washington*, in which David Brinkley will examine the political and social life in the capital.

The Tunnel, an NBC News special was cited as an example of Mr. McAndrew's accomplishments in news and informational programming for which he received the Veterans of Foreign Wars Commander-in-Chief's Gold Medal Award and Citation last Tuesday (April 2) in Washington.

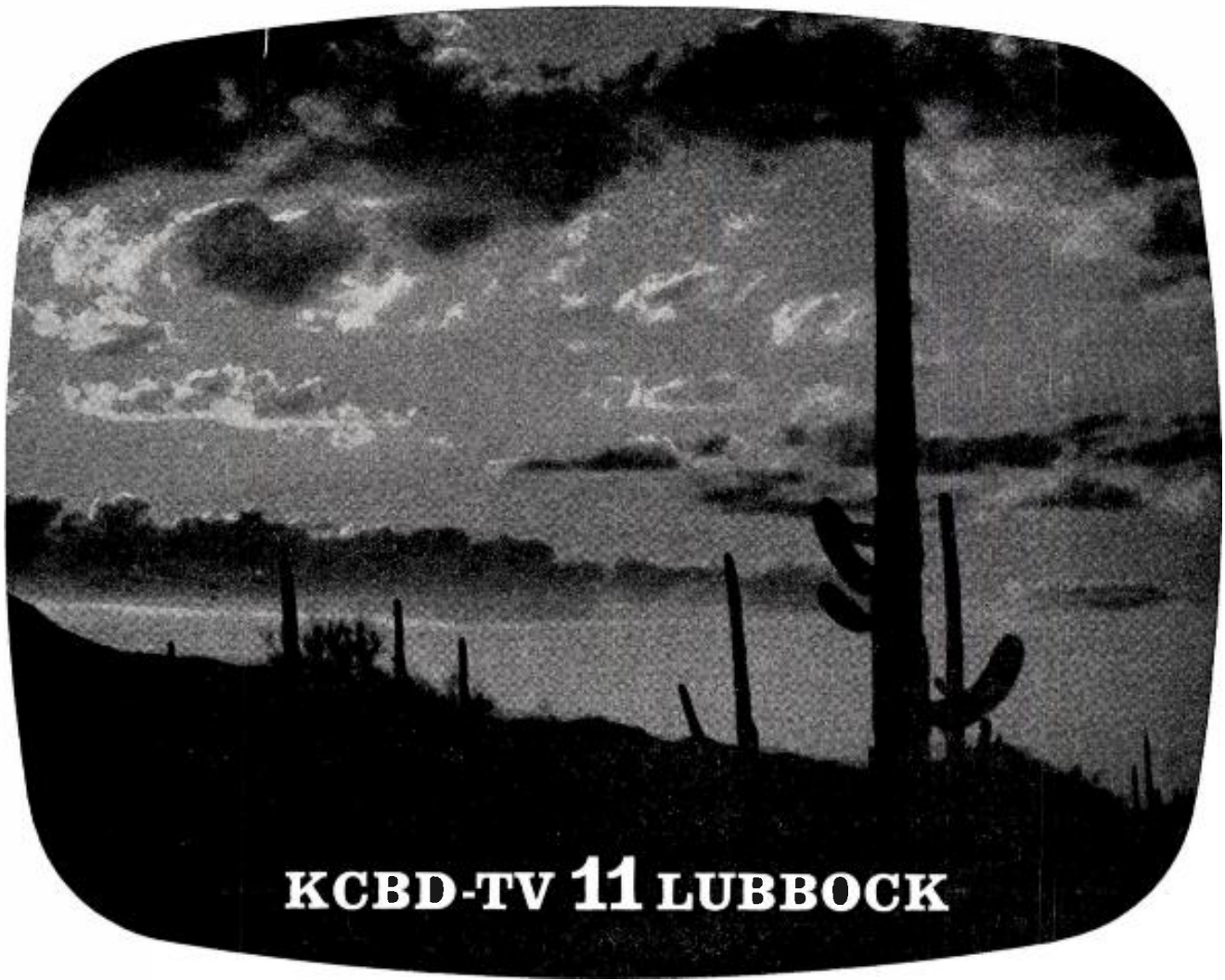
AP adds members and mileage to broadcast wire

Radio and television station membership in the Associated Press rose to a record 2,380 in 1962, Wes Gallagher, general manager of AP, said in his annual report to members released last Friday (April 5).

Approximately 5,000 miles of leased wire were added to AP's nationwide broadcast circuit during the past year, Mr. Gallagher reported. This improved filing facilities and raised the overall length of the circuit to more than 142,000 miles, he added.

Mr. Gallagher said advances were achieved on the regional news level to keep the AP service abreast of current broadcasting trends. Sunday service, he pointed out, was expanded in most states and additional filing points were instituted in several key areas, bringing to 63 the number of bureaus handling regional news files.

"Reports from bureaus show that member stations are doing a progressively better job of protecting the AP in stories breaking in their areas," Mr. Gallagher noted.



KCBD-TV 11 LUBBOCK

appoints
BLAIR TELEVISION

BTA Division, as national sales representative. KCBD-TV, the station that reaches out, adds its strong sales arm to the list of dynamic stations represented by **BLAIR TELEVISION**, New York 22, N. Y.



NAB to hold seminar at Harvard in July

One of the most popular of NAB seminars will be repeated this summer when the association sponsors the fourth Executive Development Seminar at the Harvard Business School, Cambridge, Mass., July 14-26.

James Hulbert, manager of the NAB department of broadcast management, announced the dates for the 1963 seminar. Started in 1960, the two-week short course designed to develop skills used in the analysis and solution of broadcast management problems, has been highly praised by past executives who have attended.

The July seminar will devote special attention to management problems through the use of research material developed by broadcasters themselves especially for the Harvard course, Mr. Hulbert said. The "case method" instruction technique, developed by the Harvard Business School and used as a basis for teaching all its courses, will be used in instructing the broadcasting executives.

Academic director for the seminar

will be Dr. J. Sterling Livingston, Harvard senior professor of business administration. Assistant Dean Richard Chapin is administrative director of the conference.

General outline of subject matter to be covered includes development of the executive, formulation and execution of competitive strategy, organization and delegation of work, planning, budgeting and controlling costs, personnel management and review and appraisal of management performance.

Mr. Hulbert said that reservations for the seminar should be sent to him at the NAB in Washington no later than May 15. Cost is \$575, which covers tuition, teaching materials and room and board for the two weeks.

Eligible to attend are NAB membership and network ownership and management personnel, Mr. Hulbert said.

Changing hands . . .

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

■ WBSM-AM-FM New Bedford, Mass.: Sold by the estate of Joseph P.

Duchaine to George Gray and Murray Carpenter for \$395,000. Mr. Gray until recently was executive vice president-general manager of WORL Boston. Mr. Carpenter is the founder of WABI-TV Portland and of WPOR Portland, Me. WBSM operates on 1420 kc with 5 kw daytime and 1 kw nighttime. WBSM-FM is 97.3 mc with 2.5 kw. Broker was Blackburn & Co.

■ WABW Annapolis, Md.: Sold by Lester Grenewalt, Samuel Youse and John Norris to Radio Chesapeake Inc. for \$125,000. Radio Chesapeake is headed by Erny Tannen who owns WDMV Pocomoke, Md.; other principals are Marvin Mirvis, general sales manager, WITH Baltimore, Md., and Martin Fox, Austin Biscuit Co., Baltimore. Messrs. Grenewalt, Youse and Norris own WGSA Ephrata and WCBG Chambersburg, both Pennsylvania. WABW is a 250 w daytimer on 810 kc.

■ KNOG Nogales, Ariz.: Sold by Madelon H. Cowling to Richard H. Ward for \$65,000. Mr. Ward is a former engineer for WRGB (TV) Schenectady, N. Y. KNOG is on 1340 kc with 250 w fulltime. Broker was Wilton Gunzendorfer & Assoc.

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 114).*

■ WMAS-AM-FM Springfield, Mass.: Sold by Gerald Harrison, estate of Carl S. and Amelia Wheeler and others to Southern New England Broadcasting Co. for \$340,000. Southern New England is principally owned by Julian Gross, former owner of WKNB-AM-TV New Britain, Conn., and applicant for a new am in West Hartford, Conn. Sellers own WLLH Lowell-Lawrence, Mass., which is also being sold. WMAS is a full time station on 1450 kc with 1 kw daytime and 250 w nighttime. WMAS-FM is on 94.7 mc with 1.35 kw.

North Dakota legislature broadcast by KFJR

A total of 20 hours and 30 minutes of live broadcasts from the North Dakota State Legislature was completed recently by KFJR Bismarck, the first time such broadcasts had been allowed in the state.

The broadcasts, which took place in a 30-day period, included 7 hours and 25 minutes of committee hearings. The remainder was debate from the House floor.

R. W. MacLeod, KFJR manager,

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CRestview 4-8151

said reaction from legislators and the public has been so favorable that the station will seek to air future legislative sessions.

The idea for the broadcasts followed an address to the legislature by CBS President Frank Stanton, which was broadcast live on a statewide network.

Permission for the broadcasts was given Larry Mills, KFYR news director, by House Speaker Stanley Saugstad, with approval of the majority and minority leaders.

Family Stations sign to program on WJRZ-FM

A non-profit, non-denominational Christian religious broadcasting group, which owns three fm stations in California, has expanded to the East Coast.

Family Stations Inc. has signed a contract with WJRZ-FM Newark, N. J., to program about 90 minutes a day of sacred music, religious messages and other inspirational programs. The programs will be used in three 10-minute newscasts, two 5-minute newscasts and in 10 five-minute programs, all running Mondays through Saturdays.

The religious group is paying WJRZ-FM \$264,000 for the time on a two-year basis. The new programming begins April 14.

A similar arrangement is in effect with KHCB-FM Houston, Tex.

Family Stations Inc., which is headed by Harold Camping as president and Dick Palmquist as executive vice president, owns stations KEAR (FM) San Francisco, KEBR (FM) Sacramento and KECR (FM) El Cajon, all California. These stations are completely programmed with Family Stations' schedule of religious and educational features. The group does not permit commercials on their stations, but does solicit contributions from listeners. There is a yearly public accounting of all monies received by Family Stations Inc.

WJRZ-FM (on 94.7 mc with 13.5 kw power) and its sister am station, WJRZ, are owned by Communications Industries Corp. CIC's other stations are WKST New Castle, Pa.; WKST-TV Youngstown, Ohio; WACE Chicopee, Mass.; WEOK Poughkeepsie, N.Y.

Tribute paid to Lewis at testimonial dinner

Tribute was paid to Fulton Lewis Jr., by leading figures in Congress, public life and broadcasting at a testimonial dinner at Washington's Statler-Hilton Hotel on March 27. The dinner commemorated his 25 years as a commentator on MBS.

In a "This Is Your Life" format, a

number of speakers and colleagues characterized Mr. Lewis as a leader in the molding of public opinion and as one who has served his country with great patriotic fervor. Participating were George Murphy, Hollywood celebrity as toastmaster; Sen. Hugh Scott (R-Pa.); Walter Trohan, chief Washington bureau, *Chicago Tribune*; Ray Henle, editor-in-chief, *Three Star Extra*, NBC news program; Robert F. Hurleigh, president, Mutual Broadcasting System, and former Sen. John W. Bricker of Ohio, chairman of the testimonial.

Mental illness conference

An exchange of views on the handling of mental illness in radio and tv programs will be the subject of a conference April 22-23 at the U. S. Hotel Thayer, West Point, N. Y. The conference is being co-sponsored by the NAB and the National Assn. for Mental Health.

Media reports...

WILD survey ■ A description of the Negro market in Boston is available in a new presentation placed in circulation by WILD that city. Contained in the study are facts on income, family characteristics, ownership, travel habits and preferences, shopping days pre-

GAB fighting spot limit

The Georgia Assn. of Broadcasters has mounted its own statewide offensive against the FCC's proposal to consider means of putting a ceiling on broadcast commercials. (See story page 72).

The association is holding an emergency meeting in Atlanta Thursday to draft a statement to the commission on the proposal. The meeting will follow a previously scheduled luncheon meeting with the governor.

In the meantime, the association is urging members to tell the FCC why a limit on commercials "could destroy" their stations.

It also asks the members to call, write, wire their congressmen, and enlist their help in opposing the proposal.

ferred and which stores, etc. The survey shows 90.1% of Boston Negroes are radio fans, and 85.1% are reported as watching a television set at least once per day.

Power boost ■ WGEM Quincy, Ill., has increased its power from 1 kw to 5 kw, using a new transmitter and new

Media continues on page 96

ATTRACTIVE STATION BUYS!

MIDWEST—Fulltime radio station in single facility market. Equipment plentiful and in new condition. Sale includes land and building. Gross of \$65,000.00 last year resulted in ownership earnings of approximately \$20,000.00. Priced at \$105,000.00 with 29% down. *Another H&L Exclusive!*

FAR WEST—Profitable fulltime radio station in growing market. Sale includes \$50,000.00 in land and building. Priced at \$140,000.00 with \$40,000.00 down and balance over 13 years. *Another H&L Exclusive!*

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COLLINS, THE REFORMER

NAB president makes several proposals and urges broadcasters to be 'masters of our own house'

LeRoy Collins last week presented a program of reforms to the annual convention of broadcasters, but his keynote speech was interrupted by applause only when he spoke in opposition to FCC policies.

The reforms that the NAB president proposed:

- A reappraisal of rating services.
- The elimination of advertiser influence over programming and a clean-

up of commercial practices.

- The strengthening of the radio and television codes.

- The creation of a program department within the NAB.

- The commitment of commercial broadcasting to a teaching program in countries where the illiteracy rate is high.

The two FCC actions to which he specifically objected:



Broadcasters now have an official 'dean'

Harold V. Hough, once known as radio's "Hired Hand," was named "Dean of American Broadcasters" in a surprise ceremony at the NAB convention in Chicago last week. The honorary, life-time title and a plaque were presented to Mr. Hough, veteran of over 40 years in broadcasting with WBAP-AM-TV Fort Worth, Tex., by NAB President LeRoy Collins at the Tuesday luncheon.

"His spirit defies age. He stands out in broadcasting as the grand man," Gov. Collins said in presenting the plaque to the 76-year-old broadcaster. Mr. Hough has served on the NAB Board of Directors five

different times and began his broadcasting career in 1922 when a WBAP (the station was brand new) announcer failed to show up for a Sunday night program. At the time, he was circulation manager for the *Fort Worth Star Telegram*, licensee of WBAP then and now.

In accepting the title of Dean of American Broadcasters, Mr. Hough used some of his native Southwest wit and humor for which he is famous. In a serious vein, he warned the FCC: "You can't regulate public desires through government rules."

Mr. Hough, who is vice president in charge of the Fort Worth stations, received a standing ovation.

- The commission's hearing on local television programming in Omaha.

- The commission's proposal to impose limitations on commercial time in radio and television schedules.

On Ratings ▪ Gov. Collins urged broadcasters to "be masters of our own house" and to "give up the philosophy that ratings are good if we are number one and bad if we are not, or that they are good as long as they will serve a profit purpose, notwithstanding a lack of reliability."

He said the NAB and its research committee would review the ratings question and that he would submit proposals to the NAB boards at their meeting next June (for details see roundup on the ratings issue page 27).

Gov. Collins's comments on ratings were milder than he had originally intended them to be. In a first version of his speech he proposed that broadcasters quit buying present rating services and unite in the creation of a system that would be reliable. Over last weekend, it was authoritatively learned, he was persuaded to adopt the less dramatic approach.

On Ad Reforms ▪ The NAB president called for the "further elimination of advertiser influence over programming." He said there were "other pressing needs for advertising reforms," including improvement in the form and content of commercials, more effective means for "assuring in advance the truth of advertising claims" and "realistic limitations on program interruptions." The last was a subject he recently treated in another public appearance, a television discussion program featuring him and FCC Chairman Newton Minow (BROADCASTING, March 25).

On the Minow-Collins program, which was taped for presentation on some of NBC-TV's owned and operated stations, Gov. Collins said the British system of clustering commercials during breaks between programs appealed to him, to avoid a "dog food commercial" in the middle of a dramatic show.

On Codes ▪ In his speech to the NAB convention, Gov. Collins said: "Let us project and enforce our codes, with the strong support of the whole industry, as the prime instruments of service to the people of our land."

He said that although progress in code observance had been made, "we have not filled the vacuum of unmet need. In fact, the need may be widening faster than we are filling the gap."

He referred to the FCC's proposal (BROADCASTING, April 1) to regulate commercial time on radio and television (see below).

On NAB Program Aid ▪ Gov. Col-

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**KAY CALLS,
Monday thru Friday, 9:00 A.M.**

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PITTSBURGH 

Represented nationally by Blair-TV

lins said it had seemed "not a little strange to me, and to broadcasters with whom I have talked, that with all of NAB's present varied efforts to aid broadcasters we do not now have any specific work underway to help in developing special creative skills and techniques to enhance the end product of broadcasting—programs."

He said he hoped for the development of a program department in the association headquarters. The matter is now under study.

On Illiteracy ■ As a means of identifying "the whole of American broadcasting with the highest ideals and purposes," Gov. Collins proposed that broadcasters join in a program to reduce illiteracy.

In the planning stage is a broadcast-teaching program for the Dominican Republic, where the illiteracy rate is 80%. Gov. Collins said he would have specific recommendations for broadcaster participation in the Dominican project to present to the NAB boards next June.

On Omaha ■ Gov. Collins addressed himself to the members of the FCC and its staff who were in his audience when he said:

"Why is it, when broadcasters generally are pleased with your cooperation, and when I am sure you feel that you have been fair to us, and when you

have always expressed an abiding respect for the efforts of most of us—why is it that the broadcasters of 1963 are more deeply worried about you than has been the case for many years?"

The NAB president said he did not quarrel with specific cases in which punitive actions had been taken against licensees who had "not been true to the trust implicit in the licenses you have granted to them."

"But, commissioners," he said, "you have burdened and threatened to burden the many for the wrongs of a few. And we submit these efforts constitute a serious threat to the preservation of freedom of expression in this country."

The only case to which he made specific objection was the Omaha hearing which he said provided no chance for effective defense. "We can fight acts which can be pinned down," he said. "We cannot fight effectively a feeling of mistrust and intimidation. How can we defend against a suggestion of serious wrong when there is no specific charge?"

In a news conference the day before his convention address, the NAB president had said there had recently been an "acceleration" of FCC actions that broadcasters felt impinged on their freedoms. When asked to identify the actions he had in mind, he spoke at some length about the Omaha hearing.

Asked to specify others, he said: "It wouldn't be well to labor others."

On Time Limits ■ Gov. Collins, in his speech, took strong exception to the FCC's proposal to adopt limitations on time permissible for commercials—although he did not specifically refer to the commission's suggestion that it might bodily lift the NAB codes' own time limitations as its own.

Of the general proposal he said: "If this step is taken, for the first time in history our industry will have made a significant move toward public utility type regulation. Because if by government restraint the amount of advertising is limited, then pressures will surely ensue to provide—also by government order—a rate structure which will yield a fair return for an over-all operation on such a limited base."

He said the NAB would oppose the proposal "with all the means at our command."

KOA, WDSU-TV win contest on history

KOA Denver, Colo., and WDSU-TV New Orleans were both awarded prizes last Tuesday (April 2) in Chicago as winners of the Radio-Tv History Contest which was co-sponsored by the American Assn. for State & Local History and Broadcast Music Inc.

Each station was awarded a cash prize of \$500 from BMI. For their cooperation in the production of the radio and tv programs, BMI also awarded \$500 to the State Historical Society of Colorado and the Louisiana Landmarks Society Inc.

The awards were presented by Carl Haverlin, president of BMI, and Clement M. Silvestro, director of AASLH. The two winners were selected from five finalists by historians Bruce Catton, John A. Garraty and Eric Goldman.

WDSU-TV won the tv award for its three program series on the life and influence of Huey Long entitled *The Huey Long Story*. KOA won the radio program prize for its production, *The Rise and Fall of Doctor John Galen Locke*.

The other three finalists were WSB Atlanta, Ga., for *Witness: The trouble I've Seen*, KIRO-TV Seattle, Wash., for *The Spirit of Seattle*, and WTIC Hartford, Conn., for *Hartford: All American*.

Next for Collins

Next convention speaking date for NAB President LeRoy Collins will be with the Canadian Assn. of Broadcasters in Toronto May 1-4. Gov. Collins speaks May 2 at a luncheon of the Radio & Tv Executives Club at Royal York Hotel during the convention.



WAVE-TV
gives you
28.8% more SHOPPERS

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

LOUISVILLE, Channel 3
WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville
All NBC, All Represented By THE KATZ AGENCY

EIGHT

(8 OUT OF TOP TEN SHOWS—NIELSEN*)

T

SEVEN

(7 OUT OF TOP TEN SHOWS—ARB**)

EN

Ratings speak for themselves. WDAU-TV, CBS in
Scranton-Wilkes Barre. Represented nationally by H-R.



RAB wants stations' billing statements

CALLS IT ONLY WAY TO SELL MEDIUM TO NATIONAL ADVERTISERS

Station Representatives Assn. and RAB joined forces at the NAB convention last week to ask radio stations to help fill a major void in efforts to sell the medium to national advertisers.

In the Wednesday morning assembly, SRA President Ed Codel of The Katz Agency and RAB President Ed Bunker called on all radio stations to submit monthly statements on their total billings (Closed Circuit, April 1). And, Tom Wright, vice president of Leo Burnett Co., Chicago, said that radio billings information by product categories is a must for use by agencies and advertisers in planning national and regional campaigns.

Only by supplying such billings information to advertisers, can radio attain its deserved share of national and regional business, the panelists stressed.

The Tuesday morning radio session was highlighted by an RAB presentation of plans to conduct an independent

audit of the audience measurement surveys (see page 27).

Mr. Codel said that of the major media, tv, magazines and newspapers give reps, advertisers and agencies the billings information they need to plan effective advertising campaigns. Radio "contributes the most to the data vacuum that confounds our attempts to study the competition's moves and strategy," he said.

"It seems to me that the sure way for radio to encourage its classification as a minor medium, or a supplementary one, is for it to continue to fail to provide advertisers and their agencies with the information they need to evaluate accurately radio's relative role in the media mix."

Dollar volume figures on competitive expenditures are one of the basic tools used by advertisers in picking media for campaigns, Mr. Codel told the broadcasters. Such figures indicate that

a competitor is making use of a certain medium, the degree of such use as well as how it is being used, he said.

Noting resistance to listing brand expenditures on the grounds it would be a breach of good faith, the SRA president said that once a commercial is aired it becomes public information. "It would be ridiculous for magazine or newspaper publishers to claim that they could not report on the ads they run. . . . We feel it is just as ridiculous for the radio industry . . ." not to report, Mr. Codel said.

"My experience has led me to warn you not to expect us to accept the radio medium on faith so long as you are not willing to supply us with the information upon which to have faith," he said.

Gathering House ■ If the stations are willing to cooperate, RAB will gather the billings information through an independent accounting firm, Mr.

Hope quips his way through NAB award acceptance speech

The industry's highest honor, NAB's Distinguished Service Award, was presented April 1 to Bob Hope at the formal opening of the industry's convention in Chicago by Gov. LeRoy Collins, NAB president.

James D. Russell, KKTU (TV) Colorado Springs, Colo., presided at the opening session. Mr. Hope accepted the presentation with a series of quips. He wound up his accept-

ance talk with a tribute to television's role in the American scene.

Here are excerpts from the acceptance talk:

"I know that it is the highest award in broadcasting and I realize the importance of it but I feel if you were really serious that you would have given it to me in prime time.

"I am not surprised to see Mr.

Newton Minow (FCC chairman) here early today. He has to get up at 6 o'clock to watch *Continental Classroom*. He is sitting there listening and thumbing through the *Encyclopaedia Britannica*. Don't get me wrong, Mr. Newton Minow is a man of high ideals, whose needling, prodding and constructive suggestions have led our great industry up the path to the *Beverly Hillbillies*. How about that now? That's all we needed—outhouses in the vast wasteland.

"Broadcasting is a potent business. Imagine Congress taking time to investigate tv ratings. No wonder Khrushchev is so confident. And it all started when *Huckleberry Hound* topped the President's State of the Union message.

"This is really a wonderful medium. It is hard to believe that just a hundred years ago people were crossing the country in wagon trains and today we can shoot off rockets into space at 25,000 miles an hour and nobody is watching—they're all home watching *Wagon Train*.

"Television is a great medium for performers but there is one sobering thought—no matter how great you are, you can always be replaced by an old movie—probably one of your own. In Los Angeles my old movies



Bob Hope is escorted to the stage to receive the NAB Distinguished Service Award by Robert Kintner,

NBC president (l) and Robert Sarnoff, NBC board chairman at the convention's opening.

Bunker said. Individual station figures will be kept in the strictest confidence, he pledged, and even the RAB will not have access to them. These are the figures RAB and advertisers are asking for from stations:

(1) Sum total of local billings each month; (2) total regional and national billings each month broken down by product categories.

Mr. Bunker said that RAB will conduct an actual pilot test of the planned reporting system before it becomes effective nationwide to guide stations in their reporting. If all stations in a given market cooperate, radio in that city "makes a great, big breakthrough because you no longer have to fly blind," the RAB president said. "You can see whether business is up or down. . . . You would no longer be in the position of wondering how well you and your salesmen are doing. . . . Without this information we are all handicapped."

The cost to individual stations will be low, Mr. Bunker and Ben Hoberman of KABC Los Angeles, told the radio broadcasters. Mr. Hoberman reported on such a project now sponsored by 10 Los Angeles stations which

are on so many different channels at the same time that you can just flip the dial and watch my hairline recede.

"I have been very lucky in this business. I am not a doctor—I am not a cowboy—I am not a detective, and yet I have survived for over 25 years on radio and tv. I have a beautiful home, have sent my kids through college—I have everything I want all because I happened to see Bob Sarnoff coming out of that motel.

"You gentlemen really have a great responsibility. In case of war you will be the ones to alert the country, even if you have to break into a commercial. No, seriously, you do because you are responsible for the most amazing instrument of mass communication known to man—a 21-inch looking glass that shows the world full length. Just spin the dial—instant history.

"Broadcasting is the vital link in the chain between demand and supply—the supersalesman of American industry. Broadcasting is the dynamic force which helps turn the gross national product into that proud thing we call the American standard of living. Broadcasting is something far greater than that—it is the heartbeat of the nation, that pumps out the stuff which keeps the human spirit alive and alert."

costs them only \$2 each per month. Mr. Hoberman said the Los Angeles project was started six years ago and that the monthly reports, which are not published, make an excellent management tool.

In urging broadcasters to join in supplying the needed billings information, Mr. Bunker stressed that radio stations do not have to be members of RAB to participate. Reports by markets will be issued to all participating stations and to advertisers, agencies and reps.

RAB, Tuesday ■ In its Tuesday presentation which featured ratings, RAB Vice Presidents Miles David (administrative) and Robert Alter (national sales) stressed that the radio selling bureau has targeted tv as a major competitor of radio and will sell hard against its sister medium (BROADCASTING, April 1). "If you do not want us to get competitive with tv, now is the time to say so," Mr. David told the radio broadcasters who remained silent.

And, Mr. Alter added, "we are going after the money that is being poured into tv." The goal, he said, is to create national radio accounts that did not exist before. National radio's growth lies in budgets from big advertisers that have not heretofore used radio, Mr. Alter said.

He said the highly successful Radio Test Plan, unveiled a year ago, will be continued in an effort to attract major, new advertisers to radio. RAB further announced plans to cover agencies more deeply than at any time in the past.

Mr. David reported on the new tv quintile study RAB now is using in attracting new accounts to radio (BROADCASTING, April 1). "We think it's time radio developed the proof that we deserve big budgets from big advertisers who are now heavily or almost exclusively in tv," Mr. David said in explaining the major change in RAB's selling activities.

Another change in RAB detailed by Mr. David are separate divisions for small market and large market stations. "We believe the time has come to recognize the differing problems of stations in markets of different size and orientation," he said. In the future, he said, RAB will completely separate its efforts for the two classes of stations except for those projects that obviously serve a purpose in both large and small markets.

Radio's Future ■ Willard S. Schroeder, WOOD Grand Rapids, Mich., and chairman of the radio board, opened the Tuesday morning radio session with a report on NAB activities during the past year. Radio's future development will hinge on the approach the NAB takes in future dealings with the government, advertisers and the radio audience, he said.

He urged broadcasters to increase their own public relations efforts and to let their audiences know just how important radio is to the public. Membership in the code, he said, is a "tangible means whereby we can better our relationships with the public."

Twist and Bossa Nova ■ Radio delegates were given a briefing at the Tuesday morning assembly of new jingles to be used during radio month in May. John Meagher, NAB vice president for radio, and John Couric, manager of public relations, cited nine different variations of jingles styled in all types of musical presentations.

Kits on radio month recently were mailed to all NAB member stations which include promotion ideas, speeches, radio facts, proclamations, spot announcements for use during the month. Theme for 1963 is "Radio—The Mobile Medium." An added service this year is a stereo disc of the jingles which is available free upon request from Mr. Couric's office.

Music Problems ■ Radio broadcasters must continue to work together in efforts to negotiate industry-wide contracts with the three music licensing organizations, Robert Mason, WMRN Marion, Ohio, told the Wednesday morning radio assembly.

Mr. Mason, chairman of the All-Industry Music License Committee, pointed out that ASCAP performance licenses expire this December and that his committee hopes for a unified front in new negotiations. He detailed work of the committee since its organization in 1958 and said that radio stations paid ASCAP \$10.4 million for performance rights last year.

But, he said, except for the work of the committee radio stations could have had to pay \$20 million (the 1940 rate) or \$16 million (under the rate in effect when the committee was formed).

Henry Clay, KWKH Shreveport, moved that a special subcommittee be appointed charged only with negotiating a new SESAC contract. He and others charged that SESAC will not negotiate and refuses to disclose its repertoire to stations. At Mr. Mason's request and promise to devote attention to the SESAC problem, the motion was withdrawn. Mr. Mason also read a resolution from the Arkansas Broadcasters Assn. urging the committee to push for an industry-wide understanding with SESAC.

Mitch Leigh, president of Music Makers Inc., New York, urged radio stations in small markets to start "producing" commercials instead of just writing a piece of copy. He said radio is the most effective sales tool for most advertisers' messages because it is there 24 hours a day. There is a "qualitative difference" between radio and tv, he said, and it favors the side of radio.

Minow proposes second run uhf network

CALLS FOR MUST MEMBERSHIP IN NAB, THINNING OUT FCC RED TAPE

"Second run" networks of uhf stations and a divorcement of members of the FCC from handling both administrative and judicial functions were proposed by FCC Chairman Newton N. Minow at the NAB convention in Chicago last week.

In his third major proposal, the chairman asked for legislation requiring all radio and tv stations to join the NAB and to subscribe to code standards (see page 72).

Chairman Minow, in his third annual address to the NAB convention, also departed from his text to tell NAB President LeRoy Collins that "the time has come for more than speeches. The time has come for action in self-regulation." Mr. Minow also said it is time to review the "ever-enlarging rule books" of the FCC and broadcasting to determine if "we are already in danger of becoming prisoners of our own procedures."

Early in his speech, the chairman dealt with—but did not answer—reports that he plans to resign from the FCC. "Ladies and gentlemen, I shall make no announcements or statements today about these rumors," he said.

Addressing 1,992 broadcasters in the Conrad Hilton's International Ballroom, Chairman Minow said that widespread use of the 70 uhf channels will open up at least four new dimensions to television: (1) a nationwide educational tv system with classroom instruction by day and cultural programming in the evening; (2) nationwide system of pay tv if the public is willing to pay; (3) a fourth commercial network, and (4) a first service in many communities now without local service.

Two Affiliates ■ Uhf, he proposed, can make it possible for networks to have two affiliates in the largest cities—"a first run and a second run affiliate." He visualized the second affiliate as a uhf station repeating programs previously offered by the network on its primary, or vhf, affiliate. "The public would then have a [second] chance to see the best the networks have to offer," Chairman Minow said.

As benefits of a second run affiliate, he predicted that new, less affluent advertisers could enter tv; program costs could be better amortized and participants could receive additional income for the "re-run." Uhf also provides "fresh opportunities to see programs from other lands," he said.

He said that broadcasters can meet this new challenge "by shaking those mind-forged manacles and by breaking through the crusty rigidity and stub-

born complacency of the *status quo*. . . . You are too young, too vigorous, too creative to be bound by this year's rule book or last year's balance sheet. The enemies of progress, the twin ghosts of fear and habit, must not imprison you in your own procedures."

Government, Too ■ The FCC also needs to re-examine itself, Chairman Minow said, in recommending that the commissioners' administrative functions be separated from judicial activities. "I must confess that I have found the FCC, too, a prisoner of its own procedures," he said. "The commission is a vast and sometime dark forest where we seven FCC hunters are often



Chairman Minow
Phooey on all that talk

required to spend weeks of our time shooting down mosquitos with elephant guns.

"In the interest of our governmental processes, and of American communications, that forest must be thinned out and wider, better marked roads have to be cut through the jungles of red tape." He said the FCC has made substantial improvements in recent years but the administrative process still is a "never-

land we call quasi-legislative and quasi-judicial. The results are often quasi-solutions."

While he admitted to being in the minority at the FCC, Chairman Minow expressed a "deep" conviction that the judicial and administrative functions of the commission should be split. "I do not think it wise or even possible that we can be simultaneously regulator and judge," he said.

Mr. Minow did not go into detail over what changes he would like to see made, but he expressed a "sincere belief" that basic reform could materially improve the effectiveness of the FCC. He said that he would spell out his recommendations in "great detail . . . on some appropriate occasion."

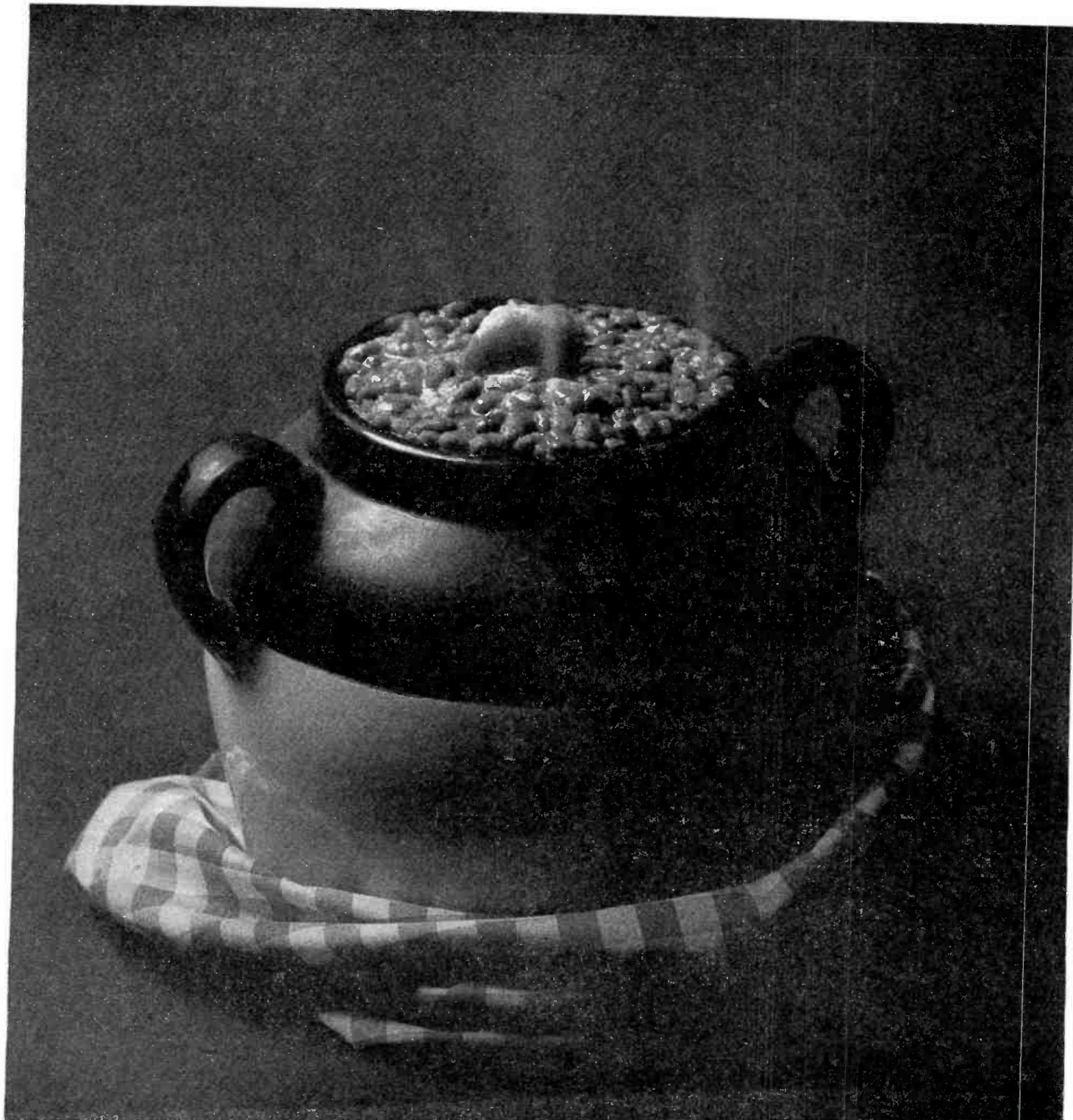
Answers Collins ■ Chairman Minow answered NAB President LeRoy Collins' criticism of the FCC's Omaha hearing into local tv programming with an implication that there will be more. "I believe that with broadcasting stations, as with income tax returns, the practice of making an occasional audit in depth is an effective though sometimes painful way of finding out whether the public interest is being served," he said.

"I cannot understand how local expression about broadcasting service can be interpreted as governmental interference with freedom. The public's right to insist on having a voice in your decisions and the public's right to free expression will be honored and maintained."

On radio, the chairman said the FCC should adopt different approaches than that used for tv. He said the commission will shortly propose new rules for radio which will tighten engineering standards. "We hope to eliminate a great many unnecessary hearings which have eaten away time, money and energies . . . and which have created little in the long run except uncertainty, expense, delay and exasperation," he said.

Am and fm should be considered by the FCC as one aural service, he said, and radio stations in large communities should be encouraged to specialize in programming.

Chairman Minow praised both Gov. Collins and the operations of stations in such areas as the Cuban crisis, editorializing and expanded news and documentary programs. Of Gov. Collins, the chairman said he "is a man of principle, of conscience and of wisdom. . . . He commands respect and confidence of the public and your government. He is a man to heed, to follow and to treasure."



Go to New Orleans for Boston Beans?

Of course not! They've got a special taste for beans in Boston. Successful advertising takes local flavor into account. Spot TV avoids the uniformity of "national" advertising. It gives you market-by-market emphasis.

Ninety-two of the top one hundred advertisers use Spot TV. It's used to bolster a softening sales picture; to meet

the challenge of new competition; to apply seasonal control or timing; to test a program, a product, a merchandising idea. Market-by-market is the efficient way to buy TV today.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your

market basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the exact status of over 500 brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

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REPRESENTING

WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS)
WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (WESTINGHOUSE BROADCASTING COMPANY)

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FCC PLANS HEARING ON RADIO

Panel of all seven commissioners answers questions ranging from license fees to limit on commercial time

All seven members of the FCC answered questions directed toward them by 1,500 broadcasters last Wednesday afternoon as the closing feature of the 41st annual NAB convention in Chicago.

The replies which the audience liked were followed by loud applause while the tough, regulatory ideas were greeted by silence. There were many outbursts of laughter.

This year all but a handful of the questions were asked live from the floor, a procedure which led to several speeches by the questioners. Moderator Clair McCollough of the Steinman Stations, NAB board chairman, kept the session moving and threw out some questions because they were based on individual cases.

In answer to questions, the commissioners disclosed that they plan an *en banc* hearing to explore fully the problems of am broadcasting. This follows the FCC-industry "shirt-sleeves" working conference early this year. The radio hearing is planned, the commissioners said, because the FCC's information and rules on radio are badly outdated. One subject of the hearing will be a discussion of radio and its relationship to other media of commu-

nications.

The FCC staff has been instructed to prepare a document announcing the hearing and setting the ground rules but no date for its start has been set.

Other subjects discussed included license fees, loud commercials, license renewal letters, program reporting forms, the am-fm freezes, Conelrad, community antenna tv and the FCC's controversial proposal to set a limit on commercial time through adopting the NAB time standards or via some other plan.

Code Proposal ■ On the code proposal (see other convention developments in this area, page 72) Chairman Newton N. Minow pointed out that FCC already has a policy against overcommercialization and it is just attempting to clarify that policy for broadcasters.

Commissioner E. William Henry said that broadcasting claims to be a profession, but it has no effective sanctions against its members. "Broadcasting now has self-regulation without any teeth," he maintained. Asked what happens if a station is sold to the FCC limit, the new rule is adopted, a political campaign starts and the candidates want to buy spots, he replied: "In that situation, you've got a problem."

If a station is already a code sub-

scriber, such a problem now exists in campaigns to keep from becoming overcommercial, Commissioner Robert E. Lee said. Commissioner Robert T. Bartley thought the licensee should reschedule regular spots to take care of the wants of candidates and still stay within acceptable limits.

Commissioner Rosel H. Hyde, on the other hand, maintained that the FCC proposal "illustrates the folly of too much federal regulation at the local level." He said broadcasters need more freedom and flexibility than such a rule would permit.

Chairman Minow said the thrust of his luncheon speech, when he recommended that all licensees be required by law to join the NAB and subscribe to its code (see page 60), was toward greater and more effective self-regulation and not more government interference with licensees.

Good News ■ The FCC is reconsidering its new rule which requires every station to have a first-class operator inspect its transmitter daily and keep daily logs, Commissioner Kenneth A. Cox reported. He said the FCC now realizes that the rule works an undue hardship on stations in northern climates whose transmitters often are snowed in

Uhf committee takes new name, minus 'uhf'

The brand new executive committee of the almost-brand new Committee for the Full Development of Uhf Broadcasting met in Chicago Thursday after the close of the NAB convention and promptly came up with a brand new name for itself as the FCC-spawned organization which seeks with White House blessings to help foster the flowering of uhf television.

You guessed it. Uhf vanishes.

Now this brand new Committee for the Full Development of All Channel Broadcasting really doesn't have to do with quite *all* channels—meaning promotion of vhf of course, as an FCC representative explained. What it does mean is all uhf channels.

