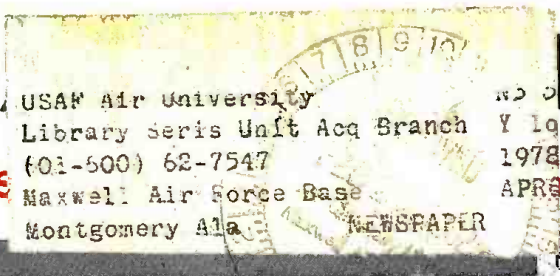




BROADCASTING

THE BUSINESS



AND RADIO

FEBRUARY 26, 1962

Chicago tv on FCC psychoanalysis couch for programming hearing 35

More than 3,000 have something to say on deintermixture & drop-ins 104

Independent reps endure multiple owners' trend toward own shops 63

All-channel receiver bill has rough going in congressional hearing 100

COMPLETE INDEX PAGE 7



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

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

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

EDWARD PETRY & CO., INC.

Pearls courtesy of Cartier, Inc.

Mr. Station Manager:

GET A MAGIC C.R.C. LIFT!



CALENDAR GIRL!

CRC's original "calendar girl" represents a new series of 365 calendar jingles (day-date-year), individually customized for your station in CRC's unduplicated style! Available EXCLUSIVELY in your market NOW!

GOOD MUSIC!

CRC's 40-piece orchestra, Good Music series is accepted as the standard of excellence, in quality station promotion. Fifteen basic jingles, 30 variations with the most LAVISH production in ANY area!

ROARIN' 20's!

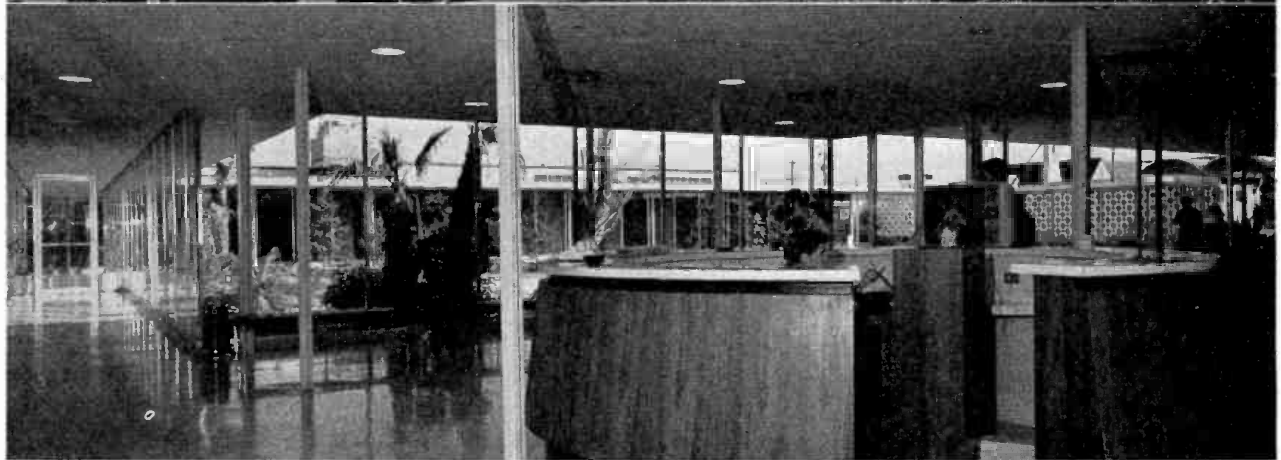
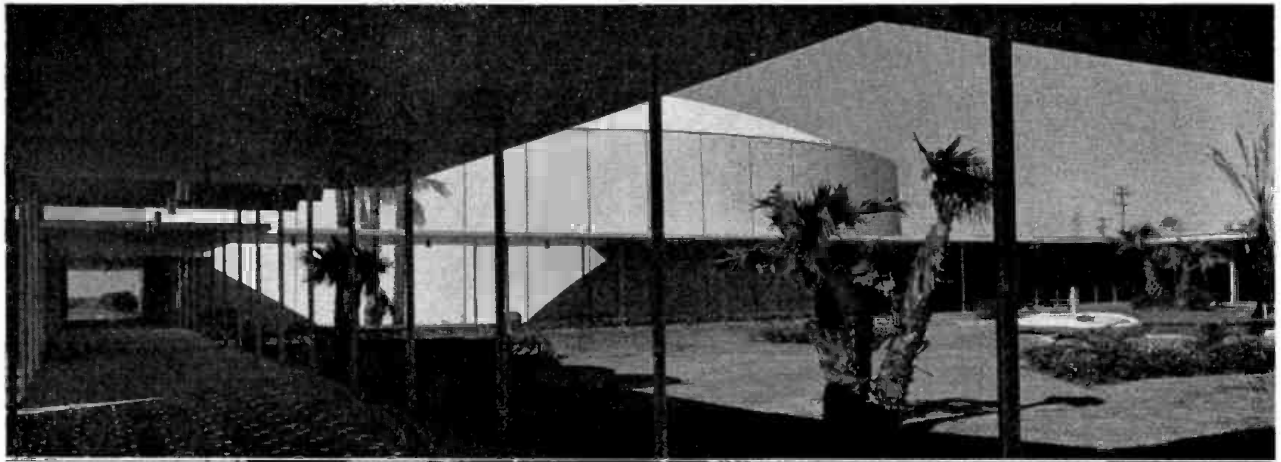
Even authentic instruments were used in this riotous spoof of the most fabulous era in musical history. Short, snappy, delightful satire on station promotion, suited to ANY format.

TOP POP!

A fabulous format of jingles first introduced by CRC, featuring way-out periods on ever-current hits. Available on a monthly basis, CUSTOMIZED to your station's exact standards.

COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004 • CALL, WRITE OR WIRE DIRECT



The television station of tomorrow is in Houston today

From every angle--Rates, Ratings, Local Prestige--KTRK-TV is the VITAL BUY in HOUSTON



KTRK-TV — Channel 13

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

1900 Audience Limited

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

WGAL-TV
Channel 8

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



Anna Held

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

Courtesy of The Bettmann Archive

Radio's 'big push'

Blueprint for industry-wide effort to "sell the big agency" on use of radio by making it simpler to buy while also upgrading its "image" among agency creative people has been drawn up by RAB. It calls for greatly simplified paperwork to make use of radio more profitable to agencies and suggests ways to stimulate sagging interest of copywriters in taking on radio assignments. RAB sees it as long-long-term project needing widespread station and rep support—but nevertheless—vital to getting radio sales off and running again.

Campaign to improve radio's stature and profit margins among agencies would be companion piece to RAB's new Radio Test Plan proving radio's sales effectiveness to major advertisers. Though no official word yet, RTP now looks almost definitely set to start March 1.

Leak that gushed

Days before FCC released its explosive notice last Friday to inquire into local television programming in Chicago, word of impending action had leaked in that city. One columnist had it preceding Wednesday and station staffs buzzed with excitement. Impromptu meetings were held at executive level.

Off-cuff reaction, both in Chicago and elsewhere, was that inquiry was premised largely on labor complaints stemming from action three years ago of NBC's owned and operated stations, WMAQ-WNBQ-TV, discontinuing some local news originations in favor of network and spot programs. Disposition was to describe inquiry, to be conducted by Commissioner Robert E. Lee, ex-Chicagoan, as not only "new and novel" as formal notice described it, but also political.

WBC on threshold

FCC is about ready to renew licenses of Westinghouse stations, held up several months because of anti-trust conviction of parent company. Only two matters remain to be resolved: (1) Whether renewals should be for one or three years, and (2) exact language of order. General counsel has altered his stand that hearing is necessary (CLOSED CIRCUIT, Oct. 30, 1961) but feels decision now written would modify past FCC position on antitrust matters. Conclusion is Westinghouse broadcasting arm is completely divorced from, and independent of, parent

CLOSED CIRCUIT

company and executives guilty of anti-trust violations.

Action on renewal of General Electric Schenectady stations, under investigation for same antitrust violations, is not as far advanced. GE replied month later than WBC to formal FCC inquiry (BROADCASTING, Feb. 12) and consideration of two cases has been separated. GE is direct licensee of its stations and has faced additional questions on chain of command not asked of Westinghouse.

Schenley on radio?

There's report that Schenley Industries Inc. plans radio test in mid-March using one station in New York on behalf of one of its hard-liquor brands. Schenley apparently wants to sample public reaction (and probably broadcasters, also), and will place business direct with station. Publicker Industries, another distiller, has maintained spot radio schedules on more than 80 stations for Old Hickory bourbon and Philadelphia White Label whiskey brands, campaigns for which began in summer (BROADCASTING, Aug. 21, 1961).

FCC says bah to BAH

Booz, Allen & Hamilton, which has submitted management survey to FCC, has received counter report from agency. FCC cited factual errors, misstatements, inconsistencies and oversimplifications in BAH 23-chapter preliminary report (CLOSED CIRCUIT, Feb. 5). FCC labelled report superficial with no real effort made to "seek out" true problems and proposed cures. Most recommendations came from FCC staff suggestions. Notable exceptions: Broad powers for proposed executive director, who would sit just under FCC itself. BAH still is to submit final report incorporating corrections. FCC then will act on long-planned reorganization.

Elevated eyebrows

Presidential order creating post of Director of Telecommunications Management in White House's Office of Emergency Planning to which Dr. Irvin Stewart, educator and former FCC commissioner, will be appointed is causing consternation at executive levels at FCC. Order vests broad powers in director which appear to give him charge of entire spectrum but there is disclaimer that he shall not pre-empt responsibilities of FCC.

Language, however, imparting authority on national and international communications policy is similar in purpose to that given FCC in communications law itself.

CBS' NCAA price list

CBS-TV, which paid \$10.2 million for tv rights to National Collegiate Athletic Assn. football games over years 1962-1963, reportedly hopes to sell telecasts also on two-year basis. High costs of rights—up by \$4 million over \$6 million paid by ABC-TV for 1960 and 1961—has prompted CBS-TV to peg price on this basis: For one-quarter sponsorship of schedule, advertiser would pay \$2 million each year and receive minimum of four commercial minutes per telecast.

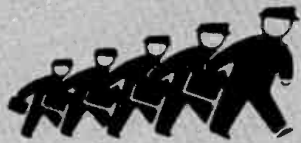
FCC still in orbit

FCC will stick to its guns in opposing President Kennedy's plan for publicly-owned communications satellite system on ground that project is not one in which public could be expected to invest funds when there's no prospect of immediate return. Instead, FCC will continue to foster ownership by private communications carriers but with stout provisions against acquisition of control by single entity. This position, it's learned, will be reiterated in FCC's testimony before House Commerce Committee hearing scheduled for March 13.

Conelrad successor

Although it's obvious that Conelrad is on way out (see page 116), final announcement is being held up pending development of new plan to provide communications via broadcast stations to public for civil defense and alternative military facilities. Whether new system will retain 640 kc and 1240 kc is to be decided. Whatever final decision, new controls will be "engineered" system by FCC and may not result in all stations being permitted to remain on air in emergency situation.

Possibility exists that official announcement of demise of Conelrad and inauguration of new plan may be made by Stuart L. Pittman, assistant secretary of defense in charge of civil defense, when he speaks to state association presidents March 1. This depends, it's learned, on outcome of negotiations with Canada, partner with U. S. in North American Defense Command.



HR

Representatives, Inc.

**In the Rochester,
New York, market . . .
WHEC Radio and H-R
are now working to
bring agencies and cli-
ents the finest in radio
advertising service.**

**WHEC
RADIO**

CBS ROCHESTER, N. Y.

WEEK IN BRIEF

The way things are going, the 1962 model of FCC may be the fact-findingest of all time. Now the commission's going to hold a hearing in Chicago to evaluate local tv programming. See lead story . . .

CHICAGO PROGRAM PROBE . . . 35

While it's about this probe, the FCC might be interested in an audience study in New York (seven tv stations) and Philadelphia (four). It shows no difference in satisfaction with cultural programming in cities. See . . .

CULTURE SERVICE COMPARED . . . 59

They may have to add both people and space to handle over 3,000 deintermixture and drop-in proposals now in FCC's hands. This critical problem naturally has broadcasters concerned deeply. See . . .

3,000 PETITIONS AT FCC . . . 104

The costs' going up but agency buyers are hurrying to get choice places in autumn network tv schedules for their clients. Right now they're about 60% along in picking programs out of sellers' market. See . . .

FALL LINEUPS SELL FAST . . . 38

Everybody with tv or radio must have shared at least part of the historic flight of Col. Glenn. This fantastic feat required costly coverage so the world could know—a \$3 million cost to networks. See . . .

SPACE SHOT COVERAGE . . . 50

Now it's getting quite obvious the Conelrad defense program of a past era is soon to be replaced. Due next is a system of control designed to inform public and meet military and civil defense needs. See . . .

CONELRAD REPLACEMENT . . . 116

A former member of the FCC, Dr. Irvin Stewart, has been picked by President Kennedy for the job of telecommunications chief for the White House. This key post will include a direct link to the President. See . . .

KENNEDY PICKS STEWART . . . 114

As often happens, a legislative proposal has become snarled in politics and bureaucracy. Now the FCC's bill to require all-channel television sets is getting some of Capitol Hill's familiar treatment. See . . .

CHANNEL BILL FALTERS . . . 100

SPECIAL REPORT: STATION REPS

As more advertisers decentralize their buying the natural result is a marked growth in regional representation of stations. At the same time regional advertisers are expanding into national accounts. See . . .

REPS SURVIVING CRISIS . . . 63

One of the broadcast industry's most powerful facets, station representation, appears to be surviving a do-it-yourself trend. A depth study of the history, significance and functioning of representatives. See . . .

REGIONAL REPS OPTIMISTIC . . . 82

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

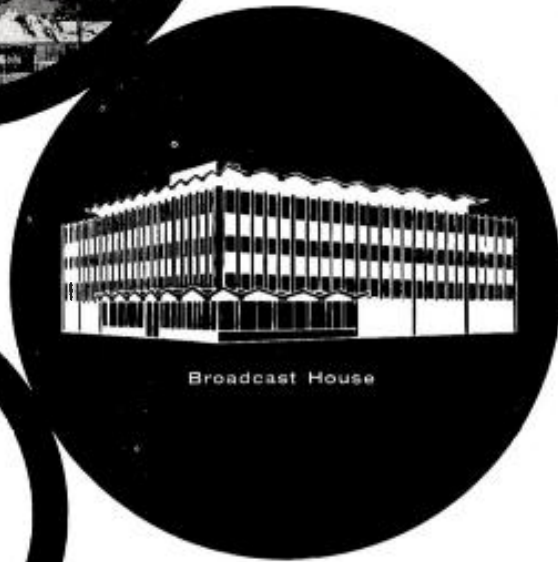
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WELCOME, NEIGHBOR!



A few yards from Broadcast House, new home of WTIC TV-AM-FM, steel is rising skyward, the skeleton for a fifteen-story office tower of unique design. The elliptical-shaped structure, scheduled for completion by late 1963, will house the home office of the Phoenix Mutual Life Insurance Company and will be the first building of its kind in the world. Like Broadcast House, first of a complex of modern structures to be completed in Hartford's Constitution Plaza, it is an important part of the urban rebirth of America's insurance capital and a further stimulus for a bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

**WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY**

Chicago tv reports pride in 'record'

Chicago tv station executives expressed readiness Friday (Feb. 23) to stand on records they are proud of when FCC holds hearing there on local programming, beginning March 20 (see page 35).

Ward Quaal, executive vice president of WGN Inc., said WGN-TV has "an enviable record . . . our finest documentation of performance."

Clark George, vice president-general manager of CBS-owned WBBM-TV, stated, "We will participate in any public hearing. We have nothing to hide." Sterling Quinlan, vice president and general manager of ABC's WBKB (TV), said station has no quarrel with idea of public hearing in Chicago. "WBKB is as indigenous to Chicago as are the stockyards," he said. "Our heavy accent on live programming, our leadership in public affairs programming . . . give us confidence in our record."