There is said to be some sort of a stigma that sometimes prevails when uhf is mentioned. So it won't be mentioned any more. (There is no

"uhf" in the new all-channel law, either, which is designed to aid uhf growth).

Organized in Washington in early March, the full committee is under the chairmanship of FCC Commissioner Robert E. Lee (BROADCASTING, March 18). Commissioner E. William Henry is vice chairman. The executive secretary of the committee is Robert G. Weston, engineering assistant to Mr. Lee. Legal advisor is George S. Smith, Mr. Lee's legal aide, and special counsel is Arthur A. Gladstone, FCC hearing examiner.

The executive committee, all of whom were present in Chicago, includes: Ben Adler, Adler Electronics; Thad H. Brown Jr., Assn. for Competitive Television; Mort F. Farr, National Appliance and Tv Dealers Assn.; W. T. Hamilton, WNDU-TV South Bend, Ind.; Ed-

gar W. Holtz, Hogar & Hartson; Frank G. Kear, Kear & Kennedy; Peter B. Kenney, NBC; Lester Lindow, Assn. of Maximum Service Telecasters; Edwin M. Marshall, American Assn. of Advertising Agencies; Frank Marx, ABC.

R. Wayne Master, Melpar Inc.; William L. Putnam, WWLP (TV) Springfield, Mass.; Percy H. Russell, Midwest program on airborne tv instruction; L. M. Sandwick, EIA; Seymour N. Siegel, WNYC-TV New York; Harvey J. Struthers, CBS; Sarkes Tarzian, Sarkes Tarzian Inc.; Vincent T. Wasilewski, NAB; Lawrence Webb, Station Representatives Assn.; Adam Young, Adam Young Inc.

Committee Meetings Open ■ The executive committee voted that its sessions would be closed but those of its three working committees would be open to all interested.



This was the scene as broadcasters asked questions of the seven members of the Federal Communications Commission. (From l to r) Clair McCollough, moderator of the session; Commissioners E. William Henry, Robert E.

Lee, Rosel H. Hyde; Chairman Newton N. Minow; Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth M. Cox. Most of the questions were asked live from the convention floor.

for many months during the winter.

"There are no standards of any kind that I know of" on acceptable programming percentages by categories, Commissioner Frederick W. Ford said in answer to a question. He said the FCC soon will adopt its long-planned tv program reporting form and at that time standards will be made public to guide applicants. Several commissioners agreed that license renewal procedures are passing through an "interim" phase when questioned about renewal letters on programming.

Commissioner Cox said the New England tv renewals deferred two weeks ago (BROADCASTING, April 1) was only a "procedural" step and should not cause any alarm. (The action was taken on a 4-3 vote and the licenses were deferred because the stations did not

propose regularly-scheduled, local live programming between 6-11 p.m. The deferrals constituted a reversal of an FCC order just a month ago that several dozen tv stations be renewed without regard to the prime time schedules).

Licenses should understand that FCC letters of inquiry on programming are not sanctions, Commissioner Cox said, and are for only for the purpose of determining the reasons behind a licensee's proposed program schedule.

Commissioner Hyde, on the other hand, maintained that deferred licenses do operate as sanctions and that the industry has fallen down in not convincing the FCC of this. He said it is an unhealthy situation for large numbers of license renewals to be deferred and that broadcasters submit too easily to "suggestions" by the FCC staff.

"Do you believe in taxation without representation?" the commissioners were asked. Chairman Minow replied that the fee proposal was not originated by the New Frontier but was authorized by a 1952 action of the House. He said that broadcasters, who get special privileges, should pay for the licenses they are granted.

Commissioner Hyde said that broadcasters should not have to apologize for making a profit and they are not "inflicted with an original sin" just because they carry commercials. Payment of a fee, he said, should be an obvious benefit in "the hope of getting your license promptly."

Commissioner Ford pointed out that the House action relied upon by the chairman is contained in very broad language in an appropriations bill and does not lay down sufficient standards to guide the FCC. The bill enables regulatory agencies to recover their costs and the FCC proposal will not do this, he said.

All commissioners indicated they were anxious to remove the am and fm freezes but it was made clear that such action is not in the immediate future. Commissioner Cox said the staff has been instructed to come up with a

new rulemaking proposal (which is separate from the planned *en banc* hearing) and that additional comment and study will be needed before definite steps—including removal of the freezes—can be taken.

Big cities need vhf, according to AMST

"Uhf service is not a substitute for vhf service in the canyon-like sections of big cities," the Assn. of Maximum Service Telecasters was told in Chicago last week. Lester W. Lindow, AMST executive director, told 175 representatives of member stations that the FCC's uhf New York study and the AMST's own \$100,000 independent measurements "conclusively demonstrate" that vhf signals are necessary.

Reporting to the association's membership at the NAB convention, Mr. Lindow said that despite vhf's "superiority," the studies showed that uhf is capable of providing a substantial amount of tv service of acceptable quality in such cities as New York. (AMST has been in a running battle with FCC Commissioner Robert E. Lee for several weeks over what the results of the FCC test proved [BROADCASTING, Jan. 28, Jan. 7, Nov. 26, 1962].)

AMST reaffirmed its position that uhf and vhf must be developed side-by-side. Ernest W. Jennes of Covington & Burling, Washington, AMST legal counsel, reported on developments concerning vhf assignments at short separation and attempts to have tv allocations assigned to other users. The membership announced that it would "continue vigorously" to oppose any attempts to reallocate tv frequencies.

Jack Harris, KPRC-TV Houston, was elected president of AMST, a post he has held since the association was formed in 1958. Other officers: Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C., 1st vice president; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, 2nd

These three groups were asked to organize within the month and to report back their recommendations on their respective memberships and areas of study which each group would pursue.

The executive committee, which will meet again in Washington April 29, authorized Comr. Lee with the concurrence of Comr. Henry to name additional members to that body. Messrs. Lee and Henry also will designate the chairmen and vice chairmen of the three working committees. The agendas for all committee meetings shall be approved by the commission.

The three working committees, earlier called subcommittees in the FCC's notice of Feb. 21, are: (1) committee on technical development, (2) committee on uhf broadcast station operation and (3) committee on consumer information. A proposed fourth committee was dropped.

vice president; Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer, and Mr. Lindow, assistant secretary-treasurer. Appointed to the executive committee were Messrs. Harris, Essex, Crutchfield and Rogers, C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; John H. DeWitt Jr., WSM-TV Nashville, and John S. Hayes, Post-Newsweek Stations, Washington. Clyde M. Hunt, Post-Newsweek Stations, was appointed chairman of the technical committee.

No action was taken on the vacant position of assistant executive director. Charles Bevis, who formerly held that post, recently was named executive director of the newly-formed Assn. of Broadcasting Standards Inc.

Research projects outlined for ABS

The first annual meeting of the newly formed Assn. on Broadcasting Standards Inc. was held in Chicago Monday and heard reports on engineering research projects aimed at proposals in Congress and before the FCC which would extend operating hours of daytime radio stations.

Formed earlier this year in Washington (BROADCASTING, Feb. 18), ABS has taken no position officially on the daytime controversy pending completion of its research on am technical problems. The new group at its Washington meeting also had indicated concern over moves by clear channel stations for operation with powers in excess of 50 kw.

ABS President E. K. Hartenbower, KCMO Kansas City, told representatives of more than 78 am stations at the Chicago session that the association has begun study of FCC Docket 14419 (to allow pre-sunrise operation for daytimers under certain conditions) and of proposed legislation in Congress to give daytimers extended hours. The study would seek to determine the effect of these proposals on the nationwide radio service. The ABS goal is to "assure optimum radio service for the people of the U. S.," he noted.

Jay Wright, KING Seattle, chairman of the ABS technical committee, reported on engineering aspects of this study. Charles C. Bevis, ABS executive director, explained how the technical evidence can assist the commission and Congress in making their basic policy decisions.

ABS representatives explained that the organization is not a "regional broadcasters' group" but rather welcomes the membership of all am stations interested in preventing deterioration of am engineering standards and assuring optimum radio service. They

Let the networks do it

One broadcaster at the NAB convention last week hit upon an answer to the FCC's renewed campaign to force television stations to broadcast local, live programs in prime time.

Harold Essex, president of WSJS-TV Winston-Salem, N. C. (an NBC-TV affiliate), told David C. Adams, NBC senior executive vice president: "Dave, the network has got to give us stations a new service—local, live programming."

said a total of 92 stations have indicated membership interest to date.

The ABS board authorized the technical committee to proceed with the recommended program of research. John E. McCoy, Storer Broadcasting Co. was elected to serve on the board. Mr. Bevis was elected secretary of the association. Andrew G. Haley is ABS' Washington counsel.

Clear channel group re-elects its officers

Edwin W. Craig, WSM Nashville, was re-elected chairman and Harold Hough, WBAP Fort Worth, was re-named treasurer of the Clear Channel Broadcasting Service at its annual meeting in Chicago March 31. The executive committee also was re-elected. It consists of Messrs. Craig and Hough, with Ward Quaal, WGN Chicago; Victor Sholis, WHAS Louisville, and James Shouse, WLW Cincinnati.

John H. DeWitt Jr., WSM, substituted for Mr. Craig and also reported on CCBS defense activities. Other reports were submitted by CCBS Director Roy Battles, R. Russell Eagan as legal counsel, and Mr. Hough as treasurer. CCBS is an organization of non-network-owned radio stations whose aim is to preserve the 25 Class 1-A clear channels from duplication and to seek authority for their use with powers above 50 kw. All 13 members were represented.

New NAB committee to study tv's future

A new NAB group—the Future of Television in America Committee—was activated at the convention last week. The committee was appointed to study the impact of community antenna tv on regular video stations and recommend a course of action for the NAB in its drive for federal regulation of the community antenna systems.

Last February, the NAB boards au-

thorized the formation of the committee on catv (BROADCASTING, Feb. 11). The members, announced by Tv Board Chairman William Quarton, WMT Cedar Rapids, Iowa: Dwight Martin, WDSU-TV New Orleans; Bill Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, Steinman Stations, Lancaster, Pa.; John Murphy, Crosley Broadcasting Co.; G. Richard Shafto, WIS-TV Columbia, S. C., and Willard Walbridge, KTRK-TV Houston.

Lee foresees uhf spurt in next few years

Development of uhf television will take a definite spurt forward in the next two or three years, the Assn. for Competitive Television was told March 31 by FCC Commissioner Robert E. Lee at its first group meeting.

Luther M. Sandwick, director of consumer products, Electronic Industries Assn., said uhf "was on the threshold of assuming its proper role in the future of a truly competitive tv system." He pointed out that requests for uhf licenses in the past year were double those of previous years, with some of the biggest tv operators in the country now starting to develop uhf properties.

Mr. Sandwick said uhf operators will find equipment dealers and distributors cooperating enthusiastically with stations to provide maximum efficiency of equipment they sell and service.

John English, WSEE-TV Erie, Pa., former chairman of the group, announced plans for an intensive membership drive to build up the ACT membership and its role as the voice of the uhf medium. William L. Putman, WWLP (TV) Springfield, Mass., ACT president, led the meeting. Thad Brown, ACT executive director, presided at a closed meeting, outlining ACT's operating areas. He discussed the FCC's position on uhf.

Shapiro named to head ABC-TV Affiliates Assn.

Mike Shapiro, WFAA-TV Dallas, was elected chairman of the board of governors of ABC-TV Affiliates Assn. at a meeting March 31 during the NAB convention in Chicago. Thomas P. Chisman, WVEC-TV Norfolk, Va., was re-elected vice chairman; Herbert Cahhan, WJZ-TV Baltimore, was named secretary, and Martin Umansky, KAKE-TV Wichita, treasurer.

Other new board members: Joseph L. Brechner, WFTV (TV) Orlando, Fla., and Joseph F. Hladky, KCRG-TV Cedar Rapids, Iowa. Incumbent board members: Norman Louvau, KCPX-TV Salt Lake City and WAPA-TV San Juan, P. R.; W. W. Warren, KOMO-TV Seattle, and Lawrence (Bud) Rog-

BALTIMORE FOR LESS



**FORTY-SEVEN CENTS BUYS
1000 WCAO ADULT
LISTENERS***

**MORE ADULT WOMEN
FOR LESS!**

MORE ADULT MEN FOR LESS!

*No charge for all listeners
under 18 years

QUALITY AND QUANTITY TOO!

WCAO... "first choice" of young growing families... the big money earners and spenders!

Call your WCAO representative and ask to see the LQR-100 (Local Qualitative Radio) for facts on WCAO's quality audience.

ADULT LISTENERS—AVERAGE ½ HR.

6 A.M. - 7 P.M. Mon. thru Fr.

	ADULTS	MEN	WOMEN	RATING
WCAO	45,525	14,872	30,653	9.0
Station "A"	21,879	9,548	12,331	3.3
Station "B"	20,112	5,642	14,470	3.1
Station "C"	20,341	7,564	12,777	3.0
Station "D"	8,433	3,014	5,419	1.4

Radio Baltimore
WCAO

5000 WATTS • 600 KILOCYCLES

Represented Nationally by Radio-TV Representatives, Inc.

WCAO... FIRST ON THE RADIO DIAL AT 60
CALL MULBERRY 5.0600

Source: Pulse, Inc. Dec. '62-Jan. '63
Baltimore Metro Area

THE *Plough, Inc.* STATIONS /

RADIO ATLANTA
WPLO
AM-FM

RADIO BALTIMORE
WCAO
AM-FM

RADIO BOSTON
WCOP
AM-FM

RADIO CHICAGO
WJJD
AM-FM

RADIO MEMPHIS
WMPS
AM-FM

DIVIDEND STRIP

Midland · Odessa · Monahans
KVKM-TV TEXAS Channel 9

- * **NEW TOWER**
1270' Above av. ground
4449' Above MSL
- * **NEW POWER**
Full FCC allowance
- * **NEW EXPANDED MARKET**
Now covering 28 counties
in 2 states
- * **NEW NETWORK**
Full time live ABC

POPULATION	512,900
HOUSEHOLDS	144,160
CONS. SPENDABLE INCOME	\$976,863,000
CSI HH	\$6,572.
RETAIL SALES	\$675,089,000
TV HOUSEHOLDS	121,015
SATURATION	90%

SALES:
Masla Sales Assoc.
Clyde Melville,
Southwest

KVKM abc TV Channel **9**

ers, Taft Stations.

In the first meeting, following ABC-TV officials' presentation of plans for their 1963-64 prime-time program schedule (BROADCASTING, April 1), the new board members said they fully expected ABC-TV's new season would be

the best in that network's history.

"The schedule," Mr. Shapiro said, "combines great showmanship with many daring program innovations for which ABC-TV has been noted. We are all looking forward to a very exciting and diversified schedule this fall."

COMPUTERS WORK PRAISED

Admen will be abetted, not replaced by machines; Y&R vp's tell TvB session of automation benefits

The computer is an expediting tool to improve human decision-making in advertising, not replace it.

This assurance was offered to broadcasters and their salesmen last week at the NAB convention by Warren A. Bahr and Joseph St. Georges, vice presidents of Young & Rubicam, New York, one of the leading agency users of electronic data processing.

The computer forces agency decision makers to put values on many factors that in the past have been treated as assumptions, and thus—and in general—helps agencies to make better media selections, Mr. Bahr told the session conducted by TvB during the Tuesday-morning tv assembly.

Mr. St. Georges said although computers will greatly influence media selection for specific clients, will help determine markets and budgets and may affect network program selection, they will not "in the immediately foreseeable future" specify the stations or availabilities to be used in spot campaigns.

"The computer," he said, "provides cost-per-thousand data, reach and frequency data, gross-rating-point data, homes delivered, and costs. It does not provide program evaluations, market evaluations, station evaluations. And it cannot supersede the buyer's judgment in these areas.

"To us, it has the positive advantage of doing tremendous quantities of analytical arithmetic with great speed and complete accuracy. It enables us to make better buys faster with fresher availabilities. It does not prevent us from confirming hot opportunities the moment they are offered, and if anything, it frees the buyer to spend more time with reps, assuring himself that he is completely knowledgeable about the markets, stations and programs he is considering."

More Machine Use ■ Mr. St. Georges went into some detail on Y&R's uses of computers, but noted that a number of other agencies also use "the machines" more and more extensively. In opening the computer session, TvB President Norman E. Cash had estimated that one-fourth of all national television business is now handled by so-called computer agencies. Mr. St. Georges cited

Leo Burnett Co., Geyer, Morey, Ballard Inc., Lennen & Newell, Compton Adv. and BBDO, specifically.

The three basic uses, Mr. St. Georges said, are for (1) data processing, to handle paper work; (2) decision assistance, as in the evaluation of alternate choices, and (3) decision making.

Ideally in decision making, he said, a properly programmed computer model would make the media selection. Systems designed for this purpose, he said, are being used by C-E-I-R, BBDO and Y&R's own "high-assay system."

But, he added, all the necessary input information is not available yet, so that these models—which "will improve"—currently are best used to "pin-point areas in which we must make subjective judgments" and to "force us to be much more scientific about ways in which we invest our clients' advertising dollars."

Mr. St. Georges described the decision-assistance operations of Y&R's spot-buying system, which he said is "truly operational" and "a great help in doing a better job with our most difficult media buying job—spot television purchasing."

How, When, How Much ■ The spot-buying model, he said, does not go into play until after these basic decisions have been made: to use spot tv, which markets to use, dates, budgets per market, advertising objectives in terms of budget, reach and frequency—and after availabilities have been submitted.

It then provides "tremendous assistance" to media people in determining "which stations, which spots and how many dollars per station," in this way:

Availabilities data is fed into the machine. This includes program adjacencies, rating points, homes, audience target (women, teen-agers, etc.) and costs. The campaign objectives for each market—weekly budget per market, desired number of homes reached, exposure frequency—are fed in at the same time.

All this, Mr. St. Georges said, "is the same data that we would work with if we did not have the computer. The ratings used are those supplied by the representatives for the station, and are checked by our buyers. The same is

Caught with our personalities showing...



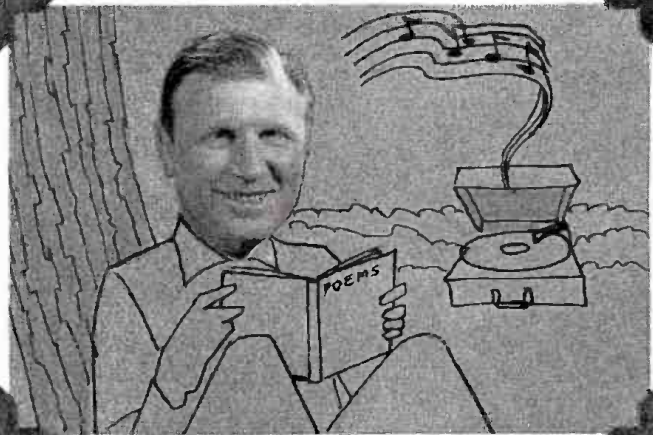
Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



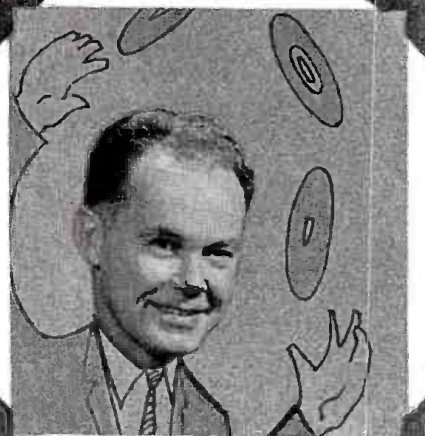
Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

We're caught and rather proud of having one of the most versatile groups of special people in radio. This is a favorite page from the family album of the area's foremost station, WGY.

From dawn 'til long after dark WGY's personalities pinpoint your sales message to specific buying groups. Full range programming makes WGY the most listenable station in the Northeastern New York and Western New England market.

810 KC • 50 KW

WGY

A GENERAL ELECTRIC STATION

ALBANY • SCHENECTADY • TROY

Represented by Henry I. Christal Company

Marketing data not media responsibility, St. Georges says

"It is not the responsibility of media to supply marketing information. This is the responsibility of the advertiser and the agency."

This in part is what Joseph St. Georges, media vice president and director of computer application at Young & Rubicam, would have said in addition to his other remarks at NAB last week (see story, page 66) had time permitted the completion of a panel discussion in which he participated.

But of a list of 20 questions submitted by station personnel to the panel of four—Mr. St. Georges, Warren A. Bahr, also a Y&R vice president and two TvB executives, President Norman E. Cash and George C. Huntington—only a few were answered because of time limitations. To round out the picture, BROADCASTING later in the week took the major unanswered questions, and posed them to Mr. St. Georges upon his return to New York.

Here are his views:

Question: How often do you change the information stored in your computer? How long before it is considered out of date?

Answer: "In terms of spot buying, the information is changed semi-annually when ARB makes its television set count estimates. We attempt to keep up to the minute on

all input information for all media models."

Question: Which ratings do you feed into the machine?

Answer: "We use ARB as the source of local data for spot buying. On network shows considered by our Decision Making model, we use information based on the national Nielsen."

Question: Will the computer help increase the length of spot schedules market lineups . . . or will they grow shorter?

Answer: "One does not necessarily follow from the other. In spot sales, in only one case does the computer have something to say about the number of markets. On occasion, the computer will help us reach our objectives for fewer dollars than we might anticipate; therefore, we could have monies left over to extend the market list."

Question: If marketing information is used in the machine, who is responsible for gathering it: agency, advertiser, or media?

Answer: "It is not the responsibility of media to supply marketing information. This is the responsibility of the advertiser and the agency. We look to media to supply information concerning audience exposure, then the agency combines this with marketing information for an

interpretation."

Question: What about requests for added breakdowns of ratings by income groups, product users, etc. are they really needed and, who should pay for them?

Answer: "As I said, and I want to be clear on this point, media should not be responsible for providing accurate and detailed information about audiences. It is the advertiser's and agency's responsibility in terms of their customers and prospects."

Question: In case of disagreement, which will be considered right: the computer or the media buyer?

Answer: "In the case of the spot model, the judgment of the buyer is the final answer. In the case of the decision maker system, the problem is more complex."

"Assuming hypothetically that all the information fed into the computer is correct, and the process is correct, then the answer must be correct. But, obviously, our data is not perfect. Therefore we feed varying data into the machine so that there are four or five alternative solutions. The buyer's range of decision is narrowed, but remains just as important. The computer frees him to do more concentration in the more valuable aspect of the decision."

true for the rates. We do not attempt to store ratings or rates in advance."

The data thus fed in is converted into cost-per-thousand data which then goes to the buyer in three forms—(1) in the same sequence provided by the availabilities sheet, (2) in ascending order of cost-per-thousand homes delivered, arranged according to station, and (3) cost-per-thousand women or other target audience specified for the campaign and provided on the availabilities.

Using this information, the buyer evaluates the opportunities open to him in each market, considering not only cost per thousand but "program adjacency, day of the week, hour of the day and/or any other factor that is important in his particular circumstance."

Phone the Computer • All the spots have been numbered by the computer, and when the buyer has some idea of what he wants to consider, he telephones the computer and reads off the numbers of the spots he has in mind in each market. The computer can store data for four different markets at one time and can evaluate several different possibilities for each.

The computer "almost instantly"

shows what each possibility would produce in terms of reach, frequency and cost—and also indicates, for each market, whether the budget, reach and frequency objectives would be attained and, if not, by how much.

"The buyer," Mr. St. Georges continued, "can try one, two or three or more combinations of spots in the market in question until he finds the buy which most effectively and efficiently meets his objectives. When he settles on a buy, he then asks the computer for a complete print-out which provides, in addition to the data he already has, complete details on every spot he intends to buy, adjacencies, homes, women, cost, cost-per-thousand, name of station, etc."

"All of this data is provided in a matter of minutes and at this point the buyer is free to phone the reps and confirm the buy and/or go on to his next market."

In response to questions, Messrs. St. Georges and Bahr said the computer will result in "nothing but benefit" for the creative man and the advertising professional, because it will need "people capable of making better decisions";

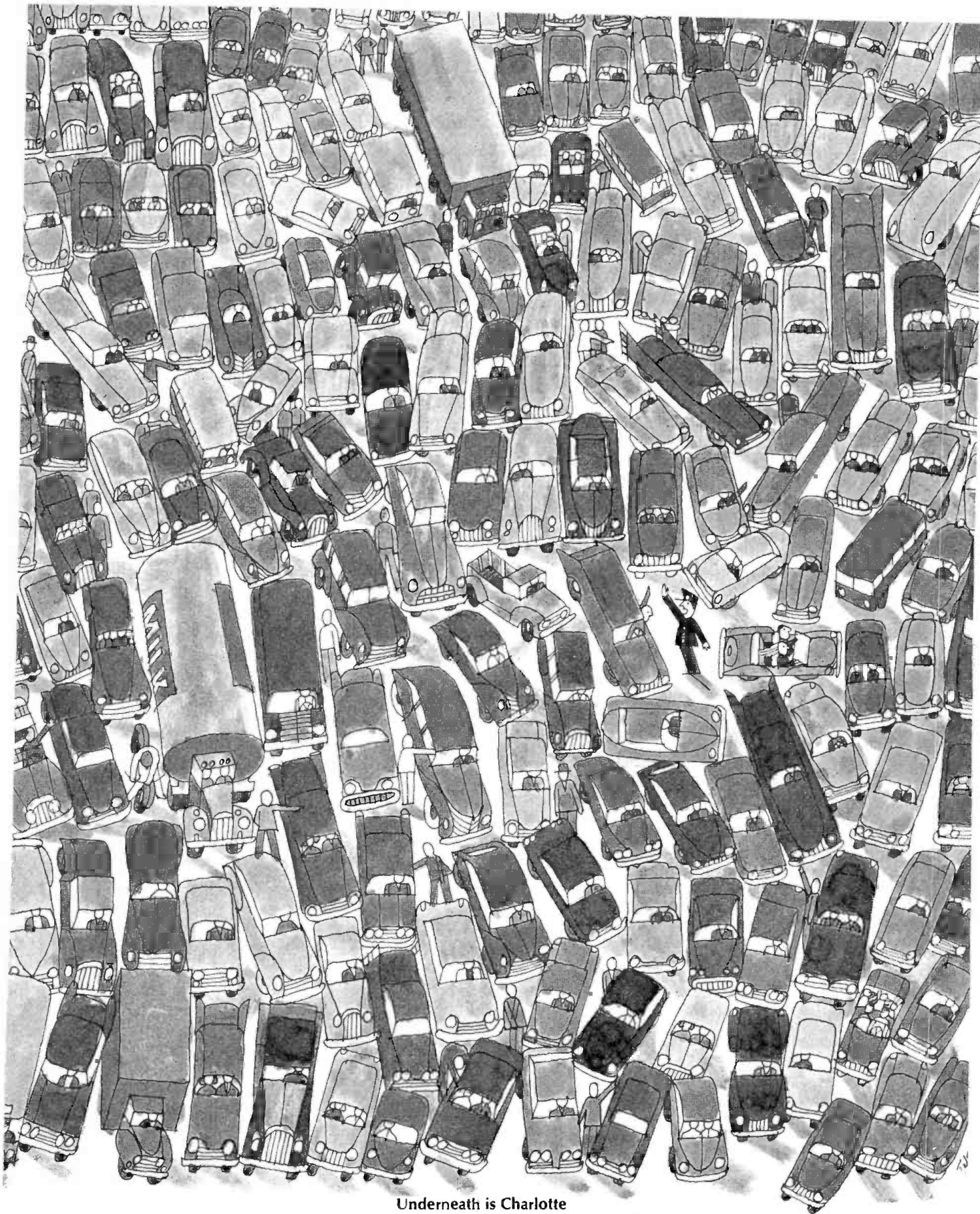
that reaching an advertiser's "best prospects" is more important than low cost-per-thousand alone; that computers and agencies need more and better data from stations regarding the makeup of their audiences; that computers will require agency people to understand more exactly the values of such qualitative factors as the impact of sound and motion, or of colors.

Computer services, they said, need not be limited to big agencies but are and will be available through service bureaus to small ones as well.

Mr. Bahr is Y&R's vice president and director of media relations and planning. Mr. St. Georges is media vice president and director of computer application.

Cash's figures show tv needs help locally

Competitively, television is moving strongly in national advertising business, total and new, but on the local level it could use some help. This was the gist of figures presented by Norman E. Cash, president of the Television Bureau of Advertising, in opening TvB's



Underneath is Charlotte

Beneath all the business and bustle is Charlotte. More than 100,000 cars enter this booming city on an average day. And you'll find more people in the Charlotte 75-mile radius than in a corresponding radius around Atlanta, Indianapolis, Kansas City, and Minneapolis. 8th in per family sales in the United States...5th in the wholesale distribution of industrial chemicals. With building permits exceeding even those of Pittsburgh and Buffalo in 1961. With major installations of 40 out of the 50

larger corporations in the United States. What better way to get at this thriving market than through WBT Radio Charlotte? For over 40 years, WBT has had the largest adult audience for the 37-county basic area. And this is the audience that receives and spends most of Charlotte's \$2,612,784,000 worth of spending money.* Reach them with the station they turn to for responsible programming, outstanding service, and finer entertainment. **WBT Radio Charlotte** Represented nationally by John Blair & Co.

*SOURCE: SURVEY OF BUYING POWER

session on computers (see page 66) at the NAB convention last Tuesday.

In 1962, Mr. Cash reported, television billings represented 41.2% of all national business, as against a 23% share for newspapers. Of all new national business in 1962, he continued, tv billed 62.5% to newspapers' 8.9%.

In local billings, however, he reported newspapers with an 80.1% share in 1962 as against 8.1% for television. Of 1962 new local dollars newspapers got 77% to tv's 14.9%. In new local dollars over the 10-year period ended in 1962, he said, television's gain was \$196,000 (and radio's \$118,000)—as compared to a \$1.053 million increase for newspapers in that span.

Carlisle announces first committee appointments

First appointments to the newly constituted NAB Membership Liaison Committee have been announced by William Carlisle, NAB vice president for station services.

The new committee, designed to assist NAB board directors in the recruitment and retention of station members to the association, was authorized by the NAB board early this year (BROADCASTING, Jan. 21). Committeemen are to be appointed by district directors of the NAB to represent states in their own districts. Eventually, each state and Puerto Rico is to have at least one member, with two broadcasters to be appointed from states with more than 200 am radio stations, Mr. Carlisle said.

Tenure on the membership committee continues during the term of office of the board member who made the appointment. Many other members are expected to be selected during the NAB convention this week. The following members were announced the past two weeks:

New York—Simon Goldman, WJTN Jamestown; Delaware—Harvey C. Smith, WDEL Wilmington; District of Columbia—Frederick S. Houwink, WMAL-AM-FM-TV Washington; Maryland—Robert B. Jones Jr., WFBR Baltimore; West Virginia—C. Leslie Golliday, WEPM Martinsburg; Arkansas—W. H. Mayo, KBRI Brinkley; Louisiana—Winston B. Linam, KSLA-TV Shreveport; Indiana—Robert B. McConnell, WISH Indianapolis; Michigan—R. Kent Kanaga, WELL Battle Creek.

Missouri—Mahlon R. Aldridge, KFRU Columbia; Iowa—Donald D. Sullivan, KVTM (TV) Sioux City; Nebraska—Robert E. Thomas, WJAG Norfolk; Oklahoma—J. R. Bellatti, KSPI Stillwater; Kansas—Fred L. Conger, KWBW Hutchinson; Western Texas—Lynn Christian, KODA Houston; Eastern Texas—Clint Formby,

KPAN Hereford; Arizona—Tom Chauncey, KOOL Phoenix, and California—William E. Goetze, KOGO San Diego.

Maine—Jack S. Atwood, WCSH Portland; Rhode Island—H. William Koster, WEAN Providence; Massachusetts—Donald A. Thurston, WNNB North Adams; Connecticut—Robert S. Tyrol, WTIC Hartford; Pennsylvania—John G. Stilli, WFGB Altoona; Virginia—Charles P. Blackley, WTON Staunton; South Carolina—W. Frank Harden, WIS Columbia, and North Carolina—Allen Wannamaker, WBIG Greensboro.

QXR Network plans expansion of programming

Affiliates of QXR Network, serving 42 major markets, will soon receive sustaining programs on tape. The decision to expand programming was based on a recommendation by the affiliates board at a meeting held March 29-30 in Chicago just prior to the NAB convention.

The network announced Otto Ohland, formerly with the John Blair group, had been named president of FM Spot Sales, which represents all 42 of the QXR Network affiliates.

Harold Kassens, chief of the FCC's aural facilities branch, told the 35 affiliates represented at a March 30 station meeting the fm stereo system is "the world's finest." He paid a tribute to the industry for its development and testing over many years, thus aiding the commission in reaching its stereo decision. He said more than 1,000 fm stations are now on the air, with a fifth of them in stereo.

The network's leading sponsored programs are the General Electric *Victor Borge Show* and four dramatic productions and the *RCA Victor Premier Showcase*.

ABC Radio affiliates form association

An ABC Radio Affiliates Assn. was formed last week in a special meeting following the formal session held by ABC Radio officials with the affiliates March 31 in Chicago (BROADCASTING, April 1).

Ben Laird, WDUZ Green Bay, one of the leaders in setting up the new group, said its purpose was to "promote and maintain an organization for the mutual advancement and welfare of its members and of the radio industry; to present the views of the association to ABC in matters relative to the mutual problems of the organization and the network, and to exchange and disseminate information among its members as to improvements and advancement in the radio industry."

A nine-man committee was elected

Brotherhood awards given at convention

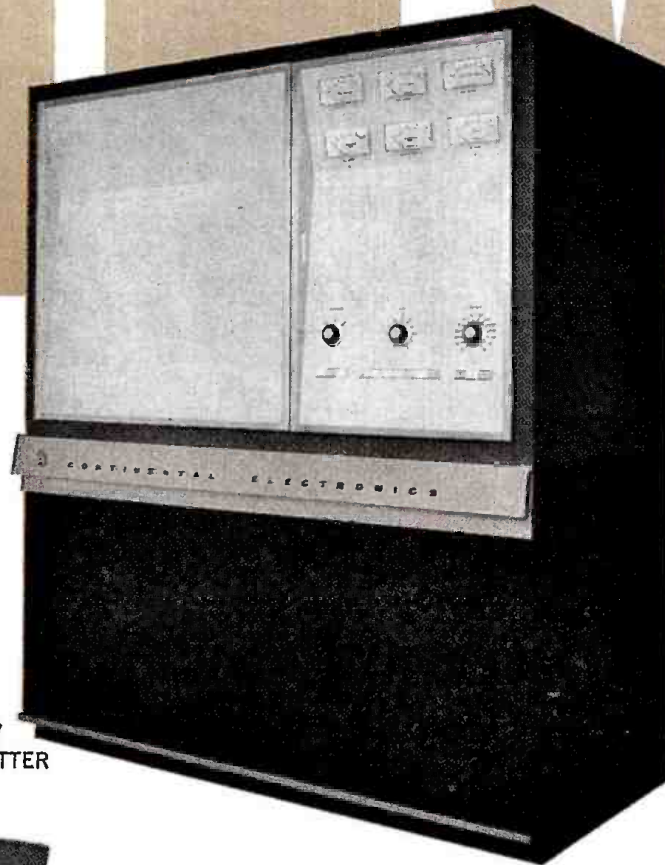
The National Conference of Christians & Jews last week presented its Mass Media Brotherhood Awards, seven of which went to the broadcasting field, in ceremonies held concurrently with the NAB convention in Chicago.

Named best local radio station was KOA Denver for *The Rise and Fall of John Gaynor Locke*, a documentary on the activities of the Ku Klux Klan in Colorado in the 1920's; the best major station or radio network award went to WNEW New York for its show on real estate agents who capitalize on racial prejudices, *The Blockbusters*; best syndicated show was *Death Valley Days*, which won the award for its episode "Abel Duncan's Dying Wish," a drama of religious prejudice; *CBS Reports* won the best network documentary award for "The Other Face of Dixie," which delineated integration problems in the South; "The Indelible Silence" episode of *The Defenders* was named best network dramatic show for its portrayal of conflicting prejudices; WJRT (TV) Flint, Mich., won the best local station award for its Easter-Passover show *The Bridge*; and a special NCCJ Joint Recognition Award went to the ABC-Bell and Howell *Close-Up* series for its program "The Great Conversation," which interpreted the world-wide Ecumenical trend toward religious unity. This was the third year in which a joint ABC-Bell and Howell effort won recognition.

The awards were presented by James P. Mitchell, former secretary of labor, who termed the recognition "a just tribute to an ever increasingly responsible broadcasting industry."

The NCCJ awards are presented annually in 14 areas of the media.

NEW

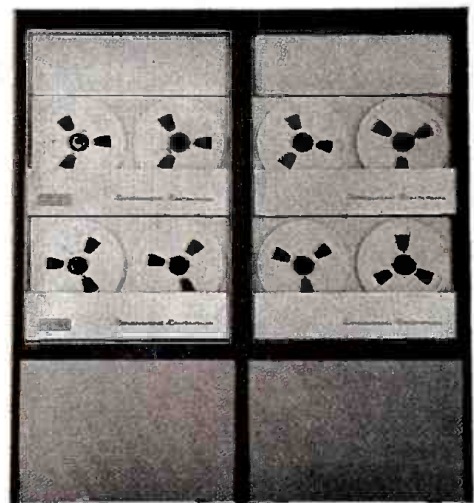


TYPE 315C/316C 5/10 KW
AM BROADCAST TRANSMITTER



SERIES 1100 TAPE TRANSPORTS AND
AUTOMATED PROGRAMMING/LOGGING
SYSTEM FOR AM/FM BROADCASTING

TYPE 20A-1
VIDICON CAMERA CHAIN



Continental Electronics Co

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



Codes become a major convention topic

COLLINS VOICES BROADCASTERS' OPPOSITION TO MINOW PROPOSAL

The FCC embraced the NAB radio and television codes last week for the second time within a few days and then proposed a shotgun marriage with the broadcasters' trade association.

Next to ratings (see page 27), the matter of codes was brought to NAB convention attention most frequently as the annual Chicago meeting covered a gamut of topics ranging from the fascination of suitcase video tape machines to the impact of federal controls.

Here are high spots of code developments during the convention:

▪ FCC Chairman Newton N. Minow, after noting the commission plans a serious study of a plan to write NAB radio and tv code advertising standards into the rules, proposed that NAB become an enforcement arm of the FCC.

▪ The Minow plan is based on a proposed new law similar to the Securities Exchange Act, with NAB becoming a semi-official trade group having the right to discipline members who violate code standards (including "revocation of the license to practice"). Broadcasters would be compelled to belong to NAB if they wanted to broadcast.

After the FCC chairman had charged broadcasters have shown neither the capacity nor will to enforce their codes, NAB President LeRoy Collins opposed (1) the basic idea of writing NAB

commercial standards into the FCC rules and (2) the merging of FCC and NAB to adjudicate code violations by license revocation or other penalties.

President Collins also renewed his appeal for code amendments to eliminate cigarette advertising directed toward the young at a news conference in Chicago preceding the convention. In response to questioning, the NAB head said: "As time goes on, I am more convinced that what I said in Portland was the right thing to say."

Gov. Collins publicly called on broadcasters to reject tobacco advertising having juvenile appeal at the final NAB fall conference in Portland, Ore., last November. He singled out for specific criticism commercials featuring sports heroes endorsing cigarettes.

His Portland speech touched off a furor among broadcasters. At his news conference last week he volunteered that the reaction had been "exaggerated out of proportion at the stimulation of BROADCASTING Magazine."

At a meeting of the NAB boards in Phoenix last February the NAB president submitted his cigarette proposal, but the boards voted to take the matter under advisement pending the completion of a study by the U. S. surgeon general of the effects of smoking.

Last week the NAB president said:

"I think it important to say that in spite of all that's been said, the board in Phoenix took no action to censor me. My contract was renewed [for three years]. I'm just as free to talk my conscience as I've ever been."

More on Smoking ■ He said he expected to raise the cigarette issue again at the next meeting of the NAB boards in July—especially if the surgeon general's report is out by then. Broadcasters ought to be doing something about cigarette commercials on their own initiative, he said.

"Here again," said Gov. Collins, "is a case in which the broadcaster seems content to wait until the government acts."

In his keynote speech at the Chicago convention Gov. Collins took a firm stand against inclusion of the advertising provisions of the codes in the FCC's rules, referring to the commission's action setting the subject for rule-making.

"If this step is taken," Gov. Collins said, "for the first time in history our industry will have made a significant move toward public utility-type regulation. Because, if by government restraint the amount of advertising is limited, then pressures will surely ensue to provide—also by government order—a rate structure which will yield a fair return for an overall operation on such a limited base. We will oppose it with all the means at our command, he said, explaining code control "is and should remain a matter of self-regulation, not a matter of government fiat."

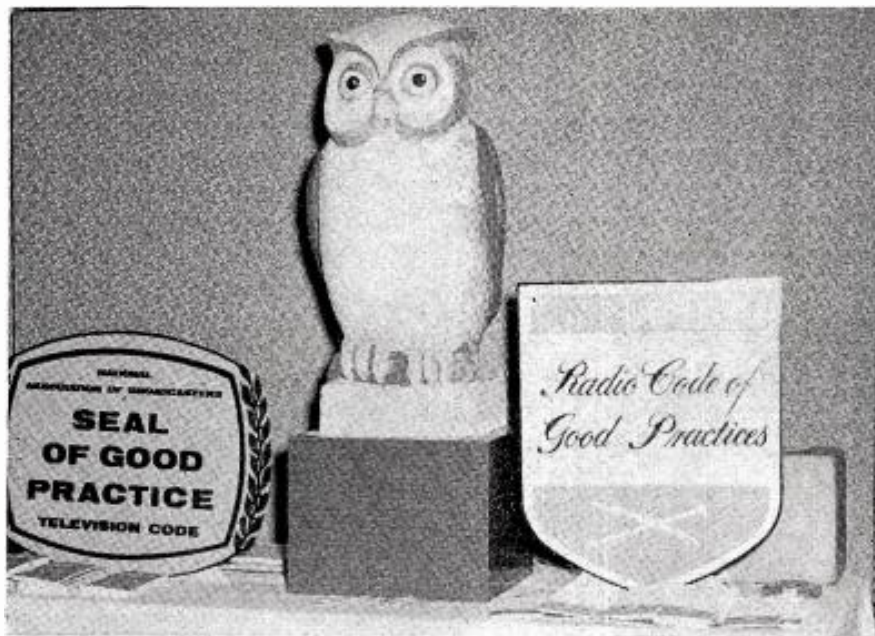
As to the proposal by Chairman Minow to set up an NAB-FCC pattern similar to that of the Securities & Exchange Act, he said, "we are not at a point where we can consider that sort of standard for the broadcasting profession. The subject demands a great deal of study."

Ineffective Codes ■ Chairman Minow charged in his convention speech that the NAB codes were ineffective. He proposed the passage of a law requiring broadcasters to belong to the NAB and adhere to its standards. He said the American public is "drowning" in commercials and is "calling for help."

Mr. Minow said a television commercial is broadcast somewhere in the United States every 1.7 seconds.

"To figure out how often a radio commercial occurs would give a computer a nervous breakdown," he said.

In the broadcast codes, Mr. Minow told the broadcasters, "you have established reasonable standards." But, he said, "you have demonstrated neither



A solemn, silent stuffed owl was the key for NAB's radio and tv code recruitment program at the NAB Chicago convention. Unfortunately the recording gadget that was supposed to make the owl hoot went out of

order so its promotional message wasn't heard. And anyhow, the poor old bird was perched at one end of a vast hall in the Conrad Hilton and few of the convention delegates knew it was there.

the capacity nor the will to enforce them."

Mr. Minow said: "You can no longer have it both ways. You cannot subscribe in principle and ignore in practice."

He said that the flouting of the code was the reason that a majority of the FCC had voted to consider a rulemaking to adopt regulations limiting the amount of commercial time (BROADCASTING, April 1). As for himself, said Mr. Minow, he favored still more drastic action.

What Mr. Minow proposed was a new law modeled after the Securities Exchange Act which established the National Assn. of Securities Dealers as a quasi-official trade association with the power to discipline members who violate its standards by measures as severe as revocation of the license to practice. Under Mr. Minow's proposal, the law would require broadcasters to belong to the NAB and would give the NAB the power to enforce compliance. Appeal from NAB actions against offenders would be directed to the FCC.

This proposal was advanced several months ago by Ashbrook P. Bryant, chief of the FCC's network study staff (BROADCASTING, Dec. 3, 1962). Mr. Bryant made the recommendation as part of a report on his investigation of network program control.

Mr. Minow told the broadcasters last week he could not understand why broadcasters failed to see the wisdom of seeking the type of law he proposed

as an alternative to "further action from the government."

"I believe," said Mr. Minow, "that the long-suffering patience of the viewing and listening public has worn thin, and that in the long run you had best shake up your own status quo before you are shook up by a fed-up public."

More Discussion ■ Comr. Robert E. Lee defended Tv Code Board Chairman William D. Pabst, KTVU (TV) Oakland-San Francisco, attacked FCC's code-into-rules proposal at a television assembly Wednesday morning.

Comr. Lee noted the commission's plan is broader than his own proposal to adopt the NAB code's commercial time limitations into FCC rules. The FCC plan not only embraces this proposal for consideration but also specifies that FCC does not wish to exclude study of other possibilities (BROADCASTING, April 1).

Mr. Lee emphasized that FCC's plan invites comments on the question of putting an FCC ceiling on commercial time. If the FCC decides to go ahead with such a plan, he said he would expect a second rulemaking proposal to deal with specific terms and language.

He cited as precedent for the FCC plan the Securities & Exchange Commission regulations and the post office's second-class mail privilege (maximum advertising: 75%).

He traced the history of self-regulation in radio-tv, claiming that the regulations almost invariably have been relaxed, not tightened. In times of

"crisis" the code has been strengthened, but without much effect in curbing excesses, he asserted.

Non-Subscribers at Fault ■ Mr. Lee said he found little disagreement among broadcasters that excesses do exist. He also indicated that in his view the bulk of excesses are traceable to a relatively few broadcasters. The FCC, he said, wants to "burden the few with the virtues of the many," rather than penalize the many for the excesses of the few. Non-subscribers to the code, he told the broadcasters, "are the ones who are really clobbering you."

Comr. Lee generated laughter—and applause—at the outset by asking his audience to consider that "these commissioners are not all sonsabitches—as a matter of fact, there might be only one or two."

Mr. Pabst countered Comr. Lee's defense by suggesting that "all broadcasters" ought to ask the FCC to rescind its notice of proposed rule-making.

He quoted FCC's suggestion that some stations, because of location in sparsely populated areas "or other factors," might need relief from code ceilings in order to continue operating in the public interest.

Rulemaking, he continued, takes time—and if nothing is done for such special cases, he said, broadcasters will be "demoralized."

Many "little fellows" who don't belong to the code, he said, operate under even stricter codes of their own.

Adopting the code provisions into

Anello predicts court appeal if FCC restricts commercial time

The NAB will appeal to the courts if the FCC adopts restrictions in its rules on the amount of time radio and tv stations may devote to commercial messages, Douglas Anello, NAB general counsel predicted last week.

Mr. Anello told an NAB convention session on secondary market television that the appeal would contend that the FCC does not have the authority to enforce such a rule. The appeal, he said, would not claim a First Amendment violation. "We'll have a damn good chance of winning," he said.

The NAB general counsel also reported briefly on the current situation relating to possible regulation of community antenna tv systems. He said the NAB is "apprehensive" over recent meetings between the FCC and the National Community Tv Assn. and reported NCTA is seeking FCC agreement to legislation in two limited areas: one-station markets and a prohibition against

simultaneous repeating of the signals of local stations. Mr. Anello indicated that the NAB wants much stricter regulation than this.

Thomas C. Bostic, KIMA-TV Yakima, Wash., moderated a panel discussion of common problems of the small market tv station. Warren L. Braun, WSVB-TV Harrisonburg, Va., said that tv in small markets must fulfill the functions of advertising agencies. He advised stations to work out promotions which can be sold to many different participating advertisers in citing examples of such programming at WSVB-TV.

Raymond E. Carow, WALB-TV Albany, Ga., and WHJG-TV Panama City, Fla., told his fellow broadcasters how they could get "maximum production at minimum costs." He advised that personnel be trained to do two or more jobs and said both WHJG-TV and WALB-TV telecast 48 regularly-scheduled live shows weekly with low costs and minimum equipment because it has developed

a flexible staff.

Rex Howell, KREX-TV Grand Junction, Colo., also stressed the desirability of personnel with multiple skills. In discussing cost control at small stations, he said one of the biggest hazards in wasting money is film buying. KREX-TV buys only a limited amount based on current revenues, he said.

Discussing "the broadcaster and his community," J. Allen Jensen, KID-TV Idaho Falls, Idaho, noted that it is hard to fulfill the FCC's indicated requirements on local programming. He said that he recently had the occasion to inform the FCC (in reply to a commission inquiry) that "Idaho Falls is not a community where people with great talent tend to settle down."

Richard D. Dudley, WSAU-TV Wausau, Wis., advised station operators on how to keep down employee turnover. Keep your employees happy by educating and advancing them, he said.

FCC rules, he argued, would destroy broadcasters' "incentive for self-regulation."

"Your procedure is demoralizing," he told Comr. Lee. When the FCC keeps saying that broadcasters are "bad, bad, bad," he continued, "pretty soon we'll start believing it ourselves, and it's not true."

While no report of the NAB radio and tv code group meetings during the convention was made by NAB, it was learned nine persons appeared to state their ideas on tv changes. These focused on the time standards for advertising, which have been under review for some time.

Aid to Independents ■ In considering the special needs of independent tv stations, the tv board went into revised definitions. One proposal would affect non-prime time (par. 2 of time standards for advertising) by inserting the words "all local" ahead of the term "participation programs within any 30-minute time period in non-prime time," where it is specified that commercial material for both individually sponsored and participation programs may not exceed six minutes plus station break time. Belief was expressed this would be helpful to independents.

Both radio and tv code boards are scheduled to meet prior to the NAB

Romney speaks out

Gov. George Romney of Michigan criticized "excess sovereignty" of the federal government in a luncheon address delivered April 3, final day of the NAB convention. He cited survey data indicating the American people show their approval of broadcasting. He recalled that his father-in-law Harold Lafount had been appointed to the original FCC by Calvin Coolidge.

combined board sessions in June.

Broadcasters themselves took a dim view of the proposed FCC-NAB liaison. Practically all of a random cross-section of delegates and official guests interviewed after the Minow speech voiced sharp opposition to inclusion of NAB code commercial standards in the FCC rules and regulations.

Here are typical views expressed in a fast button-holing in the luncheon room after the Minow speech:

■ Carleton Brown, WTVI Waterville, Me.—"Incorporate the code in FCC rules or the Communications Act? Certainly not. This is repugnant to freedom. You might as well incorporate the *Good Housekeeping* seal into law."

■ FCC Commissioner Frederick W. Ford—"No."

■ W. Theodore Pierson, communications attorney—"No. I don't believe they can generalize or set standards for all stations that would be fair to all stations. If they invoke standards that permit all stations to operate and survive, then they must lower the standards below the NAB's levels." Reminded that some states, Florida for example, have associations in which membership is mandatory for the practice of law and medicine, with disciplinary powers attached, he said, "That is not comparable. Nobody tells me what cases to take and how to handle them so long as they are within the canons of ethics."

■ J. M. Moroney Sr., WFAA-AM-FM-TV Dallas—"The less regulation we have the better off we'll be. All stations should belong to the codes and live up to them."

■ Clyde W. Rembert, KRLD-AM-FM-TV Dallas—"I wouldn't like to see it. All stations should join and observe the codes."

■ Melvin A. Goldberg, WHJB Greensburg, Pa.—"I'm not in favor—definitely."

■ Harold A. Smith, vice president, Needham, Louis & Brorby, Chicago—"I would rather see NAB monitor the industry's commercial practices."

■ FCC Commissioner Robert E. Lee—"We should inquire into the subject, as voted by the commission."

■ George Whitney, KFMB-TV San Diego (former member of NAB TV Code Review Board): "Too many stations can't live with the codes now. It would put 150 tv stations out of business."

■ Hugh O. Potter, WOMI Owensboro, Ky.—"It would lead to increases in rates. Stations would be forced to raise rates. Thus advertisers would have to pay more for time. Besides it would lead to public utility regulation. The codes must be sufficiently elastic to permit small stations to operate and permit more commercial time during Christmas and other peaks."

■ Calvin J. Smith, KFAC Los Angeles—"I'm opposed. There's too much government regulation already."

■ Thad M. Sandstrom, WIBW-AM-FM-TV Topeka, Kan.—"The industry must do its own disciplining. We've seen the handwriting on the wall for three or four years. Now it's up to the industry to get busy and get more subscribers. Kansas has the highest code affiliation in the nation—70% of radio stations, 11 out of 12 tv stations."

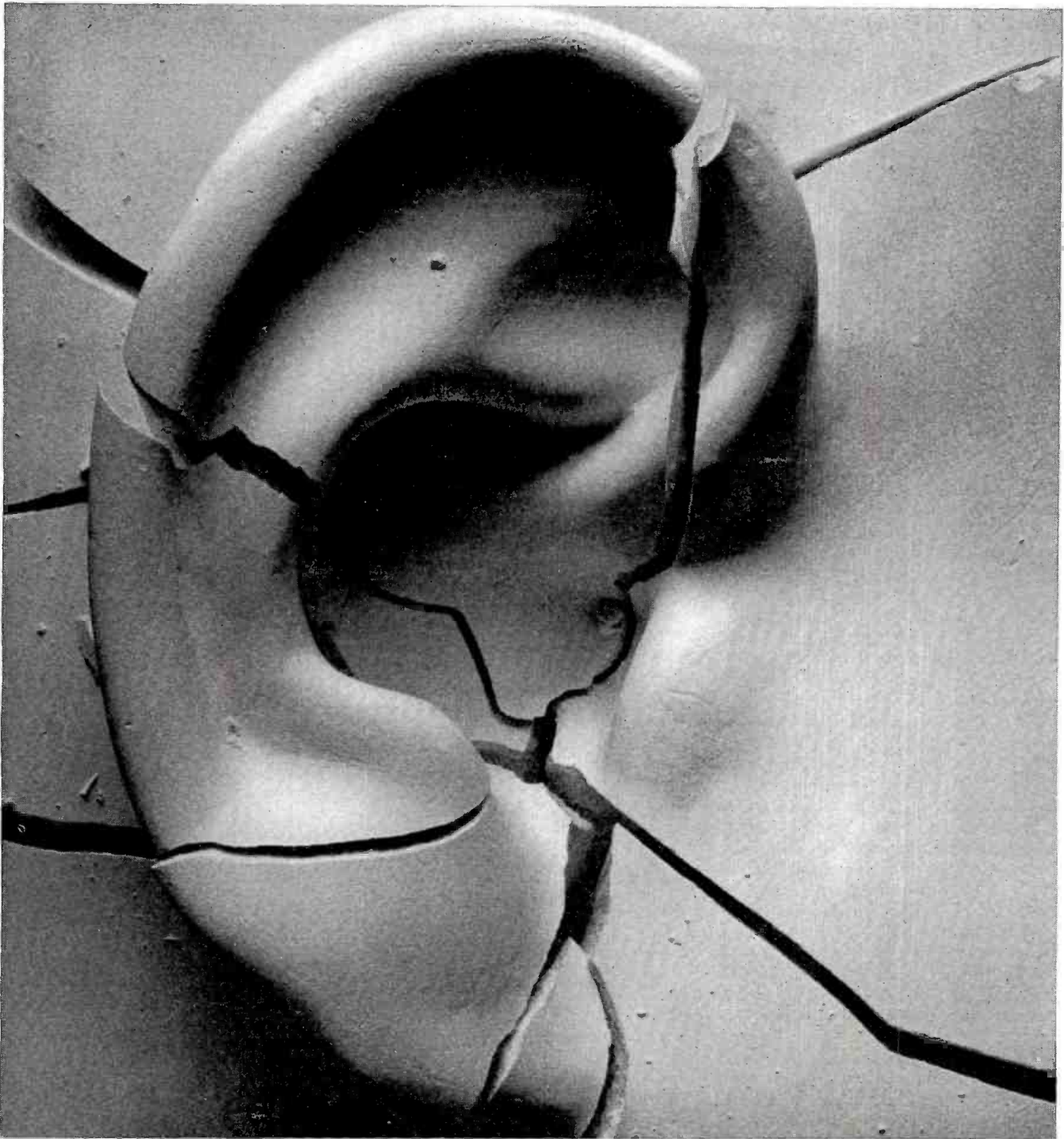
■ FCC Commissioner Rosel H. Hyde—"I voted 'no.'"

■ Kingsley H. Murphy, KOTE Fergus Falls, Minn.—"We don't feel we can comply with the advertising restrictions in the code during peak months and still do the job of supporting the economy of our trade area."



A citation for distinguished service as a member of the NAB Television Tv Code Board was presented Mrs. A. Scott Bullitt, board chairman of KING-TV Seattle, by William B. Pabst, KTVU (TV) Oakland, chairman of the code board. Mrs. Bullitt retired after serving two consecutive terms, making her in-

eligible for reappointment. She was a member of the original code board when it was formed a decade ago. The citation said Mrs. Bullitt "has provided the industry with a living example of courage, imagination and determination in upholding the high principles of the television code."



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DIVISION • MARINE DIVISION • INDUSTRIAL PRODUCTS DIVISION



**CHRYSLER
CORPORATION**

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A QUESTION OF CONTROL

Broadcasters contend there's too much already but educators want more government interference

A panel of six experts agreed unanimously last week on broadcasting's potential, but split half a dozen ways on how it is doing its job and how much it should be controlled by governments.

The discussion, on "Broadcasting in a Free Society," was a feature of Monday's sessions of the NAB convention.

W. Theodore Pierson, of the Washington law firm of Pierson, Ball & Dowd, contended that broadcasters are being robbed of their freedom by government intervention when, in fact, the government should be stricter in establishing licensee qualifications but then give broadcasters greater freedom in serving their communities.

Dean Roscoe L. Barrow of the U. of Cincinnati Law School, who headed the FCC network study group that produced the so-called Barrow report in 1957, insisted that broadcasters give too much time to entertainment and argued for stricter controls over the networks in particular.

Mr. Pierson and Dean Barrow made the major presentations and then joined in a wide-ranging exchange which also included Philip M. Hauser, chairman of the U. of Chicago's Dept. of Sociology; Charles H. King, dean of the Detroit College of Law and a former FCC commissioner; Laurence Laurent, radio-tv editor of the *Washington Post*, and Donald H. McGannon, president of Westinghouse Broadcasting Co. Erwin D. Canham, editor of *The Christian Science Monitor*, was moderator.

Bureaucrats? ■ The exchanges, especially over the extent of need for government controls, sometimes became sharp. At one point, Dr. Hauser characterized broadcasters as "bureaucrats" making programming decisions, and Mr. McGannon countered that Dr. Hauser was "an egghead and an intellectual."

"It is amazing," Mr. McGannon said, "how an intellectual will fight for everything except letting the public decide what it wants and needs in entertainment and culture."

At another point, when Dr. Hauser suggested there are newspaper problems similar to some in broadcasting, Mr. Canham interjected: "Yes, and it's called 'managed news.'"

Dean Barrow, opening the session, held that broadcasting "is contributing much of value" but that industry initiative must be bolstered by additional regulation if radio and television are to "serve adequately the interest of the free society in this time of trial."

Cultural Erosion ■ The use of tv "for mass marketing," he said, "has limited

television's contribution to culture," and the culture is being "eroded" by an "imbalance of mass appeal entertainment." Advertising should be given "only secondary consideration," he said, with programming decisions based on "the needs, tastes and desires of the community served."

Dean Barrow renewed his contention that the networks dominate television broadcasting and called again for network licensing as well as for many other actions proposed in his original Barrow report.

"Industry self-regulation is the most desirable form of regulation," he said. "However, it is highly unlikely that the industry without supplemental governmental regulation, can overcome the commercial motives which have resulted in imbalance of mass-response programming."

Mr. Pierson countered that apparently Dean Barrow thought there's nothing wrong with the commercial system "except that it's commercial."

He contended that the qualification requirements for broadcasters should be strict, but that in order to qualify an applicant "should not be required to surrender his freedom to select the programs he is being qualified and appointed to select—otherwise his qualifications are irrelevant to what is selected."

Mr. Pierson called for agreement between government and industry on "the common goal of free, diverse and competing mass communicators"; for "an appreciation on the part of each of the constructive role of the other"—and for "no appeasement on the part of either to the abortive tendencies of the other."

Gamemanship ■ He accused both broadcasters and the FCC of "gamemanship."

For example, he said, the FCC rightly insists that broadcasters constantly study the changing needs and wants of their markets—and yet "quite improperly" requires them to file, in advance, three years of program plans "that the commission will like."

On the other hand, he said, is the industry being "candid" in describing a trade-association code as "self-regulation"—or "is this not really an admission that the individual broadcaster is irresponsible and cannot regulate himself?"

Mr. Pierson suggested broadcasters set up "incoming channels of communication" which would make sure that they get detailed information on the

Continue access fight

A continued fight for access to legislative halls and courtrooms was urged by the NAB Chicago convention in a resolution adopted at a membership meeting held after the Wednesday luncheon. It said the American people are entitled to greater understanding of these instruments of democracy through broadcasts.

The resolution asked for continued and more extensive support of an exchange of news, programs and ideas among radio and tv stations of the hemisphere "to promote, preserve and further the ideals and advantages of free radio, free enterprise and freedom of speech."

needs and wants of their respective markets.

Data on "wants" could be ascertained through careful study of incoming mail and calls, through rating services, by audience studies, etc. For determining community "needs" he suggested systematic and continuing efforts to "draw in local expert knowledge and opinions on local problems and concerns"—not for specific program ideas but "principally to get knowledge of the community."

If the FCC can be assured about the efficiency of broadcasters' "incoming channels," he continued, this system should be "much more likely to produce an effective medium . . . completely consistent with the goals of a free society than the current bulk of artificial and generalized standards imposed by centralized and necessarily poorly informed agencies."

Competition ■ Dr. Hauser called it "preposterous" to say, as Mr. Pierson did, that broadcasting is made up of "many, diverse, competitive and free" units. How, he asked, can 5,000 radio and 550 television "bureaucrats"—broadcasters—determine what the public needs when they are not responsible to the public?

He suggested that broadcasters may "find freedom through control," and that they ought to understand that the interests of the 190 million Americans are "paramount."

Mr. McGannon said some of broadcasting's biggest contributions have been made within the protection of the First Amendment and the law against censorship. He urged that broadcasters make the most of their potential, and warned against amiable compliance with every FCC whim.

"If your house is in order," he told the broadcasters, "I say stand up and

be heard, and let the devil take the hindmost."

Option-Time Problem ■ He expressed special concern over the "drying up" of program sources and suggested it might be cured, at least to some extent, if the FCC would act on the network-option-time question. He said he favored option time, but that FCC's cutting it from three hours to two-and-a-half hours has accomplished nothing.

Dean King argued that regulation is necessary not because the public owns the airwaves, as some contend, but to avoid technical conflict. He said percentages of program types mean nothing: "What we need is quality, which can't be measured mathematically."

Broadcasters, he suggested, are much more responsive to the public's programming interests than government officials are.

Mr. Laurent said the present system of broadcasting is the best the world has known, and that he is "not really appalled" at the present state of broadcasting regulation.

He felt that the lines of communications between broadcasters and their audiences have become "too clogged," and suggested that "the time may be right for an advisory committee to

evaluate broadcasting." But he hoped the "tug-of-war" between broadcasters and regulators will continue, "for I am convinced that the ultimate winner—always—is the American people."

Freedom Through Regulation ■ Dean Barrow, amplifying his earlier remarks, said that what he wanted was to help the broadcaster to be free, by regulating the "concentration of power" represented by networks.

Mr. Pierson said Dean Barrow was trying to put another set of shackles on broadcasters without taking any off. He said he failed to understand "Dr. Hauser's acrobatics about seven bureaucrats being better than 5,550."

Dr. Hauser suggested that perhaps broadcasters should be free to decide what the public wants in entertainment, but contended it is absurd to have public needs decided by anyone except people responsible to the public and with the advice of experts in the fields under study.

To Dr. Hauser's claims of non-competitiveness among 5,550 stations, Mr. McGannon noted that in radio there is a "depopulation" movement afoot because the competition is so keen that in many cases there has been a derogation of service.

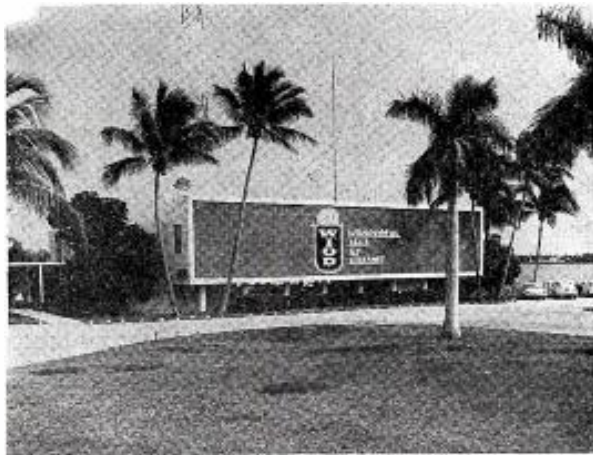
SEC recommends tighter control on dealers

Broadcasters who heard FCC Chairman Newton N. Minow suggest that NAB and the FCC join in a partnership similar to that between the National Assn. of Securities Dealers and the Securities & Exchange Commission (see page 72) are in for a shock.

One day after Mr. Minow made his suggestion, a special study of the securities markets was made public—and one of its first recommendations is a more widespread and tighter control of dealers and personnel engaged in the stock market.

In essence the report found over 1,000 broker-dealer firms are not members of NASD. It recommended that membership in NASD or "an appropriate self-regulatory group" be mandatory. At the present time, when a member of NASD violates the dealers' code, he is penalized by SEC.

And, it goes on, if compulsory membership should not prove feasible, then non-members should be required to pay extra fees to SEC to defray the added costs of direct governmental supervision of trading activities.



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TFE gets traffic and signed contracts

EXHIBITORS HAIL JOINT DISPLAY AS BEST SINCE TV GREW UP

Sales of tv film programs and features ran beyond the million-dollar figure and many future contracts were initiated at Television Film Exhibit '63, held at the Pick-Congress Hotel, Chicago, during the NAB convention.

Exhibitors contacted as the convention was winding up its business April 3 generally agreed that the film industry's joint display was the most successful since tv became a major medium. Eighteen TFE members showed their wares on the second floor of the hotel, drawing huge crowds during three of the five exhibit days.

While the exhibit opened March 30, the traffic was light until Sunday afternoon. Despite a rain storm, NAB delegates trooped up Michigan Avenue two blocks from the Conrad Hilton Hotel, where the convention was headquar-



TFE co-chairman Rich

tered. From that point, according to TFE, at least two-thirds of the exhibit suites were teeming with traffic.

Every exhibitor agreed the one-floor exhibition was vastly superior to the scattered suites spread around nearly 30 floors of the Conrad Hilton at the 1962 NAB convention. Last year they could not set up displays.

The Pick-Congress exhibition provided quarters for quiet conferences between exhibitors and station owners. Business was great, most reported. By Monday noon Desilu hinted it had already signed \$350,000 in contracts.

Broadcasters reported the centralized exhibition was a fine time-saver since they could make the rounds quickly and explore specific films or packages in which they were interested. Exhibitors had predicted—and correctly—that broadcasters who would walk the two blocks to the Pick-Congress would be genuinely interested in the exhibits.

The film show was brought in just under the TFE budget. Main arrangements were handled by the TFE executive committee: Robert Rich, Seven Arts Assoc., and Robert Seidelman, Screen Gems, co-chairmen; Richard Carlton, Trans-Lux Television; Alan Silverbach, 20th Century-Fox Television, and Harvey Victor, Jayark Films Corp.

More than half the exhibitors felt most of the important tv station executives had visited the displays or had attended the opening cocktail party. Some said that FCC members and others active in industry affairs might show more interest if the exhibit were held in the same hotel as the convention. Several majors who did not join the TFE exhibit—MCA Tv, ABC Films, CBS Films, Buena Vista NBC Films—had hospitality quarters.

Here are comments made by TFE exhibitors:

▪ Barry Lawrence, director of promotion, advertising and publicity, Allied Artists Television Corp.—“The unity of this exhibit is great. We're pleased with the whole situation for the first time in history.”

▪ Chuck Whipple, midwestern sales manager, Desilu Sales—“Sales are very good; interest in *Fractured Flickers* and *Untouchables* was tremendous.”

▪ Len Firestone, vice president-general manager, Four Star Distribution Corp.—“This was a 1,000% improvement over recent years but we should be on one floor at the same hotel as NAB. We made many sales; this hadn't happened in years. And we had good inquiries.” Four Star had Robert Taylor, Chuck Connors and Janet Degore in its suite.

▪ David Bloom, general sales manager, Hollywood Television Service division of Republic Pictures—“Very effective; much better than past years.”

▪ Irving Klein, advertising director, Independent Television Corp.—“The cocktail party was a tremendous success. We like the exhibition in one place.”

▪ Harvey Victor, vice president-general sales manager, Jayark Films Corp.—“More than satisfied. We had high-quality traffic and few radio people.”

▪ Gene Plotnick, creative services director, King Features Syndicate—“Traffic wasn't superb but it was good.”

▪ Edward Montanus, central sales manager, Metro-Goldwyn-Mayer Television—“We saw top people we hadn't seen at an exhibit in years. The Conrad Hilton would be ideal if we were all on one floor.”

▪ Robert A. Behrens, sales vice pres-

ident, Official Films—“We did a lot of business, especially in second-year renewals of *Biography II*.”

▪ Frank Paxton, south-west sales manager, Screen Gems—“More sales and inquiries than at past conventions. Interest was high in *Naked City* and Hanna-Barbera cartoons.”

▪ Harvey Chertok, director of advertising-promotion-publicity, Seven Arts Associated Corp.—“There isn't any comparison with the old convention deal. Traffic at the Pick-Congress was excellent with a lot of interest shown, especially in ‘Films of the 50's, Volume 6.’” Emmett Kelly and Dawn Addams appeared in the suite.

▪ Trans-Lux Television Corp.—Traffic was heavy.

▪ Alan M. Silverbach, syndication director, Twentieth Century-Fox Tele-



TFE co-chairman Seidelman

vision—“The most successful in history; better than expected. Delegates liked the one-floor idea.”

▪ M. J. Rifkin, executive vice president, sales, United Artists Corp.—“I like this type of TFE-operated exhibition. We did an awful lot of business. The idea is excellent and should be perpetuated. If we exhibit under NAB auspices we must be on one floor.”

▪ Joseph Kotler, vice president, Warner Bros. Pictures Inc.—“A great chance to showcase our products. It was the most dignified exhibition in history and we want it that way. The circus days are over.” Connie Stevens and Louis Quinn appeared in person.

▪ E. Johnny Graff, vice president for television, Embassy Pictures Corp.—“It's a very small step forward. We should be in the convention hotel and not treated as a stepchild. We made sales but didn't feel we were part of the NAB convention.”

BULLWINKLE

Music by

FRED STEINER



FRED STEINER inherited his musical genius from his father. Since 1943, when he graduated from the Oberlin Conservatory, he has been composing, arranging and conducting for films, radio and on recordings. Since 1950, when he composed and arranged for the Ed Wynn and Alan Young shows, he has concentrated on TV where his credits are many and varied, and include "Twilight Zone," "December Bride," "Rawhide," etc.

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

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HAPPY DAYS ARE HERE AGAIN



SHOW BUSINESS made its way onto the agenda of the National Assn. of Broadcasters convention in Chicago last week. It was like old times. The networks had their best faces forward at parties featuring talent ranging from Lawrence Welk (ABC) to Frankie Fontaine (CBS) to Joey Bishop (NBC). SESAC kept the Hilton alive with Woody Herman (above). Sad-faced Emmett Kelly kept Seven Arts in smiles. Even the opening convention session, in years past more pomp than circumstance, got into the act: it brought on Bob Hope, who brought down the house. NAB '63 will be a hard act to follow.



Desilu's twisters at TFE's party . . . and a Gaslight Girl upstairs.



Warner's Connie Stevens and fan.



Sweet sixteen at King Features.



Lawrence Welk went on live both for ABC and for NAB.

MUCH of the credit for putting new life into the NAB week went to a comeback routine: the Television Film Exhibit held two blocks up Michigan Boulevard at the Pick-Congress. Banished from the past several conventions for having distracted delegates from more serious concerns, the 17 film distributors who put together TFE lowered the skirts and hiked the necklines this year: they were serving chocolate sodas at King Features. But even without the bumps and grinds it was a good show. The Sunday afternoon cocktail party which kicked it off was one of the convention's best, and best-attended. It was also good business, as witness the story on page 78. Film men proved that showmanship and salesmanship mix.



Louise O'Brien belted one for NBC.



This model smiled prettily for GE's cameras . . .

. . . while this one made MGM's prospects welcome.



ITC's "Saint" Roger Moore, two "angels" and a client.

What tv stations can do to improve image

TIO'S DANISH: INFORM VIEWERS ON TV'S 'HOWS AND WHYS'

Television broadcasters can do much to improve the public's opinion of their stations by letting people know more about the "hows" and "whys" of television, Roy Danish, director of the Television Information Office, told the TIO session of the NAB convention last Tuesday.

The viewer's expectations of tv, as well as the performance of the station itself, figure in the public's attitude toward it, he asserted. If viewers expect too much, or are led to expect too much, the station image suffers. By making them better acquainted with what television and the station do, "the broadcaster can hope to bring people's expectations into better balance with his actual performance."

Mr. Danish reviewed material available from TIO to help stations in this educational project.

He also announced three new projects already under way: (1) a study of the community activities and outside interests of television broadcasters, (2) a "resources book" on television for social studies teachers, similar to TIO's earlier book on the use of television in the teaching of English, and (3) a survey of television editorials.

Mr. Danish also revealed preliminary results from the tv broadcaster study, indicating the "composite" tv operator is in his early 40's, married, college educated, is apt to have been in his present job for five years—and has a military-service record showing a considerably higher than average incidence of volunteering for "hazardous duty."

Among the tools furnished by TIO to help broadcasters in their local informational work he listed a four-part color-slide presentation on "Television in the USA"; bibliographies on television for distribution to schools, universities and libraries, and a new index which coordinates and cross-references

materials sent out by TIO since September 1959.

Seven broadcasters explained the various uses to which they put TIO materials in their home areas: Robert S. Buchanan, WJW-TV Cleveland; Merl Galusha, WRGB (TV) Schenectady, N. Y.; Dale Larsen, KTVH (TV) Wichita, Kan.; Roger LeGrand, WITI-TV Milwaukee; Robert McConnell, WISH-TV Indianapolis; Warren Mead, KWWL-TV Waterloo, Iowa, and Marshall Pengra, KLTV (TV) Tyler, Tex.

Their various efforts to inform the public about television included operation of a speakers bureau, a course about television for local teachers, a quarter-hour program each morning answering questions from viewers, public speaking engagements for staff members, community relations activities for salesmen, close personal identification with viewers and formation of a community advisory board to consult with station officials.

Pioneers give awards during convention

Awards to broadcasters who have served the industry were presented at the April 2 dinner meeting of Broadcast Pioneers, held during the NAB Chicago convention. Ward L. Quaal, WGN-AM-TV Chicago, presided as Pioneers president.

Franklin D. Roosevelt was admitted to the Pioneers Hall of Fame posthumously. Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., as chairman of the fame and awards committee, made the presentation. It was accepted by FDR's son, Rep. James Roosevelt (D-Calif.), who reminisced about his father's Fireside Chats and radio's important role in the '30s.

Other awards went to: H. V. Kaltborn, commentator, distinguished serv-

ice award; to Armed Forces Radio Services (accepted by Norman S. Paul, Dept. of Defense); Sol Taishoff, editor and publisher of BROADCASTING Magazine, and to Ed Wynn, actor.

Ernest Lee Jahncke, NBC, becomes Pioneers president July 1 when Mr. Quaal's term ends.

Rep. Roosevelt cited a list of FDR's pioneering projects in broadcasting:

- First President to broadcast from a foreign country (July 10, 1934, from Cartagena, Colombia, over combined networks).

- First President to broadcast in a foreign language Nov. 7, 1942, address to French people in their language when American army participated in invasion of French territorial possessions in Africa.

Rep. Roosevelt recalled that his father "chose wisely" not to expose himself excessively on radio, averaging one to three Fireside Chats a year.

In one of his public addresses, FDR said, "The use of radio in those days not only to appeal directly to the people, but also to describe fully the facts about legislation which were not always given by many press reports, was the beginning of similar use of the radio by me as President. . . . Radio has proved a direct contact with the people available to only two Presidents before (Coolidge and Hoover)."

And Rep. Roosevelt spoke of a June 17, 1935 letter to BROADCASTING Magazine through which FDR extended greetings to the 13th NAB convention. The letter commended broadcasters for self-regulatory steps "to correct certain shortcomings in connection with programming." He referred also to other letters written to Sol Taishoff, editor of BROADCASTING, extending greetings to NAB conventions and emphasizing the industry's role in the nation's life. In reminiscing about Fireside Chats he recalled that Carleton Smith, NBC; John Daly, CBS; and the late Walter Compton, MBS, introduced the President.

GAB pledges support

The Georgia Assn. of Broadcasters wired NAB President LeRoy Collins its "renewed cooperation" in Chicago last week. Noting alleged efforts to form an association of state associations outside the NAB (CLOSED CIRCUIT, April 1), GAB told Gov. Collins it "repudiates" such attempts. "GAB will retain its independence to act as it sees fit in the best interests of all broadcasting but is proud to give you a solid vote of confidence as leader of our industry."

The telegram was signed by Charles Smith, WDEC Americus and GAB president, and Jack Williams, executive secretary.

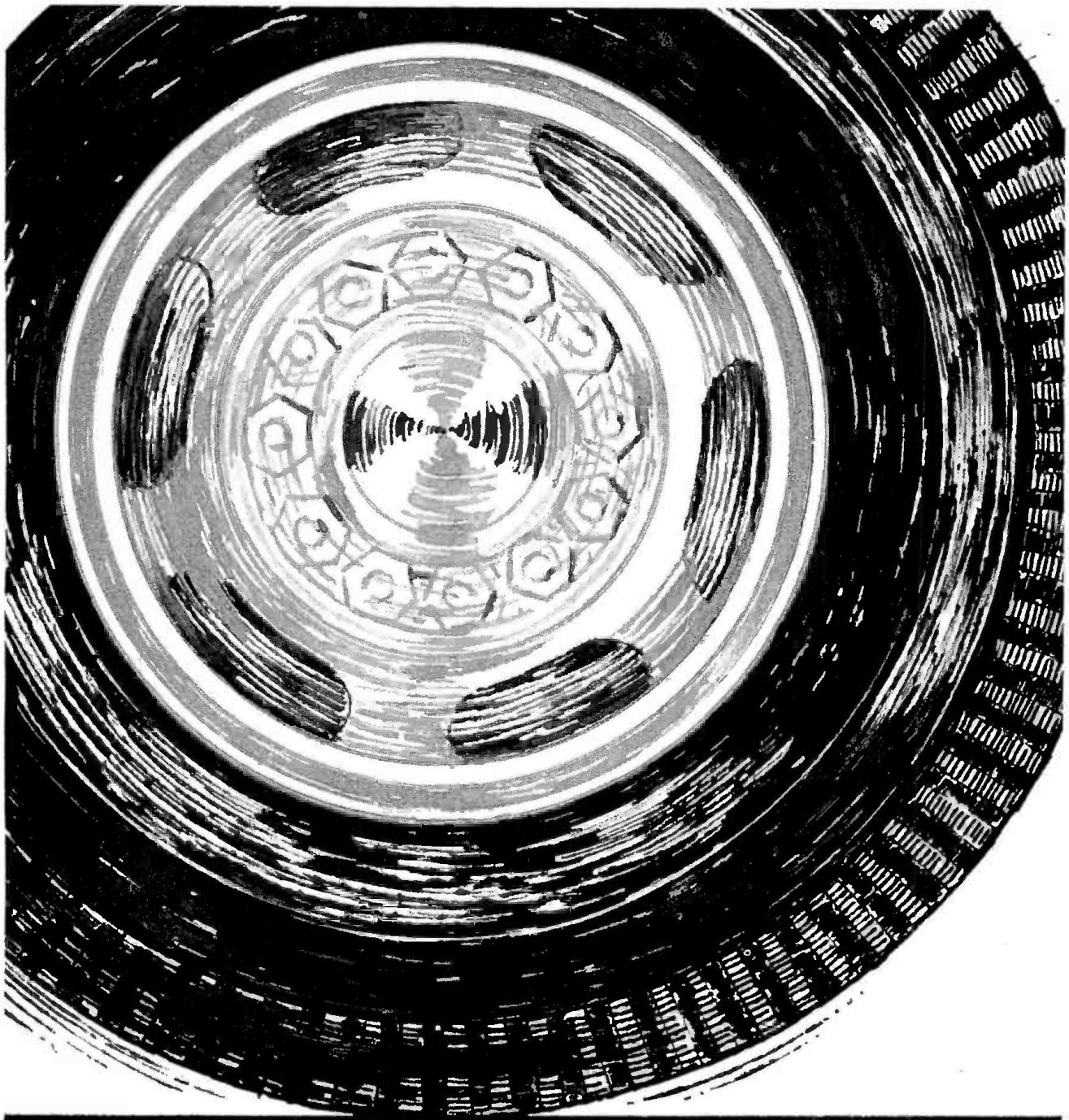
3,437 convention delegates sets record

Just as predicted, the 41st annual convention of the National Assn. of Broadcasters last week in Chicago attracted more delegates than any previous gathering.

At the close of the convention last Wednesday, 3,437 management and engineering delegates had registered officially. This is over 300 more than the previous high of 3,101 which attended the 1961 session in Washington. In addition, approximately 1,000 others were in Chicago's Conrad Hilton Hotel last week to man convention exhibits, hos-

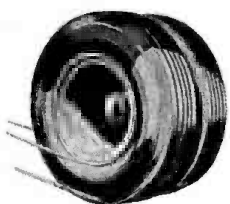
pitality suites and other convention activities.

The Hilton's huge exhibition halls and ballrooms were filled to capacity on numerous occasions during the 4-day gathering of the nation's leading broadcasters. Counting newsmen, there were over 2,000 persons at the Tuesday luncheon addressed by FCC Chairman Newton Minow. Just a few less were attracted to the other principal luncheons and similar audiences attended the joint assemblies and closing banquet held on Wednesday night.



SO MUCH RIDES ON A TURN OF THE WHEEL

Truck-loadings are now a top index of U.S. business. When truck wheels turn, America hums. Without trucks—well, when you realize everything you eat, wear or use travels by truck, you know how much rides on each turn of the wheel, how much trucks mean to industry, agriculture, commerce.



AMERICAN TRUCKING INDUSTRY

THE WHEELS THAT GO EVERYWHERE

American Trucking Associations, Inc. • Washington 6, D. C.



TECHNICAL ADVANCES DISPLAYED

Many of them, especially in video-tape developments, have significance for agencies and advertisers

Technological advances displayed among the multi-million dollar exhibit of broadcast equipment last week during the NAB's Chicago convention are significant for the agency-advertiser field as well as station operators and the public.

The new system for automatic editing and animation on television tape introduced by Ampex Corp., for example, means that the video-tape recorder now can become an important production tool capable of any editing function for commercials or programs at costs much lower than film, and in less time than is normally required to get back daily film "rushes" alone.

Advertisers, station operators and the public alike will be interested in studying the home set results produced by the new four-tube color film camera chains introduced by both RCA and General Electric. Both systems add a monochrome picture signal via the fourth tube to enhance definition and improve the monochrome receiver picture as well as that on the color set. RCA's unit is experimental; GE's commercial.

Automation ■ The diversity of program automation systems, especially for am and fm but also for tv, could enable broadcasters to free their people from mere mechanical chores. They could turn them loose to create new program and commercial formats as well as sell.

The FCC's coming new rules to allow automatic transmitter logging, which will join provisions already permitting automatic program logging, have stimulated interest in the various equipment several firms displayed last week.

Automation, more sophisticated cartridge tape systems, trends toward more efficient solid state components and simpler low-cost vidicon camera systems—all were to be seen last week—plus technical advances in products vital to the fm stereo and SCA multiplex fields.

Exhibit observers felt these developments hold prospects of new operating economies and efficiencies for the broadcaster and promises of imaginative new program formats and services for the advertiser and listener, which could flow from such growth and diversification.