Needs and interests of Chicagoans have been and are being served by area tv stations, Lloyd Yoder, vice president and general manager of NBC's WNBQ (TV), maintained. "We are confident the forthcoming inquiry in Chicago by the FCC will establish this to be the case," he said.

Nafi sells KTVT (TV) to Oklahoma Publishing

Sale of KTVT (TV) Fort Worth by Nafi Corp. to Oklahoma Publishing Co. for \$4 million, including assumption of obligations, was announced Friday, subject to usual FCC approval.

Oklahoma Publishing (*Oklahoma City Oklahoman* and *Times and Farmer-Stockman*) owns WKY-AM-TV there and WTVT (TV) Tampa, Fla. Nafi Corp. bought ch. 11 independent in 1960 from Texas State Network for same amount, \$4 million. Other Nafi stations: KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., and KFYZ Houston. Broker was R. C. Crisler & Co.

WZST Tampa, Fla., was sold by Alpha B. Martin to John M. McLendon for \$140,000 and assumption of note. Mr. McLendon owns WENN Birmingham, KOKA Shreveport, KOKY Little Rock and 50% of WOKJ Jackson, Miss. WZST is 10 kw daytimer on 1550 kc.

Among FCC transfer approvals announced Friday was sale of WNTA-

Back on top

Broadcast media's stature as public's No. 1 source of news about what's going on in world is documented by further study of survey Elmo Roper & Assoc. Conducted for Television Information Office (BROADCASTING, Feb. 12).

Ranking media singly, it put newspapers on top with mentions by 57% of people, tv next with 52%, radio in third place with 34%. TIO has had special tabulation made which, after eliminating duplications between radio and tv, shows broadcasting on top with comfortable lead; 73% to newspapers' 57%.

AM-FM Newark, N.J., by National Telefilm Assoc. to Bergen Broadcasting Corp. for \$2.5 million. Bergen Broadcasting is subsidiary of Communications Industries Corp., owner of WEOK Poughkeepsie, N.Y.; WACE Chicopee, Mass.; WKST New Castle, Pa.; WKST-TV Youngstown, Ohio.

Grant was made without prejudice to outcome of various litigation and present study into network broadcasting. Consummation was prohibited until buyers divest themselves of interest in an application for Paramus, N.J.

FCC's Broadcast Bureau approved \$900,000 sale of 80% of Cascade Broadcasting Co. from A. W. Talbot and Ralph Sundquist to Haltom Corp.

Two FCC hearings set on misrepresentation

Two hearings were ordered Friday (Feb. 23) by FCC to explore charges that misrepresentations were made to agency.

One case involves renewal of license of WWIZ Lorain, Ohio; transfer of control of that station to *Lorain Journal*; license renewals and modification of license of WFAW Farrell, Pa.; license applications and assignment of construction permit for WXTV (TV), (ch. 45) Youngstown, Ohio. Sanford A. Schafitz has interest in these stations. Issues will include possible unauthorized transfer of control of WWIZ; "programming operations . . . of WFAW," and whether employment by WXTV of Mr. Schafitz (new co-owner with Guy W. Gully) was contrary to representations. Questions about Mr. Schafitz's candor

in dealing with FCC colors all issues.

Application for extension of time to construct WRNE Wisconsin Rapids, Wis., daytimer, by Bill S. Lahm was set for hearing on petition of WFHR that city, which charged Mr. Lahm willfully concealed material facts from FCC and isn't financially qualified. WFHR was made party to proceeding.

Some of charges against Mr. Schafitz were raised by WEOL-AM-FM Elyria, Ohio (BROADCASTING, Aug. 14, 1961). FCC set hearing on own motion, plans to explore some WEOL charges; FCC denied petition to include as issues those in hearing on 1958 application by *Mansfield Journal* to acquire WCLW Mansfield, Ohio.

Eastman Co. charges Petker Plan 'breach'

Answer filed by Robert E. Eastman Co. to \$16 million antitrust suit instituted by A. P. Management Corp. against Young & Rubicam and 15 station representatives (BROADCASTING, Feb. 19) seeks dismissal of complaint and contains counter-claim by Eastman for \$250,000 judgment against A. P. Management.

Eastman contends that under A. P. Management's so-called Petker plan radio stations were induced to breach their exclusive arrangements and agreements with Eastman by selling to plaintiff, in consideration for products and services supplied by A. P. Management, radio broadcast time for spot advertisements of nationally sold products or services. Eastman contends it did not receive commissions for these transactions and "such breach of agreement by plaintiff" resulted "in great harm to defendant's business."

A. P. Management filed suit last month charging defendants with participating in alleged plot to destroy Petker Plan. Other representatives are expected to answer plaintiff's complaint shortly.

Former WPST-TV execs to apply for ch. 10

Three former executives of ch. 10 Miami when it was WPST-TV have joined with philanthropist-sportsman William B. MacDonald Jr. to apply for ch. 10, now occupied by WLBW-TV.

WLBW-TV has been ordered by FCC to file application for license by March 20 (BROADCASTING, Feb. 19). Station was awarded ch. 10 after WPST-TV

WEEK'S HEADLINERS

Bert Briller, ABC vp in charge of tv network sales development since January 1961, appointed vp for affiliate communications. Mr. Briller will be responsible for providing affiliates with all available information on tv network's programs, plans and activities and ob-



Mr. Briller

taining from affiliates suggestions, comments and criticism which can help guide network program development.

Richard A. Moore, president, KTTV (TV) Los Angeles, resigns, effective March 1, to head organization now being formed for purpose of developing and operating pay tv franchise in Los Angeles and other major cities. He is succeeded by **Robert W. Breckner** who has served as KTTV's vp and general manager for past two years (see story, page 52).

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

grant was rescinded because of *ex parte* contacts with FCC.

Joining Mr. MacDonald to form South Florida Tv Corp. are former WPST-TV executive Walter Koessler, general manager, Eleanor Larsen, program director, and William Needs, chief engineer. South Florida said its application will be filed as soon as FCC will accept it. Attorneys for applicant are Scott Lucas, former Senator from Illinois, and Pierson, Ball & Dowd.

Theatre closed circuit set to start March 28

Telecasting of live theatre production by closed circuit starts March 28 in Rochester, N. Y., by Dynamic Theatre Networks Inc., New York. DTN has been experimenting for some time (BROADCASTING, Oct. 2, 1961). Idea is to telecast live play from one theatre to another in same area and charges are made on pay-as-you-see basis. Rochester telecasts include five performances of "Gideon," and prices will range from \$1.50 to \$3. Dynamic hopes to use technique for showings of plays in cities not visited by Broadway shows on tour.

Student quiz planned on advertising 'image'

What is advertising's career image on college campus? In new major research project of Michigan Council of American Assn. of Advertising Agencies, some 1,200 journalism students will receive exhaustive questionnaires at Michigan State U., U. of Michigan, Alma College and Albion College before and after educational advertising campaign in school newspapers.

Results will be revealed at national AAAA meet in April. D. P. Brother & Co., Detroit, is task force agency for cooperative project headed by Tom Adams, president, Campbell-Ewald Co.

FCC offers advice to city on catv

FCC moved into community antenna fight in California Friday in its response to inquiry from city manager of Salinas, regarding applications before city council for catv franchises.

Commission said it has been concerned about catv for years and suggested city use as guidelines authority FCC is asking from Congress: (1) to require catv system to carry local tv station if requested, (2) that local station signal not be degraded on cable, and (3) that local station be protected from duplication of its programs on other channels of catv system.

Commission stressed also that catv admittedly does not serve rural areas and if catv impact forces local off-air broadcaster to cease broadcasting, not only rural but all residents are deprived of local news, weather, projects and interest.

Letter was written to FCC at suggestion of John C. Cohan (KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo.) Mr. Cohan told several FCC commissioners last week that one catv firm has told him it plans to construct 28 catv systems in his service area—and offered him right to acquire 50% interest in each of them if he would cooperate. Cable systems presumably would transmit San Francisco and Los Angeles stations to this California coastal area.

Examiner asks denial of six Gila licenses

FCC Hearing Examiner Forest L. McClenning Friday recommended that FCC not renew the licenses of five am stations and one fm owned by Gila Broadcasting Co. All are in Arizona.

In hearing held in May 1961 in

Lestoil single 30s

New departure in network tv selling — 30-second announcements to single advertiser—takes place when ABC-TV launches its *Hollywood Special* movies on April 8 (Sun., 9-11 p.m. EST). Half-minute announcements back-to-back for different products of single advertiser are not uncommon, but in this case ABC-TV sold 30s to one: Lestoil. ABC-TV authorities say it came about this way: Sales format for program is two commercial minutes back-to-back; Brown & Williamson bought 90 seconds. Lestoil then took left-over 30.

Arizona, FCC Broadcast Bureau claimed Gila had permitted two unauthorized transfers of control and many willful technical violations of FCC rules.

Examiner McClenning found transfers of control were in good faith but said technical violations by Gila, "however, are of such magnitude as to require disqualification."

Pepsodent tv ad fair, says FTC examiner

Clean bill of health for Pepsodent toothpaste tv commercials in removal of tobacco stain has been recommended by Federal Trade Commission hearing examiner.

Examiner said demonstration of how Pepsodent toothpaste removes tobacco stain from white glass plate is no deception and recommended dismissal of complaint.

FTC complaint was issued in 1960 against Pepsodent manufacturer, Lever Bros. Co.; its advertising agency, Foote, Cone & Belding, and account executive, William H. Bambrick.

Commercials under attack, Examiner Harry R. Hinkes said, shows that Pepsodent toothpaste does clean away fresh tobacco stains; it does not claim to be effective in removing accumulated stains.

This is not final order and may be reviewed by FTC membership.

EWR&R named for Endac

Erwin Wasey, Ruthrauff & Ryan, Chicago, has been appointed to handle Helene Curtis Industries Inc.'s Endac (skin-cleanliness preparations) account, effective immediately. Endac advertising expenditure last year was about \$400,000 and is expected to be "increased substantially" in 1962. EWR&R also will handle several new Helene Curtis products now in development.

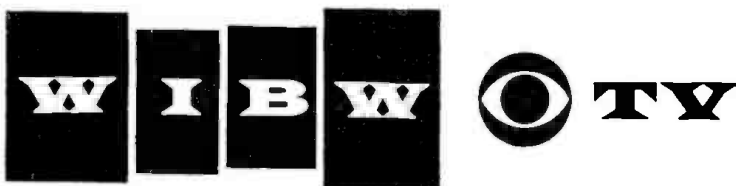
PAYING PUBLIC SERVICE

3



A WIBW-TV PLUS for Advertisers

At WIBW-TV public service programming is more than a duty to the viewer . . . it's a bonus to the advertiser. The people who compose this rich Eastern Kansas Market take keen interest in community government and activities. They have to . . . in an agricultural market, it's their bread and butter. These people depend on WIBW-TV to keep them informed. The result is more sales for the WIBW-TV advertiser. Another reason why WIBW-TV tops all competition in this wealthy Eastern Kansas Market.



TOPEKA, KANSAS

Channel 13 • CBS • NBC • ABC



Division of Stauffer-Capper Publications



The First Remote from the state legislature.



WIBW-TV introduces the viewer to Forbes Air Force Base.



Prime time discussion of community problems by civic leaders.



WIBW-TV covers a Kansas Centennial Parade by remote.

CBS
NBC
ABC

PLUS The Best Shows—
All Day . . . Every Day—
As Late As 11:30 p.m.

ANNOUNCING AN
INCREASE IN POWER

FOR HOUSTON'S MOST POWERFUL **FM** STATION . . .
NOW one of America's Most Powerful.

K•Que

THE NATION'S

***No. 1**

RATED

FM

Based on
 Hooper Ratings
 of Total FM
 time periods,
 Dec.-Jan., 1962,
 of Top 25
 Markets.



Affiliated with the
AM Leader in Houston

1st
 WITH THE
 MOST
K•NUZ

NO. 1 BUY*
ADULT and TOTAL AUDIENCE

*July-Aug. PULSE, 1961 ¼ hr. average ratings against published one-time minute rates in Oct. 1, 1961 SRDS

MEMBER OF TEXAS QUADRANGLE

THE KATZ AGENCY INC.
 National Representatives



IN HOUSTON,
 CALL DAVE MORRIS
 JACKSON 3-2581

DATEBOOK

A calendar of important meetings and events in the field of communications
 *Indicates first or revised listing.

FEBRUARY

Feb. 26—Senate Space Committee, hearings on space communication system legislation. New Senate Office Building, Washington.

Feb. 27—Start of eight-week course, Radio & Tv Executives Society Time Buying & Selling Seminar. New York.

*Feb. 27—National Council of Women of the U. S., all-day conference on "Broadcasting—Pioneer in Outer Space." World Affairs Center Auditorium, 345 E. 46th St., New York.

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

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

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

MARCH

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

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

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

*March 4-7—National Conference on Higher Education, annual meeting. NAB President LeRoy Collins will be a principal speaker. Chicago.

*March 5—Academy of Television Arts & Sciences, foreign tv exhibit, showing winners at the Montreux Festival. Hollywood Palladium, 8 p.m., Hollywood.

March 5 — House Commerce Committee, hearing on all-channel set legislation. Washington, D. C.

March 5-6—Broadcasting and advertising seminars. School of Journalism and Communication, U. of Florida. Separate days will be devoted to consideration of media and advertising topics. Participants in the seminars include Pauline Fredericks, NBC News, Commissioner Robert E. Lee of the FCC, and TvB President Norman Cash. U. of Florida campus, Gainesville.

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

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

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

March 7—Academy of Television Arts & Sciences, New York chapter forum on sponsors and ratings. Overseas Press Club, New York.

March 7-9—Western Assn. of Broadcasters, engineers convention. Hotel Saskatchewan, Regina.

*March 8-10—Alabama Broadcasters Assn.,

REVIEW OF FACTS

(1) BASIC MEDIUM . . . WCCO Television has a daily circulation of 78%* of the 752,300† homes in the 68-county Twin City area. More than any other TV station . . . More than any other advertising medium.

(2) BASIC MARKET . . . The Twin City market is 14th most populous area in the country . . . 12th in the nation for retail sales.

NOW, ANOTHER FACT

BASIC SELLING . . . involves many elements . . . audience, station image, programming and MERCHANDISING. WCCO Television's TELE-SELL Merchandising guarantees a qualified advertiser displays in 145 Twin City supermarkets.

Three TELE-SELL Merchandisers personally visit all 145 cooperating stores twice each month . . . and check on pre-arranged TELE-SELL displays.

Documented reports are compiled and submitted for each product . . . listing displays, stores, dates, and photographs.

For a TELE-SELL Brochure write WCCO Television, Minneapolis-St. Paul or contact your nearest Peters, Griffin, Woodward, Inc. "Colonel."

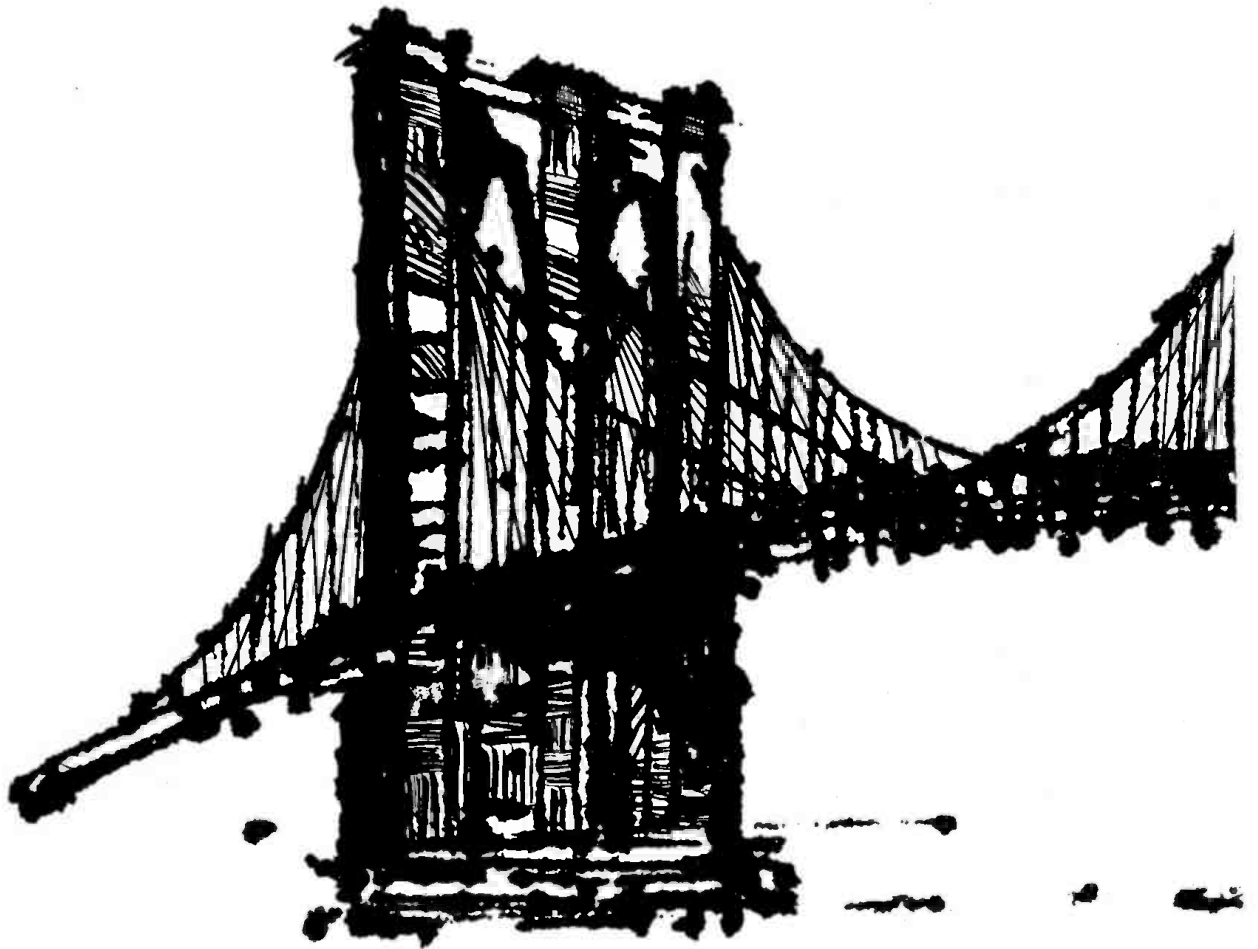
MORE THAN THE DOMINANT STATION in the Minneapolis-St. Paul Markets, WCCO television is the medium to **BUY FIRST OF ALL!**

*ARB 1960 Coverage Study
†Nov. TV Magazine



BASIC SELLING





They might have sold us the Brooklyn Bridge ...but broadcasting is our business!

Even in these days of "big numbers," no-one ever has paid \$11,000,000.00 for a radio station. But Storer Broadcasting Company did just that for its new voice in New York . . . **WHN**. * Backing our faith that radio's future is bright with promise, Storer has invested this sum to be in the world's number one

*Represented by Katz Agency

NEW YORK
WHN

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

DETROIT
WJBK

DETROIT
WJBK-TV

MILWAUKEE
WITI-TV

CLEVELAND
WJW



market with **WHN**, New York. Storer, publicly owned by over 6,000 stockholders, and in electronic media for some 35 years, believes radio has a function no other medium can fulfill. We invite you to listen to **WHN**, New York, and Storer style performance. *Important Stations in Important Markets.*

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

MIAMI
WGBS

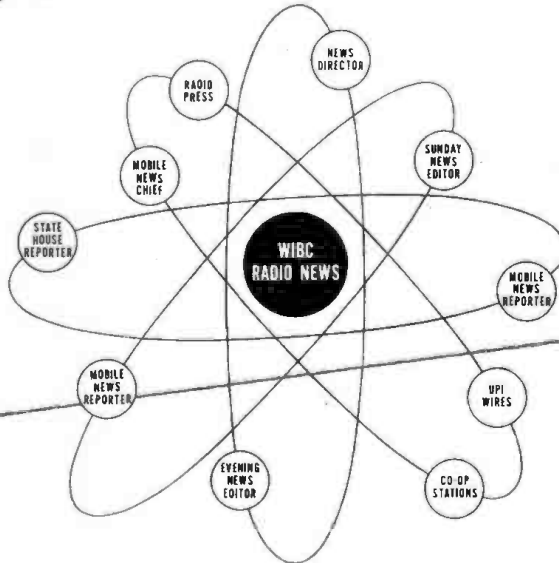
TOLEDO
WSPD

TOLEDO
WSPD-TV

STORER
BROADCASTING COMPANY

WIBC The Friendly Voice of Indiana

Purpose—news that is complete!



LEADS IN SERVICE

News . . . the gathering and reporting thereof . . . is big business at WIBC. A 7-man staff back-stopped by Radio Press, complete UPI wires, mobile cruisers with full broadcast facilities and inter-station cooperation form the organization of WIBC Radio News. It's a busy one, too—presenting 223 newscasts weekly, plus additional background programs and consistent editorials.

LEADS IN ACCEPTANCE

WIBC area audiences have consistently stated their preference for news in the WIBC manner in qualitative surveys conducted by Pulse. They know that it is factual, timely and newsworthy.

LEADS IN AUDIENCE

WIBC Radio News is only a portion of the programming philosophy that has given WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This audience is available to you . . . the national advertiser.

*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

spring convention. Dinkler-Tutwiler Hotel, Birmingham.

March 10—Sigma Delta Chi, Region 7 convention. Muehlbach Hotel, Kansas City, Mo.

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

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

*March 15—Southern California Broadcasters Assn., monthly luncheon meeting, noon. N.W. Ayer & Son, Hollywood, will be guest agency. Michael's Restaurant, Los Angeles.

*March 15-16—West Virginia Broadcasters Assn., spring meeting. Legislative dinner on Thursday evening; workshop Friday morning. Sheraton Park Hotel, Washington, D. C.

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

March 16—Louisiana Assn. of Broadcasters, spring meeting. Washington-Youree and Captain Shreve Hotels, Shreveport.

March 16 — Indiana Broadcasters Assn., spring meeting. Feature speaker will be C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp. Site in Indianapolis to be announced.

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

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

*March 20—Illinois Commission on Children, in association with 30 other statewide organizations, will sponsor an all-day workshop on "Broadcasting in the Public Interest." Among the speakers: NAB Code Director Robert D. Swezey, FCC Commissioner Robert E. Lee, and Louis Hausman, director of the TFO. LaSalle Hotel, Chicago.

March 21-23—Audio Engineering Society, spring convention. Ambassador Hotel, Los Angeles.

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

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

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

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

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

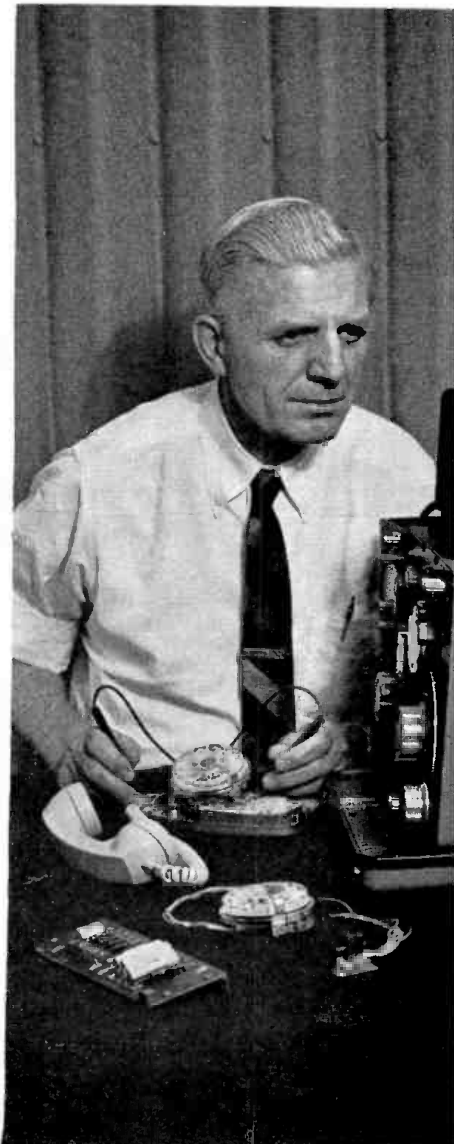
March 26-29—Institute of Radio Engineers, international convention. Waldorf-Astoria Hotel and New York Coliseum, New York.

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

March 29-30—NAEB Region III meeting. Ball State Teachers College, Muncie, Indiana.

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

March 31-April 1—National Assn. of Fm Broadcasters. Program and business meet-



THESE 3 VITAL STEPS bring you the world's best telephone service

1 • RESEARCH

The telephone was born of research and grows ever more useful the same way. *Bell Telephone Laboratories* conducts a far-reaching research and development program—most of it in communications, but much of it devoted to defense.

Basic Bell inventions such as the Transistor and the Solar Battery have benefited man in many ways. And constant development of new equipment is revolutionizing telephony. But research alone doesn't bring service improvements and economies.

2 • MANUFACTURE

Research-created equipment must be manufactured, held to high standards at low cost, and made available anywhere in the nation.

That's *Western Electric's* job. Working closely with Bell Laboratories, Western Electric makes the vast amounts of high-quality equipment required for the telephone network. But the task still remains of putting this research and equipment to work—so they can make daily living easier and more pleasant for you and your family.

3 • OPERATION

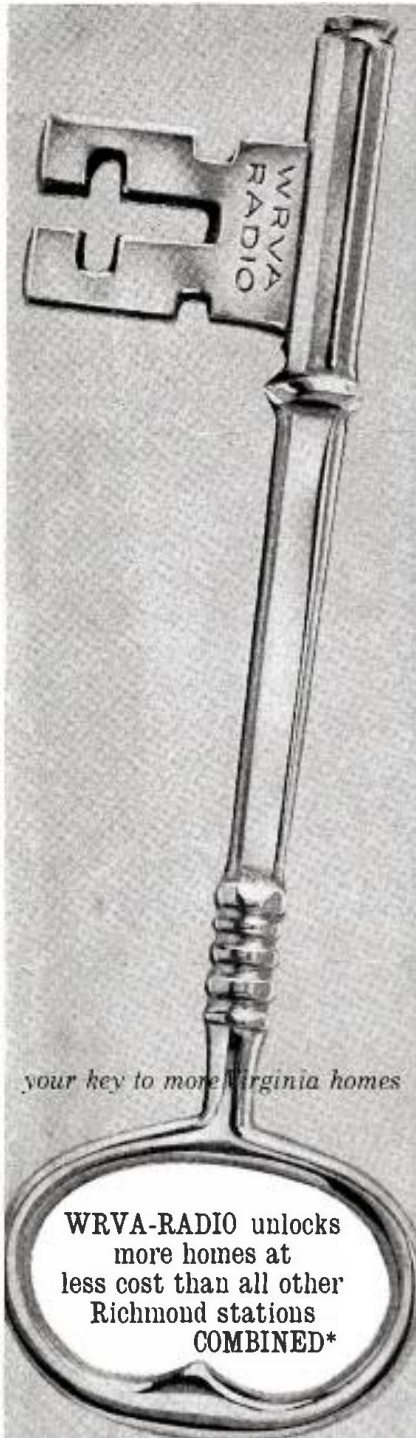
Here, twenty-one *Bell Telephone Companies* step in. They take the results of Bell Laboratories research and Western Electric production and bring them to useful life on your bedside table or kitchen wall or office desk.

All three—research, manufacture, operation—are interdependent and indispensable. Working as a team with a common goal, they give this country the world's finest telephone service and more telephones than all other countries combined!



BELL TELEPHONE SYSTEM

Owned by more than two million Americans



your key to more Virginia homes

WRVA-RADIO unlocks
more homes at
less cost than all other
Richmond stations
COMBINED*

**NCS '61 Radio—50% and over penetration*

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:

PETERS, GRIFFIN, WOODWARD, INC.

ing March 31; joint NAB-NAFMB "Fm Day" April 1. Conrad Hilton Hotel, Chicago.

APRIL

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

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

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

April 7—Intercollegiate Broadcasting System, annual convention. Yale U., New Haven, Conn.

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

April 11-13—New York State Educational Radio & Television Assn., spring meeting. WNED-TV, Hotel Lafayette, Buffalo.

April 13-14—Sigma Delta Chi Region 3 convention. Atlanta, Ga.

April 14-15—Sigma Delta Chi Region 5 convention. Morrison Hotel, Chicago.

*April 16—Deadline for comments on FCC proposal to charge licensing fees for applications for new stations, renewal applications, transfers of control or major facility changes, and other nonbroadcast licenses.

*April 16-18—National Educational Television & Radio Center, spring affiliates' meeting. Denver Hilton Hotel, Denver, Colo.

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

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

April 26-27—Pennsylvania AP Broadcasters Assn. Philadelphia.

April 27-28—Oregon Broadcasting Conference. Village Green, Cottage Grove.

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

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

April 28-29—Sigma Delta Chi Region 8 convention. Lubbock, Tex.

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

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

April 30-May 2—Assn of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

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

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

May 4-6—Sigma Delta Chi Region 2 convention. Williamsburg, Va.

May 5—Sigma Delta Chi Region 9 convention. Grand Junction, Colo.

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

May 10 — Station Representatives Assn. awards program luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

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

May 11-12—Sigma Delta Chi Region 1 convention. New York.

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

May 12—Sigma Delta Chi Region 11 convention. San Jose, Calif.

May 12—Sigma Delta Chi Region 4 convention. National awards banquet on agenda. Detroit, Mich.

May 15—Comments due in FCC rulemaking (Docket 14419) affecting the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

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

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

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

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

*May 22—National Academy of Television Arts & Sciences, 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

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

JUNE

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

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

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

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

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

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

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

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

AUGUST

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

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



A special progress report on electric power in America
from the Investor-Owned Electric Light and Power Companies

WHY there is no electric power shortage in America...

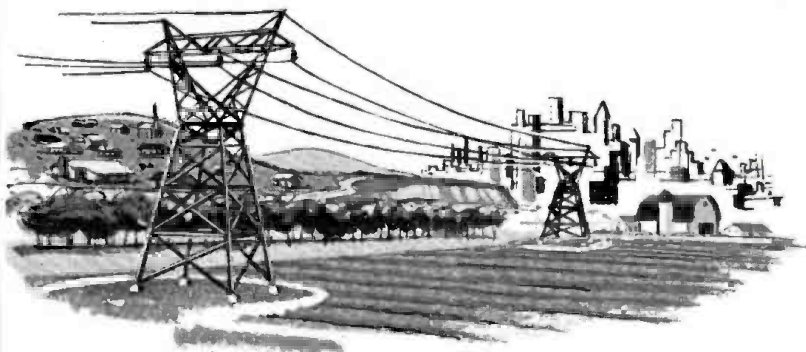
HOW the U. S. can have plenty of electric power in the future—and save taxes too...

This report on electric power in the United States is of special interest today for two important reasons:

First, Americans are using more and more electricity every year—in fact, doubling their requirements about every 10 years. It's important for them to know that there will always be plenty of electric power—and good service as well—from the investor-owned electric light and power companies.

Second, the nation's defense needs are of personal concern to nearly everyone. So are the taxes that are required to pay for this defense. There is a widespread conviction that needless tax spending must be eliminated. And tax spending to put the federal government farther into the electric business—as some people are urging right now—is clearly needless. The investor-owned electric light and power companies can supply all the additional electric power required for a growing America—without needless tax spending.