Ampex Editec ■ The video-tape editing innovation Ampex has trademarked as Editec. It is a time element control system which combines with the Ampex

Electronic Editor. C. Gus Grant, vice president-general manager of the Ampex video and instrumentation division, explained that the usefulness of the Videotape recorder in program-commercial production "has previously been limited by the difficulty of making accurate splices."

The Electronic Editor feature introduced last year, he said, solved part of the problem, "making possible push button editing without cutting tapes. Combined with Editec, the editor now becomes the complete production accessory, permitting frame-by-frame editing."

Ampex explained that with Editec a program or commercial may be assembled scene-by-scene into a first generation edited tape. Scenes may be recorded in any sequence convenient to the scheduling of artists or equipment. The start and end of each scene is precisely located and may be shortened or lengthened by one or more frames with a turn of a dial.

Scenes may be inserted into existing tapes precisely, hence action can be re-shot as often as desired and electronically "spliced" into the tape where desired.

Use of the time-sequence feature also was shown in the production of an animated puppet commercial. And as a pastry baked in a small oven at the Ampex exhibit, it was "shot" in time lapse over a quarter-hour. The tape sequence when completed played back the whole process in a few seconds of animation as in a typical tv spot.

The Editec system is priced at \$9,500; Electronic Editor, \$3,850.

Transistorized VTR ■ Ampex also introduced its new fully transistorized

VR-1100 Videotape recorder (\$35,000) designed for medium and smaller station markets. Besides studio system flexibility, the VR-1100 is good for mobile use, Ampex said. It is equipped for operation at either 7½ or 15 inches per second and employs modular construction for maintenance ease. Ampex also displayed a new portable tv recorder for closed circuit use only (\$11,900).

RCA's experimental color tv camera chain uses the same four-tube concept that the company applied to an experimental live color camera at NAB's 1962 convention. C. H. Colledge, vice-president-general manager of RCA's Broadcast and Communications Products Div., said the new experimental color film camera was developed to "demonstrate a number of advanced concepts, many of which may be incorporated in future tv camera designs."

The film camera uses solid state components throughout. It employs a new 1½-inch electronstatically focused vidicon tube for the monochrome or "luminance" channel which is entirely separate from the "chrominance" or color signals delivered by the three 1-inch vidicons. RCA describes the principle as comparable to four-color printing which includes black for definition.

New Monochrome Camera ■ RCA introduced its newly improved TK-14 monochrome camera for studio or field use which is claimed produces "the highest quality pictures ever obtained with a 3-inch image orthicon tube." A new shielding technique has eliminated cross-talk from the deflection coils into the image portion of the tube. Other circuitry advances include solid state power supply.

RCA also unveiled a new transistorized tv film camera using the larger 1½-inch vidicon for 800 line resolution, a new 16mm motion picture projector (\$10,000) for tv which provides a high degree of automatic operation for greater reliability in film programming and new pre-set switching equipment which sharply reduces manual operations in tv control rooms during station breaks.

RCA announced it will deliver its 100th TR-22 transistorized tv tape recorder sometime next month. The deluxe model demonstrated color at the exhibit. RCA already has delivered 80 TR-22s since introduction last October.

Included in the complete range of

Craven lauded by NAB

T. A. M. Craven received a standing ovation at the NAB convention last Wednesday when the annual FCC panel was interrupted for a surprise introduction of the former commissioner who now is a consultant to the FCC on space communications. In acknowledging the reception, Mr. Craven said this "is one of the best NAB conventions that I have ever attended. I like it even better, because this time I have no responsibilities."

broadcast product shown by RCA last week was the company's equipment for automatic logging of am, fm and tv transmitters. Available in either 12 or 24-function systems, the gear records all data needed for the FCC on a single strip chart. The design also makes provision for incorporating automatic monitoring and control of transmitter power output later. For the fm broadcaster, RCA introduced its new tape cartridge system for stereo. A new studio audio consolette also was shown.

GE Color Developments ■ General Electric Co. announced its four-tube color film camera chain as a commercial product (\$39,500) with orders accepted for fall delivery. It is all-transistorized also and uses four 1-inch vidicons, the fourth for monochrome.

GE also displayed its re-engineered three image orthicon color studio camera (about \$55,000) now transistorized and introduced its new solid state PE-23 entry into the economy vidicon studio camera chain competition. The PE-23 is being used at ABC-TV's Washington news center. An even smaller vidicon camera, featuring complete remote control operation, made its debut for General Electric.

A new line of uhf tv transmitters was exhibited by GE which claimed for them inherently more stable and efficient operation since they do not use complex circuitry to maintain frequen-

cy tolerance. The small 100-w model serves as driver for the larger 12.5 kw and 25 kw uhf transmitters.

GE also introduced its new "zig-zag" panel antenna which can provide an almost unlimited variety of radiation patterns to suit uhf coverage needs. It operates on the traveling-wave principle with the zig-zag radiating element fed from a point in the center of the panel.

Among several audio gear innovations was GE's new gated unilevel amplifier which automatically maintains the same frequency response and distortion control at all levels of gain up to 30 db with a compression ratio of 10 to 1. GE also introduced its line of three new vidicon camera tubes and announced new versions (GL-7629-A) of its highly sensitive magnesium target image orthicons, first used for night color baseball by WLWT (TV) Cincinnati in 1959.

Live Demonstration ■ Gencom Division of Electra Megadyne Inc. presented live demonstrations of its new completely remote controlled vidicon tv camera system. A table-top switching control console enables the operator to select up to five different pre-set camera shots from simple push buttons which can be repeated in any desired sequence.

The new EMI Model 201 studio vidicon camera is designed for live pro-

gramming of simple commercials, product demonstrations, newscasts and similar formats that make up about 80% of the local station's live programs, Gencom said.

Also featured at the Gencom exhibit was the EMI 4½ inch image orthicon camera, custom studio control consoles and solid state amplifiers. Gencom also introduced its new CDMS dial monitor system, a novel solid state equipment which reduces interconnecting cables between monitor and monitor control and enables the operator to select by telephone dial the display desired.

Visual Electronics Corp., representing a diversified family of specialty manufacturers as well as its own product lines, introduced a new line of compactly styled image orthicon cameras featuring built-in 10-to-1 zoom lens and solid state circuitry. The entire camera weighs only 58 pounds yet incorporates all the standard features of tube-type cameras. Pricing is not set.

Program Automation ■ Visual also featured its series 6000 tv program automation system with modifications for operation by IBM punch cards and its transistorized video switching systems which feature modular unitized construction allowing a station to expand facilities at will. A full line of solid state video and pulse distribution equipment also was shown.

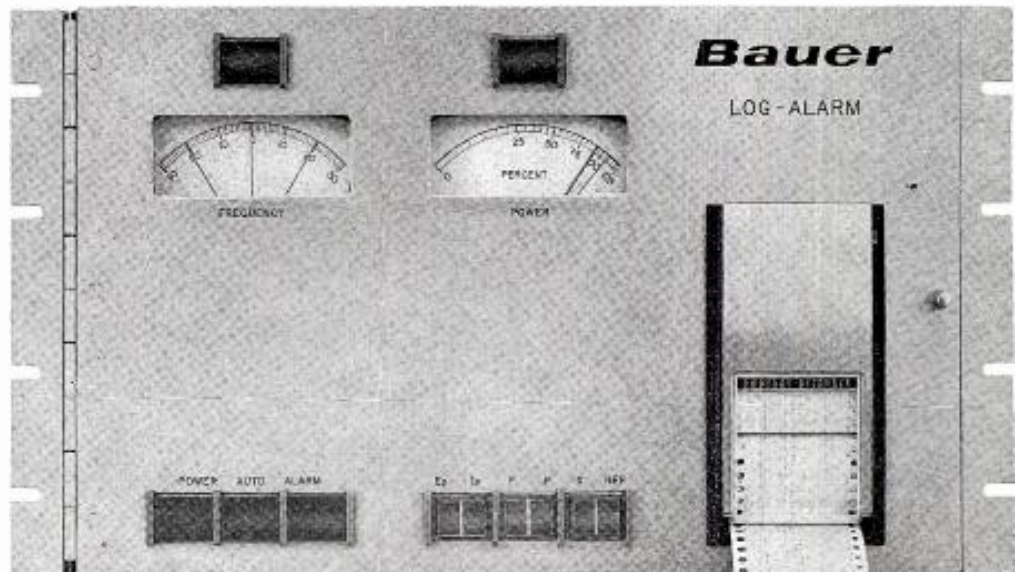
From firms that Visual represents

LOG FCC REQUIRED TRANSMITTER READINGS FOR ONLY

\$3.00 A MONTH!

Buy a Bauer "Log Alarm"! The Bauer "Log Alarm" logs all required parameters — Transmitter Frequency, Power, Plate Voltage, Plate Current and Tower Lights for only \$3.00 a month (operating cost). Parameters are logged continuously and readings correlated automatically because they are printed on a single, pressure

sensitive, chart. Readings are made once a minute and system checks calibration every 26 minutes. Visual and audible alarms indicate out-of-tolerance conditions. Compact — only 10½" of rack space. Reload chart paper only twice a month — daily readings may be torn off for filing in a convenient log book. You can start saving money right now! Send for complete details today!



Bauer
ELECTRONICS CORPORATION
1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

came these new products among others: a solid state tv sync generator by Spector Inc. which provides either FCC monochrome or color sync pulse, bar and dot pulses, gen sync capabilities and complete remote control facilities; the KRS Electronics reversible continuous-loop multiple-deck cartridge tape unit that holds six cartridges in less space than normally required for one reel-to-reel unit; the Allen Model 1114 solid state video-tape recorder frequency modulation system for upgrading performance of older video-tape machines; restyled Spotmaster cartridge tape units by Broadcast Electronics Inc., including modified stereo units, and transistorized wireless microphone system by Comrex.

Visual Electronics this year repeated its post-NAB technical seminar on Thursday.

Solid-State Gear ■ Sarkes Tarzian Inc. introduced its complete line of solid-state tv studio gear featuring new electronic design concepts plus exterior styling along modern functional lines by Schory-Steinbach Assoc. Tarzian's new VIS-75 switcher and control panel (\$7,000) for example incorporates "human engineering" features for ease and simplicity of operation.

Solid state and modular construction also highlight the new switching, distribution and processing gear as well as sync generator (under \$3,000). The 1500L studio camera (\$8,500) is fully

transistorized as is Tarzian's 1500F film camera system. Both feature the new 1½-inch vidicon image pickup tube.

General Precision's GPL Division entered the low cost vidicon live camera competition with its new Precision 800 Viewfinder chain (\$5,000) which features 800 line horizontal resolution and large 8-inch viewfinder. GPL said the new camera should fill a basic need for an economical but efficient standard studio operation for the new tv station or for educators. Modular design permits additional cameras or control units to be added once a basic system is operating.

Camera Chain ■ Telequip Corp. exhibited the new Mark V 4½-inch image orthicon camera chain (\$18,000, less lens) of Britain's Pye Ltd. which represents a re-entry into the American market. Telequip also introduced the new portable Mauer-Matic film processor and dryer (\$895) which needs no external plumbing and will handle 5-to-18 feet of film per minute.

Telequip now is northeastern representative for International Nuclear Corp. which introduced its new Model TCA3 transistorized camera amplifier (\$295) to replace hot, noisy or microphonic tube components. Telequip continues in the used equipment field too.

Traffic-stopper at the Collins Radio Co. display was the Collins 300F 250 w transmitter installed in 1938 at WGAU Athens, Ga., which won the company's recent old transmitter con-

test. It was paired with the Collins 20V-3 transmitter awarded WGAU. Collins also displayed its 1 kw and 10 kw fm transmitters along with a complete sampling of its broad product line.

New equipment shown by Collins included the transistorized 900C-1 fm stereo modulation monitor which measures main channel, sub-channel, pilot carrier and SCA carrier insertion as well as stereo separation, crosstalk and pilot phase. Collins also displayed its new 26U-2 stereo peak limiting amplifier and the new Marti remote broadcast transmitter and improved matching receiver.

Collins announced a new two-year warranty policy which it claims is a first in the industry. The warranty covers all broadcast gear manufactured by the company. Warranties previously were one year. Last Wednesday Collins flew FCC representatives and broadcast consultants to its main plant at Cedar Rapids, Iowa, for an fm symposium.

Gates Radio Co. drew interest with its new transistorized modular-constructed Cartritape II system designed for stereo or monaural operation and featuring one, two or three cue tones for automated programming. Basic playback and record unit with one cue tone (\$929) can be expanded by means of plug-in modules to switch to additional cue tone operation or stereo. The automatic audio switching unit has



17 broadcasters who have never missed a meal

BMI's fifteenth anniversary dinner reunion at the NAB's annual convention in Chicago last week brought together 17 broadcasters who hadn't missed a single one of the annual gourmet extravaganzas. Seated (l to r): Robert D. Enoch, WXLW Indianapolis; John Elmer, WCBM Baltimore; John Patt, WJR Detroit;

Carl Haverlin, BMI President; Paul W. Morency WTIC Hartford, (who shot the quail served as the "fish" course); Sydney M. Kaye, board chairman, BMI; Clair R. McCollough WGAL Lancaster; Hoyt C. Wooten WREC Memphis.

Top row (l to r): Judge Robert Burton, vice president, BMI; Cal J.

Smith, KFAC Los Angeles; Robert Mason, WMRN Marion O.; William B. Ryan, Blackburn & Co., Chicago; Leonard Kapner WTAE Pittsburgh; H. W. Slavick, WMC Memphis; O. L. Ted Taylor, broker, Dallas; Howard Lane KOIN Portland, Ore.; T. A. M. Craven, retired member of FCC Washington.

plug-in relays. The remote control unit allows extremely tight cueing.

Gates introduced three new broadcast microphones, a new speaker line and also its new BC-1G 1 kw am transmitter. Gates also showed a full range of its broadcast gear, including fm transmitters, stereo generators, turntables, amplifiers and audio consoles, including stereo and transistorized models. Gates displayed a model of its 50 kw helicopter transportable system which it soon will deliver to the U. S. Army Signal Corps.

Dial-Type Operation ■ Automatic Tape Control's exhibit featured ATC's new complex of systems for full program automation, including telephone-dial type systems programmer, a program time control unit and an automatic program logging system which features a coded digital print-out strip for minute-by-minute accounting of on-air events. The system incorporates the ATC 55 tape cartridge bank for spots, reel-to-reel playback units or music fill and combinations of the ATC PC-2 single cartridge playback units to insert news, ID's, talk tape and actualities or features. ATC said its original tape-in-magazine system is used now in more than 600 radio-tv stations.

MaCarTa Inc. introduced a new automatic pre-selector system which further automates the firm's familiar Carousel cartridge tape deck. MaCarTa also showed its new combination recorder-playback single cartridge tape unit (\$795) and a new Model 208 dual-track playback single-cartridge tape unit (\$695) for stereo. A new Model 800 dual-track stereo recorder (\$495) was also introduced.

Aitken Communications Inc.'s new automatic spot selector system (\$7,750) allows advance random selection of up to 960 different commercials by dialing a telephone-style memory tape unit. The system employs four MaCarTa Carousel cartridge tape wheels. Aitken's manual pushbutton automatic spot-selector system (\$6,750) permits double, triple or quadruple spotting when desired.

Level Control ■ CBS Labs. showed new Audimax II RZ automatic level control (\$625) and reported one of five tv stations already are equipped as a defense measure in the "loud commercial" controversy. With stereo adapter (\$150) two units can be paired for use in stereo fm. Unique feature of the new Audimax unit is the gated gain stabilizer which recognizes noise and background effects and automatically holds gain constant during pauses or returns gain to normal at standby.

CBS Labs. also introduced its new VA-1 video distribution amplifier, a solid state unit that is fully compatible with tube-type equipment, and the digi-

tal display units which were components of the digital display system seen on CBS-TV during the 1962 election coverage. Digital display is remote controlled.

CBS Labs. also introduced its new BTR-150 record (\$10) for adjustment of all audio equipment including stereo. The disc includes tests for ballistic calibration of VU meters and for adjusting limiters and automatic gain control amplifiers.

Tape-Athon Corp. presented its new automatic program system (\$2,849) designed for use with Magna-Tronics Inc. music service. Quadruple tape decks, timer and switcher provide 32 hours of continuous programming with no repetition of selections. Tape-Athon also introduced its new Model 507 precision tape rewinder (\$400) and Model 702 tape repeat player.

Schafer Electronics introduced three new program automation systems plus its new automatic program logging system that meets FCC's log requirements and records a full day's program on a single 75 cent 7½-inch reel. Also shown was Schafer's new TM-2 audio clock system featuring 640 time jingles split between two tape decks for automated operation.

The Schafer Model 800 automation system (\$7,700 up) enables preparation of full day's programming in a few hours. The Model 700 system (\$4,990) is designed for the station that wants to use a pre-timed program service that can be supplemented with its own pre-timed format. The new automatic network programmer system (\$3,975) coordinates the other systems to network feeds, enabling affiliated stations to more fully automate.

Timecaster ■ Sparta Electronic Corp. showed the new automatic timecasters system it is producing for Lee Jeffries Inc., which is marketing the entire time-jingle package. Minute-by-minute time jingles and station promos automatically keep pace with the clock and can be instantly cued during the first 50 seconds of every minute. Sparta also previewed its new Model 600 reel-to-reel full track tape recorder (about \$595) which features feather-touch control and instant start without wow effect.

Bauer Electronics Corp., which now has more than 100 of its "kit form" am transmitters in the field since introduction at NAB's 1960 meet, drew interest this year with its new Model 440 Log-Alarm automatic transmitter logging system (\$1,495). Bauer said that in addition to a daily log and continuous frequency and power monitoring, the system can be used to automatically correct power output values. Bauer also introduced a new Model 920 Peak-Master limiting audio amplifier (\$440).

Continental Electronics showed its



TINTIN

- FIRST FULLY-ANIMATED CARTOON COMIC STRIP OF ITS KIND MADE ESPECIALLY FOR TV.
- 89 FIVE-MINUTE EPISODES IN FULL COLOR.
- ADAPTABLE FOR 10 MIN., QUARTER HOUR, HALF HOUR OR AS FULL LENGTH FEATURE.
- THE ADVENTURES OF AN 11-YEAR-OLD BOY AND HIS DOG — ADVENTURE FOR CHILDREN WITH CONTINUING CENTRAL CHARACTERS THROUGHOUT ALL EPISODES.
- IDEAL FOR INTEGRATION INTO EXISTING CHILDREN'S SHOWS.

“ I thought it was about time to tell NTA how pleased we are with TINTIN—and both our film director and I feel that it has made a definite contribution to our daily CARTOON CIRCUS. Letters and comments that we have received from parents indicate a high percentage of approval of the quality acceptability of TINTIN.”

TED W. COOKE
Director of Operations
KOIN-TV
Portland, Oregon.

NTA

8530 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

444 MADISON AVENUE, N. Y., 22

Series 1100 tape transports and automated programming-logging systems which include both monaural (\$13,000) and stereo (\$14,000) versions. The systems also may be expanded to permit wide format flexibility, including incorporation of Alto Fonic tape programming service. Continental also displayed its new 5 kw and 10 kw am transmitters which will be available for delivery in about four to six months.

Surrounding Sound Inc. displayed the new solid-state version (\$3,750) of its monaural tape system and introduced also the firm's stereo equipment (\$5,400). The device enables the broadcasters to synthesize the acoustic properties of all types of enclosures in which sounds are likely to be produced or listened to. Its time-delay feature permits previewing of live programs.

Logging Gear ■ General Electronic Labs. exhibited the new ready-for-delivery model of its automatic transmitter logging system first displayed at NAB last year in conjunction with the Rust remote control systems. The GEL Autolog records all essential transmitter data on site or at remote locations with the 31-day strip-chart rolls providing continuous 24-hour directly written logs which meet the new FCC regulations. GEL also introduced its new Model AC-8 stereo audio console (\$3,000), a transistorized unit with 32 inputs.

International Good Music Inc.'s display of its Simplimation system of program automation included Teletronix Engineering Co.'s new Telelog automatic transmitter logging equipment which can perform from remote location as well as at the transmitter site.

The remote control will operate up to 24 different functions while the logger reads up to 12 different transmitter parameters with six sets of readings taken each hour as required by the new FCC rules. All functions are accomplished on two telephone lines. IGM's Simplimation system ranges from limited automation package (\$3,725) to complete package (\$14,055) with the latter including new time-announcer unit and both program and transmitter logging.

New to the convention was Cummins Engine Co. which displayed a full-sized cutaway model of its NT-400-GS 125 kw standby power generator set (\$10,500 with automatic start control). Cummins has a full line of generator sets from 50 to 400 kw. The firm has pioneered in the diesel engine field for more than 40 years.

A junior-size 17-inch version of RCA's 21-inch color picture tube caught attention at Conrac's booth where it was seen in Conrac's new rack-mount CYA17 color monitor (\$2,450). The tube is made by Conrac by Hitachi of Japan under cross-licensing with RCA. The monitor weighs only 85

pounds, uses 350 w power for its 21 tubes and 95 transistors. Conrac said it sold 50 to RCA for its monitor line as RCA TM-27.

Conrac also featured its new CZA8 solid state 8-inch monochrome monitor (\$675), two of which can be paired in the standard 19-inch rack mount. Also introduced: CWA10 kinescope recording monitor (\$900) and CVA23 23-inch display monitor (\$400).

Monitors ■ Miratel Electronics Inc. demonstrated its new line of solid state modular 8-inch tv monitors which also feature plug-in transistors. The single T8MP monitor (chassis \$510) is also supplied as a twin 8-inch monitor (\$995) which fits a standard rack. Miratel also claims the smallest portable 8-inch tv monitor (\$264). The firm supplied monitors for ABC's all-transistorized news studio in Washington.

3M Co.'s Mincom Div. featured its new dropout compensator (\$3,250) which restores signal dropouts in videotape playback. The equipment represents Mincom's entry into the broadcast field. The division has been competitive with other manufacturers in fields such as aerospace. The dropout compensator provides insurance against drop outs, for example, to advertisers seeking production savings through video-tape commercials even when reused video tape is employed.

Drop out appears as random white flashes on the tv screen. The compensator restores signal lost by substituting the same portion of the previous line which has been stored in a 63.5 micro-second delay channel.

How rapidly the technical field is changing is seen the case of Vital Industries. Just a year ago Vital began design of its new modular solid-state video distribution amplifier (\$1,100 for pack of four) when the field had but three or four suppliers. By the time Vital hit the market last week its competitors had jumped to a dozen, indicating the keen interest in the potential of

Appendectomy for Cross

Former FCC Commissioner John S. Cross, 57, flew home to suburban Washington from the NAB convention Tuesday night, suffering what he thought was food poisoning. After his arrival and an examination by his family physician, however, his ailment was diagnosed as appendicitis. Within two hours, he was undergoing an appendectomy at Suburban Hospital, in Bethesda, Md. Mr. Cross is resting comfortably and expects to be discharged from the hospital this week.

a market where 90% of today's tv outlets still use less efficient tube circuits. Vital soon will introduce its solid-state line of clamp and pulse distribution amplifiers.

Among the other dozen firms in this fast growing field may be found a specialty company like Dynair Electronics Inc. which last week also introduced its new lines of solid-state modular amplifiers and signal processors. Others on the list include Visual Electronics, Sarkes Tarzian, EMI, Telechrome, Riker, CBS Labs. and International Nuclear, most described elsewhere, plus the diversified majors like RCA and GE.

Although very small packages in physical size, the solid-state units represent comparatively high values economically and replace bulky, hot and less stable tube equipment.

Camera Crane ■ Mitchell-Vinten Inc. demonstrated the high mobility of its Heron hydraulic power-operated studio camera crane (\$15,700), a one-ton rig marketed already in Europe but new to the U. S. Its design enables all functions to be performed by a two-man camera crew instead of three. The crane moves about with almost complete silence, its low skirts snubbing the smallest cables or cords. Mitchell-Vinten also introduced its new line of hydro-pneumatic studio pedestals for standard (\$4,900) and vidicon cameras (\$1,469). The firm's pan-tilt head (\$895), has been in the U. S. for two years.

Moseley Assoc. featured a test demonstration of fm stereo and SCA multiplex broadcasting to show how its direct fm subcarrier generator (\$695), direct fm 10-w exciter unit (\$1,850) and stereo generator (\$1,200) comprise a system which enables the fm station to successfully air fm stereo and SCA multiplex at the same time. Moseley claims its direct fm technique overcomes non-linearities inherent in some phase modulation systems which have made combined stereo and SCA operations impractical.

McMartin Industries Inc., which last year introduced its TBM-4000 fm modulation and SCA multiplex monitor for use by fm broadcasters, this year brought out a new fm stereo re-broadcast receiver which will enable certain fm transmitters to directly re-transmit fm stereo or SCA multiplex without demodulating and regenerating these programs. McMartin also showed its new rf amplifier (88-108 mc) which is used in conjunction with the firm's TBM series fm station monitors when remote operation is necessary.

Vitro Electronics, whose line of Nems-Clarke field test and monitoring equipment and related gear are well known to broadcasters, introduced two new specialized units of importance in



Elderly couple turned back into East Berlin by communist guards at Berlin wall.

FREEDOM IS NOT LOST BY GUNS ALONE

The greatest threats to personal freedom may come from guns and terror outside our borders. But there's also a quiet threat within. It is the steady expansion of federal government in business—and into our daily lives.

For 30 years this threat has grown. Today the federal government owns many thousand businesses, from shoe

repair shops to rope factories. In the field of electricity alone the output of federally owned plants has risen from less than 1% of the industry's total in 1935 to more than 15% today. And advocates of government-in-business press constantly for more.

They advocate a dangerous course. When government owns business, it

can control both goods and jobs. It adds economic powers to its vast political powers. When it does that, it can tell you where to work and live, even what to do or say. Then freedom has slipped quietly away.

A quiet threat can be the deadliest. You may not know it's there until too late.

Investor-Owned Electric Light and Power Companies... serving more than 140,000,000 people across the nation

Sponsors' names on request through this magazine

the growing fm field. The new Nems-Clarke SDM-520 spectrum display monitor (\$1,450), which stems from custom gear developed for WTOP-TV Washington, has wide field testing and monitoring applications in fm stereomultiplex broadcasting as well as tv.

The SDM-520 measures tv or fm frequency deviation and is capable of determining the amount of sideband or subcarrier attenuation as well as locating spurious radiation and identifying sources of interference. Other new gear is the FMR-101 fm re-broadcast receiver (\$950) which permits more efficient and economical fm networking.

Riker Industries Inc. added a tv special effects generator to its solid state modular product line. The basic nine-wipe system (\$2,560) can be expanded with new modules to comprise the complete system (\$4,650) that is capable of virtually unlimited effect combinations. A joy stick control permits full position flexibility with each effect.

Vectorscope ■ At the Tektronic Inc. booth the firm's familiar Type 526 color tv vectorscope (\$1,655) shared attention with its line of video waveform monitors which now feature illuminated "zero-parallax" graticules on the display scopes for greater accuracy. Special model Type RM527 Mod-132 (\$1,230) has all capabilities of the Type RM527 plus line selector and video distribution amplifier features. The line selector, for example, permits detailed analyses of single tv picture lines. Type 527 waveform monitor (\$925) and the Type RM527 (\$1,000) are the same except for mechanical packaging for varied rack mountings.

Television Zoomar Co. unveiled its new lines of all purpose lenses developed by Angenieux-Evershed and Zoomar, including the servo-driven studio 10-to-1 zoom model (\$8,300). The latter soon will be followed by a smaller system for vidicon cameras.

SoundScriber reported great interest in its S-124 monitor (\$895) as a result of FCC authorization of automatic program logging. The unit is a continuous tape recorder-reproducer which stores 24 hours on a single 300 ft. tape.

Tv station interest in translators this year was greater than in all previous years combined according to Electronics, Missiles & Communications Inc. which introduced its new Emcee 20 w uhf translator (\$3,750), a baby version of its 100 w model (\$5,900) used for chs. 70-83. Emcee's exhibit attempted to clear up broadcaster confusion over FCC's translator rules, showing many outlets could add translators who are not aware of it. The firm also makes vhf translators and related gear.

Telemet Co. introduced its new Telechrome special effects generator, an all-transistorized model filling but 5 1/4

inches of rack space and featuring plug-in waveform generator cards which can be added as station needs or budget expand to produce up to 72 different effects. Other transistorized Telechrome gear included color-bar generator, color encoder, EIA sync generator and a full line of distribution and related equipment in module form. The Telechrome test gear and tube-powered lines also were shown.

Japan's Sony Corp. showed its new \$10,900 video tape recorder entry in the industrial, medical and educational field. Not intended for broadcast use, the Sony PV-100 has 250 lines horizontal resolution and has slow motion playback or complete frame freeze features. Sony has a line of professional audio gear for broadcasters.

Film Inspector ■ Harwald Co. displayed its new Mark IV Q automatic 16mm film inspection-editing machine (\$5,450) designed specifically for tv use. It features fast and slow forward or reverse, splice and footage counting

and automatic stop for any physical defects in the film. The machine also automatically cleans film of surface dirt and electronically applies Protect-O-Film solution. Harwald also showed its standard Model Q inspector-editor (\$3,450).

With more British-made camera chains entering the U. S. market, even cable system suppliers must keep pace. Boston Insulated Wire & Cable Co., which has supplied tv cable to the tv market ever since the 1939 World's Fair, displayed its new Mark IV camera cable systems which are interchangeable with EMI, Pye and Marconi cameras.

Akustische U. Kino-Gerate GMBH introduced its new AKG C-12A capacitor microphone (\$485) whose multiple patterns can be selected with the switch on the remote control power box. This small mike has flat response from 10 cycles through 20 kc. AKG also introduced its new D19C model (\$55) for general application including fm.

ELECTRONICS: AN AID TO PROGRESS

Ramo cites corollary help to sociological advances

As broadcasters and scientists employ electronics to increase man's intellect, enabling him to concentrate more on sociological improvement, the world will be able to correct the great mismatch that the space frontier has caused between technological and sociological rates of progress.

This was voiced Wednesday by Dr. Simon Ramo, vice chairman of the board, Thompson Ramo Wooldridge Inc., in a talk before the closing luncheon meeting of the NAB's Engineering Conference in Chicago. The engineering conference registration this year passed the 700 mark, well above last year's attendance.

"Communications satellites symbolize the world's technological progress," Dr. Ramo said, "and proclaim the broadcasting profession, along with the space and 'intellectronics' scientists, today's technological frontiersmen." Intellectronics, he explained, is the science of extending human mind by electronics.

Sidney Metzger, engineer and manager of RCA's Project Relay, predicted the intercontinental transmission of radio and tv through communication satellites will be commercially feasible in the near future. Addressing Tuesday's luncheon meeting, Mr. Metzger related details about the satellite relay now orbiting and recalled technical electronic problems posed before the launch by the space administration.

At Monday's luncheon meeting, Dr. Edward E. David, director of the computing information and research center of Bell Telephone Labs., said the future orderly development of economical

overseas voice communications may depend upon transmission of artificial sounds. These would be transmitted within a very small amount of spectrum space and then decoded at the reception point into normal voices.

Dr. George A. Town, dean of engineering at Iowa State U., was presented NAB's 1963 Engineering Achievement Award (OUR RESPECTS, March 25).

Expects No Change ■ Among many speaking during separate radio and tv sessions, Harold L. Kassens, chief of the FCC aural facilities branch, outlined provisions of the commission's new automatic logging rules. He strongly doubted that the FCC would consider any relaxation of the requirement that all equipment be inspected at least five days each week at intervals of at least 12 hours.

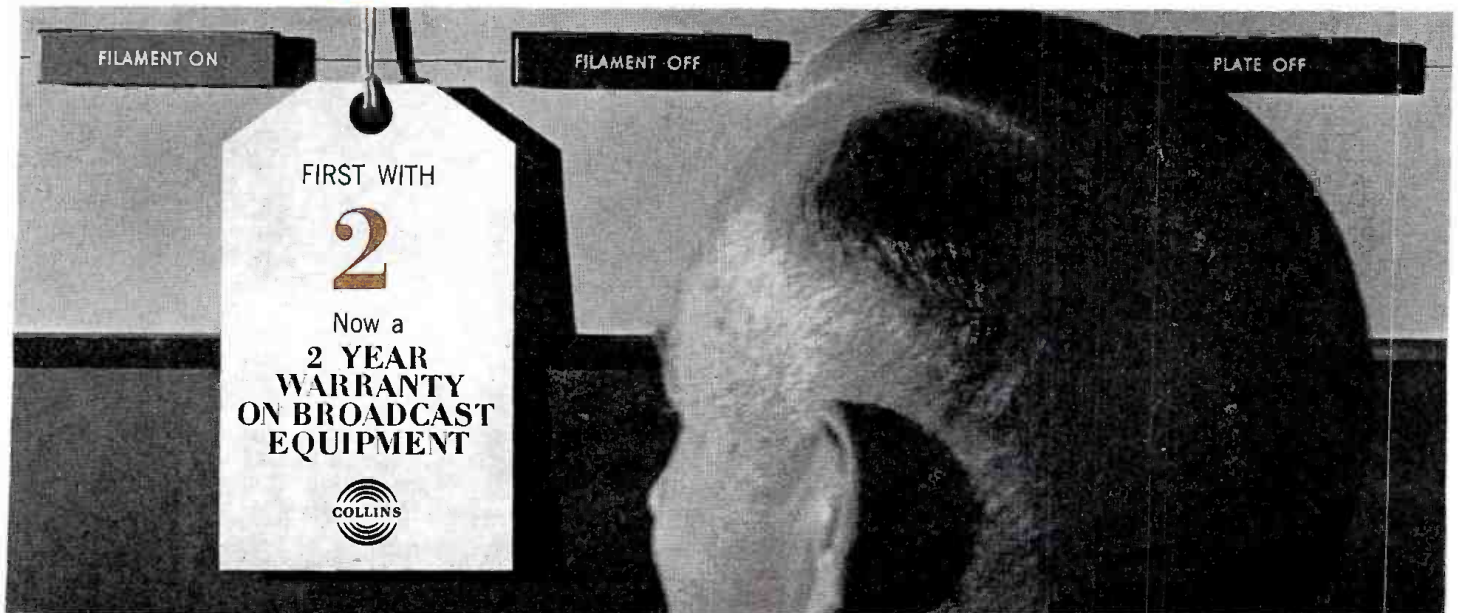
Mr. Kassens indicated that the FCC is aware this rule may work hardships on those stations which have strayed into the practice of having only an occasional visiting first class engineer. But the commission found that 24% of the renewal applications filed disclosed technical problems requiring attention.

His prediction for the next step after automatic logging: transmitters which will correct themselves with respect to frequency stability and adjustment of power within certain limits.

Irvin C. Abrahams, consultant in advance engineering for General Electric, described GE's new four-tube vidicon color tv film camera chain which adds monochrome signal for denition (See equipment story page 84).



The 2nd look



Announcement of Collins new two-year warranty on broadcast equipment at the recent NAB show caused a lot of second takes. We weren't exactly keeping this industry first a secret, but we did expect to get in some edgewise words about our quality, our advanced product engineering, our neat new designs and our new stereo equipment which we had in the booth. But everybody kept asking about our new two-year warranty. So this is what we told them.

The new warranty helps you cut costs. By extending the warranty you get two full years of protection against repair costs — well through the critical shakedown period of new

electronic equipment. If ... (and we use the word advisedly) ... if you need service, Collins around-the-clock field service is available to you at our expense for warranty work for the full two years. *You can buy with greater confidence, too.* In offering this extended warranty period, we're backing up all our statements about superior performance and reliability with positive, no-nonsense action. There's a lot more to the warranty, but this will give you an idea of what it means to you. Ask your Collins Broadcast Sales Engineer for full details. Or write us today.

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

Giant strides ahead for fm?

CHICAGO MEETINGS TOLD STEREO FM TO HAVE BIG IMPACT

Fm broadcasting is going commercial in an important way with the help of stereo's impact, its station and network principals felt last week after two days of meetings and conferences held March 30-31 in Chicago.

Technical and program improvement augmented by a sharp increase in advertiser-agency interest in the medium promise to lead fm into eventual radio dominance, according to predictions made over the convention weekend.

Two main meetings dealt in detail with the fm medium. First, the National Assn. of Fm Broadcasters met all day March 30 and a half-day March 31. On the afternoon of the second day, NAFMB's members joined NAB in a three-hour series of panel discussions held under NAB auspices and titled "Fm Day."

NAFMB achieved its longtime objective by electing a paid president, James A. Schulke (BROADCASTING, April 1). Mr. Schulke is opening a fulltime NAFMB office in New York and will direct a Radio Advertising Bureau type of sales promotion activity for the membership.

Here are highspots of fm's immediate status and its prospects:

- A study by the Harvard Graduate School of Business developed projects that would find fm passing am radio in the 1970s (see story page 93).

- Many fm operators using stereo are convinced the entire future of fm—perhaps of radio—is hinged to stereo.

- The FCC is expected to approve monitoring equipment types in the near future.

- Kellogg, Chevrolet, Robert Hall, Sacramento tomato juice, Campbell-Ewald and other major advertisers and agencies are closely observing fm stereo progress/and are using the medium on a test basis.

Harold Tanner, WLDM (FM) Detroit, said Campbell-Ewald is giving dozens of its staff stereo experience by producing its own stereo commercials and another large agency is doing the same thing. L. M. Sandwick, Electronic Industries Assn., said fm is now second in acceptance only to tv as an electronic medium, with over a million fm stereo sets to be produced this year. Small stereo sets can't be counted because of a disclosure problem and custom installations can only be estimated. Mr. Sandwick said stereo output is 70,000 sets a month; will reach 1 million in 1963; all fm, 2¾ million in 1963.

FCC Commissioner Robert T. Bartley, who has been engaged in fm in various roles for a quarter-century, re-

called the difficult course the medium has traveled.

In the discussions of advertising problems the point was made that a major set maker had asked for one free spot for every co-op spot purchased. Most operators agreed that fm as a whole has fallen down on the job in selling time.

A feature of the NAFMB meeting was presentation of the annual FMMY award to Harold L. Kassens, chief of the FCC's aural existing facilities branch, for his role in the development of the medium.

Intensive enthusiasm for stereo was shown by the 200-odd stations now broadcasting the multi-dimension service, with belief voiced that all the optimistic predictions made at the 1962 NAB-NAFMB conventions had come true and in some cases were being surpassed. Technical and economic problems have arisen but these are being solved. Live stereo programming is increasing but it is extremely limited, it was shown.

Ben Strouse, WWDC-AM-FM Washington, keyed the NAB Fm Day



Mitchell Hastings Jr. (r) outgoing president of the National Assn. of Fm Broadcasters, greets his successor, James A. Schulke.

program as panel moderator. He cited the move of "more and more advertisers into fm" and noted the increase in sale of fm sets. He reviewed work of the NAB Fm Committee, of which he is chairman. Mr. Strouse described as a significant victory the FCC's winter announcement that it did not contemplate any change in the existing facilities of fm stations, a change from an earlier proposal to require power and antenna cuts for 130 operating fm stations.

Develop and Promote ▪ In the open-

ing Fm Day panel, "Financing the Station Profile," Lynn Christian, KODA-FM Houston, advised stations to develop a program concept, promote and then "let advertisers know what you're doing." He said his station's monthly letter to the local media fraternity costs about \$50 a month and advised managers to do a similar letter themselves. John D. Kennedy, WDRK (FM) Greenville, Ohio, said his county now has 70% fm set ownership. Jack Kiefer, KMLA (FM) Los Angeles, explained how a station's stereo programming can be adapted to dealers' sales activities. James Sondheim, QXR Network, New York, told how local interest in the station can be generated and then be reflected in sales.

Second Fm Day panel was based on a series of questions generated by comments made by each of the panel members at the 1962 NAB Fm Day program. James Gabbert, KPEN(FM) San Francisco, pointed to stereo's growth during the year and improvement in quality. He felt, however, that there is still need for compliance to high standards.

David Polinger, WTFM (FM) New York, who had complained about the stereo performance of recordings in 1962, said he has found improvement in the last year. Mr. Tanner said he is now an ardent stereo enthusiast, with WDLM carrying 110 stereo hours a week compared to about one hour a day a year ago. He suggested the entire future of the radio business may lie in fm stereo.

Everett Dillard, WASH (FM) Washington, D. C., said he prefers discs to tape for stereo because of convenience in handling and storing as well as the fewer cueing problems encountered.

Mr. Sandwick predicted the FCC will take action on one of stereo's major problems—the lack of FCC type-approved monitoring equipment for stereo. This is the final step needed to insure high performance standards, he said.

The panel's discussion ranged from technical to advertising and program production subjects. At its close Mr. Dillard and Mr. Tanner remained for the final panel titled "FM Forum." Other members were L. N. Bentson, WLOL-FM Minneapolis; Merrill Lindsay, WSOY-FM Decatur, Ill., and Henry Slavick, WMC-FM Memphis, Tenn. Fred Rabell, KITT (FM) San Diego, Calif., was unable to attend because of illness.

At the NAFMB Session ▪ Commissioner Bartley recalled the bitter early days of fm and the continued struggle

Fm to lead am by '75, projections show

A series of fm growth projections, based on a study conducted by Harvard Graduate Business School, estimates a steady growth in fm radio through the sixties, with fm passing am radio by 1975.

The study was presented to National Assn. of Fm Broadcasters at its March 30-31 meeting held just prior to opening of the NAB convention in Chicago. T. Mitchell Hastings Jr., Concert Network, outgoing NAFMB president who became board chairman, incorporated the Harvard study in his presidential address.

Mr. Hastings explained the Harvard figures "represent historic trends of revenues and costs projected into a meaningful picture of the future."

According to the Harvard figures, radio (am-fm) found a level in the national advertising picture in 1962, or 5.83% of the national advertising expenditure. Using National Planning Assn. projections, the study shows total national advertising expenditures for all media rising steadily from \$13 billion in 1963 to \$16 billion in 1967 and \$20.5 billion in 1973.

National fm revenues (fm-only), Harvard predicted will rise from the \$7.1 million FCC figure shown for 1961 to \$9.8 million in 1962; \$13.7 million in 1963; a big jump to \$19.4 million in 1964; a still bigger jump to \$27.4 million in 1965. Then national fm revenues are expected to jump in spurts to \$101.2 million in 1969; \$141 million in 1970; \$197 million in 1971; \$270 million in 1972 and \$374 million in 1973.