The facts and figures that support both of these points are outlined on the following pages.



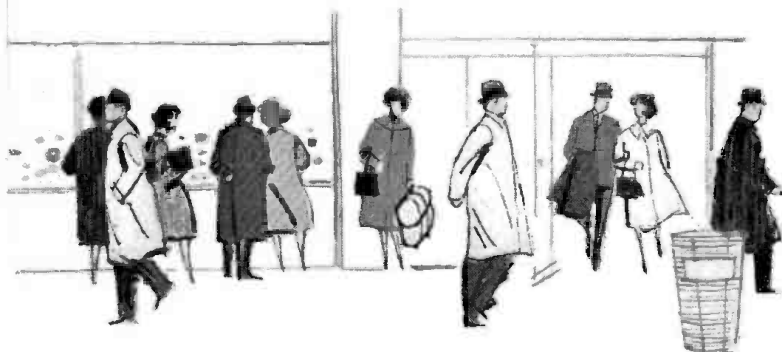
1



2



3



4

The investor-owned electric companies*...who they are

1 *More than 300 investor-owned electric light and power companies are serving America today. These companies are located in nearly every part of the country.*

2 *More than 140,000,000 people are customers of the electric companies—in homes, farms and businesses across the nation. These customers have plenty of power for every need—plus plenty to spare.*

3 *The electric companies create jobs for 300,000 men and women who staff them. Engineers, linemen, accountants, meter readers, stenographers. . . . And hundreds of thousands of other jobs are created for people who provide the electric companies with goods and services.*

4 *More than 4,000,000 shareholders are the direct owners of these electric light and power companies. Millions more are indirect owners through bank or insurance savings, pension programs or other funds investing widely in electric companies.*

**About four-fifths of America's electric power customers are served by the investor-owned companies. The remainder are served by government-financed power suppliers. The total, including both the investor-owned and government-financed, is referred to as the "total electric utility industry."*

5 Use of electric service has increased dramatically over the years. Production has grown at about 2½ times the rate of the economy as a whole, as measured by Gross National Product (GNP).

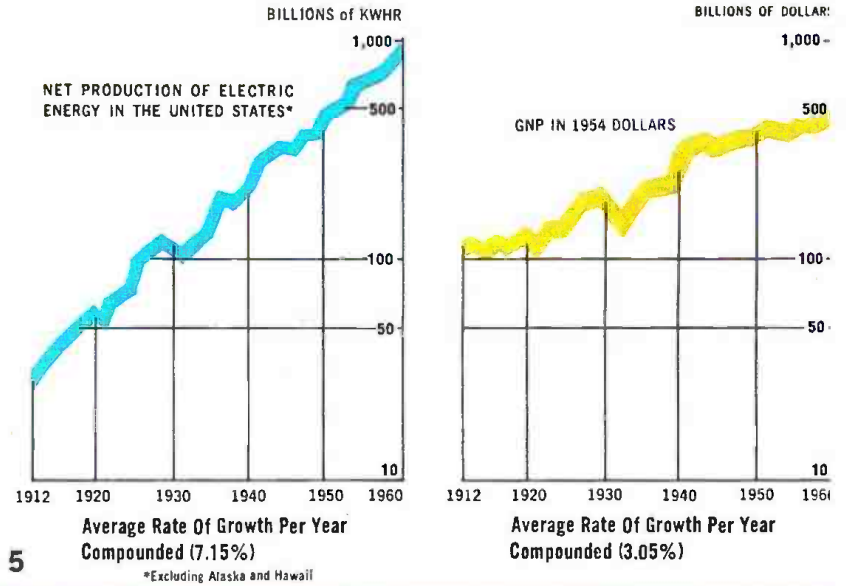
6 Power-producing capability stays ahead of demand. The overwhelming share of this capability is in plants of investor-owned companies. These companies furnish more than 75% of today's power-plant capacity.

7 Electric service is the greatest value in the U.S. home. While the cost of almost everything Americans buy has gone up sharply, the average cost per kilowatt-hour of electric service for homes has actually gone down. The Consumer Price Index has climbed from a base of 100 in 1913 to 299 in 1960. At the same time, the average revenue per kilowatt-hour of residential electricity has dropped from an index figure of 100 in 1913 to 28 in 1960.

More electricity than ever...
more value than ever

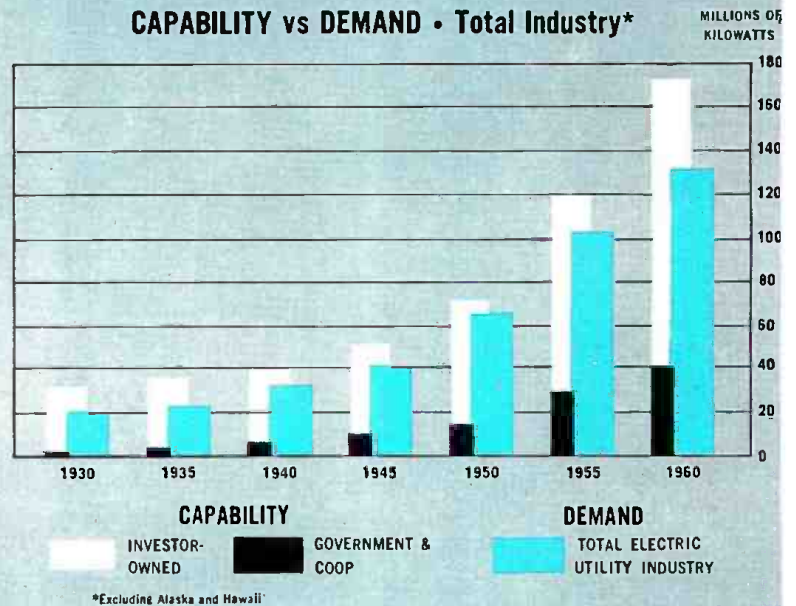
Advertisement

COMPARATIVE GROWTH RATE



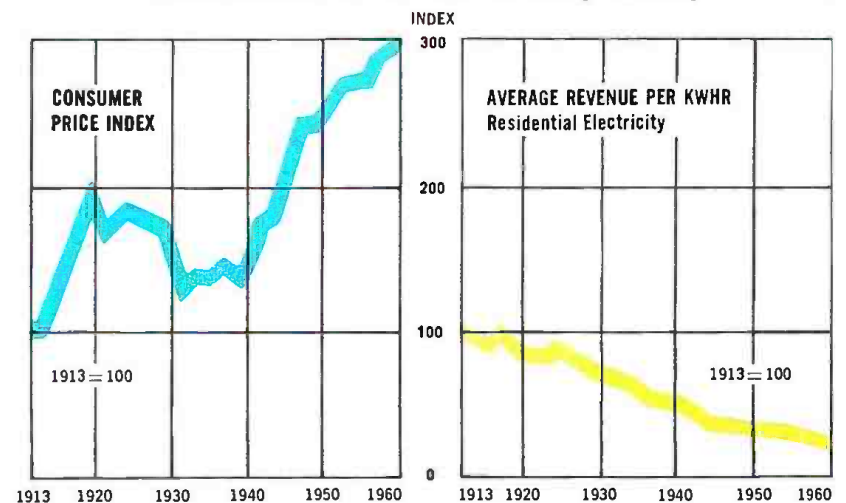
5

CAPABILITY vs DEMAND • Total Industry*



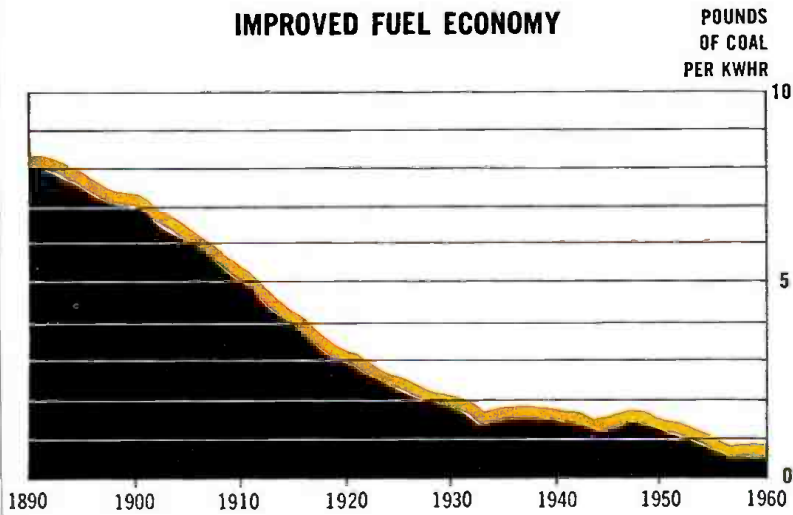
6

PRICE RECORD of the Electric Utility Industry



7

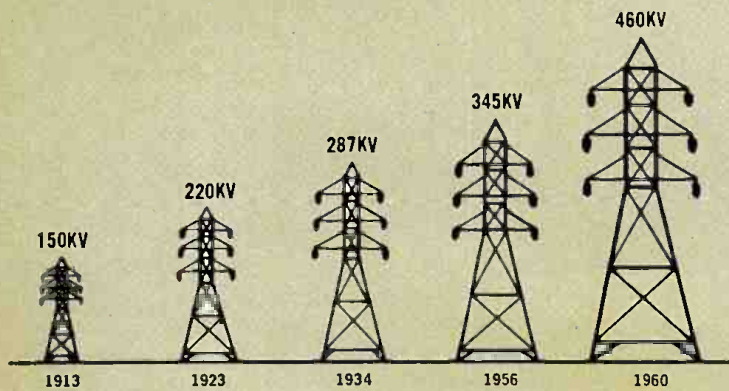
IMPROVED FUEL ECONOMY



8

“Creative Engineering” helps keep value of service high

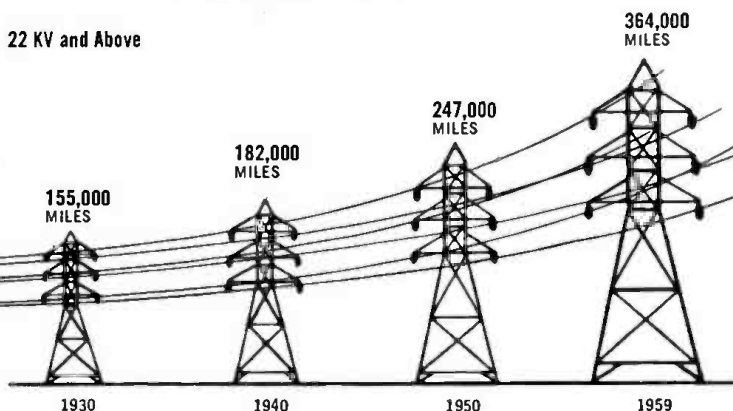
MAXIMUM TRANSMISSION VOLTAGES



9

8 More power from less fuel is the result of constant improvement in power-plant design and operation. It once took eight pounds of coal to generate a kilowatt-hour of electricity. Today it can be done with as little as three-fourths of a pound. Improvements have also been made in the efficiency of other power sources—oil, gas and falling water.

MILES OF TRANSMISSION LINES

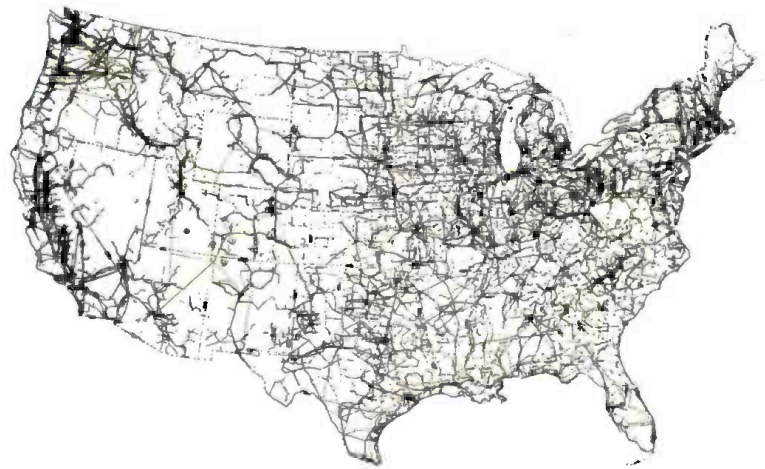


10

9 Higher transmission voltages help cut costs. Investor-owned electric companies are using and experimenting with ever-higher transmission voltages so they can send large amounts of electric power over long distances at lower costs. This helps keep rates to users low.

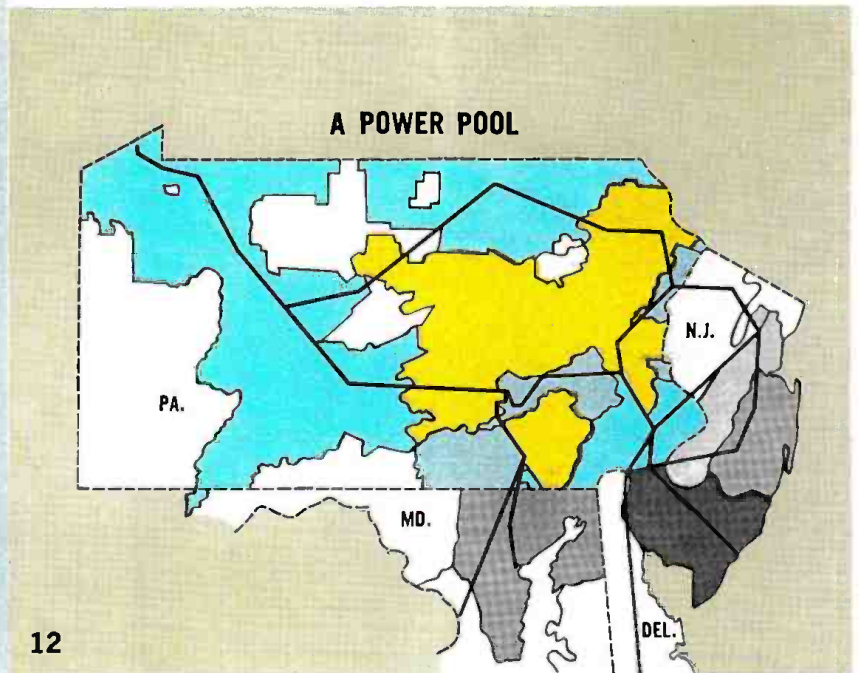
10 The miles of transmission lines have more than doubled since 1930. The investor-owned electric companies' transmission system has been growing at an accelerating pace as more and more power plants have been built and more interconnections have been completed.

11 *Interconnecting results in greater economies.* Thousands of miles of lines and hundreds of power plants within the electric industry are interconnected in many parts of the country. Thus, power can be delivered from many sources and from the most efficient plants first. The nation's transmission system as of January, 1960, is shown here in black. Lines expected to be added by 1970 are in color. Most of these new lines will be built and financed by the investor-owned electric companies.



11

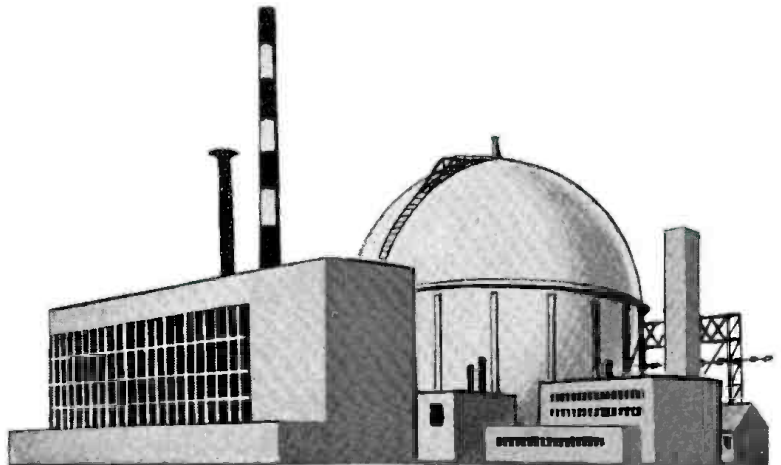
12 *An example of a "power pool" is this one in the Northeast.* Twelve investor-owned electric companies pool facilities and interconnect lines to serve in a three-state area of about 48,000 square miles and 19,000,000 population. Combined capability is 15,000,000 kilowatts. Efficient joint use of facilities in this manner results in better service and lower costs.



12

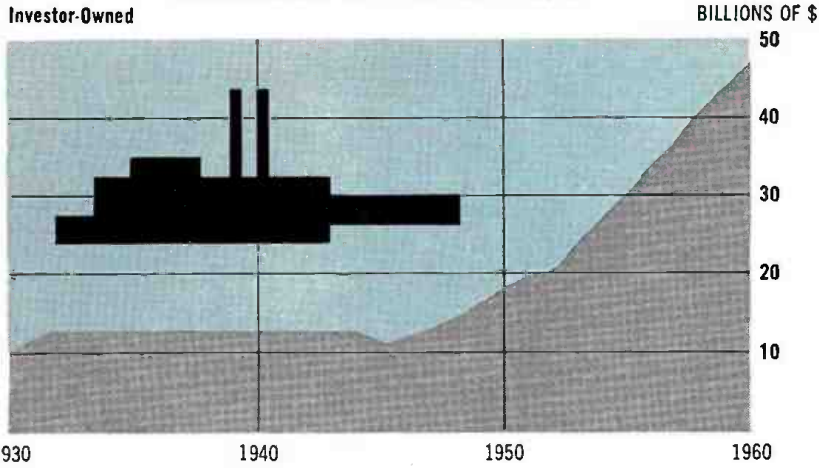
13 *A development program is under way on atomic electric power.* A total of 124 investor-owned electric companies are participating in 23 projects involving company expenditures of about \$700,000,000. Working with the Atomic Energy Commission, equipment manufacturers, and other organizations, the electric companies are making steady steps toward ways to produce electricity from the atom as cheaply as it can be produced by other means.

**Increased interconnections...
atomic electric power**



13

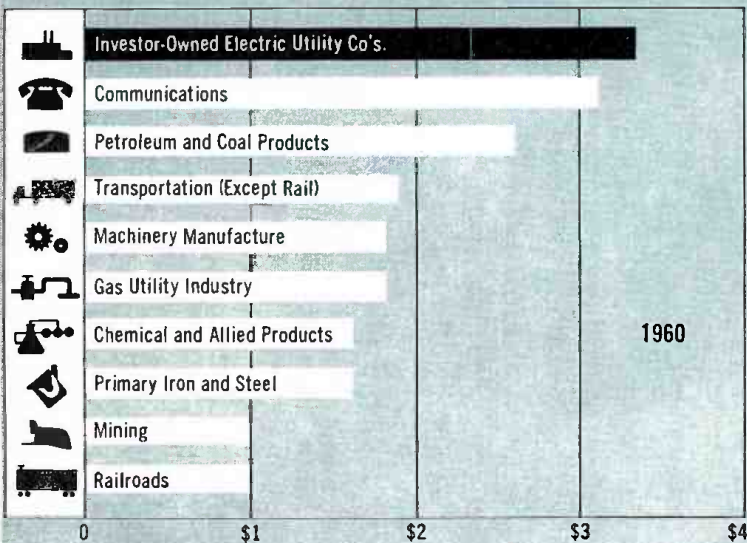
INVESTMENT IN ELECTRIC PLANT



14

PLANT AND EQUIPMENT SPENDING Ten Leading Industries

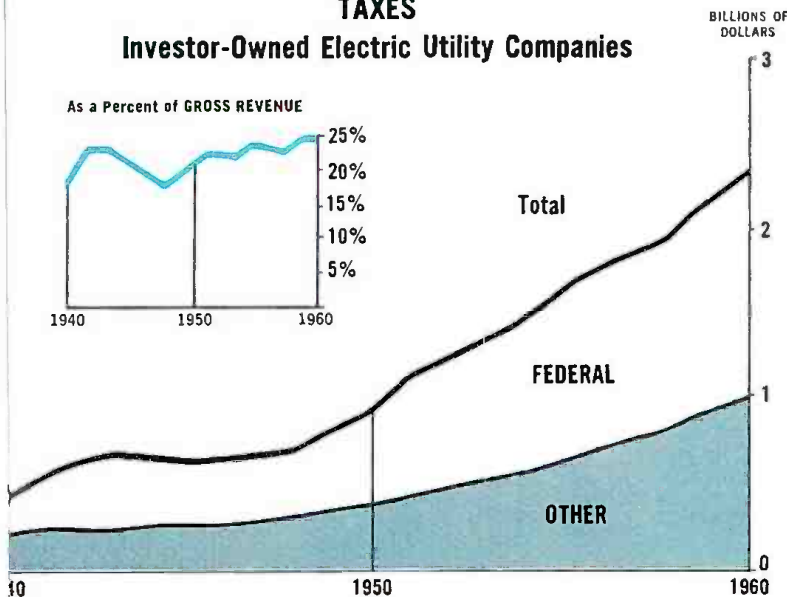
BILLIONS OF DOLLARS



15

TAXES

Investor-Owned Electric Utility Companies



16

Advertisement

Electric light and power...
the nation's leading industry

14 The investor-owned electric power industry represents the biggest industry investment in the nation. The investment in electric plant in 1960 totaled \$46,000,000,000. No other industry matches it.

15 Average spending of \$3,200,000,000 per year for new plant and equipment tops all other industries. Construction in the electric industry is about 10% of the new construction for all American major industries. Because the use of electricity is unusually stable, the electric companies continue to spend for plants and equipment even during recessions when spending by many other industries drops off.

16 Investor-owned electric companies rank first among all major industries in taxes paid. These taxes—to local, state and federal governments—amount to about 24% of every dollar the companies receive from customers. The companies are currently paying about \$2,000,000,000 a year in taxes.

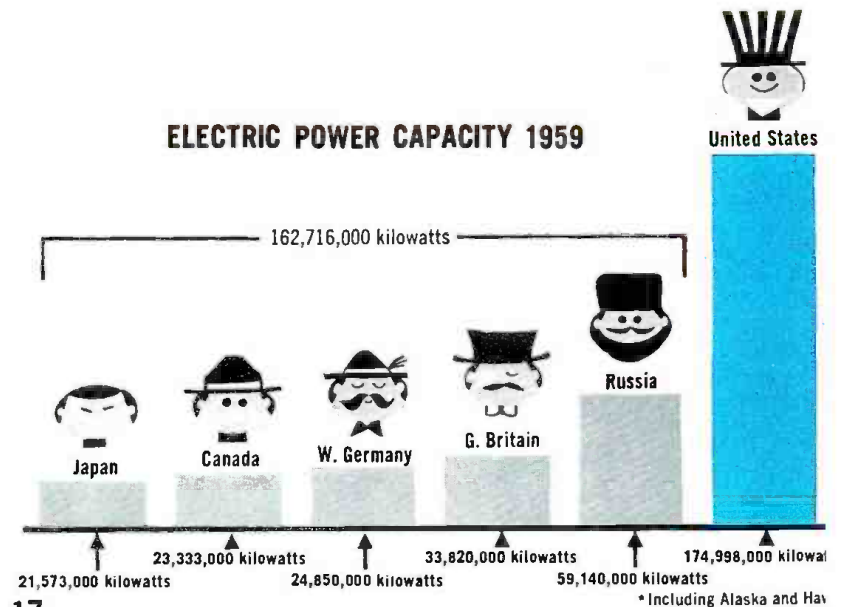
17 America has more electricity than the next five nations of the world combined—three times as much as Russia. With only one-sixteenth of the world's population, America has one-third of the electric capacity.

18 Americans enjoy nearly eight times as much electricity in their homes as the Russians. The average home in this country uses twice as much electricity for lighting alone as the Russian home uses for all purposes.

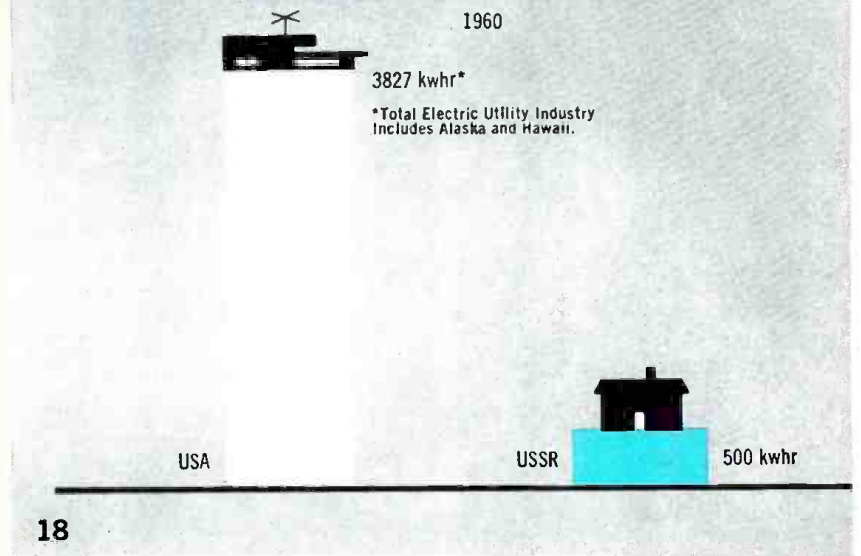
19 The U. S. transmission system is five times the size of Russia's. Although Russia has about three times as much area as the United States, this nation's electric transmission lines extend vastly farther—304,000 miles in the U. S., 62,000 miles in Russia.

**The United States:
world's leading electric nation**

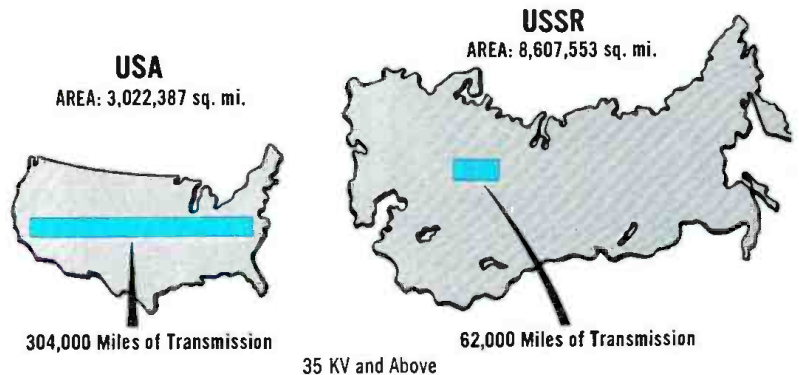
ELECTRIC POWER CAPACITY 1959



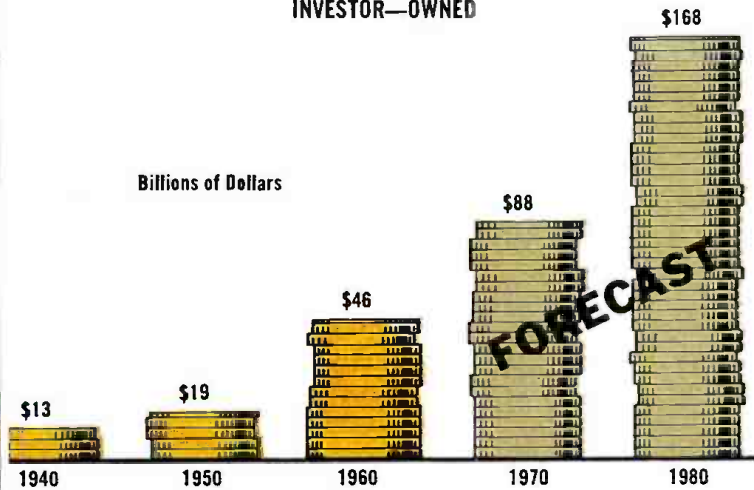
AVERAGE ANNUAL USE Per Residential Customer



TRANSMISSION LINES • USA and USSR



INVESTMENT IN ELECTRIC PLANT INVESTOR-OWNED

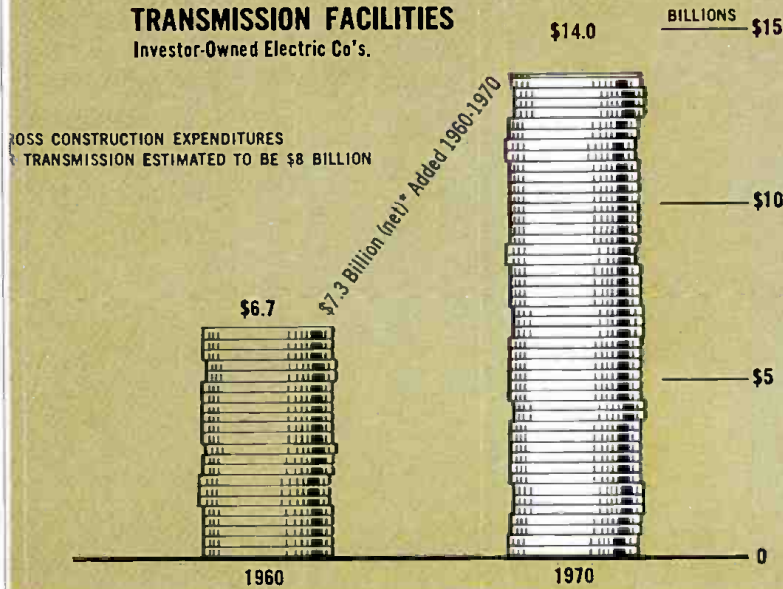


20

The investor-owned electric light and power companies can supply all the additional electricity America will need

20 The electric companies plan to nearly double their investment by 1970. They expect to increase it from the \$46,000,000,000 investment of 1960 to about \$88,000,000,000. Then, they expect to about double it again by 1980—all to make sure of an ever-abundant power supply for America.

Investment in TRANSMISSION FACILITIES Investor-Owned Electric Co.'s.

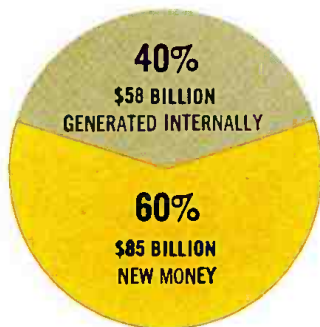


21

21 The transmission investment will also double. The electric companies' current investment in transmission facilities alone is about \$6,700,000,000. By 1970, it is expected this will be about \$14,000,000,000—more than double.

22 The electric companies' gigantic expansion program will not depend on tax money. The billions needed will be generated internally from the companies' own earnings, or they will be financed through the sale of securities in the free market. That is the way in which capital has been provided for electric company expansion in the past and the way it is being provided today.

FINANCIAL REQUIREMENTS



1960-1980
Total \$143 Billion

22

All the additional power a growing America will need can be provided by the investor-owned electric light and power companies. There is no need to spend tax money to build more federal government electric systems, as some people are constantly urging. Such unnecessary federal spending would be senseless at any time, but it's downright dangerous when so many billions are needed for national defense.

INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this publication

Keep America Powerful

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT..... MAURY LONG
VICE PRESIDENT..... EDWIN H. JAMES
SECRETARY..... H. H. TASH
TREASURER..... B. T. TAISSHOFF
COMPTROLLER..... IRVING C. MILLER
ASST. SEC.-TREAS..... LAWRENCE B. TAISSHOFF

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, February 26, 1962

OPEN MIKE®

We go to Harvard

EDITOR: While doing some research at the Harvard Business School library recently, I noticed with pleasure the reference copies of BROADCASTING on several shelves in the main reading room.—Mark Finley, promotion director, Boston Record-American, Boston.

Perspective '62

EDITOR: PERSPECTIVE '62 (BROADCASTING, Feb. 19) is extremely well done and reflects your usual intelligent approach to the problems and potentials of our industry.—John F. Box Jr., managing director, Balaban Stations, St. Louis.