In projecting independent fm revenues, the Harvard study predicted the turning point at which am revenues will start to decline will occur in the year 1971 at a little over \$900 million am revenue, compared to

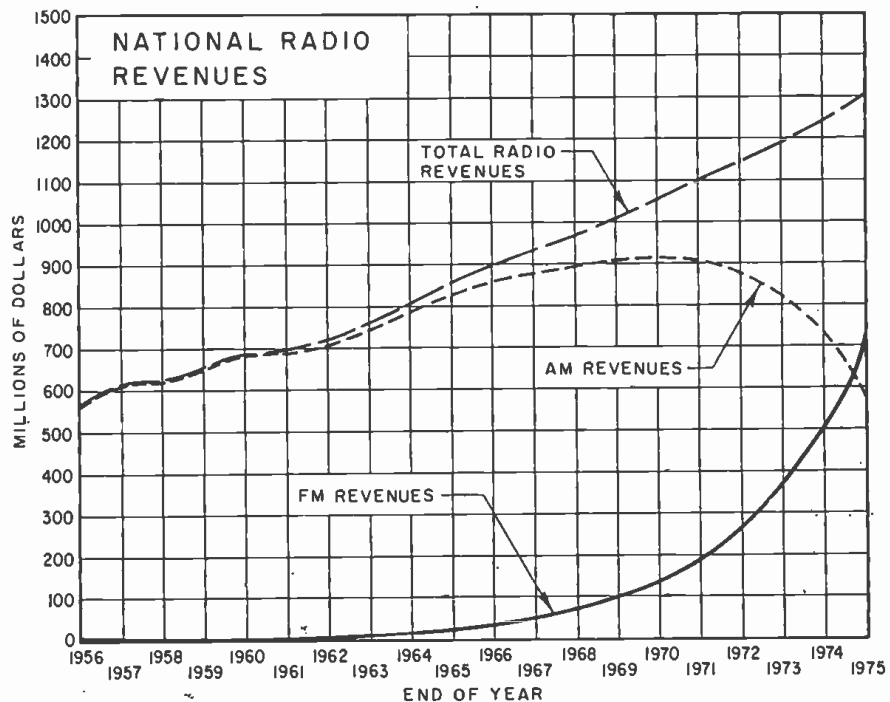
less than \$200 million for fm or a total radio income around \$1.1 billion. Radio's total will move upward, but by 1975 am radio will fall under \$600 million whereas fm will pass \$700 million, with a top figure of \$1.3 billion for am and fm combined.

Circulation of fm will increase steadily during the next five years, it was predicted. Taking factory totals, Harvard's figures predict that annual fm set output by 1967 will equal am output at a little over 9 million for each. Output in 1968 was estimated at 11.4 million fm sets compared to 9.2 million am sets. In 1962, 2.5 million fm sets were produced compared to 9.7 million am sets; the 1963 output is estimated at 3.4 million fm sets and 10 million am sets.

Harvard predicted the number of

fm stations on the air will rise from an average of around 1,300 to 2,200 in 1967; as choice markets are saturated, a slowdown will set in until a total of 3,200 operating fm stations will be on the air by 1975.

An average profit position is anticipated for 400 independent fm stations in 1964, according to the Harvard analysis, pulling the medium out of the red. This will be a slim \$1,500 profit for the average station. In 1965, 469 independents will have an average \$6,450 profit which will rise to \$12,100 for 550 fm independents by 1966. These figures assume the number of fm independent stations will continue to grow at a rate of 17% (the 1956-61 growth rate); they assume average per station costs (1962-66) will increase at a rate of 50% of revenue increases.



to develop equipment and to obtain recognition and audience. He said stereo is now broadcast by 200-odd stations in 160 markets and hoped the FCC's fm freeze will be lifted by the summer recess. New action looking toward elimination of background music simplexing was taken March 28, by the FCC, he said (BROADCASTING, April 1).

Mr. Sandwick, urged fm stations to get off the defensive and lauded low-pitch commercials. Eric Isgrig, Zenith Radio Corp., said fm stations should intensify efforts to develop co-op ad-

vertising but said he had heard about dubious billing practices by stations plus fictitious rate cards.

In one Zenith check during the fall of 1962, Mr. Isgrig said, the company's distributors had spent only 38% of the Zenith co-op budget. "Somebody isn't selling these distributors," he suggested. He said some agencies complain about the difficulty of documenting fm's audience and coverage.

John Coyle, KVIL-FM Dallas and head of Commercial Recording Corp., advocated use of station-break jingles in stereo and explained how tailored

jingles are produced for advertisers.

Understanding - Stephens Dietz, senior vice president and marketing services director of Kenyon & Eckhardt, said fm's problem is mainly one of getting advertising people "to understand and act on the change brought about by fm radio."

Mr. Dietz added, "You have given our media buyers a new alternative to consider—and you therefore automatically become a problem to them. Change doesn't happen; somebody has to make it happen."

Posing a rhetorical question, "What

am I looking for when I plan a media program," he said:

"First, I am looking for an audience. For Brylcreem it is men with hair; for Metrecal, overweight people; for Nabisco Shredded Wheat, people of all ages who eat breakfast; for Lincoln Continental, men with incomes over \$10,000. I need to know the size of this audience and where it is located," he stated.

"Second, I look for a medium which is capable of transmitting the message I wish to send—in the way I wish to send it. If sound alone will do the job, I look at radio," he stated.

"Third, I look at the editorial environment which will surround my message. Of these three, you can tell me about two—your audience and your station's editorial environment. Cost per thousand prospects is my yardstick, not cost per thousand."

Mr. Dietz wondered why a Radio Advertising Bureau study "Why Buy Radio Now That Tv Is So Big?" does not mention fm. He said he listens to fm at least an hour a day. While com-

mending the quality of the service, he was critical of some signal quality in reproduction of good music.

NAFMB's new slate of officers: Mitchell Hastings, Concert Network, board chairman, and Mr. Schulke, president; Arthur K. Crawford, KCBH (FM) Beverly Hills, Calif., vice president; Will Collier Baird Jr., WFMB (FM) Nashville, secretary; Abe Voron, WQAL (FM) Philadelphia, treasurer (re-elected).

Three new regional directors, elected in a mail ballot, were seated. They are Frank Knorr Jr., WKPM (FM) Tampa, Fla.; Martin R. Williams, WFMS (FM) Indianapolis; Harold Engel, Wisconsin State Broadcasting Service, educational director.

Re-elected directors were David H. Polinger, WTFM (FM) New York; Stan Hamilton, WMAL-FM Washington; Hugh E. Trotter, WSEV-FM Sevierville, Tenn.; Ted Leitzell, WEFM (FM) Chicago; Lynn Christian, KODAHouston; Gary M. Gielow, KPEN (FM) San Francisco; Jack R. Kennedy, CFRB-FM Toronto.

Kennedy praises radio-tv

President John F. Kennedy paid tribute to "the increasingly important service which radio and television are providing to the American people" in a message of greeting sent April 1 to the NAB convention in Chicago. He expressed "the appreciation of all citizens for your vital role in keeping us informed as well as entertained."

The President's message was shown on a large screen as the convention opened. He added a personal message of congratulations to Bob Hope, winner of the NAB Distinguished Service Award, describing him as "a great American who has served his nation in time of peace and war . . . one of our finest ambassadors of goodwill around the world."

Evans stresses need for unfettered radio-tv

CITES DANGERS OF FEDERAL INROADS AT CHICAGO MEET

It is far more preferable to accept the risks inherent in freedom of expression than to give the "power of broadcasting" to government, Herbert E. Evans, president of Peoples Broadcasting Co., told the Assn. for Professional Broadcasting Education in Chicago March 31.

NAB's delegate to the Inter-American Assn. of Broadcasters, Mr. Evans said broadcasting is the most important ingredient in molding public opinion, a fact modern dictators quickly grasp. "No dictator can stay in power without some control over radio and television," he said.

IAAB currently is fighting a trend in Latin America to require the use of tv and radio sets capable of tuning but one station, Mr. Evans reported. One-station sets make program control much easier, he indicated. President Nasser of the United Arab Republic, he noted, had sets built and sold cheaper than imported models in order to reach his people.

Mr. Evans said that everywhere he travels he finds great interest in broadcasting and "even in the most dismal village there is a transistor radio." Peoples Broadcasting stations are WRFD-AM-FM Columbus-Worthington, Ohio; WTTM-AM-FM Trenton, N.J.; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland; WNAX Yankton, S.D., and KVTV (TV) Sioux City, Iowa.

New Officers ■ APBE elected W. Earl Dougherty, KXEO Mexico, Mo.,

as president, succeeding Dr. Harold F. Niven, U. of Washington, who joined the staff of NAB last Monday as assistant to the vice president for planning and development, (APBE new officers' picture, page 106).

Melvin A. Goldberg, NAB vice president-research director, told an APBE



Mr. Evans

panel discussion there is too much "after the fact" research in broadcasting today. New methods must be found, he said, which will "let us predict how our programs and campaigns will do."

The need for pure research to help

"practical communicators," however, was voiced by Dr. Leon Arons, vice president-research, Television Bureau of Advertising, who explained that there is too big a chasm between knowing what is available and knowing how to understand and use what is available.

John S. Coulson, vice president-research, Leo Burnett Co., suggested that universities could help in the job by taking on small segments of the problem and then "trying to find a synthesis from this."

Much has been learned about the dynamic elements of human behavior and motivation, Dr. Ira O. Glick, associate director of Social Research Inc., related, but much of early research deals only with numbers. "We now have a broader, more general concern," he said. Dr. Glick saw no possibility in the predictable future when anyone would discover "how to push a button and control our audience."

Research Aid ■ Arthur Laird, Canadian Broadcasting Corp.'s director of research, suggested that universities might assign researchers to work with commercial broadcasters, but he cautioned against placing them on the day-to-day firing line which could deter their research efforts. Research panel moderator was Dr. Bruce A. Linton, U. of Kansas.

American U.'s Prof. Don Williams and John M. Couric, NAB's manager of public relations, described their jointly-sponsored public-service institute held in Washington earlier this year. Loyd Sigmon, executive vice president, KMPC Los Angeles, and Dr. Kenneth Harwood, U. of Southern California, described the public-affairs seminar held

by the Southern California Broadcasters Assn. in cooperation with USC.

Richard Mendenhall, editorial director, WSB-AM-TV Atlanta, and Prof. Worth McDougald, U. of Georgia, previewed the editorial workshop to be held this summer at the school under sponsorship of the Georgia Assn. of Broadcasters. Moderator for the broadcaster-educator cooperation panel was Dr. Robert E. Summers, U. of Texas.

Two broadcasting students, Ernest Boston Jr., Baltimore, and Burnhill Clark, Denver, are winners of the Harold E. Fellows \$1,100 scholarships given annually by the NAB, it was announced Monday by APBE President Dougherty. Mr. Boston presently works as parttime news writer for WFBR and WJZ-TV, both Baltimore. He plans further study at American U. Mr. Clark, who has worked at KMOR Denver, plans graduate study at Denver U.

Background music group plans promotion drive

An industry-consumer promotion drive to enhance the stature of the background music business was approved by the membership of the new National Assn. of Background Music Operators in Chicago March 29. Background music now represents an annual

volume of some \$52 million.

The NABMO membership also elected an interim executive committee to direct association affairs under the chairmanship of Joseph Bein, Pan-American Broadcasting Co., Los Angeles. Others include Sam Adelman, WCRB (FM) Boston; Dick Williams, WGLM (FM) Richmond, Ind.; Leslie Cooper, Musicast of New York; Milton Boom, Muzak, Chicago; Jack Kiefer,

Musicast of Los Angeles; Edward Davis, Musicast of San Francisco, and William Collins, Transistor Services. Mr. Davis is NABMO vice chairman; Mr. Cooper, treasurer.

By-laws and plans for California incorporation also were approved by the NABMO membership. The group's next meeting will be held in October to elect board members. NABMO was founded last November.

Local tv programming tips given

FIVE BROADCASTERS EXPLAIN THEIR TECHNIQUES

Local programming and public service, both off the air and on, can go a long way toward maintaining and improving a station's "image" and position in the community.

That was the theme of a session in last Tuesday's television assembly at the NAB convention, with five tv broadcasters supplying "how to" information out of their own experience.

Mike Shapiro, WFAA-TV Dallas, who was moderator, sketched the benefits of a program such as the one on which he answers viewer's questions on the air.

A. Louis Read, WDSU-TV New Orleans, said his station seeks to be a local force through its own programming,

its editorials, news coverage and various special promotions including "caravans" of station celebrities sent for public appearances and the taping of originations in communities throughout its coverage area.

John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKJG-TV Fort Wayne, Ind., presented a specially produced film with clips from editorials which, he said, help give his stations a position of local leadership. He said the editorials occasionally include some for children—to point up such lessons as that children should get along together despite ethnic or religious differences.

Harold Essex, WSJS-TV Winston-

SPARTA-MATIC



200 R/P



200 P

INSTANT PROGRAMMING!

.... just add cartridges*

Join the hundreds of stations who have chosen a SPARTA-MATIC tape cartridge system as the outstanding control room and production equipment development in many years.

Rugged . . . Dependable . . . Economical — only partially describes the PROVEN merits of the SPARTA-MATIC 200 Series (illustrated)

Transistorized control circuitry for improved tone-burst cueing. Frequency response is ± 2 db from 30 to 12,000 cps; distortion is less than 2%; wow and flutter are under 0.2% RMS.

Compare with any other equipment. You'll see SPARTA-MATIC offers from 20% to 40% greater dollar value!

200R/P — \$545.00 200P — \$385.00

* P.S. — We sell these, too. Fidelipac at LOWEST PRICES!

Call, Write or Wire Today

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Mr. Essex Mr. Swartley



Mr. Shapiro Mr. Read Mr. Dille

Salem, N. C., stressed the importance of off-the-air participation in community life. Station executives and personnel, he said, should take part in local activities and the station should integrate itself into the community to such an extent that it becomes known to its

public as "our station."

W. C. Swartley, WBZ-TV Boston, emphasized the contributions of public-affairs and documentary programs to a station's position in its community. The three criteria for public service, he said, are "breadth of interest, depth

of concern and height of originality." With Mr. Essex, he challenged the choice of the word "image" to describe a station's standing. A station's principal concern, he said, should not be with "image building" but with "problem solving."

THE MEDIA CONTINUED FROM PAGE 53

control room equipment manufactured by Gates Radio. WGEM is on 1440 kc.

Chicago sign ■ NBC-owned WMAQ and WNBQ (TV) Chicago have renewed their contract in cooperation with Pepsi-Cola General Bottlers Inc. for sponsorship of the 13-story high electrical spectacular in that city at Michigan Avenue and Roosevelt Road. Time-and-temperature readings in 16 foot letters have been added to late news headlines already featured.

Polk award to WNDT (TV) ■ The annual George Polk Memorial Awards in Journalism have been announced with WNDT (TV) Newark N. J. (New York City area) winning in the television reporting category. The new educational station was cited for "uniformly good programming" in spite of "serious initial obstacles." The awards commemorate the death of George Polk, CBS correspondent, killed in Greece in 1948.

Topeka tower ■ Preliminary work on a new antenna tower has been begun by WIBW-TV Topeka, Kan., and station officials hope to have the new plant in operation late in August. The tower will rise 1,255 ft., but with the help of the hill on which it is to be situated it will be 1,614 ft. above downtown Topeka. WIBW-TV will use RCA equipment in the new plant, which is to be built by Kline Iron & Steel Co. Columbia, S.C., the firm which recently contracted to build the world's tallest tower for KTBS-TV Shreveport, La. (BROADCASTING, Feb. 25).

Demographic data ■ The Home Testing Institute reports it has added a

special demographic section to its TvQ research service. This permits clients to compare tv tastes of grade-school-educated adults with those of high school background; examine the program opinions of viewers in large metropolitan areas, smaller towns or rural areas; trace changes in attitudes from East to West, South to Midwest, and compare opinions of viewers who watch tv often with those who watch moderately or seldom.

Editorial impact ■ The impact of on-the-air editorials sometimes may be hard to define but WIND Chicago has reported that an editorial aired four times on March 18 brought over 1,100 pieces of mail within a few days. The editorial opposed a bill in the state legislature to clip one month off daylight saving time. The bill subsequently was defeated.

ABC-TV to get new agency ■ ABC-TV and Doyle Dane Bernbach, New York, have jointly announced termination of their relationship as client and agency, effective April 30. They said the parting was mutual and amicable. ABC-TV has not announced appointment of a new agency.

Western winners ■ Recipients of the annual Western Heritage awards for best fictional and non-fictional tv shows have been announced by the National Cowboy Hall of Fame and Western Heritage Center. Winner in the non-fiction category was "The Hat That Wore the West" episode of *Death Valley Days*, a show that told the story of John Stetson and his famous hat. "The Contender," an episode of *Stoney*

Burke, won the fiction award. Wrangler trophies were given for the programs at the Western Heritage awards presentation in Oklahoma City April 4.

Religious roundup ■ WBBM Chicago is taking its tape recorders into small communities and other places not normally visited by major mass media to document people and events in the daily life of ministers and clerics in new weekly half-hour series, *Directions of Faith*. First program told the story of how Rev. Ted Rockwood gave up his radio announcing-public relations career to enter the ministry.

KCOH builds ■ Construction is underway on a new \$150,000 building to house KCOH Houston. Located at the corner of Almeda and Wichita Sts., the new building was designed by Gloyd & James and is being built by Jacobsen Construction Co. The new structure is to open June 1.

Religion and power radio ■ Trans World Radio will begin operation of the world's most powerful Protestant radio station Oct. 1 on the Caribbean Island of Curacao. The station will initially have a 250 kw to 500 kw short wave transmitter. An am transmitter is planned with a power of 50 kw "and possibly as great of 750 kw," TWR said. The short wave transmitter was built by Continental Electronics in Dallas. Plans also call for the construction of an fm station and a tv station on ch. 2 in Curacao.

'Dixie Pixie' ■ WRGR Starke, Fla., has changed its call letters to WPXE ("The

Dixie Pixie") and has adopted a top 40 format, with expanded news coverage, George Gothberg, new owner of the station, has announced. George Gothberg Radio Inc. bought the station last month. Former station personnel have been retained.

KMEX-TV billing ■ The addition of three more national advertisers, MJB Coffee, Santa Fe Wines and Los Angeles Soap Co.'s White King D, has brought KMEX-TV Los Angeles's annual billings for its first six months in operation over the \$500,000 mark. The uhf (ch. 34) station programs exclusively to the 1.2 million Spanish-speaking inhabitants of the Los Angeles metropolitan area.

Joins TAC ■ WZZM-TV Grand Rapids, Mich., has become a subscriber station of Television Affiliates Corp. (TAC). WZZM-TV, which began telecasting in November 1962, has access to more than 100 public affairs-cultural programs distributed by TAC.

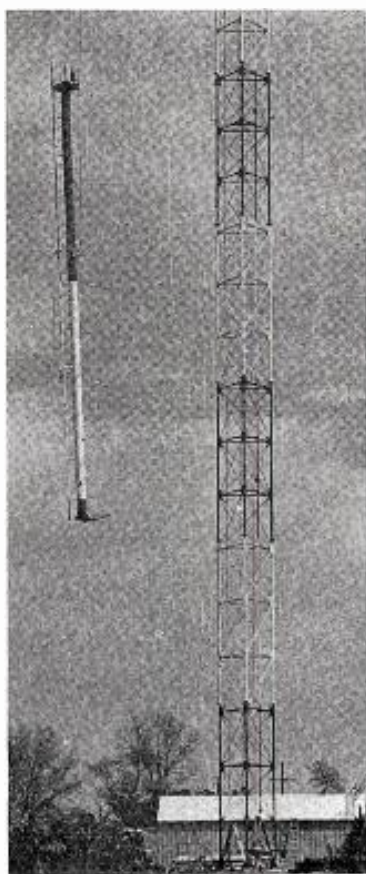
T-L agency ■ Time-Life Broadcast has appointed de Garmo Inc., New York, as its advertising agency for corporate domestic and foreign activities. This does not include advertising for the five owned and operated radio-tv stations of the firm, which will continue to be handled by the stations and local agencies.

Agency appointment ■ WFOL (FM) Hamilton, Ohi'o, has appointed Cye Landy Adv., Columbus, to handle all advertising and merchandising activities, it was announced by station's general manager, Walter L. Follmer. A new program format is among the new agency-directed plans.

KTLA(TV) expands its news department

Following the departure of Clete Roberts to concentrate on his own news production company, KTLA (TV) Los Angeles is dropping its former big-name newscaster policy and shifting the emphasis to live news coverage on a round-the-clock basis. Three new reporters have been added to KTLA's news staff, bringing its total to six on-the-air newsmen to bring viewers in the Los Angeles metropolitan area on-the-spot coverage of the area news as it happens. The station's news-gathering units, the Telecopter, "flying tv studio," and the Telemobile, ground mobile unit that can transmit a live picture while on the move, will be used frequently.

In its new structure KTLA's news operation will feature no segments and no specific format, according to Sam Zelman, news director. "We're not going to have just news programs," he stated. "We're going to be a news sta-



Tower completed

An 85-foot, six-ton antenna is hoisted into place to complete the new tower of WRDW-TV Augusta, Ga. The 1,520-foot tower is reputed to be the tallest in the Southeast. Target date for first telecast from the new facility is April 30, with the station expecting to serve an additional 75,000 homes.

tion. From sign-on to sign-off we'll cut in whenever the news warrants an immediate report."

Newsman, 6 stations get Headliner awards

Three television stations, three radio stations and a network television newscaster were named Friday (April 5) as medal winners in the radio-tv portion of the 29th annual Headliner Awards, conducted by the National Headliners Club, Atlantic City.

Outstanding local editorial awards went to WSB-TV Atlanta and WTAX Springfield, Ill.; public service awards to KAKE-TV Wichita, Kan., for its portrayal of special education services offered by the Derby, Kan., public schools and WOWO Fort Wayne, Ind., for its "Pigs for Peace" project; local news coverage awards to WFBM-TV

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No. 1 ADULT

AUDIENCE

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Here are the latest **FACTS** and **FIGURES** on cost per thousand **ADULTS** delivered by Houston Radio Stations. **K-NUZ** again is conclusively Houston's **No. 1 BUY!**

Mon.-Fri.	STATION	COST PER 1000 ADULT AUDIENCE
6 - 9 A.M.	K-NUZ	\$.99
	Ind. "A"	1.06
	Net. "A"	1.93
	Ind. "B"	1.81
9 - 10 A.M.	K-NUZ	\$1.12
	Ind. "A"	2.04
	Net. "A"	2.14
	Ind. "B"	2.26
10 A.M. - 3 P.M.	K-NUZ	\$1.74
	Ind. "A"	2.25
	Net. "A"	2.85
	Ind. "B"	3.19
3 - 4 P.M.	K-NUZ	\$1.71
	Ind. "A"	2.95
	Net. "A"	2.87
	Ind. "B"	3.46
4 - 7 P.M.	K-NUZ	\$1.43
	Ind. "A"	1.71
	Net. "A"	2.48
	Ind. "B"	2.38
	Ind. "C"	3.27

SOURCE:

Oct.-Nov., 1962 PULSE—Rates Published in Jan., 1963 SRDS.

THE KATZ AGENCY INC.
NATIONAL REPRESENTATIVE
IN HOUSTON call
DAVE MORRIS JA 3-2581
K-NUZ

Indianapolis, and WMPs Memphis, the latter for concise coverage of the campus riots at the U. of Mississippi.

NBC-TV newsman Frank McGee received a medal for outstanding tv network newscasting. He became the second man in the history of the awards to become a winner in both radio and tv newscasting. The other was Edward R. Murrow, who won awards in both categories at CBS. Mr. McGee won the network radio newscasting award in 1958.

ASCAP members suing International Good Music

A suit has been filed by members of the American Society of Composers, Authors & Publishers in the U. S. District Court in Bellingham, Wash., seeking minimum damages of \$18,000 for copyright infringement, from International Good Music Inc. and that company's owner, Rogan Jones.

The suit stems from alleged performances without authorization of 72 different compositions over KGMI Bellingham, Wash., one of the International Good Music stations. Other IGM stations are KGMJ (FM) Seattle; KFMU (FM) Los Angeles; WBAY (FM) San Francisco; KFMW (FM) San Bernardino and KGMG (FM) Portland.

ASCAP members have brought two

other copyright suits against IGM recently, involving minimum damages of \$16,250. This, however, is the first time that Mr. Jones has been named individually by ASCAP as a defendant.

Students disagree with Nielsen ratings

An informal poll of 223 students at the U. of Judaism, Los Angeles, shows that 25% did not care for the programs rated by A. C. Nielsen Co. as the top 10 in the nation.

The survey, taken to ascertain the television habits and preferences of a diversified segment of the student body, was under the supervision of Saul Rubin, director of development for the school.

Asked to rate the top ten shows, regardless of whether they liked them, the respondents put *Ben Casey* (ranked fifth by Nielsen) at the top of the list, with 20% favoring it. The top rated Nielsen show *Beverly Hillbillies* rated fifth with the students, getting 10%; *Andy Griffith*, rated second by Nielsen, was tied for eighth by the students (2%).

In answering questions about the type of show preferred, the students chose news, drama and motion pictures in that order. Asked what they would

like to see more of, they specified drama, educational programs and good movies.

The study was primarily designed to assist the university's radio-tv department in preparation of one of its television series, *Ethics*, shown over KNBC (TV) Los Angeles.

While the survey does not claim scientific validity or completeness, a copy has been forwarded to Rep. Oren Harris (D-Ark.) whose House subcommittee has been conducting the five-week old ratings hearing.

\$50,000 fire destroys WXUR studio building

A lend-lease program took place in the Philadelphia area following a fire which destroyed the studios of WXUR-AM-FM Media, Pa. Damage, in the fire of undetermined origin, was estimated at over \$50,000.

The helping hand came from WPBS (FM) Philadelphia, owned by the *Philadelphia Bulletin*, which supplied 80 albums to the WXUR transmitter, and followed with tape recorders, tapes, microphones and amplifiers. WXUR remained on the air broadcasting from the transmitter.

The stations went on the air within a few months of each other in 1962.

EQUIPMENT & ENGINEERING



WIIC(TV) builds 'do-it-yourself' camera boom

A do-it-yourself boom camera is now in operation at WIIC (TV) Pittsburgh. It cost about \$400 compared to a regular boom camera's price of some \$8,000.

Behind the homemade equipment's development, a story:

An electrically driven "Big Joe" warehouse-type fork lift has been in use at WIIC for the past several years as a camera position for local telecasts. But it had its limitations:

the cameraman had to stand and the camera panned only 90 degrees.

Shelton Weaver, production and operations manager, worked out the homemade version (see picture) by designing a swivel wood base for a chair that allows camera panning at least 270 degrees, and by mounting the camera on the swivel base the camera can come within 20 inches of the floor compared to a previous 53 inches.

Cordless microphone developed by Woodard

A cordless microphone which requires no attached antenna and with a power output so low that it avoids necessity of FCC licensing has gone on display in New York.

Application of the microphone to broadcasting, a spokesman said, could be made in such events as political conventions or audience participation shows where a speaker's mobility is necessary.

The "Tally-Ho," developed and produced by Woodard Research Corp., a small firm in Herndon, Va., was designed specifically for public speakers who desire the mobility of a portable mike without the resulting inconvenience of trailing cords. It is available in three styles—a clip-on lavalier-type microphone, a head-phone type, and a closeup mike which eliminates any sounds farther than an inch away from the microphone.

Acting as an antenna is a thin wire loop which may cover up to 500 square feet and is placed near the normal microphone input receptacle. The speaker must remain within the wire loop area. The "Tally-Ho" employs a nine-ounce transmitter which may fit into the speaker's pocket, and it is inductively coupled to the receiver to pre-

vent broadcast pick-up from other bands. Transmission to other receivers in the area is prevented by the fact that the power output of the transmitter is only 1.5 milliwatts.

Technical topics...

Obstruction lights ■ Rohn Manufacturing Co., Peoria, Ill., manufacturer of communication towers and accessories, is now offering a complete line of obstruction lights and beacons for tv, microwave and transmission line towers, or other structures where required. Designated Rohn B-1 300 MM Code Beacon, the equipment is manufactured, according to the firm, to meet complete FAA and FCC specifications.

To make color tv ■ International Electrohome Inc., Chicago, subsidiary of Dominion Electrohome Industries Inc. of Canada, plans to introduce its own new line of color tv sets in U. S. market this summer. Sets will use RCA's color tube. Canada presently does not have color tv broadcasting.

IGM signs rep ■ International Good Music Inc., Bellingham, Wash., has signed Tele-Measurements Inc., Liv-

ingston, N. J., as its eastern representative for IGM radio automation equipment. Tele-Measurements will sell IGM program services and Simplimation equipment in the 11 state area from Maine to Virginia.

Portable power pack ■ Terado Corp., St. Paul, Minn., has announced production of a new portable power unit, CinePower #25, which can be used as a power supply for 110 volt AC cameras in the field. CinePower #25, which weighs 12 pounds and comes in a leather case with a shoulder strap, generates its power with self-contained 9 volt lantern batteries. Price is \$79.50.

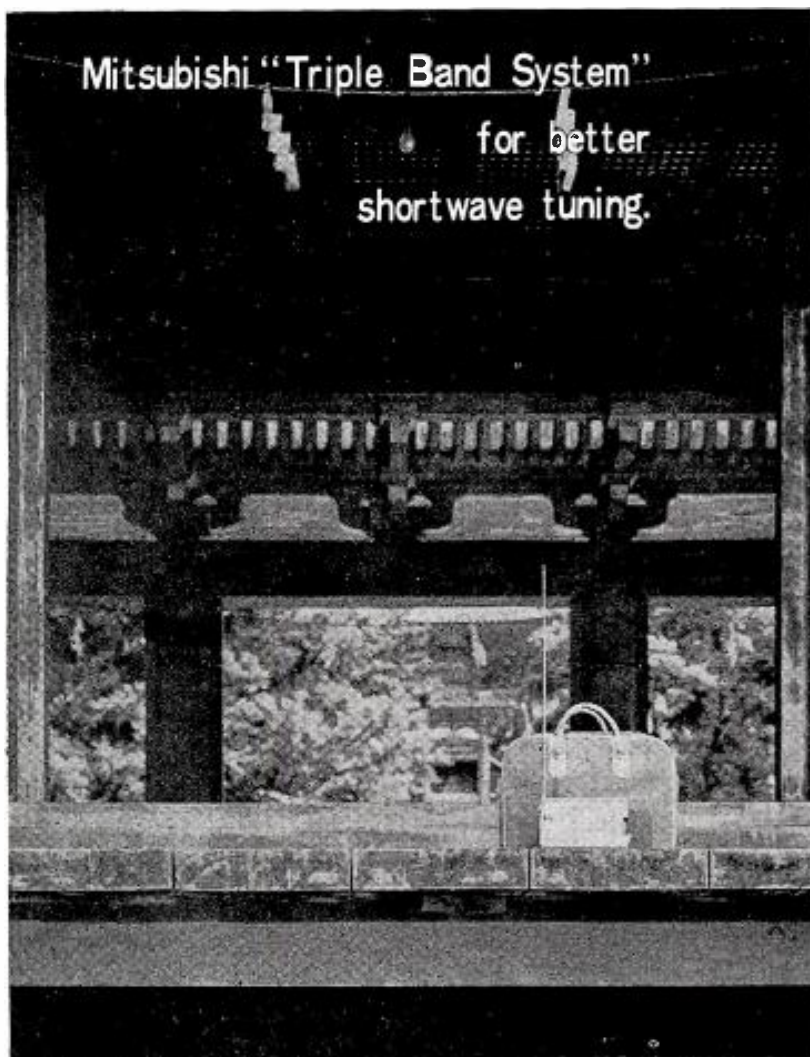
Monaural to stereo ■ Gray Research & Development Co., Newington, Conn., has introduced a new passive record equalizer for stereo and monaural discs, flexibly designed to permit broadcast stations to install new stereo facilities, to convert existing monaural facilities to stereo, or simply to improve existing monaural performance. Called the 604M/S, the new equalizer is priced at \$137.50. Complete technical specifications are available from the company, Box 12, Elmwood, Conn.

16-inch color set ■ Tokyo Shibaura Electric Co. (Toshiba) introduced a new color television receiver using a 16-inch rectangular picture tube at the IEEE show at the New York Coliseum in New York, March 25-28. The television sets reportedly will not be introduced for sale in the U. S. this year.

Log series antenna ■ Prodelin Inc., Hightstown, N. J., has introduced a low-cost new antenna series for base station services in the 150 and 450 mc bands with gains up to 10 db. The antenna is built around a basic unit which employs a background wave log periodic structure providing it with gain and impedance essentially constant.

Shure mike ■ Shure Brothers Inc., Evanston, Ill., is distributing a new dual impedance microphone, specifically designed for lavalier use. Also useful as a hand mike, the model 560 unit weighs 5 ounces and is listed at \$42.50.

Home study courses ■ Introduction of home study course in radio, tv and electronics for Spanish-speaking students was announced last week by RCA Institutes Inc. The courses will be made available to students in Latin America.



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system" of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

**MITSUBISHI ELECTRIC
MANUFACTURING COMPANY**
Head Office: Tokyo Building, Marunouchi, Tokyo
Cable Address: MELCO TOKYO

Mattel dolls to promote NBC-TV shows in the fall

Mattel's Ken and Barbie dolls, which became big sellers through television commercials, are going to be put to use by NBC-TV in the network's promotion for fall series.

NBC dressed up 12 dolls in a variety of costumes to illustrate themes and stories of a new dramatic anthology series. The costumes depict leading characters in each of the shows in the series.

While all of Barbie's costumes came from the standard Mattel line, four of Ken's costumes—cardinal, Santa Claus, airline pilot and baseball player—were designed and created in miniature by the network's wardrobe department.

Pebbles contest drew half-million entries

Screen Gems has announced the winner of a national contest to guess the weight of the baby that was born on its *Flintstone* series on ABC-TV. He is an Orlando, Fla., meatcutter named Joseph P. Domingos, who wins a trip around the world for two and \$2,000 in cash to defray other expenses. The baby, called Pebbles, weighed 6 pounds, 12 ounces. Mr. Domingos guessed the correct weight.

The contest drew about 500,000 entries, and Mr. Domingos' name was drawn from among those guessing the correct weight by lot. The winner, who was born in Portugal, will probably use his trip to visit relatives. He has them in Portugal, Brazil, Venezuela and Portuguese Africa.

'Biggest in history'

Anyone still doubting the power of radio should contact the Chamber of Commerce of Hobart, Ind. The city has planned a week-long promotion involving every facet of the community and including special sales, school essay contests, awards, etc., as a result of Sig Sakowicz's plans to "salute" Hobart during his regular show on WGN Chicago on April 8. J. S. McMahon, the chamber's executive secretary, said the radio salute has prompted the "biggest event in the history" of the chamber.

Four Star sales aids

Four Star Distribution Corp. reports expenditures over \$20,000 for compilation of market-by-market rating data on its off-network syndicated shows. Four Star will supply stations buying its series with each show's ratings history as a sales aid for the stations in selling the programs to advertisers.



KFWB's charity check

J. Joseph Bernard (l), general manager of KFWB Los Angeles, presents a check for \$5,969.54 to Burt Zinn, vice president and general manager of Radio-Television-Recording Industries-Advertising Agencies Charities Inc. The check represents the proceeds of a basketball benefit and star-studded halftime show presented at the Los Angeles Sports Arena before a sold-out house at 98 cents a person. The benefit was staged by KFWB and Southern California Record Industries Promoters.

Voice of Democracy winners

Richard J. Behrens, 16, of Westfield, N.J., was announced last week as the first place winner in the annual Voice of Democracy contest, sponsored by the Veterans of Foreign Wars in cooperation with state broadcaster associations.

Behrens' winning script on "What Freedom Means to Me" gained him a \$5,000 college scholarship.

Second place went to Jeffrey J. Radowich, 17, of Hyattsville, Md.; third was Yvonne Ferguson, 16, of Portsmouth, Ohio; and fourth was Bill Lindberg, 16, of Olympia, Wash.

The awards were presented at the banquet ending the VFW Department Commanders conference in Washington. A gold medal and citation were given to William R. McAndrew, executive vice president NBC News for having produced the NBC-TV series *Profile of Communism*.

Junior Achievers run station

A weekly half-hour radio show is put on by 15 high school boys and girls in Pensacola, Fla., operating as WJRA. The youngsters, members of the Pensa-

cola Junior Achievement group, use rented facilities of WCOA Pensacola, 8:30-9 a.m. Saturdays. Income from participating spots goes to pay salaries, operating expenses, rent and annual dividends to stockholders, with every Junior Achiever belonging to the board of directors.

Capitol library as prize

The entire 1,250-album Capitol Records library is being given away by WWDC-AM-FM Washington, in its "1,001 Nights of Glorious Entertainment" contest.

The contest will run five weeks, on a round-the-clock basis. Excerpts from five records will be broadcast each week with listeners asked to identify music and artist. At the end of the five weeks, the listener who has identified the most tunes and artists will win the library in monaural or stereo.

Drumbeats . . .

Oscar's spots ■ The ABC research department estimates that 425 million "viewer impressions" will have been telecast over ABC-TV promoting the network's "Oscarcast" (April 8, 10 p.m.) before the Motion Picture Academy Awards are presented. Spots of 20 and 60 seconds, made by various Hollywood personalities are being telecast on ABC-TV programs.

WGN congratulates ■ Cards of congratulations are being sent to more than 300,000 new car buyers in the market area of WGN Chicago by Charles E. Gates, station manager. He extends "welcome to our family of listeners on wheels" and tells them how WGN's radio services make driving more enjoyable.

Fm listeners heard ■ Mail from listeners of WMMM-FM Westport, Conn., indicates a preference for semi-popular orchestral music over vocalists or classical selections, according to a report from the station. Also, the listeners said they'd like to hear school details, local commuter and weather reports before news broadcasts.

Pepsi, please ■ Flag-pole sitters have nothing on Bob Harper, disc jockey for WING Dayton. During one of the recent cold spells in the city, Mr. Harper broadcast for 10 days from the top of a 72-foot high spectacular Pepsi-Cola sign, which overlooked a main highway. The gimmick: Mr. Harper broadcast passing auto-license numbers and when a driver heard his number, he was entitled to a free case of Pepsi-Cola if he telephoned the station within a half-hour. During the 10 days, 188 of 321 motorists whose plates had been spotted called the station.

AD AGENCY'S NET INCOME DOUBLES

Papert, Koenig, Lois billings rise to \$14.7 million

Papert, Koenig, Lois Inc., New York, the first advertising agency "to go public" since 1929, last week reported net income for 1962 of more than double the 1961 figures. The company earned \$269,880 (52.7 cents a share) in 1962, compared to \$114,458 (23.8 cents a share adjusted) in 1961.

The firm's annual report also stated that gross billings more than doubled, increasing from \$5,888,816 in 1961 to \$14,756,382 in 1962. The billings increase represents additional spending by existing clients and new accounts acquired during 1962. The new accounts are Clark Oil Co., Consolidated Cigar Co. (Dutch Masters) and Martin Marietta Corp.

Net operating income increased from \$233,476 in 1961 to \$554,134 in 1962. As of Nov. 30, 1962, current assets less current liabilities were \$347,859, up from \$132,665 in 1961. At the end of 1962, certain equipment leases expired, decreasing annual rental expense from \$57,228 to \$22,170.

The report stated PKL's net profit in 1962 was 11.5% of gross income. (A comparative figure for 1961 was not provided.) Since the closing of the 1962 fiscal year, PKL acquired three new accounts, McGregor-Doniger Co., the Breakstone Foods Div. of National Dairies and National Airlines. The company is planning to open a Miami office to service the airline in its home city.

PKL announced several activities now in development:

- An increase in tv production and traffic facilities for the agency's growing use of the medium, which is expected to represent 70% of total billings in 1963.

- The use of an outside computer service for estimating, billing and other accounting procedures.

- The organization of a library to help in the preparation and execution of advertising and marketing plans. The department is under the direction of Polly Lybeck, manager of information services.

- The establishment of a market development department with Theodore Levenson as director. This unit will assist account managers in new product

development and new marketing concepts for existing products.

- The agency has begun a school for assistant account executives and trainees with little or no experience in media and research. The school consists of two classes a week, taught by Paul Hiromura, director of media research.

The company's annual stockholders' meeting will be held April 15 at La Fonda del Sol restaurant in New York.

Scripps-Howard public offering oversubscribed

The first public offering of Scripps-Howard Broadcasting stock was oversubscribed last week when 375,000 shares of common stock were offered at \$19.25 per share by the First Boston Corp. and associates (BROADCASTING, March 18).

The shares represent approximately 15% of the company's outstanding shares and are being sold by four individual shareholders and the E. W. Scripps Co. Following the offering, the Scripps Co. will retain 66 2/3% of the company's shares, and the four selling shareholders will hold about 12% of the common stock.

Scripps-Howard Broadcasting, which has been engaged in the broadcasting business since 1935, owns WEWS (TV) Cleveland, WPTV (TV) West Palm Beach, Fla.; WCPO-AM-FM-TV Cincinnati, WNOX-AM-FM Knoxville, and WMC-AM-FM and WMCT (TV) Memphis.

Home Entertainment files amended registration

Home Entertainment Co. of America has filed an amended registration with the Securities & Exchange Commission covering the issuance of 300,000 shares of common stock (50 cents par) which the company proposes to offer to the public at \$10 a share.

The new registration would raise a net of \$2.7 million for the company which proposes to establish a wired pay tv system in Santa Monica, Calif. The system should be in operation in April 1964, the company said.

The Santa Monica system will be operated by the Home Entertainment Co. of Los Angeles, a wholly owned subsidiary of the parent company.

The previous registration, last January, proposed to offer 230,000 shares of the Los Angeles firm, together with 23,000 warrants of the parent company, at \$100 a share. This would have

Now GATES Microphones!

SPECIAL INTRODUCTORY OFFER

Clip this ad and attach to your order—take 5% discount! 10% discount applies on orders for six or more microphones! Offer expires April 30, 1963.



G-100

A rugged dynamic microphone with smooth frequency response and low wind noise. Ideal for remotes—excellent for control room and studio. Has omnidirectional pattern when held upright—cardioid when horizontal. Finished in Gates TV gray (non-glare), 150 ohm impedance. 20 ft. cord supplied.

\$37.50

G-200

A slim, trim dynamic microphone—inconspicuous on camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

\$51.50



G-300

Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—or any application where faithful reproduction of voice and music is important. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

\$60.50



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'Hillbillies' pulls Filmways from financial outhouse

Thanks in part to the success of the *Beverly Hillbillies* on CBS-TV, the show's producer, Filmways Inc., reports that it has climbed out of the red ink and into a comfortable position on the black side of the ledger for the six-month period ending Feb. 28.

The firm announced last week consolidated earnings of \$136,436 and net income after taxes of \$58,036 for the six-month period, as compared to losses of \$128,755 and a net loss of \$54,155 for the same

period last year.

Lee Moselle, president, attributed the gains to "the expansion of motion picture and television activities, and the shift of production of commercials from the East Coast to the West Coast."

For next year, Filmways will produce a new series by *Beverly Hillbillies*-creator Paul Henning, in addition to its continued production of *Hillbillies* and *Mr. Ed*. The firm also plans production of five motion pictures during the next 12 months.

raised a net of \$2,070,000 (BROADCASTING, Jan. 21).

Under the amended registration, the public will own 61.8% of Home Entertainment Co. of America and the present principals (Oliver A. Unger, H. W. Sargent Jr. and Ely Landau among others) will own 38.2%.

Wometco reports increase of 13% in first quarter

A first quarter increase of 13% in gross revenues was reported April 1 to stockholders by Mitchell Wolfson, president of Wometco Enterprises Inc.

Still incomplete, Mr. Wolfson said, are the gross figures for the first 12 weeks of 1963, but they are approximately \$5 million as compared to the same period in 1962 when the gross was \$4,436,441. Cash at the end of the quarter was \$1,617,000 compared to last year's \$1,084,000, he added.

The Wometco board declared a regular quarterly dividend of 15 cents a share to Class A stockholders and 5½ cents a share to Class B stockholders, payable June 14 to stockholders of record May 31.

Named to a new post of vice president in charge of sales management-broadcast division was William R. Brazzil. Mr. Brazzil was WTVJ Miami vice president in charge of sales.

All directors were re-elected by the stockholders.

Wometco stations are WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. It also owns and operates theatres, vending machines, soft drink franchises.

Plough earnings up for 11th straight year

For the eleventh consecutive year, Plough Inc., pharmaceutical manufacturer which also owns five radio stations, reported all time highs in sales, earnings and earnings per share.

Net sales in 1962 totaled \$50,097,-

336, up 8% over 1961's \$46,399,735. Net income after taxes was \$3,525,334 (\$1.31 a share) up \$301,043 over 1961's \$3,224,291 (\$1.20 a share). The company's net worth at the end of 1962 was \$22,090,842, an increase of \$2,053,203 over the prior year.

The annual stockholders meeting will take place in Memphis on April 16. Plough stations: WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta.

Motorola net rises 28%

Motorola Inc., Chicago, has reported that 1962 sales hit a record volume of nearly \$346.9 million, an increase of 16% over 1961. Net earnings in 1962 were nearly \$12.2 million (\$3.03 per share), 28% above the previous year.

Motorola President Robert W. Galvin said all six divisions of the company improved their sales performances with Motorola attaining the largest share of the tv set market the firm has yet achieved. Motorola's semiconductor division won the industry's No. 2 position, he said. He predicted specific growth prospects in 1963 in color and monochrome tv for the manufacturer.

6-MONTH RKO FIGURES SHOW RISE

Consolidated sales rise 6.6%, net 38% over '62 period

RKO General Inc. consolidated sales for the first half of fiscal 1963 ended March 31, rose to \$26.5 million, an increase of 6.6% over the corresponding period last year, Thomas F. O'Neil, board chairman of RKO General and the General Tire & Rubber Co., reported last week.

Consolidated earnings of RKO General for the first six months amounted to \$6.3 million before taxes, an increase of 41% over the previous period. Mr. O'Neil noted that net profit after taxes was \$3.37 million, an increase of 38% over the first six months of fiscal 1962.

Broadcasting activities accounted for

Chris Craft revenue up, but net income drops

Chris Craft Industries Inc., a diversified company that owns two tv stations, reported net income after taxes of \$2,084,893 (\$1.51 a share) on revenues of \$69,399,700 for 1962. This is a drop of 9% from 1961 earnings of \$2,298,750 (\$1.67 a share). Revenues moved upward by 2.6%; in 1961 they were \$67,595,931.

Chris Craft sold KTVT (TV) Fort Worth, Tex. to WKY Television System for \$800,000 in August 1962. Other CC stations: KCOP (TV) Los Angeles and KPTV (TV) Portland, Ore.

Sony registers stock

Sony Corp., Tokyo, Japan, has filed a registration statement with the Securities & Exchange Commission on an offering of 3 million shares of company stock to be offered to the public at an estimated \$2 a share through Smith, Barney & Co. and Nomura Securities Ltd., both New York.

American purchasers will receive American Depositary Receipts, representing American Depositary Shares.

Financial notes . . .

United Artists dividend - A first quarter dividend of 40 cents a share was declared by United Artists Corp.'s board of directors. The dividend, equivalent to that declared last year for the same period, is payable to stockholders of record June 14 on June 28.

Columbia Pictures dividend - The board of directors of Columbia Pictures Corp. has declared a regularly quarterly dividend of \$1.06½ per share on the cumulative preferred stock. It is payable on May 15, 1963, to stockholders of record at the close of business on May 1.

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BROADCAST ADVERTISING



Mr. Mendler

Clifford C. Mendler, former sales vp of Sunbeam Corp., Chicago, joins Schick Inc., Lancaster, Pa., as director of marketing. Mr. Mendler will be responsible for administering marketing program aimed at broadening product distribution. He joined Sunbeam in 1948.

James F. Black and **William A. MacDonough**, senior vps of Kudner Agency, New York, elected executive vps. Mr. Black joined Kudner in 1957 as account executive. He is member of board and executive committee. Mr. MacDonough, also member of board and executive committee, joined Kudner's executive staff in 1956.

D. Milton Gutman Jr., in charge of tv and creative departments of Gutman Adv. Agency, Wheeling, W. Va., elected president. Mr. Gutman Jr., 30, is son of late president and founder of firm, D. Milton Gutman Sr.

F. Strother Cary Jr., vice chairman of executive committee of Leo Burnett Co., Chicago, assumes added duties as agency's treasurer. Mr. Cary, who was original member of staff when agency was founded in 1935, will be responsible for financial and administrative matters, including personnel, accounting, Hollywood and New York offices, Leo Burnett Co. of Canada and Burnett, Nicholson & Partners in London, England.

William E. Brennan, group supervisor on general consumer product accounts for The Rumrill Co., New York,



Mr. Cary

4A's St. Louis Council

John C. Macheca, vp of D'Arcy Adv., elected chairman of St. Louis Council of American Assn. of Advertising Agencies, succeeding **Casper S. Yost**, president of Ridgway, Hirsch & French, who was named to two-year term on board of directors. **David P. Ferris**, vp of Gardner Adv., named vice chairman, and **Frank Block**, president of Frank Block Assoc., named secretary-treasurer. **William L. Sandborn**, president of Winius-Brandon Co., elected to fill unexpired term of late Enno Winius on Council's board of directors.

elected vp. Mr. Brennan joined Rumrill in September 1962 after three years with Young & Rubicam. **John Zrybko**, senior accountant with Price Waterhouse & Co., appointed Rumrill controller, with offices in agency's Rochester, N. Y., headquarters.

Richard L. Munson, account executive, and **John R. Murray Jr.**, senior art director at Doherty, Clifford, Steers & Shenfield, New York, elected vps.

Marvin S. Corwin, **Joseph R. Daly**, **Robert Gage**, **Ted H. Factor** and **Edward T. Russell** elected to newly created posts of senior vps at Doyle Dane Bernbach Inc. Mr. Corwin, who joined agency in 1954, has been vp, director of plans in media, research and marketing and management supervisor of General Mills account. Messrs. Daly and Russell, vp's and management supervisors, have been with firm 14 and 11 years, respectively. Mr. Gage, chief art director and vp in charge of art department, joined DDB in 1949. Mr. Factor, vp in charge of west coast operations, joined firm in 1954.

Robert M. Curtis, former vp and account supervisor at Doherty, Clifford, Steers & Shenfield, New York, joins Fuller & Smith & Ross, that city, in similar capacity.

John F. Bonsib, president of Bonsib Inc., Fort Wayne, Ind., elected governor of Sixth District of Advertising Federation of America, New York.

Donald S. Frost, vp of Bristol-Myers Co.; **L. W. Bruff**, vp of Liggett & Myers Tobacco Co., and **Charles H. Brower**, president of BBDO, all New York, named vice chairmen of United Community Campaigns of America.

Larry Orenstein, creative director of Kenyon & Eckhardt, Los Angeles, joins Carson/Roberts, that city, as vp and creative supervisor. Other additions to Carson/Roberts staff are **Richard D. Crisp**, supervisor of marketing services; **Jeanne Rains**, art director; **Pat Shields**, tv producer; **Warner Toub Jr.**, director of creative tv film; and **Herb H. Yager**, account executive.



Mr. Orenstein

William Brennan, assistant to Lewis Titterton, director of radio-tv programming at Compton Adv., New York, assumes added responsibilities of department manager formerly held by **Bertrand Mulligan**, who resigned.

Manning M. Exton, director of marketing for Stokely-Van Camp, Oakland, Calif., joins Downyflake Foods, New York, as general manager.

Daniel I. Knight, formerly with Young & Rubicam and M-E Productions, joins George H. Hartman Co., Chicago-based advertising agency, as director of broadcast services, newly created post.

William H. Clay Jr., supervisor of brand marketing and advertising program for Toni Co., division of Gillette, Chicago, appointed director of sales planning for home laundry products of Norge Div. of Borg-Warner Corp. Prior to joining Toni, Mr. Clay was marketing executive with Sylvania Electric Products, New York, and N. W. Ayer & Son, Philadelphia.



Mr. Clay

Rudolph R. Perz and **Thomas W. Laughlin**, copy supervisors at Leo

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Burnett Co., Chicago, promoted to associate creative directors. Mr. Perz, former copywriter at J. Walter Thompson Co., Chicago, joined Burnett in 1959 as tv copy supervisor. Mr. Laughlin joined Burnett also in 1959 as copywriter and was made copy supervisor in 1961. He formerly was copywriter at McCann-Erickson, Chicago.

Lincoln E. Smith, former vice president of Weightman Inc., Philadelphia, appointed creative director of T. L. Reimel Adv., that city.

Stephen R. Feldman, formerly copywriter with Grey Adv., New York, joins Lawrence C. Gumbinner, that city, in similar capacity. **Jeff Maguire** joins agency as tv producer. Mr. Maguire served as tv producer for N. W. Ayer & Son prior to joining Gumbinner.

Danny E. Kirk joins Tracy-Locke Co., Dallas-based advertising agency, as writer-producer.

THE MEDIA



Mr. Stone

Morton S. Stone, former account supervisor at Harshe-Rotman & Druck, New York, joins QXR Network, that city, as vp. Mr. Stone will be responsible for managing all phases of network operations, including station and public relations. **Elliott M. Sanger Jr.**, promotion manager of WQXR New York, appointed to newly created post of director of news programs. **Allan Israel** succeeds Mr. Sanger as promotion manager. Mr. Israel joined WQXR in promotion department in 1960.

Charles Rutledge, former program director of WTRU Muskegon, WGRD Grand Rapids, and WTRX Flint, all Michigan, elected president of Westmoreland Broadcasting Corp. (WQTV Latrobe, Pa.). **John J. Stewart**, sales representative for Knorr Corp. (WKHM-AM-FM Jackson and WELL-AM-FM Battle Creek, both Michigan), named secretary-treasurer of Westmoreland Broadcasting and general manager of WQTV. **Tom Sidwell**, formerly with WTHM Lapeer and WIOS Tawas City, both Michigan, to chief engineer and program director of WQTV.

Donald W. Reynolds Jr., account executive with KOAT-TV Albuquerque, N. M., elected president-general manager of KPUB Pueblo, Colo. He has also served as general manager of KOKL Okmulgee, Okla., and KOLO Reno, Nev. Other KPUB appointments: **James Smith** and **Bob Mahaffey**, account executives; **Jon Matthews** and



Mr. Strouse



Mr. Schroeder



Mr. Baudino



Mr. Dille



Mr. Marshall

Strouse elected NAB radio board chairman

Ben Strouse, president-general manager of WWDC-AM-FM Washington, elected chairman of NAB radio board of directors at election held by board at windup of Chicago convention. He succeeds **Willard Schroeder**, WOOD-AM-FM Grand Rapids, Mich. **Richard W. Chapin**, KFOR Lincoln, Neb., was elected vice chairman.

NAB tv board elected six new directors but deferred voting on chairman and vice chairman until June board meeting. New tv board members are **Joseph E. Baudino** of West-

inghouse Broadcasting Co., **John F. Dille Jr.** of WSJV (TV) South Bend-Elkhart, Ind., and **Glenn Marshall Jr.** of WJXT (TV) Jacksonville, Fla. Incumbents re-elected are **James D. Russell** of KKTU (TV) Colorado Springs, **Otto Brandt** of KING-TV Seattle, Wash., and **Robert E. Wright** of WTOK-TV Meridian, Miss.

The term of **Clair R. McCollough**, Steinman Stations, joint board chairman, expires in June. Size of television board has been increased from 14 to 15.

Willie Rogers, air personalities. KPUB is new radio outlet which began operations on April 1.

Arch L. Madsen, president of Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City), and **A. R. Munger**, retired president of Seattle First National Bank, elected to board of directors of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle).

Jack Manning appointed general manager of KGLA (FM) Los Angeles.

Hugh Robinson, assistant manager of WMEG Eau Gallie, Fla., appointed regional sales manager of WFTV (TV) Orlando, Fla. **Robert Davidson**, formerly in sales at WTVM (TV) Columbus, Ga., joins WFTV's local sales staff.



Mr. Waddell

Harold W. Waddell, general manager of WKBZ Muskegon, Mich., elected executive vp and member of board of directors of WKBZ Radio Corp. Mr. Waddell, who joined WKBZ in 1959 after five years in executive positions with NBC, fills board position formerly held by **Walter Patterson** of Detroit, who resigned upon sale of his stock interests.

Harold Hirschmann, for past three years with Trigg-Vaughn stations—KROD El Paso, Tex., as sales manager, and KRNO San Bernardino, Calif., as general manager—appointed

sales manager of Crowell-Collier Broadcasting Corp.'s KEWB Oakland, Calif. He replaces **Dick Ullman Jr.**, who resigned. Prior to working for Trigg-Vaughn, Mr. Hirschmann was promotion manager for *Baltimore News Post*.



Mr. Brazzil

William R. Brazzil, vp in charge of sales for WTVJ (TV) Miami, Fla., appointed vp in charge of sales management for broadcast division of Wometco Enterprises Inc. **Louis Wolfson**, Wometco vp and director of broadcast operations, has won two-year term as representative from Dade County to Florida House of Representatives. Wometco owned and affiliated stations are: WTVJ (TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash.; and 47.5% of WFGA-TV Jacksonville, Fla.

Robert Bochroch, former national sales representative for WCAU Philadelphia, joins CBS Radio Spot Sales, Chicago, as account executive.

William F. Sherry, account supervisor at S. E. Zubrow Co., Philadelphia advertising agency, joins WIBG-AM-FM, that city, as local sales manager.

Ray Muer, account executive and media buyer on Schweppes and Pepsi Cola Bottling Co. accounts for Jack W. Runyon agency, San Francisco, joins Blair Radio, that city, as account executive. Mr. Muer fills vacancy created



APBE elects slate for 1963-64 term

Assn. of Professional Broadcasting Education elected **W. Earl Dougherty** (seated second from left), KMEQ Mexico, Mo., as president at its meeting in Chicago March 31. He succeeds U. of Washington's **Dr. Harold F. Niven**, who joined National Association of Broadcasters' staff Monday.

APBE's officers for new year include (standing l to r): **Dr. Robert Summers**, University of Texas, director; **Douglas L. Manship**, WJBO

Baton Rouge, La., director; **Dr. D. Hugh Gillis**, Boston University, director; **W. C. Swartley**, WBZ Boston, director; **Dr. Kenneth Harwood**, University of Southern California, director; **Howard Bell**, NAB liaison to APBE.

Seated (l to r): **Roy E. Morgan**, WILK Wilkes-Barre, Pa., secretary-treasurer; Mr. Dougherty; **Dr. Hugh V. Cordier**, University of Illinois, vice president; and **Dr. Bruce A. Linton**, University of Kansas, director.

when **George B. Hagar** was elevated recently to manager of that office.

Lee M. Vanden-Handel, formerly vp and eastern sales manager for radio division of Peters, Griffin, Woodward, New York, joins sales staff of WABC-AM-FM, that city.

Robert H. Delehanty, former eastern sales manager for Columnar Products Co., division of Niedringhaus Steel, St. Louis, joins sales staff of WISN-TV Milwaukee.

Mark Evans, vp for public affairs of

Metromedia Inc., accepts appointment as chairman of special groups committee for National Cultural Center, Washington Area General Campaign.

Robert E. Wallinder, member of engineering staff of WCCO-AM-FM Minneapolis for 20 years, appointed chief engineer, replacing the late **Kermit L. Sueker** (BROADCASTING, April 1).

Bernard Saperstein, supervisor of marketing and media for ABC-TV, appointed manager of marketing services. He joined ABC-TV in 1952 from for-

mer Biow Co., New York, where he was market analyst.

Leonard (Sandy) Sandvik, member of sales department of KCFI Cedar Rapids, Iowa, assumes added duties as director of operations and engineering.

John F. Bayliss, who recently resigned as general manager of KGMS Sacramento, Calif., appointed director of western region radio division of Producers Inc., which has acquired KXOA-AM-FM Sacramento and has application pending FCC approval for purchase of KJAX Santa Rosa, Calif. His primary responsibility will be organization and overall management of Producers' west coast stations. Mr. Bayliss is former stockholder and general manager of KFAZ San Francisco.



Mr. Bayliss

Richard W. Matthews, formerly with Tetley Tea Co., named national sales coordinator for KYW-AM-FM Cleveland, succeeding **John Dingethal**, who transfers to KYW-TV in similar capacity.

Peter F. Ryan, staff producer for commercials at MGM Teletudios, New York, joins Harrington, Righter & Parsons, that city as account executive.

Nicholas P. O'Neill, formerly of Adam Young Inc., New York, joins Radio Advertising Bureau, that city, as national account executive.

M. Franklyn Warren, former manager of KGMB-AM-TV Honolulu, appointed sales manager of KFAC-AM-FM Los Angeles. Mr. Warren is past president of Hawaiian Broadcasters Assn. and New Orleans Broadcasters Assn.



Mr. Warren

John Bauer Jr., sales representative for Prince Gardner Co. (accessories for men and women), St. Louis, joins WIL, that city, as account executive.

Ron Stayer, formerly with WEZN Elizabethtown, Pa., joins Wbfd Bedford, Pa., as account executive.

Nat Hale, former salesman with WRAL-TV Raleigh, N. C., joins Peters, Griffin, Woodward, Atlanta, as tv account executive.

John Schermerhorn, sports director of WKOW-AM-TV Madison, Wis., assumes added duties as sales promotion and pr manager.

Lambert Howard appointed chief engineer of WFIE-TV Evansville, Ind., replacing **Paul C. Kelley**, who becomes

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chief engineer of WLKY (TV) Louisville, Ky.

Shelley Hoffman, engineering staff of WNEW New York, appointed engineering supervisor for news department.

Tony Brooks joins KMO Tacoma, Wash., as program director.

Bob Gilmore, newsman-sportscaster at WRNL-AM-FM Richmond, Va., appointed program director. Mr. Gilmore joined WRNL staff in August 1959.

Todd Taylor named program manager of KQDY Minot, N. D.

Floyd Brown named program director of WYNR Chicago.



Michael McNally, account executive at WBKB (TV) Chicago, joins Metro Radio Sales, that city, in similar capacity. Before joining WBKB, Mr. McNally was with Darren F. McGavren Co. as manager of Chicago and St. Louis offices, and as account executive in San Francisco office.

Frank Bramhall appointed program director of KMEQ Omaha, Neb. During two years at KMEQ, Mr. Bramhall has served as announcer and as production director.

Stephen White, producer-director of specials and music-comedy spots for NBC Radio's *Monitor*, appointed manager of special features. Mr. White will assist director of programs and executive producer of *Monitor* in special projects and programs.

Earl McDaniel, former KFVB Los Angeles disc jockey, appointed program director of KEWB Oakland, Calif. Both stations are owned by Crowell-Collier Broadcasting Corp. **Bobby Dale** and **Roy Elwell** join KEWB as part of station's new programming realignment. **Sam Riddle** and **Jim O'Neill**, both for-

merly with KRLA Pasadena, Calif., join KFVB disc jockey staff.

Edward Rohn and **Robert Lewis**, account executives in radio division of Edward Petry & Co., New York, appointed to newly created group sales manager positions in same city. Messrs. Rohn and Lewis have been with Edward Petry & Co. for 14 and 5 years respectively. Appointments are effective today (April 8).



Mr. Rohn



Mr. Lewis

David Schoenbrun, CBS News chief European correspondent, will receive Human Relations Award of metal products division of 1963 Anti-Defamation League Appeal at a dinner Wednesday evening, April 24, at Waldorf-Astoria Hotel, New York City.

Jim Simon, formerly with KLIF Dallas, appointed news director of KSON San Diego, Calif.

Paul Smith appointed sports director of KALL Salt Lake City.

Bill Watrous named morning personality at WYND Sarasota, Fla., replacing **Hal Fultz**, who assumes added duties in news department. **Beth Putnam** appointed traffic manager, replacing **Nancy McClellan**, who resigned.

Bud Foster, Bay Area sportscaster, will broadcast U. of California football games on KSFO San Francisco and Golden West Radio Network starting with first game against Iowa Sept. 21.



Mr. Mudd

Roger Mudd, Capitol Hill correspondent for CBS News, appointed anchor man for weekly tv program, *Washington Report* (Sundays, 12:30-1 p.m. EST, CBS-TV network), replacing **David Schoenbrun**,

recently named CBS News chief European correspondent. Mr. Mudd joined CBS News in July 1961 after having served since 1956 as member of news and public affairs staff of CBS affiliated WTOP-AM-FM-TV Washington. Before joining WTOP, he was news director of WRNL-AM-FM Richmond, Va.

Ned Powers, air personality with WLBW-TV Miami, joins WIP-AM-FM Philadelphia, in similar capacity.

Edna Hanna Strosnider, promotion-publicity director of KGUN-TV Tuc-

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son, Ariz., resigns and will return to Seattle, Wash., last week of April. Prior to joining KGUN-TV, Miss Strosnider was sales promotion manager of KOMO-AM-FM Seattle.

Tom Corniea, formerly with KSUM Fairmont, Minn., to sales promotion manager of KDTH Dubuque, Iowa.

June Borkowski, assistant promotion director of WBBM-TV Chicago, named tv producer.



Mr. Kingsbury

Gilbert W. Kingsbury appointed vp in charge of news operation for Crosley Broadcasting Corp. Mr. Kingsbury, who has been with Crosley organization since 1942, is shifted from his present post of vp for public relations. In his new duties, he will have direct supervision of news and weather programming of WLWT (TV) and WLW Cincinnati, and will also coordinate news operations of Crosley tv outlets in Dayton, Columbus, and Indianapolis with Cincinnati newsroom and weather station.

Bob Eubanks, disc jockey at KRLA Pasadena, Calif., will host *Hollywood Dance Time* on KTTV (TV) Los Angeles, Sat., 6:30-7 p.m., starting April 13. Mr. Eubanks is also owner of Cinnamon Cinder night clubs for young adults, which provide dancing and entertainment, but serve only non-alcoholic drinks.

David McClelland, newsman-reporter with KSLA-TV Shreveport, La., and **William R. Moore**, news director of KBOK Malvern, Ark., join KTAL-TV Shreveport, La.-Texarkana, Tex., as assistant news director and news editor, respectively.

Bill Whalen, news director of WNAC Boston and Yankee Network News Service, elected chairman of Massachusetts AP Broadcasters Assn. **Ben Sum-**

Tv Pioneers elect

W. D. Rogers, KASE Austin, Tex., was re-elected president of Television Pioneers at the organization's annual meeting, held April 3 during the NAB Chicago convention. The meeting took the form of a physical fitness breakfast. Mr. Rogers, who had worn a pedometer during the convention, proved he had walked 31 miles in 4½ days.

Other officers elected were **John E. Fetzer**, Fetzer Stations, first vice president; **Harold Hough**, WBAP-AM-TV Fort Worth, second vice president; **Clyde Rembert**, KRLD-AM-TV Dallas, third vice president; **Glenn Marshall**, WJXT (TV) Jacksonville, Fla., secretary-treasurer. Board members re-elected were Mr. Rogers; Mr. Fetzer; Mr. Hough; Mr. Rembert; **Dick Rawls**, KPHO-AM-TV Phoenix; **Ernest Lee Jahncke**, NBC; **Gaines Kelley**, WFMY-TV Greensboro, N. C.; **Jack Harris**, KPRC-AM-TV Houston. **Campbell Arnoux** and **P. A. Sugg**, retired, were named honorary board members.

mers, news director of WMRC Milford, elected vice chairman.

Beverly Hay, six-years retired radio-tv personality, joins news staff of KEYT (TV) Santa Barbara, Calif., as women's news editor.

Jay Jones joins KVOO Tulsa, Okla., as host of *Homemakers Holiday* and *Kaliedoscope* shows.

John K. M. McCaffery, moderator of ABC-TV's *Alumni Fun* program, joins WPIX (TV) New York as newscaster for station's nightly *11 O'Clock News* program (Mon.-Fri. 11-11:10 p.m.). Mr. McCaffery has presented *11th*

Hour News on WNBC-TV New York for over 10 years.

Daniel M. Blackburn, formerly with WSJV (TV) and WTRC-AM-FM Elkhart, joins WOWO Fort Wayne, Ind., as night news editor. **Jean F. Kooreman** joins WOWO as continuity writer.

Robert L. Smith, in charge of promotion and advertising for KPIX (TV) San Francisco, appointed promotion and advertising director of KEX Portland, Ore. Mr. Smith is former manager of *North Valley Advertiser-Shopper* in Beaverton, Ore., and account executive with Foster & Kleiser, both in Portland and San Francisco.



Mr. Smith

Donald L. Grider, former news director of WIRE Indianapolis, joins WHAS-AM-TV Louisville, Ky., as news editor.

Dennis Curley, former program and news director of WMOU-AM-FM Berlin, N. H., joins staff of WNAX Yankton, S. D., working in continuity, publicity, and news departments.

Tom Brennan, former staff announcer and newsmen at WALK Patchogue, N. Y., joins news staff of WHLI Hempstead, N. Y.

Lyle W. Nash, newspaper columnist for past 25 years, joins KRLA Pasadena, Calif., as special assignment news and feature reporter.



Miss Searight

Patricia Searight, program director of WTOP - AM - FM Washington, D. C., appointed director of station's newly formed department of information, which will have control over advertising, merchandising, public relations, audience promotion, publicity, and community service. Miss Searight has been member of WTOP staff for 10 years.

Don Page, radio columnist for *Los Angeles Times*, assumes added duties as sports reporter for KLAC Los Angeles. Mr. Page is heard in sports roundup each Saturday, 5:45-6 p.m.

Donald L. Criqui, with WWYN Erie, Pa., named sports director of WSBT-AM-FM-TV South Bend, Ind.

Bob Cram, Seattle cartoonist, joins KING-TV Seattle as weatherman.

Ray Rice, formerly with WACE Chicopee, Mass., joins announcing staff of WTIC-AM-FM-TV Hartford, Conn.

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INTERNATIONAL

P. D. Scanlan elected vp of A. C. Nielsen Co. of Canada, Toronto, in organization's broadcast division.

Bob Gosschalk, advertising representative of CFCH-TV North Bay, Ont., named sales manager of CKLB Oshawa, Ont.

Bruce Ledger, director of business affairs for Screen Gems (Canada) Ltd., assumes added duties of treasurer.

PROGRAMMING



Alton Whitehouse, head of his own firm, Alton Whitehouse & Assoc., Atlanta, which he is dissolving, appointed southern sales manager of Embassy Pictures Television. Mr. Whitehouse, who accepted new post at NAB convention in Chicago last week, if former southeastern division manager for International Television Corp.

Morton Schaps and **Francis-Grumbacher Irwin** elected vps of On Film Inc., Princeton, N. J., in charge of sales and production, respectively. Mr. Schaps has been with On Film for four years and was formerly director of tv sales. Mr. Irwin joined On Film two years ago from Alexander Films, South Africa.

Eric Pomerance named east coast sales representative for Gerald Schnitzer Productions, Hollywood. Mr. Pomerance's office is located in New York.

Eugene C. Wyatt, radio-tv consultant, joins United Artists Television, New York, as account executive. Mr. Wyatt was with ABC from 1948 to 1960 where his posts included eastern sales manager, director of program sales and national sales manager for ABC-TV. He left ABC to join Bernard L. Schubert, New York, as vp in charge of national sales.



Mr. Wyatt

Edward R. Evans, associate producer-director at NBC-TV, joins Robert Bendick Assoc., New York, as vp in charge of production. At NBC, Mr. Evans worked with Mr. Bendick on one-hour specials for special projects and news departments.

David C. Beeder, general supervisor for Chicago bureau of Associated Press, appointed chief of Helena, Mont., bureau. Mr. Beeder succeeds **William J. Tobin**, who resigned to become manag-

Former CBS director dies

Samuel Paley, whose son, William S. Paley, is board chairman of CBS Inc., died March 31 at his home in Palm Beach, Fla., at age 87. Mr. Paley, philanthropist and retired manufacturer, served on CBS's board from 1930 until 1960. He founded Congress Cigar Co. in 1896 and served until his retirement several years ago as its president and chief executive. In recent years, he donated wing (Paley Clinic) to Albert Einstein Medical Center of Philadelphia, and early last year built Paley Retarded Workshop Bldg. in Lake Worth, Fla., for educating and training retarded youngsters. Besides his wife and son, Mr. Paley leaves a daughter, Blanche P. Levy of Philadelphia; a brother, Benjamin Paley of Philadelphia; a sister, Mrs. John Prockter of New York City; six grandchildren, and three great grandchildren. Funeral services were held April 1 at West Palm Beach.

ing editor of *Anchorage (Alaska) Times*. **Robert R. Hull** named regional membership executive for North and South Carolina.

Howard Browne, executive story consultant at 20th Century-Fox Television, signed by Revue Studios as producer-writer, with initial assignment on company's hour western series, *Destry*.

Robert Douglas signed by Revue Studios to producer-director contract to develop properties for *The Alfred Hitchcock Hour* tv series.

Dorothy Shay, songstress-comedienne, has signed with George Gruskin, who is currently in partnership with H&E Balaban Corp., Chicago, in de-

velopment of entertainment projects. One packaged television series for Miss Shay is now being considered by Danny Thomas as possible property for his T&L Productions Co. for 1964-65 season.

Richard Kinon, tv comedy director, signed as regular director of NBC-TV's new comedy series, *Harry's Girls*, starring Larry Blyden. Series, based on motion picture "Les Girls," will be filmed in London and on location in Europe starting early in May.

EQUIPMENT & ENGINEERING

Bruce Birchard appointed vp in charge of newly created industrial products division of Sony Corp. of America, New York, responsible for general sales and marketing of all Sony industrial equipment in U. S. Prior to joining subsidiary of Sony Corp. of Tokyo, Mr. Birchard was general manager of industrial products division of Hoffman Electronics Corp., Los Angeles, and headed company's international operations. He was with Hoffman for 10 years.

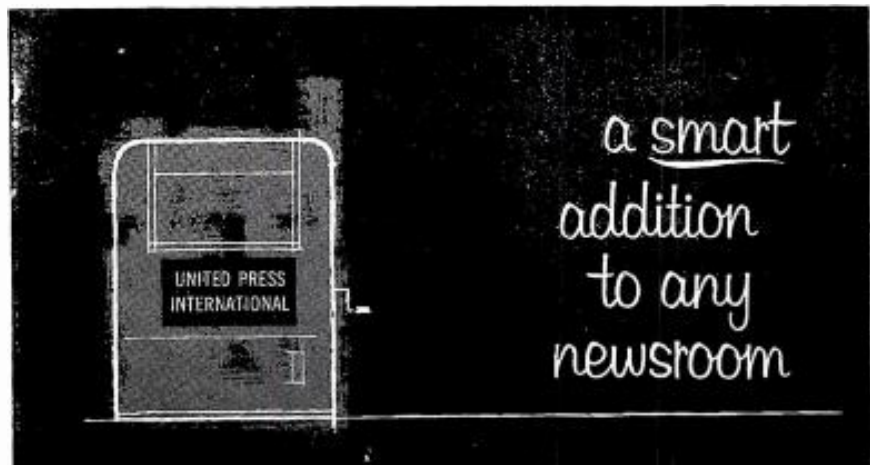


Mr. Birchard



Mr. Gomolak

Louis S. Gomolak named pr director for Jerrold Electronics Corp., Philadelphia. Mr. Gomolak will direct all informational functions for Jerrold Electronics' four divisions — distributor sales, industrial products, communication systems, and community systems—and also conduct pr activities for Jerrold subsidiary, Analab Instrument Corp. Prior to joining Jerrold Electronics, Mr. Gomolak was editor-writer on staff of *Electronic Industries* magazine, Chilton Co., Philadelphia.



Robert A. Rosen, advertising and sales promotion manager of Zenith Radio Corp. of New York, joins American Business Resources Corp., that city, as president. ABRC is an investment company.

Robert B. Slepian appointed advertising manager for home entertainment products of Sylvania Electric Products, Batavia, N. Y. Mr. Slepian, former advertising and promotion specialist for American Bosch Arma Corp., replaces **C. Donald Price**, recently named promotion manager for Sylvania's electronic components group.

DEATHS

Daniel J. Mahoney, 74, publisher of *Miami (Fla.) News*, died April 1 while undergoing lung operation at Doctors Hospital in New York City. Mr. Mahoney was vp-director of WSB-AM-FM-TV Atlanta, Ga., and 5% stockholder of WCKR-AM-FM Miami.

Windy Herrin, 58, commercial manager of WBYG Savannah, Ga., died

April 3 at Savannah Hospital after brief illness. Mr. Herrin had been associated with WBYG in various capacities for past 32 years.



Mr. Woods

David Cooper Woods, 57, general engineer of Larus & Bros. Inc., in charge of engineering for WRVA-AM-FM-TV Richmond, Va., died March 24 of heart attack. Mr. Woods joined WRVA staff as transmitter engineer in 1929. He was named chief engineer in 1938 and assumed position of general engineer in January 1956. Prior to joining WRVA, Mr. Woods was employed in engineering capacities at WSMD Salisbury, Md., and WGH Newport News, Va. Larus & Bros. own 60% of WRVA-AM-FM-TV.

Delphine Humphrey, former librarian at McCann-Erickson, New York, died March 30 after long illness. Miss Humphrey, who joined McCann-Erick-

son in 1928, served for past six years as manager of library research division. She organized first Council of Advertising Agency Librarians in New York.

Texas Ruby Owens, 53, former *Grand Ole Opry* performer known as original yodeling cowgirl, burned to death March 29 when fire destroyed her trailer house in St. Lawrence community near Nashville. Texas Ruby, whose real name was Mrs. Ruby Fox, quit *Opry* in 1948 to star on tv show with her husband in Dallas. She and Mr. Fox returned to Nashville last year and he rejoined *Opry* but Texas Ruby was unable to do so because of illness. She was sixth death in recent weeks involving stars of *Grand Ole Opry*.

Mrs. Delphine D. Haley, 57, wife of Washington communications attorney Andrew G. Haley, died April 1 in Florida after brief illness. Interment was April 3 in Arlington Cemetery. In addition to her husband she is survived by her daughter, Delphine, and son, Andrew G. Jr.

INTERNATIONAL

Sharp world increase in radio ownership

USIA REPORT SHOWS 15% MORE SETS IN OPERATION

At the end of 1962 there were more than 232 million radio sets and about 45 million wired speakers in the world exclusive of the United States and Canada. There was an increase of almost 1.7 million wired speakers (4%) and an addition of nearly 31 million radio sets (15%) during 1962.

According to a research report just released by the U.S. Information Agency, this sharp surge in the number of radio sets was due primarily to the wide popularity, particularly in those developing areas where communications were poor, of the low-priced miniaturized portable transistor radio. It also

had the effect of reversing the slowdown in the rate of radio set expansion in recent years due to the growth of television.

The greatest expansion took place in the Far East, notably in Japan, the recognized leader in the production of transistor sets for both domestic use and export. The estimated number of radio sets in use in Japan doubled during the year. Due to a revision of the broadcast law in April, the Japan Broadcasting Corp. (NHK) started to collect one combined fee for radio and television to overcome the failure of many new tv set owners to pay their

radio fees because of the contention they no longer listen to radio now that they have a television set. Those with only radio sets still must register and pay the lower radio fee. Nevertheless, it is estimated that most miniaturized transistor radios are actually unregistered.

Another area of substantial expansion in radio sets was Latin America, where there was an increase of nearly 4.5 million receivers, compared with less than 2 million in 1961. Most of the other areas in the world, as shown in the table below, also registered a steady growth in the number of radio sets.

\$3 million available for Japanese imports

The Motion Picture Export Assn. of America reported last week that the Japanese Finance Ministry has allocated \$3 million for tv film imports during the first half of the new fiscal year which began on April 1. This allocation represents a substantial increase over fiscal 1962 when the quota for the entire year was \$3.3 million.

The Japanese government, as was reported several weeks ago (BROADCASTING, April 1), has adopted a policy of having no fixed budget ceiling for tv imports. The MPEA noted, however, that the Japanese government believes that the \$3 million figure will be adequate to meet foreign exchange payment requirements for tv imports for the next six months.

DISTRIBUTION OF RADIO SETS AND WIRED SPEAKERS BY MAJOR GEOGRAPHICAL AREA, DECEMBER 31, 1962¹

AREA	RADIO SETS	WIRED SPEAKERS
Western Europe ²	82,012,000	1,856,000
Eastern Europe	49,798,000	35,568,000
Near East and South Asia	14,721,000	15,000
Arab World	5,554,000	3,000
Near East (non-Arab)	5,050,000	—
South Asia	4,117,000	12,000
Africa (non-Arab)	4,390,000	205,000
Far East	50,218,000	7,119,000
Non-Communist Countries	45,236,000	1,721,000
Communist Countries	4,982,000	5,398,000
Latin America & Caribbean	30,617,000	28,000
Western Hemisphere Possessions	454,000	26,000
British	260,000	26,000
French	68,000	—
Netherlands	120,000	—
Greenland	6,000	—
WORLD TOTAL,	232,210,000	44,817,000

¹ Exclusive of the United States and Canada.

² Includes Yugoslavia.

Tv in 83% of homes

The 1961 Canadian census shows that about 83% of all Canadian households had television receivers, for a total of 3,757,476 receivers. The Dominion Bureau of Statistics, in late March, published figures of the 1961 census dealing with household appliances. In 1951 there were only a few hundred tv receivers in use in Canada since there were no tv stations in the country. In the ten year interval use of refrigerators in homes increased from half in 1951 to nine out of 10 homes in 1961. Home freezers were counted for the first time in 1961, and 15% of Canadian homes reported them in use.

Educational tv system planned for Ontario

A plan for an educational television system, designed to help solve a possible crisis in Ontario university accommodations by 1970, has been submitted to the Ontario government by Dr. Claude Bissell, president of the U. of Toronto, largest in the British Commonwealth.

Dr. Bissell's plan is for three tv stations to be set up in the southern, northern and western sections of the province, and linked by microwave. He estimated the initial cost at \$4 million, the annual cost for programming at \$7 million. University students would receive the programs of lectures in their homes, but would spend a week each at Christmas, Easter and in the summer at a university campus and would write



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BROADCASTING, April 8, 1963

examinations in September. A general arts course of 10 subjects would be offered.

The plan is to overcome a likely emergency, since Ontario universities can now handle 35,000 students, while by 1970 about 95,000 students will want to take university courses.

Uganda to get first commercial tv in fall

Commercial tv service for Africa's east central nation of Uganda is scheduled to begin in September with a station in the capital city of Kampala, it was announced last week by Dr. Green R. Katongole, permanent secretary of the Ministry of Information, Broadcasting and Tourism. The station will be government-owned and eventually will feed an off-the-air network of six other stations covering major cities and provinces.

Uganda's tv service will employ CCIR standards (625 lines) and will begin with about four hours of programming daily. Set circulation is expected to be about 10,000 minimum in two years. Sales and operating consultant to the ministry is Harry Engel, Intercontinental Services Co., New York. Engineering contractor is Unitel Co., New York. Secretary Katongole received his doctorate in mass communication at Syracuse U. in 1960. The ministry's 11-year-old radio service went commercial in 1962.

Canadian content rule relaxed

Canadian content of television programs will be dropped from 55% to 45% between June 2 and Oct. 9, the Board of Broadcast Governors, has announced at Ottawa. The BBG will propose amendments to its regulations to bring the summer relaxation on Canadian program content into effect at its June 4 public hearing at Ottawa. In making the announcement, Dr. Andrew Stewart, chairman of the BBG, stated that "the summer period is a time when stations receive less advertising revenue although their operating costs tend to remain about the same."

ABC International in Mexico

XHFM-TV Veracruz became the second Mexican station to affiliate with ABC International Television when it appointed that organization last week as program purchasing agency and sales representative. XET-TV Monterrey, Mex., named ABC International to those functions several weeks ago.

XHFM-TV intends to begin broadcasting sometime this summer. ABC International Tv now has affiliates in 12 Latin American countries.

Amendment sets forth proposed tv tax table

Details of the proposed tax on British television companies' gross advertising revenue have been published in an amendment to the new tv bill.

The first \$3.5 million from time sales will be exempt from tax. The next \$22.4 million will be taxed at 22½%. Any gross revenue over \$25.9 million will be slashed by 40%.

The Society of Film and Television Arts, which includes the Guild of Television Producers and Directors in its 550 members, has come out against the tax. It wants all payments to performers and writers on British programs to be deducted from the taxable revenue.

Jamaica tv planned

Jamaica Broadcasting Corp., granted an exclusive television franchise in Jamaica by the island's government, has appointed NBC International, Thomson Television and Television International Enterprises as managing agents for organization of the island's tv operation.

Harold Anderson, former president, WCIV (TV) Charleston, S. C., has been named NBC International consultant to the project.

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DATELINE: Tv production in the Far East by Paul Markandan

'What is good for the U.S. is not necessarily good for Asia'

There is one basic difference in broadcasting as it is practiced in the United States and that in Asia. In the U. S., broadcasting is a matter of private enterprise, while in Asia, with the exception of Japan, the Philippines and Thailand, the industry comes under the direct control of governments of the countries concerned.