Sole sponsorship

EDITOR: In your recent story about the David Susskind-CBS-TV controversy, it was mentioned that John H. Breck Inc. is only half sponsor of this year's monthly television series, Golden Showcase. To straighten the record for Mr. Susskind and for your publication, John H. Breck Inc. is the sole sponsor of the program.—David Rush, Solters, O'Rourke & Sabinson, publicity-public relations, New York.

Stauderman 'Monday Memo'

EDITOR: We read with interest the Jan. 8 MONDAY MEMO by Bruce Stauderman of Meldrum & Fewsmith, Cleveland. We hope to interest local manufacturing plants in advertising on our station and would appreciate 100 reprints. . . —E. F. Howard, national sales director, CKKW Kitchener, Ont.

Religious broadcasters

EDITOR: . . . Thank you for the very fine piece you did regarding the National Religious Broadcasters convention in Washington [THE MEDIA, Jan. 29]. . . .

. . . My high admiration for the fine job you do each issue of the publication. . . . I marvel at the completeness and accuracy of your coverage. . . —Eugene R. Bertermann, president, National Religious Broadcasters, St. Louis.

On all-channel sets

EDITOR: . . . Pertaining to the agitation for enforced manufacture of all-channel tv sets . . . how can the government presume to dictate to manufacturers on issues unrelated to safety, ethics or public welfare? This seems to be the case . . . where no question of safety is concerned and where large segments of the consuming public presently have no

MICHIGAN'S

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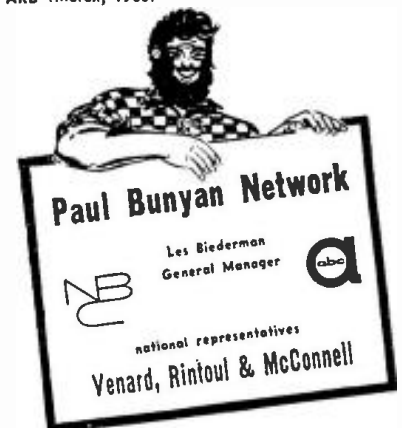
Covers 25 Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich Northern Michigan

Reach the MOST homes with P B N*

- 7000 MORE Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B (M-F, 6 PM-Mid.)
2800 MORE Homes Reached Than Sta. B (Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)



Network Representative Elisabeth Beckjorden



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SKYLINE TV NETWORK delivers more TV homes than the highest rated station in Portland — at less cost per 1,000. SKYLINE delivers 92,300* night-time homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

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KOOK-TV Billings

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TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho



Call Mel Wright, phone JACKson 3-4567 - TWX No. 1F 165
or your nearest Hollingbery office or Art Moore in the Northwest



use for the uhf capabilities. [Such] laws . . . seem to border on the unconstitutional. . . . Let's not burden the consumer with the cost of facilities he can't use.

. . . The proposed duplication of our clear channels . . . seems to be the mark of the last step in the decline of radio. It is a pleasure, as a sometime listener, to be able to dial New York, Chicago, New Orleans, Des Moines, Detroit and other cities where powerhouses still operate at the high production levels once aspired to by all radio operations. We now have—from the technological viewpoint—about 2,000 too many am stations; let's not clutter up the clears, too!
—R. H. Coddington, Richmond, Va.

KNOG ownership

EDITOR: I notice that you have listed Lloyd Burlingham as having controlling interest in KNOG [CHANGING HANDS, Feb. 12].

As of July 12 last year KNOG has been owned and operated solely by Madelon Harper Cowling. . . .—Charles H. Cowling, general manager, KNOG Nogales, Ariz.

[The erroneous listing of KNOG ownership appeared in a story describing Mr. Burlingham's sale of KTOB Petaluma, Calif. The out-of-date information crediting Mr. Burlingham with controlling ownership of KNOG was taken from the 1961-62 BROADCASTING Yearbook which had not received notification of the ownership change at its publishing deadline time for am ownership listings.]

BOOK NOTES

"A Mass Communications Dictionary," edited by Howard Boone Jacobson; Philosophical Library Inc., New York. 377 pp. \$6.

If there is a field which can boast 3,000 words of jargon peculiar to itself, it is mass communications, where words themselves are the chief stock in trade. This book seeks to cover the ordinary and some not-so-ordinary shop talk used in the creative, informational, advertising and technical functions of publishing, films, broadcasting and other media of mass communication. The definitions are furnished or agreed upon by an "editorial board" of experts in the various fields and are stated briefly and simply, though there are some exceptions: About 2½ pages, for instance, are devoted to explaining "equal time," the longest entry.

This glossary includes terms used in radio and tv programming, advertising and technical work. The equivalent aspects are covered for publishing and printing, newspapers and magazines; photography, photoengraving and other graphic arts; films; and outdoor advertising.

Mr. Jacobson, who is chairman of the journalism department at the University of Bridgeport (Conn.), lists entries alphabetically, classifying each according to the field in which it is most used.

talk about efficiency!

The next time you buy Cincinnati radio, do this: Take the latest ratings (you pick the book!) for each station; match it to Nielsen's latest circulation figures; marry *that* to rates—and you'll find that WCKY delivers more homes per dollar than any other station in the market. If that isn't efficiency, it'll do until something better comes along! AM Radio Sales will show you that WCKY reaches millions of homes weekly in 16 states.

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50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

in radio it's the SALES CLIMATE that counts

**EXCLUSIVE
HELICOPTER
TRAFFIC
REPORTS**

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PHILADELPHIA

**FIGHTING
EDITORIAL
POLICY**

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**25
VIGNETTES
DAILY**

WPEN
PHILADELPHIA

**MELODIC
MUSIC**

WPEN
PHILADELPHIA

**MATURE
SELLING
PERSONALITIES**

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**AWARD
WINNING
NEWS**

WPEN
PHILADELPHIA

Represented nationally by Gill-Perna

something special!

In troubled times, the nation's need for an alert, informed citizenry takes on special urgency.

Aware of their unique ability—and responsibility—to communicate en masse, last year (as in years past) the five CBS Owned television stations originated an impressive number of locally-produced prime-time "specials," whose contents ranged widely, and incisively, across community, national and international affairs.

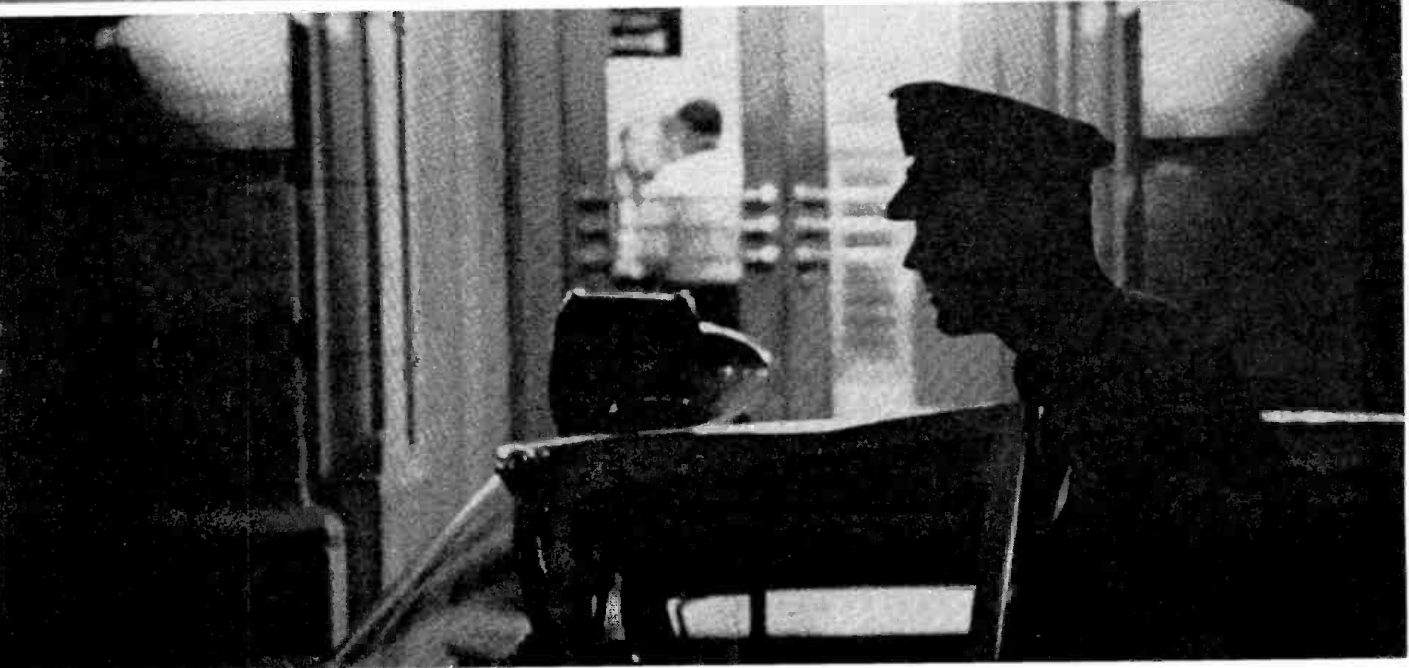
There was, for example, WCBS-TV's "Junkyard by the Sea," an indictment of drug trafficking in the nation's largest city; WBBM-TV's "The Other Americans," a two-part exposé of Communist activity in Latin America; KNXT's "Meet the Officer," a candid study of local law enforcement in action; WCAU-TV's "Dead End 1975," an eye-opening report on today's steadily-worsening traffic crisis; and KMOX-TV's "The Concrete Curtain," which dramatized the importance of increased civil defense in an atomic age. And there were many more!

In 1961, the five stations devoted almost 15 million dollars' worth of station time and facilities to non-network public affairs programs and announcements. This amount—an all-time high!—is one more example of exceptional service rendered to communities for whom the words "CBS Owned" have always signified something special!

© CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles,
WBBM-TV Chicago, WCAU-TV Philadelphia and
KMOX-TV St. Louis





MONDAY MEMO

from PHIL B. HINERFELD, vp, advertising, Pepsi-Cola Co., New York

How to cut a bigger piece of the national ad budget pie

If I really had the total solution to the problem of how local stations can get national business, radio-tv stations would fire their reps, turn their accounts over to me and I would retire and walk to the bank every month with fat commission checks.

There is no easy solution. It is a complicated problem. You broadcasters have competition from every media, you have rival station competition and you even compete with the network with which you may be affiliated.

Let's start with a capsule analysis. Your target is the national advertiser. He is a big business and usually employs a big agency, possibly one with a few or many branch offices throughout the country.

Whether the product or service to be advertised is new or already on the market, a great deal of thought and effort went into developing the selling idea and executing it. Product and sales research developed the market potential for the product.

Most sales projections are made against population. In the soap business it may be cases per family per year. In the bottling business it's bottles per person per year. Products are sold to people, the people in your area. When the product was developed it was given a personality, an image, a package so it would appeal to people—your viewers, your listeners.

The advertising budget for a national product is calculated to get a share of business that will return a net profit from the whole operation. When the media people get their hands on this ad money, they apply the best intelligence and experience in determining which media to buy, and with what length, size and frequency.

Teaching Buyers ■ Media people can be taught the particular advantages of market coverage, family selection, listening habit and loyalty, and any other aspect of your station's superiority that will help get the ad message more directly, more economically to the particular customers they are trying to reach.

The basic answer to the problem of getting more national business can be summed up in three simple words: learn, think, sell.

Before you start to present your station's story to the media buyer, you had better learn some facts yourself. I mean facts about the product, its market target, its personality, its competition, its price and profit structure for the dealer. This information is not so difficult to get. A sensible ad director or brand manager doesn't withhold this

information from an intelligent station rep any more than a sensible patient would withhold vital facts of his medical history from his doctor.

Additional information is available from the local product sales people who deal with your local trade, or from the ad agency's branch office. You should know the name, address and phone number of every salesman of every nationally distributed product sold in your area. This man is a valuable transmission line for information and can also help you sell the client and the agency media man. He knows the value of your in-store merchandising and your close relationship with the key outlets in your area.

Personal Appearances ■ Too few media men get out into the field. Cost-per-thousand and statistical figures pouring out of computers are but a guide line. I do not believe that the decision of evaluating an emotional advertising appeal and its media exposure should ever be completely left to a complex of transistors.

The other two factors—the thinking and the selling—are your babies. These you must do and develop yourself after you know everything you can about the product and its problems.

I wonder if you are putting enough effort in these directions. Let me use Pepsi to illustrate these points. Two years ago, a small group of Pepsi marketing men toured the country in a series of two-day meetings with Pepsi bottlers. It took about six weeks to present the details of what we called the Adorama. Two whole days, talking of nothing but advertising.

We urged every bottler to put every additional available dollar into increased local advertising. We gave him basic and fundamental information on how he should do it. Every bottler was

given a book, "Advertising in Your Franchise," in which 50 pages are devoted to every aspect of radio and television. Other media are also covered in detail.

Beneficiaries ■ As we met each group of bottlers we estimated we were generating quite a few millions of additional advertising dollars for local media. We even publicized the fact that this was our objective. The thought occurred to us that representative media groups, such as state broadcasters' associations, should have shared the experience with us, since we were certainly selling their wares. We encouraged bottlers to get together and share the cost of area advertising plans because they certainly enjoy the benefits of advanced and intelligent media buying.

Alert media people met our bottlers when they got home and secured additional business.

In February 1961 we presented a new selling idea to our bottlers with major emphasis on broadcasting. About two months ago, we sent them the 1962 set of radio commercials with 33 variations of one central theme—"Now it's Pepsi for those who think young."

We publicized the mailing in the hope your broadcasting salesmen would want to hear the commercials, and after learning and thinking, you would go out to sell the local bottler. BROADCASTING (Jan. 15) carried a story about this.

Did you read it? Did your rep read it? Did your salesman read it?

To get more business from the national advertiser, you have to get specific. Relate what you have to offer to meet his specific needs in your coverage area.

You must *learn*. You must *think*. You must *sell*.



This MONDAY MEMO is a condensed version of a talk by Philip B. Hinerfeld to the Georgia Broadcasters Assn. meeting at Athens. He is credited with putting into operation the "singing" telegram while in market research with IT&T's postal telegraph division which he joined in 1929. He was assistant to the president when he left IT&T in 1941 to join the former Biow Co. where he worked on Pepsi-Cola advertising and other accounts. At Pepsi-Cola he is vp and director of advertising.



Network	Rating*
ABC-TV	20.7
Net Y	18.3
Net Z	18.5

One good thing... leads to another.

The good thing, of course, is *Ben Casey*, top-rated show in the latest Nielsen.*

It leads to ABC's top rating for the same period because it is the happy inspiration of a programming philosophy responsible for a total of 5 of the top 10 shows. (Net Y had 3, Net Z, 2.)

In the top 20, ABC scored with 10 shows. (Net Y had 6, Net Z, 4.) Included in this select group was ABC's *Margie*...top-rated new situation comedy of the season.

Completing the sweep, ABC led in 3 nights of the week, with Nets Y & Z taking 2 each.

All of the action, as reported, took place where the viewers can view all 3 networks. Where, in other words, programming popularity gets its most meaningful measurement. **ABC-TV**

*Source: Nielsen 24 Market TV Report, week ending Feb. 11, 1962. Average audience, all commercial programs, Mon. thru Sun., 7:30-11 PM.

FCC PROBING PROGRAMS IN CHICAGO

- Television stations must justify schedules in hearing
- But licenses are not at stake, says Lee, who will preside
- Is it coincidence that site is Minow's hometown?

The FCC has picked the hometown of its chairman for its next foray into television programming.

"To broaden the base of our knowledge . . ." on how tv stations are meeting the needs of their communities, a majority of the FCC decided last week to hold a hearing in Chicago to study the local programming offered there by one educational and four commercial tv stations. (Full text of notice, page 36.)

In the commission's own words, "this is a new and novel procedure; indeed the first of its kind in recent commission history." Commissioner Rosel H. Hyde was the only dissenter to the inquiry and Commissioner Frederick Ford did not participate.

Commissioner Robert E. Lee will sit for the hearing, at a site as yet to be determined, beginning March 19. The Chicago stations—three of which are network-owned—have been made parties to the proceeding.

Licenses Not on Line ■ "This is a general inquiry and there is no question of any renewals or licenses being under attack," Commissioner Lee said Friday. "I want to stress that fact." The licenses of the three network-owned stations—WBBM-TV (CBS), WBKB (TV) (ABC) and WNBQ (TV) (NBC) expired Dec. 1, 1961, and have not been renewed.

The other two Chicago stations, WGN-TV (owned by the *Chicago Tribune*) and educational WTTW (TV) are operating under current licenses.

Issues in the hearing as announced Friday by the FCC include:

- The efforts made by Chicago tv stations to determine the needs and interests of the residents of Chicago in the area of local programming.

- The effectiveness with which television stations in Chicago have met the needs and interests of Chicago residents by broadcasting local live programs.

- The extent of public demand, if any, for additional or different types of local tv programs than those now broadcast by Chicago stations.

Why Chicago? ■ Official reason given by the FCC for picking Chicago was

twofold: (a) A large city presents an extremely complex challenge to a broadcast licensee. "Chicago, as the third largest city in our country . . . is a most appropriate place for such an inquiry." (b) The FCC has received protests against the renewals of the network stations there and "we have a number of requests for such a hearing in the Chicago area."

These requests have come from labor unions (American Federation of Tv & Radio Artists and National Assn. of Broadcast Employees & Technicians), religious leaders, a local educational group and individual members of labor unions.

Unofficially, several other reasons are behind the choice of Chicago as the "guinea pig," it was stated. An analysis

of local programming of the three network-owned renewal applications showed an "undistinguished record" in local programming, the FCC staff determined. The staff feels that network stations are not making a diligent effort to seek out the local programming needs of the Chicago area and to program to meet those needs.

And, according to FCC thinking, the fact that three of the Chicago stations are owned by networks contributes to the alleged dearth in local programming.

It is charged that Chicago civic leaders feel their city has been shortchanged in both national and locally produced shows. FCC sources say they are more outspoken in their complaints than citizens of other cities. This is another contributing factor according to an FCC



The FCC saw its plans for all-channel-set legislation run into serious difficulty on Capitol Hill last week. It wasn't that there was much opposition to the bill—in principle. It was the amendment half a dozen senators and House members, and a variety of industry witnesses, wanted to tack on—one that would retain existing vhf channels for the markets that

have them. FCC Chairman Newton N. Minow (shown left here with Commissioner Robert E. Lee, right, and Broadcast Bureau Chief Kenneth Cox, center) said this would deny the commission the flexibility it needs. But in view of the powerful support for the amendment, the FCC may have to take it, or get nothing. See story page 100 of this issue.

FCC notice of inquiry into tv programming in Chicago

Text of the FCC Notice of Inquiry follows in full:

1. In our *En Banc* Programming Inquiry Report (20 Pike & Fischer RR 1902) we stated that:

"In the fulfillment of his obligation the broadcaster should consider the tastes, needs and desires of the public he is licensed to serve in developing his programming and should exercise conscientious efforts not only to ascertain them but also to carry them out as well as he reasonably can. He should reasonably attempt to meet all such needs and interests on an equitable basis. Particular areas of interest and types of appropriate service may, of course, differ from community to community, and from time to time. *However, the Commission does expect its broadcast licensees to take the necessary steps to inform themselves of the real needs and interests of the areas they serve, and to provide programming which in fact constitutes a diligent effort, in good faith, to provide*

for those needs and interests." (Emphasis supplied)

2. In the past, with the exception of individual hearing cases, we have relied in the most part on information contained in individual broadcast applications to assess whether the needs and interests of the public are being met. We believe it would be most helpful at this time to broaden the base of our knowledge on this question by holding a public inquiry in a specific community. Accordingly, we have decided to institute an inquiry addressed to this question in the City of Chicago. This inquiry will provide a forum where civic leaders and responsible and knowledgeable organizations and residents may have the opportunity to submit information and data on community needs and to submit their views on whether these needs and interests are being met by broadcast licensee. Obviously, participation in such a forum by community broadcast licensees is both necessary and

appropriate.

3. We have selected the City of Chicago as the subject for this inquiry for two reasons: First, a large city presents an extremely complex challenge to a broadcast licensee. We believe it is of great importance to obtain the views of community leaders and organizations on how this challenge is being met in a large city. With the increasing urbanization of our country this question is of high importance. Chicago, as one of the largest cities in our country, as an important center for Agriculture, Industry, Education and the Arts, is a most appropriate place for such an inquiry. Second, we have had a number of requests for such a hearing in the Chicago area.¹

4. Because radio and television present somewhat differing problems, we have decided to confine ourselves in this inquiry to television. We will consider the appropriateness of a similar inquiry in the radio field at a

Continued

FCC PROBING CHICAGO PROGRAMS continued

spokesman. More public complaints have been received by the FCC against local programming by the Chicago stations than in any other U.S. city, it was stated.

AFTRA Vendetta ■ AFTRA has been in a running flight with NBC and WNBQ since that station's 1958 renewal. The union charged that NBC cut back in local and network originations from Chicago without regard for the public interest and engaged in mass dismissals of local employees (BROADCASTING, Oct. 6, 1958).

At the present time an AFTRA petition to deny WNBQ's renewal on these grounds is pending at the FCC (BROADCASTING, Oct. 16, 1961).

In recent weeks, a Chicago nonsectarian religious group has complained to the FCC about local tv programming fare. These complaints have been both written and verbal.

One Shot, Tv Only ■ The commission said that this "novel inquiry" will be a one-shot affair, concerned only with television, "until such time as we are able to determine its desirability and efficacy for use in selected future situations." Because radio and tv present different problems, the FCC said it planned to hold a similar radio inquiry at a later date.

Public witnesses, as individuals and as spokesmen for organizations and

groups, will be invited to testify. Notices of intentions to appear must be filed by March 12. No screening of witnesses will be made, Commissioner Lee said, unless the FCC is inundated with requests to appear before the inquiring body.

He said the commission hopes to contain the hearing in one week. It will begin less than two weeks before broadcasters from across the country converge on Chicago for the annual NAB convention.

It is expected that public witnesses will testify first, with spokesmen for the tv stations to follow. This, it was pointed out, will give the industry spokesmen a chance to answer charges made by earlier witnesses.

Arthur Gladstone, Commissioner Lee's legal assistant who soon will become a hearing examiner, will also participate in the hearing for the FCC. It is likely that an attorney from the Broadcast Bureau also will participate.

Chairman Minow had asked the staff to institute a study of the local programming situation in Chicago and last week's hearing order resulted. The chairman also asked Commissioner Lee, a native Chicagoan, to sit for the hearings. Commissioner Lee already had a speech scheduled to be delivered there on March 20.

Authority Cited ■ The FCC quoted

from one of its favorite documents—the 1960 programming responsibility statement—in setting forth the reasons for the Chicago inquiry. The hearing was ordered on the FCC's own motion under Sec. 403 of the Communications Act which provides that the agency may institute an inquiry at any time on matters under its jurisdiction. (See text above.)

In the past, the commission said, it has relied on applications to obtain information similar to that it is seeking in the Chicago hearing. "We believe it would be most helpful at this time to broaden the base of our knowledge on this question by holding a public inquiry in a specific community," the FCC order stated. The hearing will provide a forum for "civic leaders and responsible and knowledgeable organizations and residents" to submit their views on local programming over Chicago television stations.

Obviously, the commission said, participation by the Chicago stations "is both necessary and appropriate."

Only once in the past has the FCC proposed to look into community-wide broadcast programming in a common hearing. That was nearly four years ago when the commission threatened a renewal hearing involving the programming balance of seven Atlanta am stations (BROADCASTING, April 14, 1958). This public hearing was never held, however, and the stations' licenses were renewed.

WTVT / THE STATION ON THE MOVE!
 TAMPA, ST. PETERSBURG / IN THE MARKET ON THE MOVE!



WTVT GOES TO "SEE"

Strapped securely on the deck of a carrier to catch an astronaut's return from space, or cruising down the highway, taping while underway, WTVT's up-to-the-minute-men, with the only self-powered mobile video tape unit in the Southeast, go where there's news, give life to commercials, bring home the bacon in the Southeast's 3rd market where total retail sales are a huge \$2,008,457,000.†

Need truly mobile taping facilities in the Southeast? Contact THE STATION ON THE MOVE... WTVT.

†Copyright 1961, Sales Management Survey of Buying Power: Further reproduction not licensed.

Aboard the "Randolph," WTVT's mobile video tape unit covers the climax of Col. John Glenn's historic space flight... exclusive coverage for the nation, and for WTVT's own market, where a bonus of 1,183* new residents is added every week.

*Florida Development Comm.



THE WKY TELEVISION SYSTEM, INC.
 WKY - TV and Radio, Oklahoma City
 Represented by the Katz Agency

WTVT
channel 13

TAMPA / ST. PETERSBURG



FCC NOTICE OF INQUIRY INTO TV PROGRAMMING IN CHICAGO continued

later time. Further, since we have recently concluded hearings on the network program selection process, our main area of inquiry in this proceeding will be addressed to the local television programs offered by the Chicago stations.

5. In scheduling this informal inquiry, we emphasize the fact that this is a new and novel procedure; indeed, the first of its kind in recent Commission history. For this reason, we propose to hold just this one hearing until such time as we are able to determine its desirability and efficacy for use in selected future situations.

6. In light of the above, and on the Commission's own motion pursuant to the authority provided in Section 403² of the Communications Act of 1934, as amended, it is ordered that a hearing be held before Commissioner Robert E. Lee on March 19, 1962, in Chicago, Illinois, at a place to be designated by further order, for the purpose of inquiring into, and obtaining full information concerning:

(a) The efforts made by Chicago television stations to determine the

needs and interests of the residents of Chicago in the area of local programming.

(b) The effectiveness with which television stations in Chicago have met the needs and interests of Chicago residents by broadcasting local live programs.

(c) The extent of public demand, if any, for additional or different types, of local television programs, than those now broadcast by Chicago television stations.

7. It is further ordered that interested parties and organizations desiring to appear and testify at the above hearing shall notify the Commission of such intentions not later than March 12, 1962, and shall set forth in their notifications identifying information concerning the proposed witnesses, including home and business addresses and telephone numbers.

8. It is further ordered that the

¹ Such requests have been submitted by a local organization representing various religious groups; a local educational organization; local labor organizations; and individual members of said labor organizations.

licensees of Television Stations WNBQ, WTTW, WBBM-TV, WBKB and WGN-TV are made parties to this hearing for the purpose of presenting testimony relating to the subject of the inquiry.

FEDERAL
COMMUNICATIONS
COMMISSION

Ben F. Waple
Acting Secretary

² The language of the Communications Act of 1934 as amended in regard to an "Inquiry by Commission of its own motion," known as section 403 follows: The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for payment of money.

BROADCAST ADVERTISING

Networks' fall lineup selling fast

LEADING AGENCIES QUICKEN BUYING PACE IN A 'SELLER'S MARKET'

Despite a growing concern over the increased cost of tv programming, agency buyers are scrambling in a seller's market to line up their major client purchases for the 1962-63 season.

Inquiries made last week indicated major agencies are about 60% along in their new season buys. Ted Bates said it has completed 75% of its network buying for 1962-63.

Not that agencies are panicking. To the contrary, there's plenty of prime time available on the three networks. But the sampling at agency offices last week underscored the conviction of senior buyers that the networks are "in the driver's seat" and leading from strength in a seller's market.

As described by many skilled negotiators among the agencies, networks will first present a program for halves, thirds or quarters then, if there's little advertiser interest they'll open the program to participating advertisers.

This law of supply and demand, say the agency buyers, affects even the rate

of speed a network will take in locking up a schedule. NBC-TV, for example, is said to be in a better programming situation than it has for many a year, permitting the network to take things in precise measure.

Network Control ■ Agency executives questioned see network control over program scheduling as "absolute." One top advertising man attributed this to the inferred "mandate" given the networks by the FCC hearings on network practices. Another executive asserted the networks' added strength comes proportionately with increases in network pilot investments.

But aside from causes, the practical effect seems to be: Fewer advertising agencies are being shown pilots before the networks find a spot on the schedule for the proposed program series.

As of last week, the major advertisers were quickly putting in their bids for next season sponsorship. Some new show buys (partial or complete):

Lever Bros. has a half of the Lucille

Ball show on CBS-TV Sunday; R. J. Reynolds has a half of *Mr. Smith Goes to Washington* on ABC-TV Sunday; Alberto Culver has an alternate-week half-hour (quarter-hour weekly) of *Combat* on ABC-TV, possibly Tuesday nights; Kaiser is underwriting *Adam's Fable* on CBS-TV Tuesday; American Tobacco among other advertisers is in *Going My Way* and American Tobacco and Pontiac each have one-half of *Our Man Higgins*, both programs on ABC-TV's Wednesday night schedule.

R. J. Reynolds has a half of *Beverly Hillbillies* that goes on CBS-TV Wednesday; Brown & Williamson and Whitehall each has an alternate-week half of *The Nurses* on CBS-TV Thursday; Procter & Gamble and Consolidated Cigar each has a half of *The Workers* on ABC-TV Friday, and Scott Paper reportedly has an alternate half of *Vive, Judson McKay* on NBC-TV Friday.

In addition, there are numerous re-



It's SUNSET Boulevard in LOS ANGELES . . .

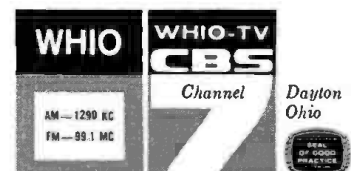


It's MAIN STREET in Ohio's Third Market

What a world of difference in these names. One says "glamour, romance." To some the other seems to say "apathy, boredom, and the ring of the blacksmith's hammer." ■ Actually, they're not as far apart as that. But they're not just alike either. The people on Dayton's Main Street, and on the other 23 Main Streets among the many communities within the reach of Channel 7, have interests characteristic of this particular part of America. WHIO and WHIO-TV's constant preoccupation is keeping abreast of those interests and programming point-blank at them. Listeners and viewers like it. Advertisers like it. ■ And there's one nice thing about the color of the spending money in this area. There's so much of it. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

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



Tv's programming profile in '62-63 as seen by agency eyes

Agency executives, responsible for network program buying, feel there is a trend towards more balanced programming in the tentative network plans for 1962-63. They believe this variety is a step in the right direction, and a development that'll assist them in their buying chores.

Here is a consensus of what agency programming executives had to say about upcoming programs:

They will be more varied, imaginative and original. This can be ascribed in part to FCC probes and to awareness of a more sophisticated audience. Though program types would appear "suitable" to most agency buyers, some are critical of a continuation next fall of imitative programming (more medical doctor shows, for example). As one agency executive expressed it, "why so many program series with a 'houseboat' locale?"

In the meantime, some network developments have followed the detailed look presented by BROADCASTING a week ago:

Sunday: ABC-TV's 9:30-10:30 time slot, open to date, reportedly will have a comedy, *Come A Runnin'*, at 9:30, and the half-sold *Mr. Smith Goes to Washington* at 10. CBS-TV and NBC-TV have no changes.

Monday: ABC-TV may move the new *Battle Zone* out of its proposed Sunday lineup and to Monday at 9 p.m. and follow with *Ben Casey* at 10. CBS-TV may move *Tv Tonight* out of the 10-11 slot now talked about. NBC-TV stands pat.

Tuesday: ABC-TV has no significant change, though some shows may be shifted about (among new shows being considered for that night: *McHale's Men*, *Hooray for Love*, and *Lone Sierra*). A new show, *Adam's Fable* (Lloyd Bridges is the star) is being set by CBS-TV for 8-8:30, a period that had been a question mark. NBC-TV has no important change.