The result of this has been twofold: (a) there has been, and continues to be, an accelerated growth in broadcasting in Japan, the Philippines and Thailand, and (b) in other countries broadcasting reflects the policies of governments which aim at a renaissance of their own native culture, having freed themselves from colonialism during the last two decades.

Independent packaging companies, such as ours, have to conform to policy requirements of the stations concerned. At first sight, it might be difficult for the U. S. broadcaster to understand or accept this, but for those who are native to Asia, this process is not new or strange.

Federal Control Essential ■ With broadcasting being a powerful mass medium, it becomes essential in the national interest of the governments of Asia to keep the medium within their control. Where television takes hold in the newly independent countries, such as the Philippines, Singapore, and Cambodia, the need for specialist knowledge and production technique becomes apparent.

In the Philippines, at the end of 1961, there was a total of 54 radio and television stations, with the tv stations in the major cities, like Manila. All tv and radio stations in the Philippines are commercially operated, with the bulk of the programming being canned and imported from the U. S.

In Thailand, there are two stations

in Bangkok, one owned by the government and the other by the military forces. It is estimated that approximately 65,000 tv sets are in circulation. About 60% of the programming is live and the remaining on film, from the U. S., Australia and Europe. Where possible, sound track is dubbed in Thai or subtitles are carried. Both stations are commercial and carry a good number of sponsored programs. Two further stations are planned, one in the North and the other south of Bangkok, to increase coverage within the country.

In Luang Prabang, Cambodia, a pilot service owned by the government has been on the air for more than a year, with approximately 1,200 receiving sets in circulation. The latest tv station to begin operation is TV Singapura, owned and operated by the Government of Singapore. The operation is currently that of a pilot service, but by August of this year, a second channel is expected to be added, with a total of at least six program hours a day, at which time, certain hours of the program schedule will be available for commercial sponsorship and spot participation.

Another project is in the planning stage, and will start operating in Kuala Lumpur, the capital of the Federation of Malaya, in December of this year. It will gradually include a network of stations in different parts of the Federation, thus covering the country completely with television. The major problem with television in Singapore and the Federation of Malaya is that programming has to cater to four main races—Malay, Chinese, Indian and English—and this has continued to pose a problem, because there are no syndicated tv programs available in Malay or Indian languages, and a very scarce supply available in Chinese. In these languages, therefore, production will have to be

mostly live and, where possible, with superimposed sound or subtitles. The radio stations in the country have been operating in four languages on three separate networks. It is possible that in years to come, a similar situation will be reached in television.

Sympathetic Programs ■ The need for programs produced with a sympathetic station policy, either for radio or television, is felt in Asia. This is particularly true where the stations are government-owned and each government has its own concept of what it feels are the cultural needs of the nation. The theme underlying the policy is to project an image of the country's cultural heritage, and this means doing away with any programs that either ridicule Asian cultures, project improper images of problems of Asia, or attempt to show a superiority of Western culture.

We are perhaps the only independent broadcasting agency owning and operating our own film and sound studios in Asia, outside of Japan. This has been largely due to the fact that in the past there has been very little or no room for a private company to enter the field of broadcasting.

Currently, we are cooperating with the Research Institute on Communist Strategy and Propaganda of the School of International Relations, U. of Southern California, in advising it and supplying it with film inserts for its tv series, *Communism—Myth vs. Reality*, which is currently being shown over KNXT (TV) Los Angeles. To date, we have supplied 20-minute inserts each on South Vietnam, Malaya and India. These are copies of films which were shot between 1950 and 1962, but portray in depth the problems created by Communist expansion in this part of the world.

A Vital Force ■ The emphasis today in Asia is on well-produced documentaries and dramatic features that serve to bring out the life, work and problems of people in different parts of world. Films depicting cowboy themes, murder and gangsterism are often tabooed, with the exception of Japan and the Philippines. From our own experience, we would say the documentary is establishing itself as a vital force in tv, and sponsors are often more than willing to participate through spots. Station executives are ready to take on a good documentary as opposed to the situation comedies and westerns.

Another problem faced by the U. S. program syndicators who are aiming at the Asian market is that they do not

Paul Markandan, 34, is managing director and editor of Far Eastern Features Services Ltd., a radio-tv production and recording firm with headquarters in Singapore and branch offices in Kuala Lumpur, Malaya; Manila, the Philippines; and Melbourne, Australia. Mr. Markandan was born in Malaya and educated there and in the United States and has been a journalist and broadcaster since 1952. He is director of AAFEFs-International (Advertising), Singapore, and his hobbies are reading, music, golf and squash.



appear to understand government policies. It is not a question of what is good for the U. S. is necessarily good for Asia, and therefore, the syndicators must not be disappointed that the programs they strive to sell are "cold shouldered."

This is a very important point and cannot be overemphasized. It would be to the advantage of the syndicators or producers to sell through a locally established agency. Such an agency understands and appreciates the policies of different governments and stations and will be able to save them [the syndicators] a great deal of expense and work in having to travel through the various countries to see conditions for themselves.

Yet to Grow ■ While radio is making important strides forward in Asia, television is still in its infancy, and therefore, a number of problems will have to be faced—lack of talent, lack of production facilities, and most important, lack of a good market for the output. Independent packaging companies, like ours, cannot produce a series of tv programs for a station alone without running a loss. In Japan, however, one can produce a series for a network, and therefore, it will be financially worthwhile, but outside of that, the market is not at all an attractive one at the present time.

After having spent considerable time in the United States in 1960, working and studying with the tv industry, I strongly feel that there can be a wide field for joint enterprise between U. S. and local producers, upon which the future of television production in Asia will depend.

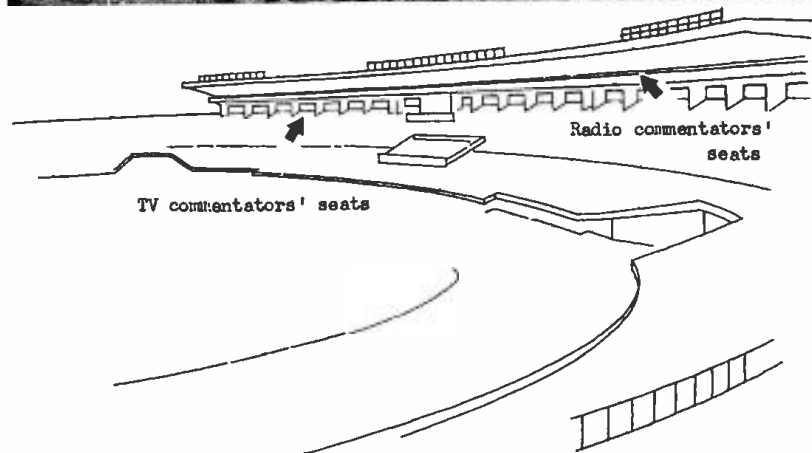
International broadcasting can be the best medium for greater understanding between East and West, and the more U. S. producers can work with Asian producers, the greater will be the reward, both financial and in improved production.

Asia abounds in subjects that, when treated in the proper perspective, can be a limitless source to U.S. producers who are looking for new material and ideas.

Finally, let me say this. Asia poses a challenge to those in the broadcasting industry, and it is this more than anything else that serves as incentive to enlarge and expand program production. We, in this company, will always be glad to carry out joint production with U. S. producers and cooperate in every way possible to bring Asia, with its vast subject resources, to the American radio and television industry.

Abroad in brief...

Canadian set sales ■ Canadian-made radio receiver sales in 1962 totalled 680,606 units as against 612,968 in



Radio-tv gear included in Tokyo renovation

Expanded broadcast facilities are included in the renovation of National Stadium, Tokyo, for the 1964 Olympics. The four-year-old stadium is being reconstructed at a cost of \$2.8 million and the completion is expected in August 1963.

For radio, there will be 48 commentator seats. To the rear of these, about 20 temporary recording and

editing rooms will be established. An audio mixing room will also be built into the gallery.

For television, there will be 32 commentator seats in the upper part of the stand (see diagram), eight camera positions and visual mixing room.

An interviewing room for all media will be on the first floor.

1961 calendar year, according to figures released by the Dominion Bureau of Statistics, Ottawa. Canadian-made television receiver sales also were up, from 355,763 in 1961 to 420,168 in 1962. Only drop in sales was in portable radio receivers, which dropped from 54,039 sets to 21,979. But imports of transistorized portable receivers for the January-August 1962 period totalled 429,825 units, along with 121,996 other radio receivers and 8,174 radio phonograph sets.

M-E opens Manila office ■ McCann-Erickson Corp. (International) has opened an office in Manila, the Philippines, headed by W. Richard Guersey, formerly vice president and general manager of Philippine Advertising Counselors. The new office is located

at Cadwallader Bldg., Makati, Rizal, Manila.

Etv for Israel ■ The Israeli parliament has approved, by a vote of 55 to 46, a proposal to establish an educational television network in Israel.

New Canadian am ■ CKCN Seven Islands, Que., started operations on March 31. The new 5 kw station, on 560 kc, is in an area which has been settled in the past 10 years, since the discovery of iron ore in northern Quebec and Labrador. There are 25,000 people in the town and 100,000 in the area served by the station. The area is accessible to the outside world only by steamship and airplane. Benoit Roberge is manager and the station is represented by Radio & Television Sales Inc., Montreal and Toronto.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 28 through April 3 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unli.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Boston, Mass.—Boston Bcstrs. Inc. Vhf ch. 5 (76-82 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 988.6 ft., above ground 1199. P. O. address c/o Leo L. Beranek, 1 State St., Boston. Estimated construction cost \$2,025,000; first year operating cost \$4,000,000; revenue \$6,000,000. Studio location Cambridge, trans. location Needham, both Massachusetts. Geographic coordinates 42° 18' 37" N. Lat., 71° 14' 14" W. Long. Type trans. RCA TT-25CL, type ant. RCA TFS-7. Legal counsel Fly, Shuebruk, Blume & Gaguine, consulting engineer Sillman, Moffet & Kowalski, both Washington, D. C. Leo L. Beranek (5.66%) is president of corporation. Ann. March 28.

Boston, Mass.—Greater Boston Tv Inc. Vhf ch. 5 (76-82 mc); ERP 64.6 kw vis., 32.3 kw aur. Ant. height above average terrain 1140 ft., above ground 1249 ft. P. O. address c/o J. Joseph Maloney Jr., Room 1101, 31 Milk St., Boston 9. Estimated construction cost \$2,500,000 for existing ch. 5 facilities; first year operating cost \$4,500,000; revenue \$8,000,000. Studio location Boston, trans. location Newton, Mass. Geographic coordinates 42° 18' 27" N. Lat., 71° 13' 27" W. Long. Type trans. RCA TT10AL, type ant. RCA TF 12 AM. Legal counsel J. Joseph Maloney, Boston, consulting engineer Lohnes & Culver, Washington, D. C. Arthur D. Cronin (2.5%) is president of corporation. Ann. March 28.

Existing tv stations

CALL LETTERS ASSIGNED

*WTVI (TV) Charlotte, N. C.—Charlotte-Mecklenburg Board of Education.

WWAY (TV) Wilmington, N. C.—Cape Fear Telecasting Inc.
KVET-TV Austin, Tex.—Austin Bcstg. Inc.

New am station

ACTION BY FCC

Camden, Ark.—Ouachita Valley Radio Corp. Granted cp for new am on 610 kc. 500 w-D; interference condition. P. O. address 648 Chestnut St., Camden. Estimated construction cost \$19,310; first year operating cost \$36,000; revenue \$42,000. Principals: Perry J. Dalton (31%), Alice D. & John W. Harrell, Joseph J. & Belva D. Dudley (each 16.67%) and Amy Reed Dalton (2.33%). Initial decision looking toward grant became effective March 18. Ann. April 2.

Existing am stations

CALL LETTERS ASSIGNED

KCAT Pine Bluff, Ark.—James J. B. Scanlon. Changed from KJBS.
KPAT Berkeley, Calif.—KPAT Inc. Changed from KRE.
KQCY Quincy, Calif.—Pioneer Bcstrs. Inc.
KSON San Diego, Calif.—Broadmoor Bcstg. Corp. Changed from KKLO.
KPUB Pueblo, Colo.—H. Myers Bumgardner. Changed from KTUX.
WIOD Miami, Fla.—Miami Valley Bcstg. Corp. Changed from WCKR.
WRBD Pompano Beach, Fla.—Almardon Inc. of Florida. Changed from WPOM.
WPXE Starke, Fla.—George Gothberg Radio Inc. Changed from WRGR.
WNDY Indianapolis, Ind.—Radio One Five Hundred Inc.
KNIC Winfield, Kan.—Courtney Bcstg. Co.
WLUX Baton Rouge, La.—KCIL Inc. Changed from WYNE.
KLEB Golden Meadow, La.—John A. Egle.
WCTR Chestertown, Md.—Russell H. Morgan.
WHVV Hyde Park, N. Y.—Ubiquitous Corp.
WRKL New City, N. Y.—Rockland Bcstrs.
WFOL Hamilton, Ohio—Walter L. Follmer.
WCIT Lima, Ohio—Citizens Bcstg. Co.
KPOS Post, Tex.—Garza Bcstg. Co. Changed from KUKO.
WWJC Superior, Wis.—Twin Ports Christian Bcstg. Corp. Changed from WITL.

New fm station

APPLICATION

*Glassboro, N. J.—Glassboro State College. 89.7 mc, ch. 209, 10 w. Ant. height above average terrain 37 ft. P. O. address c/o William McCavitt, A-V Center, Glassboro. Estimated construction cost \$4,100; first year operating cost \$2,952. Principals: board of trustees. Ann. March 27.

Existing fm stations

CALL LETTERS ASSIGNED

KPAT-FM Berkeley, Calif.—KPAT Inc. Changed from KRE-FM.
*WHJE (FM) Carmel, Ind.—Carmel-Clay Schools.
KARA-FM Albuquerque, N. M.—KARA

Inc. Changed from KPAT(FM).
WCUF (FM) Akron, Ohio—WCUE Radio Inc. Changed from WCUE-FM.
WFOL-FM Hamilton, Ohio—Walter L. Follmer. Changed from WFOL (FM).

Ownership changes

ACTIONS BY FCC

WARI Abbeville, Ala.—Granted acquisition of positive control of licensee corporation, Abbeville Radio Inc., from James F. Crawford (42 shares now, 11 after transfer) by John V. Mizell (42.8% now, 53.9% after transfer). Consideration \$3,100. Other ownership remains stable. Action March 29.

WCCB-TV Montgomery, Ala.—Granted assignment of cp from Harold E. Anderson (30% plus) and others, d/b as First Alabama Corp., to Robert J. Thomas, receiver. Action March 28.

KIIX Los Angeles, Calif.—Granted transfer of control of permittee corporation, Central Bcstg. Corp. of California, from Martha White Mills Inc. and H. C. Young Jr. (each 50%) to same parties, tr/as Central Bcstg. Corp. No financial consideration involved. Action April 2.

WPEX-FM Pensacola, Fla.—Granted relinquishment of positive control of licensee corporation, Mello-Tone Inc., by Earl D. Hutto (52.6% before transfer, 40.66% after) through sale of unissued stock by licensee to L. T. France (30.12%) and Louis Nacasa Jr. (1.26%); other ownership remains proportionately stable. Consideration is payment of notes. Action March 28.

WSEI (FM) Effingham, Ill.—Granted assignment of cp from Illinois Bcstg. Co., large company controlled by Lindsay and Schaub families, to Joseph E. McNaughton family and others, tr/as Effingham Bcstg. Co. Consideration \$5,000. Applicant owns WCRA Effingham, WRMM Elgin and WKEL Keewanee. all Illinois. Action April 1.

WNMP Evanston, Ill.—Granted acquisition of positive control of licensee corporation, Semrow Bcstg. Co., from Harry H. Semrow (50%) to Otto J. Semrow (100% after transfer, 50% before). Consideration \$25,000. Action March 29.

WMFT Terre Haute, Ind.—Granted transfer of control of licensee corporation, Citizens Bcstg. Inc. (180 shares issued), from Thomas S. Land & Bryan Davidson (each 79 shares) and Murrell J. Log (22 shares) to George A. and Martha L. Foulkes (100% as joint tenants). Consideration \$80,000. Mr. Foulkes, local businessman, until recently was employed by WTHI-AM-FM-TV Terre Haute. Action March 28.

WFMD-AM-FM Frederick, Md.—Granted transfer of control of licensee corporation, Monocacy Bcstg. Co., from Maryland National Bank, Morton M. Siegel and Laurence Leonard, deceased, (all trustees) to bank, Mr. Siegel and Evelyn C. Leonard (all trustees). No financial consideration involved. Action March 29.

WMAS-AM-FM Springfield, Mass.—Granted transfer of control of licensee corporation, WMAS Inc. (195 shares issued), from Gerald Harrison (40 shares), Janet Harrison (20 shares), Josephine E. Bishop (10 shares), Robert F. Donahue (5 shares) and the estates of Amelia G. Wheeler (40 shares) & Carl S. Wheeler (80 shares) to Julian Gross (74.76%) and others, tr/as Southern New England Bcstg. Inc. Consideration \$340,000. Mr. Gross is majority owner of Hartford, Conn., advertising agency. Action March 29.

WMAX-AM-FM Grand Rapids, Mich.—Granted acquisition of positive control of licensee corporation, Atlas Bcstg. Co., from Charles A. Sprague (44.78%) by Joseph C. Hooker (81.08% after transfer, 44.78% before) through purchase of Mr. Sprague's stock by corporation; other ownership remains stable. Consideration \$150,000. Action April 1.

WKBZ Muskegon, Mich.—Granted acquisition of negative control of licensee corporation, WKBZ Radio Corp., from Walter Patterson (33 1/3%) by Frederick L. Ailman and Robert K. Richards (each 50% after transfer, each 33 1/3% before). Consideration \$70,000. Action March 29.

KROC-AM-TV Rochester, Minn.—Granted transfer of control of licensee corporation, Southern Minnesota Bcstg. Co., from Agnes P. (38%), Gordon P. (19.5%), G. David

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 3

	ON AIR	CPS	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	Lic. 3,774	50	130	461
FM	1,076	17	120	188
TV	515	54	83	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 3

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,760	1,066	515
Cps on air (new stations)	63	26	64
Cps not on air (new stations)	115	122	79
Total authorized stations	3,938	1,214	658
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	198	13	50
Total applications for new stations	475	186	104
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	370	112	51
Licenses deleted	2	0	0
Cps deleted	1	1	1

*Includes 3 stations operating on unreserved channels.

(17.8%), Philip H. (15.2%) and Allen A. Gentling (9.5%) to G. D. (56.3%) and G. P. (43.7%) Gentling. Total consideration \$438,000. Action April 1.

KEYR Terrytown, Neb.—Granted acquisition of positive control of licensee corporation, Western Nebraska Bcstg. Inc., from Jack Gilbert (50%) by Robert T. Marland (100% after transfer, 50% before). Consideration \$2,000. Action March 29.

KCHS Truth or Consequences, N. M.—Granted assignment of license from William D. Hafer (100%) to Rex A. Tynes (100%). Consideration \$11,140. Action March 29.

WTKO Rhaca, N. Y.—Granted assignment of license from Radio Ithaca Inc. to parent corporation, Ivy Bcstg. Inc. No financial consideration involved. Action March 29.

WITN-FM Griffon, N. C.—Granted assignment of license from North Carolina Tv Inc. to Tar Heel Bcstg. System Inc. Roberson family controls both corporations. No financial consideration involved. Action March 29.

WHSI Wilmington, N. C.—Granted assignment of cp from Mr. & Mrs. William W. Jefferay (100%), d/b as Jefferay Bcstg. Corp., to Sidney W. Wilson (51%) and Vera R. Wilson (49%), tr/as Progressive Bcstg. Corp. Consideration \$9,195. Mr. & Mrs. Wilson own appliance and communications equipment firms. Action April 1.

KMCM McMinnville, Ore.—Granted assignment of license from Jerry Carr (100%), d/b as Yamhill Radio Co., to Ray A. Fields (100%). Consideration \$100,000. Action March 29.

KFNE (FM) Big Spring, Tex.—Granted assignment of license from J. A. Caddell and D. T. Anderson (each 50%), d/b as The Anca Bcstg. Co. to Mr. Anderson (66½%) and John B. Walton (33½%), tr/as Anca Bcstg. Co. Consideration \$6,000. Action March 29.

KAMA (FM) Dallas and **KRBE (FM)** Houston, both Texas—Granted transfer of control of licensee and permittee corporation, Texas Fine Music Bcstrs. Inc., from Roland A. Baker and Victor F. Branch (each 50%) to same persons in same per-

centages, tr/as Universal Trust Co. No financial consideration involved. Action March 29.

KLUR (FM) Wichita Falls, Tex.—Granted assignment of license from J. W. Terrell & W. H. Hall (each 42.5%) and Don A. Wade (15%), d/b as Nortex Bcstg. Co., to same persons in same percentages, tr/as Nortex Bcstg. Inc. No financial consideration involved. Action March 29.

KSYD-TV Wichita Falls, Tex.—Transfer of control and assignment of license and cp as reported in FOR THE RECORD, March 18, mistakenly reported sellers of KSYD-TV retained control of KSYD radio. KSYD's calls have been changed to KNIN and new management has no connection with KSYD-TV.

KTVW (TV) Tacoma, Wash.—Granted assignment of license and cp from J. Elroy McCaw (100%) to Mr. McCaw (100%), tr/as KTVW Inc. No financial consideration involved. Action March 29.

APPLICATIONS

KNOG Nogales, Ariz.—Seeks assignment of license from Madelon Harper Cowling (100%) to Richard H. Ward (100%). Consideration \$65,000. Mr. Ward is employe of WRGB-TV Schenectady, N. Y. Ann. April 3.

KOWL Bijou, Calif.—Seeks assignment of license from Ed J. Frech & Keith L. Mealey (each 40%) and Joseph F. Desmond (20%), d/b as Tahoe Bcstrs. Inc., to Jackson R. Stalder & C. Kenneth Hildebrandt (each 41%), H. Julian Allen (10%) and Donald H. Hildebrandt (8%), tr/as KOWL Inc. Consideration \$185,000. C. K. Hildebrandt is past gen. sls. mgr. of KMEX-TV Los Angeles; Mr. Stalder is part owner of electronics research development firm; Mr. Allen is employed by NASA; D. H. Hildebrandt is part owner of Phoenix advertising agency. Ann. March 28.

KMYC-AM-FM Marysville, Calif.—Seeks assignment of license from John Sexton trust (100%, 50% as trust and 50% as Barnton Inc.) to William T. Stubblefield (100%), tr/as California First Corp. Consideration \$220,000. Mr. Stubblefield owns KTOB Petaluma, Calif., and radio-TV and catv management firms. Ann. March 29.

WRIX Griffin, Ga.—Seeks assignment of license from Gladys McCommon (100%) to John J. Wheeler (50%), Zack D. Cravey Jr. (30%) and Peachtree Development Corp. (20%), tr/as Spalding Bcstg. Inc. (100% owned by Middle Georgia Bcstg. Co.); Peachtree is owned by Mr. Cravey, Robert P. Cravey and John L. Taylor (each 33½%). Consideration \$50,000. Middle Georgia owns WCRY Macon, Ga. Ann. March 29.

KSLN-TV Salina, Kan.—Seeks assignment of cp from Melville L. Gleason family (100%), d/b as Prairie States Bcstg. Inc., to James P. Sunderland (50%) and Ralph L. Weir Jr. & Robert K. Weary (each 25%), tr/as Mid-American Bcstg. Inc. Consideration \$43,000. Three principals all have interests in catv systems and Mr. Weir owns KJCK Junction City, Kan. Ann. April 3.

KFH-AM-FM Wichita, Kan.—Seeks assignment of licenses from Wichita Eagle Inc. (50%) and others, d/b as Radio Station KFH Co., to Walter W. Ahlschlager Jr. and Preston Reynolds Jr. (each 50%), tr/as company of same name. Consideration \$1,100,000. Messrs. Ahlschlager and Reynolds are both investors. Ann. April 1.

WLLH-AM-FM Lowell, Mass.—Seeks assignment of license from Arnold S. Lerner (52.5%), Daniel M. Lerner (25%) and Joseph Mufson (22.5%), d/b as Merrimac Bcstg. Inc., to same persons in same percentages, tr/as Radio Station WLLH. No financial consideration involved. Application is contingent on grant of transfer of control of Merrimac to above principals. Ann. March 28.

WUPI (FM) Lynn, Mass.—Seeks assignment of license from Harvey Sheldon (100%) to Louis J. Brudnick (100%). Consideration \$1,300. Mr. Brudnick owns insurance agencies. Ann. March 27.

WLAU-AM-FM Grand Rapids, Mich.—Seeks transfer of control of licensee corporation, Stevens-Wisner Bcstg. Inc., from Harmon Leroy Stevens and John F. Wisner (each 50%) to Mr. Stevens and wife, Bernardine Stevens, and Mr. Wisner and wife, Rose Marie Wisner (each 50% jointly). No financial consideration involved. Ann. April 1.

WVAL Sauk Rapids, Minn.—Seeks assignment of cp from Carl A. Nierengarten and Herbert M. Hoppe (each 50%), d/b as Tri-County Bcstg. Co., to Mr. Hoppe (100%), tr/as company of same name. Consideration \$1,800. Ann. March 29.

KDNE Aztec, N. M.—Seeks assignment of license from I. E. Shahan (100%) to Lewis G. Robinson & Martin W. Van Gelderen (each 38.75%) and Mary C. Robinson & Tirrell S. Van Gelderen (each 11.25%), tr/as San Juan Bcstg. Inc. N.S.L. Consideration \$25,000. Ann. March 29.

WNBE-TV New Bern, N. C.—Seeks transfer of negative control of permittee corporation, Piedmont Tv Corp., from Nathan Frank (100% before transfer, 50% after) to Thomsland Inc. (50%), owned by Harold H. and Meredith S. Thomas (each 50%). Consideration \$60,000. Messrs. Thomas are both 33½ owners of WISE-TV Asheville, WKLM Wilmington & WAYS Charlotte, all North Carolina, and WEAM Arlington, Va. Ann. March 28.

WFOL-AM-FM Hamilton, Ohio—Seeks assignment of cp and license from Walter L. Follmer (100%) to Mr. Follmer (93%) and family, tr/as Walter L. Follmer Inc. No financial consideration involved. Ann. March 28.

WBMC McMinnville, Tenn.—Seeks transfer of control of licensee corporation, Cumberland Valley Bcstg. Inc. (250 share issued), from Dr. C. H. Cope (35 shares) and Eva Pearl Cope (108 shares) to James W. R. White (69), Nell B. White (69) and James T. White (5); other ownership remains stable. Consideration \$78,650. J. W. R. White owns weekly newspaper in Tennessee; Mrs. White is housewife; J. T. White, son of other two principals, is student. Ann. April 1.

WHHM Memphis, Tenn.—Seeks assignment of license from William H. Grumbles (51%) and Marie G. Copp (49%), d/b as Mercury Bcstg. Inc., to Marvin C. Goff Jr. (100%), trustee in bankruptcy. No financial consideration involved. Ann. April 2.

KOKE Austin, Tex.—Seeks assignment of license from Giles E. Miller (100%), d/b as Radio KOKE Inc., to David R. Worley (100%). Consideration \$110,000. Mr. Worley owns KLEA Lovington, N. M. and 50% of KWBA Baytown, Tex. Ann. March 28.

KZOL Farwell, Tex.—Seeks assignment of

license from Theodore Rozzell and Gabe D. Anderson (each 50%), d/b as KZOL Bcstg. Co., to Mr. Anderson (100%). Consideration \$15,550. Ann. April 2.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued supplemental initial decision looking toward (1) granting application of Kenton County Bcstrs. for new daytime am on 1320 kc, 500 w, DA, in Covington, Ky., and (2) denying applications of Massillon Bcstg. Inc. and Covington Bcstg. Co. seeking new stations on same facilities in Norwood, Ohio, and Covington, Ky. Action April 3.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Radio Voice of Central New York Inc. for new am on 1540 kc, 50 kw, DA, D, in Syracuse, N. Y., and denying application of Wide Water Bcstg. Inc. seeking new station on same frequency with 1 kw-D, in East Syracuse, N. Y. Action April 3.

OTHER ACTION

■ By order, commission granted petition by Broadcast Bureau and accepted late-filed exceptions and brief to initial decision on applications of Howard W. Davis, tr/as Walmac Co., for renewal of licenses of KMAC & KISS (FM) San Antonio, Tex.; also granted Walmac's petition and extended time to May 6 to reply thereto. Action March 29.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on applications of Osage Programers and Cherokee Bcstg. Co. for new am stations in Bartlesville and Pawhuska, both Oklahoma, respectively, in Docs. 14813-4, denied petition by Osage to enlarge hearing issues to determine (a) whether Galen O. Gilbert, principal of Cherokee, has engaged in trafficking, and (b) whether Pawhuska possesses sufficient economic strength to support proposed station. Action March 29.

■ In proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations on 680 kc, 5 kw, DA-1, unli., in North Atlanta, Ga., in Docs. 14835-6, dismissed petition by Friedman seeking approval of joint agreement between applicants and dismissal of Friedman's application; petition failed to comply with provisions of Sec. 1.316 (a) of procedural rules. Action March 29.

■ Granted petition by Broadcast Bureau and extended to April 8 time to respond to petition by Taft Bcstg. Co. for enlargement of issues in consolidated am proceeding on applications of Calhio Bcstrs., Seven Hills, Ohio, et al. Action March 29.

■ Granted petition by Broadcast Bureau and extended to April 8 time to respond to motion by Kate F. Fite to enlarge issues and proceeding on application of John Self for new am in Winfield, Ala. Action March 29.

■ Granted petition by Valparaiso Bcstg. Co. and extended to April 11 time to reply to opposition of Porter County Bcstg. Co. to Valparaiso's petition to enlarge issues in proceeding on applications for new am stations in Valparaiso, Ind. Action March 29.

■ By memorandum opinion & order in proceeding on applications for new daytime am stations on 1510 kc of Mineola Bcstg. Co., Mineola, Tex., with 250 w, and Center Bcstg. Inc., Pittsburg, Tex., with 1 kw (500 w-CF), (1) granted further joint petition seeking approval of agreement whereby Center's application would be dismissed and Mineola would reimburse Center not more than \$2,000 as partial reimbursement of expenses incurred in connection with latter's application; (2) dismissed Center's application with prejudice, and (3) granted Mineola's application, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action March 28.

■ Granted petition by Radiocasters and extended to April 1 time to file exceptions to initial decision in proceeding on its application and that of Tri-City Bcstg. Co. for new am stations in Marietta and Belmore, both Ohio, respectively. Action March 27.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on ap-

plication of Fine Music Bcstrs. for additional time to construct KFIN (FM), Seattle, Wash.; scheduled prehearing conference for April 19 and hearing for June 4. Action March 29.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on application of WOMA TYPA Bcstg. Co. for new am in Mount Airy, N. C.; scheduled prehearing conference for April 18 and hearing for May 16. Action March 29.

■ By memorandum opinion & order (1) held in abeyance petition by Warsaw-Mount Olive Bcstg. Co. to dismiss application for new am on 550 kc, 1 kw, DA, D, in Warsaw, N. C. in furtherance of agreement with Wendell-Zebulon Radio Co., whereby latter, which has pending application to increase power of WETC Wendell-Zebulon, N. C., on 540 kc, D, from 250 w to 1 kw, DA, would reimburse petitioner \$5,000 for portion of expenses incident to application, and (2) directed applicants to supply by April 8 factual data necessary for determination of whether transaction reflected in agreement is in public interest, and whether commission's processes have been properly utilized or abused. Although two applications are neither mutually exclusive nor conflicting, chief hearing examiner stated "commission has authority as well as obligation to deal with all aspects of any agreement to dismiss application conditioned upon payment of compensation, to determine public interest questions which may arise." Action March 27.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at March 29 prehearing conference in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc. for new am stations in Salina, Kan., in Docs. 12680-1, advanced April 22 hearing to April 19. Action March 29.

■ Denied petition by Billy Walker for leave to amend application for new am in Prattville, Ala., to make changes in computations of program percentages in so far as they relate to subject content or type of programming proposed, source of program material, and to make changes in computations of percentages of time to be devoted to commercial and sustaining programs; application is consolidated for hearing with Prattville Bcstg. Co. for new am in Prattville. Action March 29.

■ Pursuant to request by Salina Radio Inc., scheduled further hearing conference for March 29 in proceeding on application and that of Kansas Bcstrs. Inc. for new am stations in Salina, Kan. Action March 27.

■ Granted motion by Ridsen Allen Lyon and continued March 26 hearing to May 14 in proceeding on application for new am in Charlotte, N. C. Action March 25.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Jasper County Bcstg. Corp. for leave to amend application for new am in Rensselaer, Ind., to correct certain information in form 301; add by-laws of corporation; reflect current financing in proposal; and revise proposed staff of applicant. Action March 25.

By Hearing Examiner Anne Neal Huntting

■ Granted to extent indicated petitions by Flower City Tv Corp., Federal Bcstg. System Inc., Citizens Tv Corp. and Rochester Area Educational Tv Assn. Inc. and accepted suggested corrections to transcript, Rochester Area with certain mod., and on examiner's own motion made additional corrections to transcript in Rochester, N. Y., tv ch. 13 proceeding. Action March 29.

By Hearing Examiner H. Gifford Irion

■ On own motion continued April 1 hearing to April 11 in proceeding on applications of WIDU Bcstg. Inc. and Al-O Bcstg. Co. for new am stations in Asheboro and Mebane, both North Carolina, respectively, in Docs. 14581-2. Action April 1.

By Hearing Examiner Forest L. McClenning

■ Pursuant to request of parties in proceeding on application of Rockdale Bcstrs. for new am in Rockdale, Tex., scheduled further prehearing conference for 9 a.m., April 3. Action March 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion & order in proceeding on applications for new am stations of Edina Corp., Edina, Minn., and Tedesco Inc., Bloomington, Minn., at request of Tedesco, reduced in writing certain rulings made at March 26 hearing

session and directed applicants, and afforded Broadcast Bureau, to file by May 27 proposed findings and conclusions with respect to issues 3 and 10 and on issue added by Review Board on Oct. 16, 1962. Action April 1.

■ By memorandum opinion & order in proceeding on application of Golden Triangle Bcstg. Inc. to change facilities of WEEP Pittsburgh, Pa., from 1080 kc, 1 kw-D, to 1070 kc, 500 w, DA-N, unli., at Mt. Oliver, Pa., (1) granted request by Broadcast Bureau for clarification of issues to extent that examiner has expressed views as to scope of issue 2 relative to determination as to whether Mt. Oliver is separate community from Pittsburgh, for purposes of "10% rule," (2) denied to extent that Bureau has requested examiner to rule that issue 2 would permit adduction of evidence going to programming proposals and service intentions of applicant, and (3) scheduled further prehearing conference for April 2 for purpose of establishing procedural dates to govern presentation of evidence. Action March 29.

■ Granted request by Broadcast Bureau and extended from March 28 to April 8 date to file proposed findings in proceeding on application of Cannon Bcstg. Co. for new am in Woodbury, Tenn. Action March 28.

■ By order, formalized certain agreements reached and rulings made at March 19 and 26 prehearing conferences in proceeding on application of John Self for new am in Winfield, Ala., in Doc. 14972; scheduled certain procedural dates, and continued April 19 hearing to June 10. Action March 28.

■ Granted request by Pinellas Radio Co. and extended certain procedural dates and continued April 10 hearing to April 24 in proceeding on application for new am in Pinellas Park, Fla. Action March 27.

■ By order, formalized certain agreements reached and rulings made at March 27 prehearing conference in consolidated am proceeding on applications of William S. Cook, Colorado Springs, Colo., Charles W. Stone (KCHV), Cheyenne, Wyo., and Denver Area Bcstrs. (KDAB), Arvada, Colo., in Docs. 14815-7; (1) for purpose of hearing, split applications into two groups: group A, Cook and Stone, and group B, Denver Area; (2) scheduled certain procedural dates and hearing for April 18 for group A; (3) scheduled certain procedural dates and hearing for May 20 for group B; (4) deferred action on joint petition by Cook and Stone for severance of applications from proceeding until conclusion of April 18 hearing; and (5) granted motion by Denver Area to extent indicated. Action March 27.

By Acting Chief Hearing Examiner Herbert Sharfman

■ Granted petition by Onslow Bcstg. Corp., tr/as Warsaw-Mount Olive Bcstg. Co., to extent of dismissing, but with prejudice, application for new am on 550 kc, 1 kw, DA, D, in Warsaw, N. C. Action April 1.

■ On request by Mid-Cities Bcstg. Corp. (La Fiesta Bcstg. Co. not objecting to request but giving notice that it will object to further extension), further extended from April 1 to April 8 time to file reply findings in proceeding on applications for new am stations in Lubbock, Tex. Action April 1.

■ Granted petition by Southern Radio & Tv Co., Lehigh Acres, and extended certain procedural dates, and continued April 25 hearing to April 30 in proceeding on am application and that of Robert Hecksher, Fort Myers, both Florida. Action March 25.

■ Scheduled further hearing for 9 a.m., April 1, and extended from April 1 to April 4 time to file initial proposed findings and from April 11 to April 15 for replies in proceeding on applications of Rockland Bcstg. Co., Rockland Radio Corp., and Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, both New York, respectively, in Docs. 14510 et al. Action March 27.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 2

K75AE Grangeville, Cottonwood, Craigmont and Nezperce, all Idaho—Granted cp to change type trans. for uhf tv translator station; condition.

K71AF Cedarville, Calif.—Granted cp to change type trans. and make changes in ant. system for uhf tv translator station.

K11FX Big Elk Valley, Lebo Valley and Two Dot, all Montana—Granted mod. of cp

Continued on page 123

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 20 per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box E-54, BROADCASTING.

Manager-upper midwest-major market. Has outgrown one man management. Original ownership. Permanent position with progressive station in fine area. Heavy successful sales a must. Complete details in confidence to Box E-59, BROADCASTING.

Live wire station manager for radio side of am fm tv operation. Regional network station in southwest. All around knowledge essential with emphasis on sales. Full charge, separate staff, offices and studios completely divorced from tv. Medium sized market with lots of competition. Attractive salary and percentage of net sales for right man. Box E-78, BROADCASTING.

Radio and tv management being separated by multiple owner, creating new position of manager of radio. Must have proven sales and administrative experience. Unusually excellent opportunity. Write full details. Box E-105, BROADCASTING.

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Seasoned radio time salesman and/or sales managers needed for Indiana, Illinois, Iowa, Minnesota; film or program reps traveling these states and needing additional, saleable product for radio stations with built in repeater. Highly lucrative; contagious. Box E-154, BROADCASTING.

Sales

Columbus, Ohio... good salesman, management experience, or ready. Top independent. Growing chain, good salary plus. Please write full. Box E-114, BROADCASTING.

Eastern North Carolina 5 kw seeking hard-working, experienced salesman with good character. Opportunity unlimited. Straight 40% commission or salary plus 15%. Box E-142, BROADCASTING.

SELL. Are you ready to move up to sales manager? AM small market, east coast. Guarantee \$125. Box E-120, BROADCASTING.

Outstanding opportunity for salesman. Forward looking, progressive station looking for salesman to take over established account list. Station 15 years old, community is industrial, located 75 miles from Chicago. Station is number one in six county area, has hospital insurance plan, pension plan, fringe benefits. One of the nation's most successful, non-metropolitan stations. Part of small group with progressive ideas. Chance to move up in the organization. Write to Bill Dahlsen, WLPO, LaSalle, Illinois. If you phone, please call at sister station, KAWA, Waco Texas this week. PL 4-1488.

KDLA, DeRidder, Louisiana, has opening for salesman-announcer. Contact Pete Sanders, Phone 7600.

Help Wanted—(Cont'd)

Sales

Radio salesmen. Must have proven background in radio sales. Drawing account against 15% commission, other benefits. Excellent opportunity. Give complete details. L. T. Bishop, WMRT, P. O. Box 239, Lansing, Michigan.

Sales opportunity at mid-western NBC-TV affiliate. Group ownership offers excellent chance for continuing advancement. Market in top 100. Experienced radio salesman invited to reply. Salary plus commission. Mail resume and photo to Kelly Atherton, Sales Manager, WFIE-TV, 1115 Mt. Auburn Road, Evansville, Indiana.

Announcers

Illinois kilowatt good music station emphasizing quality production seeks versatile announcer for deejay work plus news gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-296, BROADCASTING.

Adult radio announcer, midwest. Must be thoroughly experienced, versatile and good board operator. We will consider personalities as well as conservative basic announcer types. Above average salary and benefits. Send your best tape, photograph, complete details to Box E-39, BROADCASTING.

Need morning personality with good voice. Salary is open. Top-flight, medium market modern radio operation in Pennsylvania. Send resume and tape to Box E-25, BROADCASTING.

Sports director for radio play by play big ten football and basketball, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play by play experience. Include complete experience details and photo in application. Box E-38, BROADCASTING.

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

Adult, good music, daytimer, needs experienced announcer. Southern announcers take note too. Willing to work, follow set format, 65-75 to start. Send resume tape, references, Box 338, Murphysboro, Illinois.

If you think you can handle our afternoon drive time slot, I want a tape and resume. We are the number one format station in the area. Don't waste your stamps if you are not a top performer, and a true modern sounding personality. Box E-82, BROADCASTING.

Announcer, with first ticket for top rated Illinois station. No maintenance. Evening or all nite show depending on audition tape. Good opportunity for advancement. No floaters. Send tape, and resume immediately. Box E-112, BROADCASTING.

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Announcer, light, bright, 1st phone. No maintenance, some production to handle good music middle trick. Daytimer, medium market, northern Ohio. Send brief resume, we'll contact you. Box E-123, BROADCASTING.

Like exciting radio? We're for you. Progressive station in beautiful midwest city needs another dj. Tell us what you're worth and send tape, resume and photo. Box E-124, BROADCASTING.

Washington D. C. Hard hitting newscaster, who knows local news. "Pop" format. Send tape and resume to Box E-156, BROADCASTING.

Southern California resort area station has opening for mature aggressive dj, with 1st phone. Permanent with good future call Manager, Lyle Richardson, KUDE, Ocean-side California 714-722-8294.

Announcer program man wanted to replace one of our announcers who is moving up to a metropolitan 50 kw. We offer adult programming of news, information and service with large quality of talk programming. Contact Jim Lippy, KNCM, Moberly, Missouri.

Good music and news station, CBS affiliate, wants experienced afternoon personality. Air mail tape, background, references, picture, complete details to Carl Hallberg, WDBO, Orlando, Florida.

WLPM, needs an announcer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equipped radio station send tape and resume to E. D. Baydush, WLPM, Suffolk, Virginia.

Nwestman: Two man operation, #1 in three station market. Send full details to Jerry Crandall, News Director, WKHM, Jackson, Michigan.

Wanted by May 1st experienced announcer dj, production man. Send air check tape, resume, work and character references. No collect calls. Above average pay for above average ability and initiative. Contact Claude Jones, WRON, Ronceverte, West Virginia.

Station under new management needs experienced mature morning man first phone. Minimum maintenance. Opportunity for advancement in a growing organization. Salary open. Send resume and tape to WTIM, Taylorville, Illinois.

Help Wanted—(Cont'd)

Announcers

WISM in Madison, Wisconsin is looking for an experienced, bright, format-paced personality. Send tape resume to Chuck Meford. First class ticket desirable.

Swinging top 40 station looking for swinging format announcer with mature happy sounding voice. 5,000 watt station in market of 150,000. Great opportunities for advancement for right man. Send air check, photo and resume to Henry Beam Box 986 Huntsville, Alabama.

Announcer first phone, experienced classical music, established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape, resume; WCRB, Boston 54, Mass.

Announcer-newman with emphasis on news. A good opportunity for the right man. Forward tape, resume and photo to WFRA, Franklin, Pennsylvania.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 5 kw. Send tape and resume to WHOF, Canton, Ohio.

Technical

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Iowa, announcer-chief engineer. Send tape, resume. \$110. Box C-285, BROADCASTING. CASTING.

1st class ticket holder wanted to head up engineering department for established but expanding big town Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, high class facilities permanent position, top salary for top man. Write Box C-300, BROADCASTING, with details of training experience references, availability for interview.

If you are a competent engineer with experience and a real love for the challenge of good am, an above average east-coast chain would like to hear from you immediately. Send resume and salary requirements to Box C-327, BROADCASTING.

First class engineer-announcer wanted immediately for top good music station in Connecticut. Send tape, resume to Box E-87, BROADCASTING.

Experienced radio technician wanted for chief engineer position with high class Illinois operation. Ability to maintain transmitter and studio equipment essential. Excellent starting salary plus raises for competent man with proven ability, fine equipment, best working conditions. List age, references, experience etc. in letter to Box E-129, BROADCASTING.

Hot, but getting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape photo, resume when available.

Experienced chief engineer wanted for top rated station. One of four in fast growing chain. Applicant must be sober and dependable, meticulous with cleanliness, experienced with 5 kw directional. Prefer personal interviews. Send resume, references and salary requirements to John J. Walsh, Engineering Supervisor, WMAK P. O. Box 2833, Arcade Sta., Nashville 3, Tenn.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

First class engineer for fulltimer, should be good on maintenance, able to handle recorders, and background music system announcing or sales experience desirable but not necessary, contact Joe Carson, WOKK, Meridian, Mississippi.

Chief engineer-southern New York state. Am experience-good salary. Box C-69, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman for local news coverage. Journalism or news background preferred. Located southwestern New York state. Box C-303, BROADCASTING.

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Major station in city less than one hour from NYC. We concentrate on news; are looking for experienced man to do same. Must have polished, authoritative delivery; must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Send air check, resume to Box E-102, BROADCASTING.

Negro broadcasters wanted by top rated major market station excellent salary immediate openings. News department. Seeks professional broadcast journalist must have authoritative voice and delivery, capable 100 percent rewrite. Bright fast paced air personality also needed. Experienced only. No dialect or accent. Send air check and complete professional and personal resume to Box E-155, BROADCASTING.

Radio newsman for Crowell Collier's KDWB. Send tape, picture, resume. Box 630, St. Paul, Minnesota, Attention News Director.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast of Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Versatile, hustling 1 kw manager and sports director, ready to move almost anywhere. Interviews, news, sales, strong on sports (play by play). Desire to move up. Box E-76, BROADCASTING.

Experienced married manager-engineer wants to manage and invest in station in south. Would buy 51% of more. I can make you money. Box E-88, BROADCASTING.

Manager or manger-salesman positions only. First class license, \$175 weekly. Expert curbing expenses. Box E-98, BROADCASTING.

16 years in radio. Complete knowledge all phases from staff announcer to station manager. Seven years as station manager. Will relocate in New England or Middle Atlantic states. Prefer community of 30 to 50 thousand population within 30 miles of major market. Married, very active in community. Available for personal interview at your expense. Box E-126, BROADCASTING.

Announcers

Attention west of Mississippi, announcer, dj, experienced, married, competent newscaster, will relocate permanently. Box C-240, BROADCASTING.

Exceptional combo man. 7 years announcing-programming; 3 years as chief engineer. Adept at both. A.B. degree, 22 and draft exempt. Want bigger market. Any format. Box C-335, BROADCASTING.

Mature announcer-copywriter, handle any board. 15 years experience staff, sports, good music on good deep-south and Florida stations. Excellent on news, compelling voice. Locate any gulf coast or Florida station. Will phone and drive to see you for interview audition my expense. Box E-14, BROADCASTING.

Experienced d.j. 27, creative, original, dependable. Ready for large market. Box E-24, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young ambitious announcer willing to relocate anywhere. Single available immediately. Box E-57, BROADCASTING.

Sold, "old school" announcer. Age 32. Family man, thirteen years in broadcasting. First phone. Seeks sane, sober operation in southeast. Present employer best reference. \$600 minimum. Box E-67, BROADCASTING.

Available now, experienced dj, 24, tight board dependable, reliable, willing worker, 3½ years experience. Married, draft exempt, all around man for your organization. Box E-77, BROADCASTING.

Humorous disc jockey wants morning show in medium major market. Excellent rating history with middle of road music. First phone. Box E-79, BROADCASTING.

Young man skilled in announcing and engineering seeks job outside the original forty eight. Box E-80, BROADCASTING.

I do the unusual unusually well. Experienced, mature, ambitious. Now employed and seek Seattle-Tacoma opportunity. Box E-81, BROADCASTING.

Start the day number one. Sound good? So do I. Good enough to stay number one for the past six years. Morning humor done with taste. Box E-85, BROADCASTING.

Good voice, good copy, good board. Know photography and art work. First phone. Quiet humor. No frantic dee-jay. Tape on request. Box E-90, BROADCASTING.

Young aggressive announcer. Married, veteran, professional school graduate, 3 years experience, mature voice. Dependable, tight production. Presently employed. \$80 per week. Box E-91, BROADCASTING.

Young top 40 dj. 1st phone seeks position with progressive station. Presently employed. Box E-93, BROADCASTING.

Morning man-d.j. 5 years experience. Family man, 31, wish N.E. Box E-97, BROADCASTING.

Perspicacious young announcer with perspicuous pleasing delivery and predilection for mellifluous sounds. Available May 1st. Six years experience. Resume and tape on request. P.S. Love dogs—alergic to cats! Box E-99, BROADCASTING.

Young broadcasting graduate, some experience mature voice. Desire permanent position. Box E-109, BROADCASTING.

DJ, newscaster, young, experienced, college degree in radio speech, wants spot offering advancement in medium or major market. No screamers. Minimum \$100 week. Box E-110, BROADCASTING.

Sportscaster. Varied sports background. Play by play all sports. Interviews. Box E-113, BROADCASTING.

Experienced good music jock. Tight board, adult sound. Authoritative news. Presently morning personality. Married. No floater or screamer. Minimum \$125. Box E-115, BROADCASTING.

Experienced announcer, non-rock dj seeking small or medium northeast market, tape and resume available. Box E-121, BROADCASTING.

Announcer, dj experienced. Adult personality not a floater used to fast operating. Box E-122, BROADCASTING.

Want to return to general announcing after 3 years as news director. Eight years in radio. Thirty years old. Married. Available for some gathering, writing. Prefer Northern Illinois or Wisconsin. Box E-125,

Situations Wanted—(Cont'd)

Announcers

Mr. Voice with a smile. Ad libs easily. Experienced dj/news. Can operate board. Day or nite popular or top 40. Box E-130, BROADCASTING.

Attention midwest: Announcer, one year's experience, good voice, married, and reliable. \$85.00 week. Box E-135, BROADCASTING.

Recent radio school graduate. Mature, family man. Would like to "Bite" into news/spots. Will relocate. Box E-139, BROADCASTING.

First phone, available immediately, no maintenance, can type, cooperative. 1 year experience, willing to travel top references. Box E-140, BROADCASTING.

Summer replacement or permanent. DJ-news-production voices. 3 years experience all formats. Veteran. Box E-141, BROADCASTING.

Good morning man, presently working in large market, desires to relocate. Easy delivery, excellent on commercials, news. Tight board production. Also experienced in programming and copy. Box E-144, BROADCASTING.

Happy bright experienced personality. A jock that can do news as well as music. Available soon. Resume and tape on request. Box E-100, BROADCASTING.

Don't read this—unless you are in need of a good experienced announcer (dj or staff) who, at times, will be worked with, rather than worked over. Am young, well-seasoned, married, veteran and college grad. Am presently employed, but looking for the step up with the right middle of the road operation. Tri state area preferred, but all acceptable applications will be considered. Please state salary. Box E-147, BROADCASTING.

Dayton, Indianapolis, Cincinnati, nearby cities. 5 years radio—2 television. Full time partime, summer replacement. Outstanding background. Box E-148, BROADCASTING.

Immediately available: One announcer. Three years experience mature voice, first phone ticket. Engineering ability and experience. California or northwest only. Box E-150, BROADCASTING.

Swinging air personality, experienced, authoritative news, will settle. Canada preferred. Box E-152, BROADCASTING.

Announcer, 1st phone, negro college grad. Great vocal and production seeking heavy air work. Married, reliable. Right man to round out your announcing staff. Box E-153, BROADCASTING.

Bright, tight personality. Crack newsmen. Experienced, dependable, any format, anywhere. Box E-157, BROADCASTING.

DJ, swinging, young, cheerful, experienced, reliable. Seeks modern format station. Box E-160, BROADCASTING.

Negro looking for combo work. Engineer announcer. Frank Key, Jr., 1282 Givan Avenue, Bronx 69, New York.

Experienced announcer seeks stable organization. Top newscaster dj. Any format. Versatile gregarious. Currently in top ten market. Available now. References. C. Zayat, 1130-85th Street, Brooklyn 28, N. Y.

Looking for a first phone who can say "Good morning," follow a tight format, and produce a sell commercial without screaming? If you are, then call or write Bill Blackwell, KELP Radio, Box 9924, El Paso, Texas, KE 3-5911.

C & W dj available immediately. Will move N.W. to S.W. Reliable family man. Ray Wolfe, 145 Gillette, San Francisco.

Situations Wanted—(Cont'd)

Announcers

Mature; experienced announcer and newsmen, first phone. Married, no problems no drifter. Seeks position with sales opportunity. 2418 8½ Avenue, Rock Island, Illinois. 788-0229.

DJ pd, adult appeal that sells. 30, family, Present employer best reference. Strong interview, and telephone shows. Prefer west, south, or midwest. Phone HUDSON 3-4363 or write 949 East 4th, Russell, Kansas.

Experienced announcer looking for job with midwest or western market. Tapes available Duane Gunn, 959 State, Phillipsburg, Kansas.

Attention small, good music stations in northeast! Young staff announcer, personal interview. Phone 542-0349 or write 92B. Eaton Crest Drive, Eatontown, New Jersey.

Technical

Chief engineer. Presently employed by top station in major market with large staff. Experience includes construction, maintenance, and operation of fm and am directional. Policy differences make change desirable. Minimum \$200.00 per week. Box E-28, BROADCASTING.

Engineer first class nine years, maintenance, am, fm, and tv. Box E-84, BROADCASTING.

A year of fm stereo. Twenty years of am and fm construction and maintenance. Fifteen as chief. Good announcing voice excellent references. All yours on east coast or California. Box E-89, BROADCASTING.

Chief engineer wishes to relocate. Experience with directional, remote control, automatic tape, tv studio, vtr. Presently employed, proven record, good references. Prefer west coast. Box E-145, BROADCASTING.

Disc jockey first phone operator/chief. Complete experience, good references. Downie 411 West 8th Street, Wilmington, Delaware.

Production—Programming, Others

Editorializing? Want Help? Community subjects skillful researcher-writer for local station. Unique background. East or west coast. Box E-75, BROADCASTING.

I like to write. Write, write, write! I like to be creative. Create, create, create. I do not like frantic, hard sell spots. I do not like sixty second lists of "bargains." They are very ineffective. Barf, barf, barf! Color me unemployed. (Write for crayon, picture, resume, and sample copy). Box E-83, BROADCASTING.

Take charge guy available for p.d. 7 years radio and tv experience in medium and top ten markets. Intelligent, willing to work. Family. Programming, Production. Play by play. Will pull short air shift, if necessary. Will also consider managing in medium or small market. Box E-95, BROADCASTING.

Iowa newsmen wants directorship anywhere in the midwest. Box E-101, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

Somewhere in these United States is a radio/tv organization in need of, and willing within reason to pay for, a pro sports director-public relations combination, and who can prove his values. Lets pool our resources and cut dividends by writing to Box E-106, BROADCASTING.

Director 9 years experience medium market. Desires relocation in larger market. Dependable, family man. For resume write Box E-117, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Top Notch sportsman. Strong on all phases, play by play and commentary. 5 years experience, radio and television. Excellent, unique sports knowledge. If you need a top flight sportsman, let's talk. Married, want permanent position Box E-137, BROADCASTING.

10 years experienced documentary and news photographer. Would like to locate with a station with a strong documentary department. Mohawk 6-1262. Bill Smith, 4329 Vivian, Bellaire, Texas.

TELEVISION

Help Wanted—Sales

Two station North Carolina market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Whitaker, Sales Manager, WRAL-TV, Box 9583, Raleigh, North Carolina.

Announcers

The best children's personality in America works for us. We are now trying to find the second best children's performer for tv. We offer a unique opportunity for an important exposure and earning potential. We are not interested in cowboys, clowns, film jockeys, or space men. We are looking for an important entertainer male or female. If you think you can qualify we'll expect you to prove it with ratings, video tape, or SOF audition. Major eastern market. Box C-330, BROADCASTING.

Announcer. Authoritative. Young, copywriting and split second boardwork required. Southwest leading net affiliate. Send tape and pic. Box C-299, BROADCASTING.

If it's teens or younger you want to capture, inquire as to the experienced work of this metro M. C.'s on-camera antics. Commercials and news work. Box C-288, BROADCASTING.

Technical

Immediate opening for experienced studio maintenance man with operations background. Good advancement opportunities in a progressive station. Inexperienced technicians need not apply. Contact Howard McClure, Chief Engineer. KYLD TV, 2831 Eye St., Bakersfield, California.

Near Washington D. C. Maximum power vhf is looking for top flight operations technician. First class license required. Must have videotape and switching experience. Permanent position for right man. Furnish complete personal background and recent photograph. Box E-96, BROADCASTING.

1st class engineer for vacation relief work in engineering department of KWWL-TV, Waterloo, Iowa. Position includes work at both studio and transmitter. Previous television experience desirable but not essential. Contact E. M. Tink, V. P. Engineering.

Production—Programming, Others

Attention midwestern director announcer combo men! NBC station in medium size midwestern market needs operations manager to head all tv production. Also to help create good commercials and deliver some on camera. Box E-31, BROADCASTING.

Leading news department of southwestern CBS affiliate has opening for experienced newsmen. We are seeking strong background in reporting and writing with ability to air a top show. If you qualify and desire permanent position with good advancement possibilities send video tape or film with complete resume to KSLA-TV, P. O. Box 92, Shreveport, Louisiana.

Southwest VHF needs newsmen photographer experience in gathering and writing news. Box E-104, BROADCASTING.

Opportunity for alert newsmen who can gather, write and voice news, Texas station. Box E-107, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary \$1,000 per month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

Radio television announcer, 3 years experience in all phases. Age 24. Excellent references. Tape, picture, resume upon request. Will consider all offers. Box E-118, BROADCASTING.

I would like the opportunity to apply my skills and experience to the newsbeat in your area. 2 years college. 5 and a half years radio and tv experience. Looking for on camera news assignment in midwest market. Box E-133, BROADCASTING.

First phone, no experience, television only, western states. Available immediately. Box E-92, BROADCASTING.

Technical

Chief engineer: Experienced tv, am & fm chief engineer. Over 20 years' experience in all phases of management, operations, planning, installation, maintenance and building facilities. Large station experience. Best references. Available short notice. Box E-131, BROADCASTING.

Production—Programming, Others

Television radio news and documentary writer-producer. Network, local New York and number eight market experience. Have air and directing experience. More responsible position sought. Box E-149, BROADCASTING.

Program manager. Fourteen years experience in second market. Available immediately. Box E-19, BROADCASTING.

Production operations manager. Top producer/director now employed. Creative professional with ideas. Ten years commercial/etv. B.A. degree. Married, family. Best references. Box E-86, BROADCASTING.

Newsman, aggressive, experienced. Nine years professional journalism, 5½ broadcasting (mostly television), 3½ newspaper. Now in major market. Prefer New York, Washington, Miami or Los Angeles. Extensive knowledge film, videotape, documentary. Single, but marriage soon. Box E-48, BROADCASTING.

Operations production manager looking. Background includes news, sales, programming and extensive film editing experience. Creative and cooperative. Have family, degree and excellent record and references. Box E-108, BROADCASTING.

Producer/director quality production. Interested in creative, responsible work. College graduate 3 years experience in medium market. 25 years old, married and draft exempt. Box E-134, BROADCASTING.

News director, 10 years NBC and network experience. Seeking opportunity with large operation. Box E-161, BROADCASTING.

News director. Top rated camera presentation. Award winning, major market experience. Kine available. Box E-159, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

25 ideas that produce sales. Each of these promotions made at least \$100 for a radio station, will you pay 20¢ each for them? Send \$5.00 to P. E. P. Inc., Box 1745, Ocala, Florida.

Let us produce your commercials. Top voices, sounds, equipment \$5 each 24 hour service. P. O. Box 981, Lexington, Kentucky.

500 good air quality one liners, used by top flight dj. \$5.00 cash, check, money order to Box E-111, BROADCASTING.

DJ's need topical air useable, air tested comedy one liners? Sample copies, \$1.00 p.p. cash. Morris Dee-Jay Digest, P.O. Box 993, Eureka, California.

WANTED TO BUY

Equipment

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

For Sale

Equipment

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freepport Blvd., Sacramento 22, California.

Brand new Mohawk midgetape #400 recorder, 402 amplifier, 401 carrying case, microphone, remote control plus 3 tape mags and phone patch. \$410 value, asking \$225. 18320 Ludlow, Northridge, California. Phone 213-363-8700.

Composite fm kilowatt transmitter: General Electric BT-2-2 fm transmitter with Gates M-5534 Exciter. Now in use. Exceeds FCC requirements. Available April 10th. Best offer over \$1,500. General Electric FM BY-4-a, 4-section Circular antenna with De-icers "as is." Best offer over \$200. WYZZ (FM), Wilkes-Barre, Penna.

Will sell or trade 2 Gelo tape recorders G-255 in excellent condition. Need portable battery tape recorders. Best offer. The Puritan Broadcast Service, Inc., 156 Broad Street, Lynn, Mass.

For Sale—(Cont'd)

Equipment

Where stands, best offer—300' uniform cross section guyed steel tower including obstruction lighting and tuning box with "P" network. Contact Sam E. Fendleton, KSET, Phone KE 2-4979, P. O. Box 20,000, El Paso, Texas.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Magnemite model 610-SD professional field tape recorder, excellent condition. Spare tubes, tapes, battery and microphone included Postpaid \$140.00 Box E-143, BROADCASTING.

Truscon tower, 1050 feet high, guyed, galvanized, 40 lb. wind load, solid rounds, new 1955, painted international orange and white, weight including guys 484,000 lbs., complete including lights, sleet melting circuit, obstruction lights and automatic light controls. Now supporting channel 3 six bay RCA TF 6 al antenna. May be inspected standing, 17 miles nw of Shreveport, La. Available September, 1963 on ground, sections numbered, stacked guys on reels, nuts and bolts in barrels, ready for shipment. Price \$75.00. KTBS-tv, 312 E. Kings Highway, Shreveport, Louisiana. Telephone NO. 868-3644.

Slightly used Ampex stereo Neumann, Gotham, Marantz, Lansing professional recording equipment. Write for list. Box C-205, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 3, and September 8th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

RADIO

Help Wanted—Sales

BROADCAST SALES REPRESENTATIVES

Visual Electronics Corporation, a leader in broadcast equipment sales engineering employed in expansion program. Seek top level experienced field salesman with proven sales record. AM or TV technical or engineering background required. Please send resume, in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
356 West 40th Street
New York 18, N. Y.

Announcers

ANNOUNCER-EMCEE

50 kw Southwest major-market station seeks stable announcer for varied staff duties. Outstanding facility, perfect climate, good pay and company benefits for right man. Send resume, recent photo and tape, (includes news, sports, music show and commercials) to:

Box E-146, BROADCASTING

TELEVISION

Situations Wanted—Management

TV AND/OR RADIO MANAGER AVAILABLE!

EXPERIENCE: Heavy TV and Radio Management in top Metro markets. Group operations as well as independent Experience covers all phases, sales, programming, film buying, promotion, etc. Now employed in management in top ten market UHF station. Will consider Sales Manager Metro Market. Prefer California, however, will consider all areas. Personal interview can be arranged.

Box 103, BROADCASTING

Employment Service

"PROFESSIONALS"

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

Miscellaneous

NETWORK SOUNDS ONE DOLLAR

your commercials on your tape for \$1 a spot. Also original copy & Production commercials, news & sports intros, etc. Send \$1 and copy for sample & details.

Box E-136, BROADCASTING

FLORIDA DUEBILLS

and other cities, plus resorts. Save on business/pleasure trips. Hotels, motels will exchange accommodations for advertising. Your cost 15%. Order from:

Gamble Coker, Inc. Tel. 642-6107,
155 E. Ont. St., Suite 3, Chicago 11, Ill.

Attention Station Owners!

Retain More Profit
With

- Swift evaluation of station problem areas
- Workable solutions
- Confidential reports

A practical meaningful broadcast management consulting service in areas of sales, management and programming.

Ed DeGray & Associates
220 Hartsdale Avenue
White Plains, N. Y.

Phone:
Area Code 914, WH 6-5651

"Counsel Geared For Action"

Equipment

For Sale

Used 19" Rack-Mount Cabinets
10½" High to 48" High
PRICED TO SELL

Also Assorted 19" Rack Panels 7"
to 37¾" High
Box E-127, BROADCASTING

ITA FM TRANSMITTERS

6,000 and 10,000 Watts New and Used
CLOSE-OUT PRICE
Box E-128, BROADCASTING

WANTED TO BUY

Stations

Experienced Broadcaster

25 years in broadcasting looking for station to manage or lease with option to buy.

Box E-132, BROADCASTING

For Sale

Stations

Mid-West 1 kw Daytimer

City 25,000. Market 100,000. \$97,000,
building included. Excellent potential
Box E-138, BROADCASTING

FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS
METRO GROWTH MARKET AT 200,000

Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, less than 3 years old. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—½ all record sales this type. Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

For Sale

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
 1736 Wisconsin Ave., N.W.
 Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
 in the eastern states and Florida
W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
 Washington 9, D. C.
 DEcatur 2-2311

STATIONS FOR SALE

PACIFIC NORTHWEST. Full Time. Priced at \$50,000. 29% down.
ROCKY MOUNTAIN. Daytime. Billing \$103,000. Priced at \$150,000. 29% down.

JACK L. STOLL & ASSOCS.
 Suite 600-601 6381 Hollyw'd Blvd.
 Los Angeles 28, Calif. HO 4-7279

Pa.	single	daytimer	120M	terms
N.Y.	single	daytimer	125M	29%
Ga.	single	daytimer	55M	15M
Midwest	small	fulltime	22M	cash
Fla.	medium	daytimer	150M	30%
Pa.	metro	daytimer	200M	50M
N.E.	major	daytimer	400M	29%
S.E.	major	daytimer	238M	65M

And others
CHAPMAN COMPANY
 2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
 P. O. BOX 9266 - GL 3-8080
 AUSTIN 17, TEXAS

NEED HELP?

LOOKING FOR A JOB?

**SOMETHING TO BUY
 OR SELL?**

**For Best Results
 You Can't Top A
 CLASSIFIED AD**

in

BROADCASTING
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 117

to change frequency to ch. 11; type trans., and make changes in ant. system for vhf tv translator station.

K78AR Lihue, Kauai, Hawaii—Granted mod. of cp to change type trans.

Actions of April 1

WMMM-FM Westport, Conn.—Granted license; specify studio location.

WDRG Hartford, Conn.—Granted license covering installation of aux. trans.

WIKE Newport, Vt.—Granted license covering installation of old main trans. as alternate main nighttime and aux. daytime trans.

WITI-TV Milwaukee, Wis.—Granted cp to modify ant. system (main trans. and ant.); condition.

WDGY Minneapolis, Minn.—Granted cp to make changes in nighttime DA pattern.

KK2XJO, Various locations in Colo., Ariz., Utah and N. M.—Granted cp and license for new experimental tv translator station, on chs. 2 to 13, inclusive, to conduct site and coverage tests and for limited demonstration of principles of operation; conditions.

KA2XEO Minneapolis, Minn.—Granted cp for new experimental tv translator station, on chs. 2 through 13 and 70 through 83, to conduct site and coverage tests and for limited demonstration of principles of operation; conditions.

WMU-TV Greenville, S. C.—Granted mod. of cp to increase ant. height to 1,190 ft., change ant.-trans. location, type trans. and ant., and make changes in ant. system; remote control permitted.

Actions of March 29

KGER Long Beach, Calif.—Granted cp to install aux. trans. at main trans. site (DA-N).

WMTS-FM Murfreesboro, Tenn.—Granted mod. of cp to change type ant. and main studio location and remote control point.

Following stations were granted extensions of completion dates as shown: KNMT (TV) Walker, Minn., to July 15; WZZN-FM Elizabethtown, Pa., to Sept. 1.

KFML Denver, Colo.—Granted increased power on 1390 kc. D, from 1 kw to 5 kw, and installation of new trans.; remote control permitted; conditions.

KFTM Fort Morgan, Colo.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KRLN Canon City, Colo.—Granted increased daytime power on 1400 kc, SH, from 250 to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

Granted renewal of licenses, including aux., for following stations: WBOS-FM Brookline, Mass.; KLRO (FM) San Diego, Calif.; WLLH Lowell, Mass.; KLUB-FM Salt Lake City, Utah; WMTW-FM Mt. Washington, N. H.; KMUR Murray, Utah; WNEP Newburyport, Mass.; KMPC Los Angeles, Calif.; WVMT Burlington, Vt.; KMYC-AM-FM Marysville, Calif.; WORC Worcester, Mass.; KNDI Honolulu, Hawaii; WTIC-AM-FM Hartford, Conn.; KOHI St. Helens, Ore.; WTSA Brattleboro, Vt.; KORK-AM-FM Las Vegas, Nev.; KTVW (TV) Tacoma, Wash.; KORL Honolulu, Hawaii; WGAN-TV Portland, Me.; KPCN Grand Prairie, Tex.; KPDQ-FM Portland, Ore.; *KPEC-TV Lakewood Center, Wash.; KPRI Eugene, Ore.; KPOL-AM-FM Los Angeles, Calif.; KQRO (FM) Dallas, Tex.; KRKO Everett, Wash.; KROW Dallas, Ore.; KABR, Aberdeen, S. D.; KRZY Albuquerque, N. M.; KAFY Bakersfield, Calif.; KSEW Sitka, Alaska; KAHU Waipahu, Hawaii; KSFE Needles, Calif.; *KANG (FM) Angwin, Calif.; KSOP Salt Lake City, Utah; KARO (FM) Houston, Tex.; KTKR Taft, Calif.; KAST Astoria, Ore.; KTKR Casper, Wyo.; KAYD (FM) Beaumont, Tex.; KUEN Wenatchee, Wash.; KBKW Aberdeen, Wash.; KUJ Walla Walla, Wash.; KBYR-AM-FM Anchorage, Alaska; KULE Ephrata, Wash.; KCHJ Delano, Calif.; KURA Moab, Utah; KCLX Colfax, Wash.; KURY Brookings, Ore.; KCVR-AM-FM Lodi, Calif.; KUTI Yakima, Wash.; KDAN Eureka, Calif.; *KVOK (FM) Honolulu, Hawaii; KEDO Longview, Wash.; KWAM Memphis, Tenn.; KFDR Grand Coulee, Wash.; KWAT Watertown, S. D.; KFRB Fairbanks, Alaska; KWFS-AM-FM Eugene, Ore.; KGAY Salem, Ore.; KYME Boise, Idaho; KGRO Gresham, Ore.; WTMT Louisville, Ky.; KGUC Gunnison, Colo.; KBRN Brighton, Colo.; KINY Juneau, Alaska; WEEI Boston, Mass., conditions; KIXI Seattle, Wash.; KJLM (FM)

San Diego, Calif.; KJNO Juneau, Alaska; KCHS Truth or Consequences, N. M.; KLAY-FM Tacoma, Wash.; KLOU Lake Charles, La.; KLEI Kailua, Hawaii.

WBCE-FM Williamsburg, Va.—Granted mod. of cp to change type ant. and ERP to 17 kw.

KBLE (FM) Bellingham, Wash.—Granted mod. of cp to make changes in ant. system and change type trans.; remote control permitted.

KCDI Kirkland, Wash.—Granted mod. of cp to change ant.-trans. location, make changes in ant. system (decrease height and add top loading), and make changes in ground system.

KBAB Indianola, Iowa—Granted mod. of cp to change ant.-trans. and studio location.

KFMU (FM) Los Angeles, Calif.—Granted mod. of SCA to make changes in programming (interspaced foreign language program material).

KRZY Albuquerque, N. M.—Granted license covering change in ant.-trans. and studio location and change in ant. and ground system; remote control permitted.

At request of Gotham Bcstg. Corp. (now Ch. 2 Corp.), Broadcast Bureau extended from April 3 to July 3 time for commencement of trial subscription programming by company's KTVR (TV) (now KCTO (TV)) on ch. 2 in Denver, Colo.

Actions of March 28

KOMY-FM Watsonville, Calif.—Granted request and cancelled cp for new fm; delete call letters.

WQIK Jacksonville, Fla.—Granted request and cancelled cp for changes in ant. system.

WSGO Oswego, N. Y.—Granted license and specify type trans.

WKNT-FM Kent, Ohio—Granted license covering installation of new main trans.

WHNB-TV New Britain, Conn.—Granted cp to use present main ant. as aux. ant. at main trans. location.

*KCUI (FM) Pella, Iowa—Granted cp to install new ant.

WXYC Fort Myers, Fla.—Granted mod. of cp to change studio and ant. trans. location and make changes in ground system.

KCOK Tulare, Calif.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Action of March 27

WTTT Timin, Ohio—Granted cp to make changes in DA system with changes in ground system.

K04AT St. Francis, Kan.—Granted cp to replace expired permit for new vhf tv translator station and specify type trans.

WIBW-TV Topeka, Kan.—Granted extension of completion date to Sept. 1.

KROB Robstown, Tex.—Denied request for mod. of pre-sunrise condition attached to cp for new am on 1510 kc, 500 w-D.

Actions of March 21

Wallowa Valley Tv Assn. Inc., Wallowa, Ore.—Granted cps for three uhf booster stations for uhf tv translators K71AO, K77AW and K81AF.

Rulemakings

AMENDED

By second report & order in Doc. 14229, commission amended part 3 of rules to relax certain technical requirements for uhf tv stations, effective May 1, 1963. Comr. Bartley dissented. Action March 27.

PROPOSED

By notice of proposed rulemaking & order, commission proposed rules looking toward discontinuance of "simplexing" by fm stations. Comments are due by June 14, 1963. Chrm. Minow and Comr. Cox dissented. As proposed, rules would pertain six months after effective date and, in addition, would up-date and simplify SCA logging requirements. Policy of deferring action on simplexers' renewal applications was continued pending outcome of rulemaking proceeding. Action March 27.

Commission instituted proceeding in which various proposals to put ceiling on amount of time that can be devoted to commercial advertising by broadcasting stations will be considered. One proposal on which comments will be sought would be adoption of rule requiring all am, fm and tv stations to observe limitations on advertising time which are presently contained in radio & tv codes of NAB. Action March 27.



“ALL FOR APRIL” — that’s the pitch for the American Cancer Society’s annual Crusade. It’s what the Society asks of the broadcasting industry each year.

“ALL FOR APRIL” is also the title of our new half-hour film starring Steve Allen, Morey Amsterdam, the Beverly Hillbillies, George Burns, Robert Cummings, Ralph Edwards, Evans Evans, Carl Reiner, Keely Smith and Dick Van Dyke. It crackles with humor and, at the same time, does a fine job in the big battle against cancer. The film is available for television (naturally without cost).

This film is only one of many first-rate free television and radio materials which the Society has specially prepared for its Crusade. Use them . . . to fight cancer . . . to save lives.

Contact the American Cancer Society Unit in your city for further information about these materials, or write to:

AMERICAN CANCER SOCIETY 521 WEST 57th STREET, NEW YORK 19, NEW YORK



OUR RESPECTS to Charles George Henderson

To be a success, be yourself

"If you want to talk business to a man don't separate yourself from him with a desk and when you do talk to him don't give him a lot of make-believe blue sky." This brief homily from C. George Henderson, executive vice president and general manager of WSOC-TV Charlotte, N.C., gives an indication of the business savvy which has made him a venerated member of the broadcast fraternity.

Biographical examinations of successful business men often include descriptions of their offices with the obvious parallels drawn between office furnishings and the character of the man in question. In the case of George Henderson this might easily produce a distorted image. On entering his "den" as he calls it, the most noticeable object is his roll-top desk which could be judged hastily as a sign of "stiffness." In fact he is constantly kidded about it. Mr. Henderson explains that it provides him with a way of "putting a cover" on the business aspect of the room and talking informally.

Further inspection reveals a lamp whose base is the bugle he blew as a freshman at Western Military Academy in Alton, Ill. But there is nothing martial in Mr. Henderson's demeanor. In fact, ever since he graduated from the academy in 1935, he's been playing down his military background. His father was the commandant (disciplinarian) of that academy for 30 years and "he was tougher on me" than anyone else there, he says.

On the subject of office pictures Mr. Henderson has a polite but terse, "the most important picture in my office is the one on the tv set—the one on channel nine."

Charles, The Fourth ■ Charles George Henderson was born in Mexico, Mo., April 1, 1917. The "Charles" was quickly dropped. There were already three members of the family named Charles: both his grandfathers and an uncle.

Mr. Henderson gives the impression that his years of education were something to be gotten out of the way in order to get on with the business of life. After military school he entered Rice Institute (now Rice U.) to follow a liberal arts course and soon found himself overloaded with extra-curricular activities, sometimes to the neglect of his studies. After two years at Rice he transferred to Kalamazoo College in Michigan. But he never finished school. In his own words, "I had a gal in Kalamazoo." Harriet Aspergren was her name and he left college before graduation to marry her.

Mr. Henderson, whose formal training had been in journalism, entered the advertising side of communications. After a medical discharge from the Army in June 1944 having achieved the rank of major (a "physical wreck" with a lung infection, cystitis and a recurrent leg injury) he went to work as an advertising salesman for the *Columbus Citizen*, the Scripps-Howard paper in Columbus (now the *Citizen Journal*).

First Radio Experience ■ In 1946 he became advertising director for the Ohio Fuel Gas Co. in Columbus. "This is where I became interested in broadcasting," he explains. "The company was dabbling with various media. I switched them to concentrating in radio."

In 1949 a new Crosley station, WLWC (TV) was getting ready to go on the air in Columbus and Mr. Henderson moved there as general sales manager. It's this early position of responsibility which causes him to refer jokingly to his career as "starting at the top and working my way down." In 1953 he was promoted to general sales manager of radio and tv for the complete Crosley group.

Mr. Henderson had a penchant for organizing new operations. In 1957 he moved again, to Charlotte, N. C., where another new station, WSOC-TV, was getting on its feet. He joined WSOC Broadcasting Co. as vice president and assistant general manager. In June 1959 the station was acquired by Carolina Broadcasting Co., owned by the James M. Cox interests. Mr. Hen-



George Henderson
No make-believe

derson remained with the station and last October was promoted to his present position, executive vice president and general manager.

(James M. Cox broadcast properties are: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte and WCKR-WCKT [TV] Miami [42.5%]. Newspaper interests include the *Atlanta Journal and Constitution*; *Dayton News and Journal Herald*; *Miami News*, and *Springfield News and Sun*.)

For a man with a formidable history of community activity outside of his station bailiwick, Mr. Henderson is modest in relating it. He is a past governor of the 5th district of the Advertising Federation of America, past president of both the Columbus and Charlotte advertising clubs, and still a member of the board of the latter club. He is currently a member of the board and executive committee and treasurer of Television Bureau of Advertising; president of Carolinas' Carrousel, a Charlotte civic organization; chairman of the Charlotte Chamber of Commerce sports committee and a member of the executive committee of the Charlotte chapter of the American Cancer Society.

Pride & Joy ■ George Henderson is especially proud of his station's news and public service programming. Last year WSOC-TV won a Thomas A. Edison award for its daily *Clown Carnival* show. The program's title belies its serious purpose of character guidance for children. Major credit for the show belongs to George Henderson who was its prime mover.

Mr. Henderson sums up his pet dislikes in two words—"phoniness and exaggeration." "The boys who make the false claims eventually have to eat 'em," he says. His image of the incompetent broadcaster compares to that of the unqualified surgeon. "If he's faking, he's a butcher. The results of his operation are soon known."

Mr. Henderson's idea of relaxation is bait casting for bass in a North Carolina stream, but when he's taking his exercise he can be found on the golf course, "usually on the fairway." The "fairway" claim is backed by a respectable 14 handicap.

Mr. Henderson has a son, Chuck, 23 years old and married, and a daughter, Marjorie, a college freshman of 18. A daughter born to Chuck last November, "made me a grandfather, and my gray hair finally appropriate," says Mr. Henderson. For that matter, his hair was gray in college, and even today it does not disguise his youthful energy.

Time for real research

RATINGS and rating services have been discredited almost to the point of uselessness. The Harris subcommittee hearings have created more doubts about existing methods of measuring radio and television audiences than can be resolved by minor adjustments. It will not be enough to add to a sample here or to repair a defective recording device there.

A sweeping reappraisal of the methods—and purposes—of audience measurement is in order, and there are signs that broadcasters are beginning to recognize that fact. For this the Harris investigators must be thanked, although their finding will be of little use in as basic and complicated a study as broadcasters must now begin.

We share with LeRoy Collins the regret he expressed last week that broadcasters did not begin an overhaul before the government moved in. Having ourselves raised doubts about ratings for many years, we must concede he has a point. There has been less progress in audience measurement than in any other function of radio and television.

If progress is to be encouraged now, broadcasters must start by deciding what they really want from audience statistics and what they can persuade their customers to accept. Certain reasonable expectations immediately suggest themselves.

Measurements must not penalize radio and television in comparison with other media. Historically broadcasters have measured their audience in smaller pieces than newspapers and magazines have been willing to measure theirs. It may not be possible to develop a radio or television measurement that will be precisely comparable to the gross circulation figures that print media use, but a higher degree of comparability is essential.

If agencies are to calculate cost-per-thousand on rating points for broadcasting and gross circulation figures for newspapers, the disadvantage to radio and television is obvious. That disadvantage will only be accentuated by the coming of computers. The data processing machine that is fed a rating for a television quarter hour and the total circulation of a competing newspaper is not likely to feed back a fairer comparison than was fed in.

Measurements must be adaptable to changing technology and changing habits of viewing and listening. Present rating services are only now beginning to adjust to profound changes that have taken place in the composition and location of radio audience. The development of inexpensive portables and automobile sets has dispersed radio listening beyond the present reach of those who count the listeners.

As many influential radio broadcasters have complained, radio is being grossly shortchanged by present ratings. Unless revisions in its audience measurements are made, television soon will be suffering the same experience. Multiple-set homes are already common. Miniaturization, already well-advanced, is bound to reduce the size of television sets and make the television audience almost as mobile as the radio audience. Who is ready now with a means to measure accurately the transition from group viewing to individual viewing and the dispersion of the audience from the living room to bedroom, terrace, beach?

National and local measurements must be equally reliable. National measurements are useful only to network advertisers who collectively account for only 40% of total television billing and an inconsequential 5% of total radio. Since 60% of television spending and 95% of radio spending must be based on local audience measurements, it does not seem unreasonable to suggest that the local measurements ought to be at least as good as the nationals.

Still another fact that broadcasters must face is that

better research will cost more money than they have become accustomed to budget for ratings. The recognition of this fact will undoubtedly lead some to suggest that agencies and advertisers ought to share the expense. That suggestion is unrealistic.

Although acceptance by agencies and advertisers is indispensable to any measurement system, it is the broadcasters themselves who must be in control of it—as print media are in control of the circulation research that they use to sell against radio and television. Control can be maintained only if the broadcasters put up the money. If the customers of radio and television share substantially in the cost of audience research, they will have a much larger say about it than they have about the measurement of rival media.

It seems to us that the job of bringing order into the complicated business of audience measurement is too big for any one element of the broadcasting complex to undertake. In the long run it may prove desirable to create different systems for radio and television. At the outset the basic study ought to apply to both. At this point it is a project that could suitably be joined by the NAB, Radio Advertising Bureau and Television Bureau of Advertising.

Minow swallows a whale

FCC Chairman Newton Minow is too young to have a personal recollection of conditions that led to the adoption of federal controls over stock dealing. Only on the grounds of his youth can he be forgiven for slandering the broadcasters of 1963 by suggesting they be regulated as security dealers are regulated.

As reported elsewhere in this issue, Mr. Minow proposed that Congress pass a law requiring broadcasters to belong to an NAB that would have the same powers that National Assn. of Securities Dealers has over its members. No security dealer can stay in business without complying with his association's rules.

The controls in the securities field were established to stop the scandalous conduct of swindlers and stock manipulators who were able to operate outside existing laws. To compare by inference the present conduct of broadcasters with the larcenous dealings that precipitated the securities laws labels broadcasters and evidences a lack of understanding of broadcasting.



Drawn for BROADCASTING by Sid Hix

"... and in this recurring nightmare, the media man's computer devours all my statistics and then starts on me!"



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