Wednesday: ABC-TV and NBC-TV appear set, and CBS-TV is leaning toward *Young Men in a Hurry* at 7:30-8:30 and the *Beverly Hillbillies* at 9-9:30.

Thursday: ABC-TV proposes *Lum n' Abner* in the 8:30-9 slot, *Joe & Josie* in the 9:30-10 period, and *The Untouchables* suddenly has a flag on it, converting its fall status from "certain" to "uncertain." CBS-TV has no changes this night. NBC-TV still is open until *Dr. Kildare* at 8:30. *Ensign O'Toole* is being proposed for 10-10:30.

Friday: ABC-TV is still juggling that night. It hasn't yet named the situation comedy series that'll open the night at 7:30. *Flintstones* will come next, then *The Workers*, *Sunset Strip* and *Corrupters* (the latter has been on and off and retains a tentative status for the fall). The other two networks appear set.

Saturday: ABC-TV has no changes. CBS-TV is talking about various plans for 7:30-8:30, including these five possibilities: *True*, *Defiance County*, *Checkmate*; or should it go from drama to happier entertainment *Mad*, *Mad Whirl* (Max Liebman) or *Tv Tonight* (but starring Jackie Gleason instead of Dennis Weaver).

newals and buys reported for established shows. Among them: *Cheyenne*, *Gunsmoke*, *Riflesman*, *Ben Casey*, *Wagon Train* (nearly sold out), *Donna Reed* on ABC-TV; *Danny Thomas*, *Andy Griffith*, *Perry Mason* and *Rawhide* on CBS-TV, and *Mitch Miller*, *Dr. Kildare* (sold out once the fourth advertiser is firm), *DuPont Show* and *Car 54* on NBC-TV. All are known to have been spoken for, and these are but a sampling.

High Cost of Tv ■ Advertising agencies estimate that the cost of talent and production combined in network tv programs has on the average increased in the range of 7-10%. The average cost of a new filmed half-hour episode in a series is \$55-60,000, according to these estimates. The hour program is costing between \$110-125,000. Specials, of course, are in the \$300-400,000 bracket.

Executives point to such programs as *Groucho Marx* that was driven off the air at NBC-TV by spiralling costs, and to *Window on Main St.*, which came in at a \$70,000 per episode price last year and yet was a complete dud in its first season.

Agency buyers emphasize that prices are moving out of the reach of most advertisers on the basis of an entire, a half, or even a third of a show. In the *Groucho Marx* frame of reference, it's pointed out that such popular shows

can fall by the wayside because the rising cost of production doesn't keep up with the cost-per-thousand, despite the fact the shows garner highly acceptable ratings.

Out In The Cold ■ Senior Vice President Lee Rich of Benton & Bowles warns that advertisers may be "driven out" of television if programs continue to cost more each year. But another agency executive said that some of the higher cost—most of it is attributed to hikes in technicians' pay and talent contracts—is coming from heavier investment in quality programming.

Generalized comparisons in program costs are difficult but there are some specifics. For example, *Wagon Train* (one hour) was selling for \$42,500 net (without agency commission) in the 1957-58 season on NBC-TV; but in the season following, the price had jumped to \$86,500 net, and is now about \$150,000. Football (NCAA) was priced at \$787,000 a quarter when NBC-TV was selling it in 1958. Four years later, it'll sell for at least \$2 million (CBS-TV paid \$10.2 million for 2-year rights).

A Bob Hope special came in at a \$250,000 production cost (net), but estimates now would place the comparable program type at approximately \$400,000. *Perry Mason* sold for \$81,320 gross (including agency commission) in the 1958-59 season, but in the

1961-62 season was up to \$102,000.

Some variety specials have been known to pile up a \$500,000 production cost (for an hour), or, as one agency executive put it, "The price of a corporation's investment in establishing a cancer foundation."

CONE CHAMPIONS UHF

FC&B executive prefers it to the 'magazine concept'

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, said last week he prefers development of the uhf band over the "magazine concept" of tv advertising to encourage diversification of programming to serve all tastes and needs.

Mr. Cone clarified his well-known position favoring the magazine concept in a memo to the agency staff. He explained later he would encourage FC&B clients to consider sponsorship of programs on uhf on the same basis that he would recommend special-appeal publications or other limited-circulation media.

In his staff memo, Mr. Cone said that when he first offered the magazine concept, "my objective was not the elimination of any of the popular forms but only the accommodation of some of the less popular and perhaps more worthwhile types and the opportunity

The San Francisco picture:

KRON-TV

had more viewers
than any other television station
in Northern California
every month
for the last four years

1958 1959 1960 1961

Affiliated with NBC-TV
Channel 4
Peters, Griffin, Woodward

Source: ARB Reports
Total Homes Reached Per
Average Quarter Hour

for experimentation." He noted that competitive advertisers presently have no choice but to seek competitive programs with comparable audiences.

"I had no doubt that if all advertisers were dealt with alike" by rotation of exposure through all programs, the networks in full control of programming and spots being sold like magazines on the basis of average circulation, such programming would be acceptable, Mr. Cone said. But only the FCC and the press showed any interest, he said. "The networks pronounced it unrealistic and unworkable without ever explaining why," he said.

But, he said, the three tv networks now have come out strongly for opening up the uhf channels for broadcasting television in much the same manner of fm in radio. "And I couldn't be better satisfied," Mr. Cone said.

"As a matter of fact, when I first offered the magazine concept it was an alternative to licensing a fair number of uhf stations to achieve the same end: to make a place for programs of greater cultural and intellectual content side by side with the popular programs that most, but not all, people want.

"These I saw as the only possible means to duplicate the spread between the big and little magazine (*Life* and the *Atlantic Monthly*, or *Harper's* magazine, *Look* and the *Saturday Review*, the *Post* and the *New Yorker*), to take care of viewers with quite different interests."

Mr. Cone recalled that "when the whole idea of using uhf channels was airily waved aside by television's principal spokesmen, I supported the only alternative that I could imagine to give the sizeable minority its share of the public air. Actually, I think uhf is the best answer to the need and I don't know why it lay so still so long—unless the licensed vhf station operators simply didn't want any competition."

Business briefly...

Paper Mate Co., Chicago, will double its advertising effort this spring in behalf of its "Piggy-Back" pen line and will invest \$1 million in network tv, tv spot, newspapers and magazines. April 1 through August drive will include tv spot in about 40 markets plus participations on all three tv networks. Agency: Foote, Cone & Belding, Chicago.

United California Bank, Los Angeles, through Erwin Wasey, Ruthrauff & Ryan, L.A., has renewed *Tom Harmon Sports Final* on 9 CRPN stations, Mon.-Fri., 5:30-5:45 p.m. PST for the second consecutive year.

Doox Clam Products Div. of Fred Fear and Co., Brooklyn, N. Y., has be-



Newcomer to tv

Armstrong Cork Co., Lancaster, Pa., last week announced that BBDO, New York, has been named as agency for its Consumer Products Division. Its first product is a new one, One Step Floor Care, which is being advertised in newspapers and on television as "making possible the cleaning and polishing of floors in one operation." The new product is being advertised on tv in the Harrisburg - York - Lancaster and the Greater Philadelphia markets. One-minute and 10- and 20-second spots are being used.

gun a radio campaign in New York and Portland, Ore. Stations are WOR-AM-FM, WNBC-AM-FM, WNEW-AM-FM and WMGM in New York; KOIN-AM-FM and KXL in Portland. Cleveland, Miami and Los Angeles will be added as product distribution increases.

American Tobacco Co., through BBDO, New York, and Pontiac Div., General Motors Corp., through MacManus, John & Adams, Detroit, will co-sponsor the new Screen Gems half-hour comedy series, *Our Man Higgins* on ABC-TV (Wed., 9:30-10 p.m.) starting in the fall. Paul Harrison will produce the series starring Stanley Holloway with Frank Maxwell and Audrey Totter, with Harry Ackerman as executive producer.

American Motors Corp., Detroit, last week agreed to sponsor *Monitor* week-end service for a sixth year of 52 weeks, buying 20 one-minute spots within the program's basic news package. Agency is Geyer, Morey, Madden & Ballard, New York.

Cinch Products (corn bread and cake mixes), through Hixson & Jorgensen, Los Angeles, will use radio and newspapers in a three-month \$100,000 campaign to start in April in 13 western and midwestern cities, from Joplin, Mo., to Portland, Ore.

Kaiser Industries, through Young &

Rubicam, San Francisco, will sponsor a new half-hour tv series as yet untitled on CBS-TV next season in the Tues., 8-8:30 p.m. slot. Four Star is producing the contemporary dramatic series, starring Lloyd Bridges as a reporter. Aaron Spelling is the producer.

Swezey emphasizes media's common touch

Advertisers should recognize broadcasting's unique role as a medium that goes into "practically every home in America is available to all persons within the family . . . serves people of all ages, of all classes, of all religious persuasions and social beliefs," Robert D. Swezey, director of NAB's Code Authority, said recently.

Addressing the Advertising Women of Buffalo, N. Y., Mr. Swezey emphasized that "broadcasting must mind its manners. It must not offend. It must protect and foster the best interests of the young. And yet, it must be a vigorous and vital force, fully capable of providing genuinely mature entertainment and full and realistic coverage of the picture of the times."

To do this job properly, Mr. Swezey said, advertisers, agencies and program suppliers must support the radio and tv codes.

The code director said more study must be given to the production and placement of commercials, "as well as their honesty, the reasonableness of their length and their good taste." He added:

"Many advertisers have demonstrated that it is perfectly possible to create a commercial which will do a good selling job and at the same time entertain rather than annoy the audience. Why not do it that way?"

The bulk of Mr. Swezey's remarks was concerned with a discussion of the function of advertising and the misconceptions about it.

TvB plans sales clinics

Television Bureau of Advertising has scheduled sales clinics in 17 U.S. and 3 Canadian cities during May and June. On the agenda: local sales problems and how to solve them.

The opening clinic will be in Hartford on May 2. Other cities on the schedule: St. Louis, May 8; Tulsa, May 10; Dallas and Milwaukee, both May 15; New Orleans and Cincinnati, both May 17; Tampa, May 29; Atlanta, May 31; Buffalo and Baltimore, both June 5; Cleveland and Richmond (Calif.), both June 7; Fresno, June 19; Portland, Ore., June 21; Vancouver, B.C., June 22; Denver, June 26; Omaha, June 28. Dates for clinics in Toronto and Montreal will be set later.

From the desk of
PIERRE WEIS

ECONOMEE-TV

I have some very exciting news that I know will interest you.

You know one of the most difficult achievements in our industry is the making of a hit comedy series.

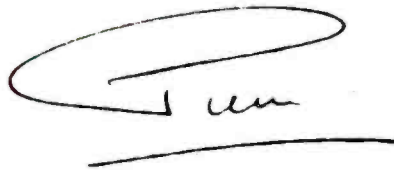
It takes years of blending the right ingredients - a charming and witty lead - the best comedy writers - and spare no dollars on production - to come up with a smash.

This successful combination is rare - so rare that the industry is lucky to have one series a season that falls into this class.

But right now, we have the only one available this season! A fresh off the network hit situation comedy available for re-run.

I know you will be as enthusiastic about this series as I am and that you will mail the attached card so that we can rush you all of the details.

Cordially,

A handwritten signature in black ink, appearing to read 'P. Weis', with a horizontal line underneath.

P.S. Call me collect if you want to start immediately.

THIS SEASON'S ONLY

Available
Now!

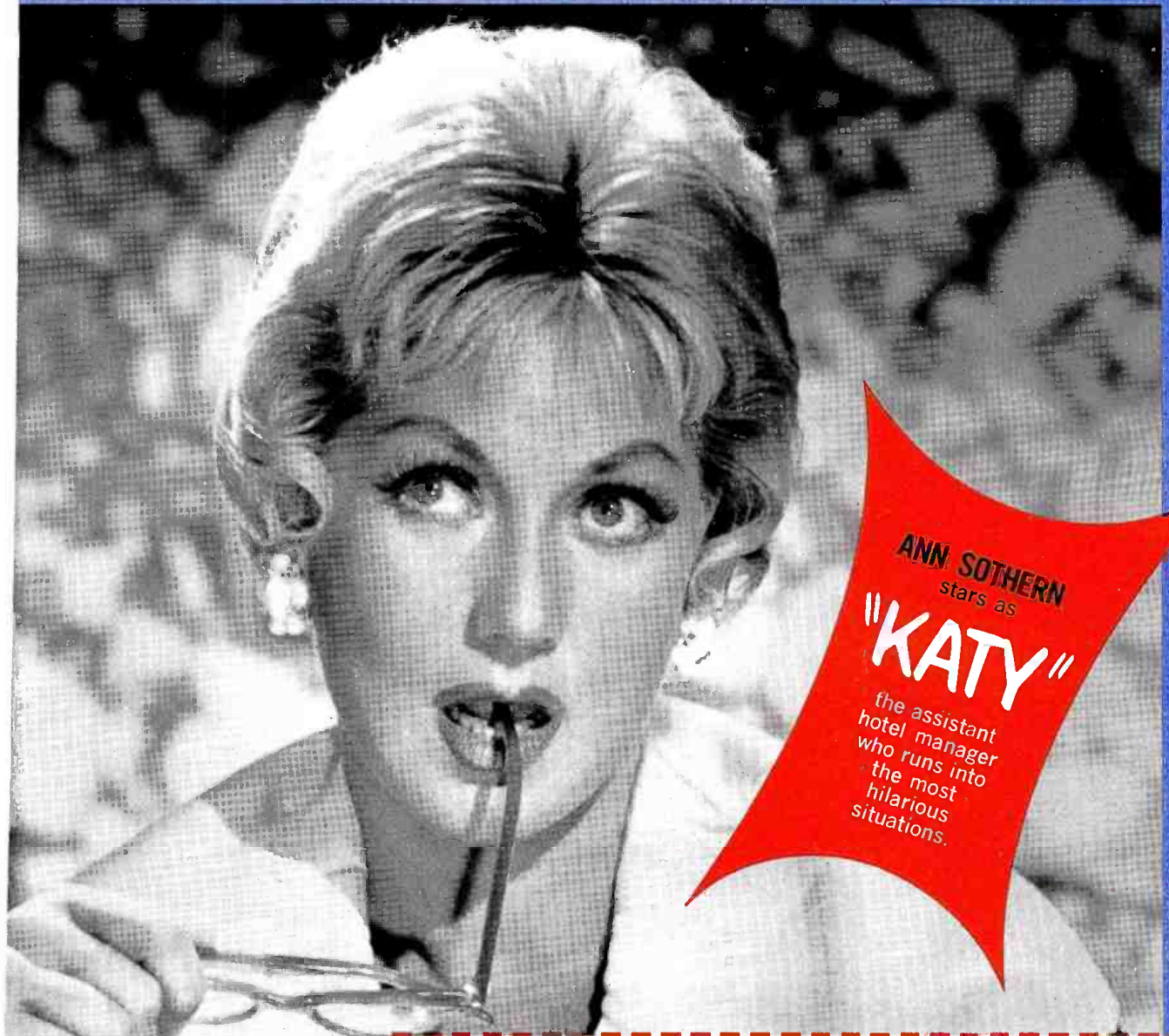
93 sparkling,
witty half hours!

THE ANN
SOUTHERN
SHOW

Hilarious
situation
comedy!

First off
the network!

AVAILABLE HIT COMEDY!



ANN SOTHERN
stars as

"KATY"

the assistant
hotel manager
who runs into
the most
hilarious
situations.

FIRST CLASS
PERMIT No. 26070
NEW YORK, N.Y.

BUSINESS REPLY MAIL

No postage necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Economee TV

488 MADISON AVE., NEW YORK 22, N. Y.



Everybody

[ESPECIALLY ADVERTISERS]

LOVES THE ANN SOTHERN SHOW

THE HILARIOUS ADVENTURES OF A BOSS LADY...

HERE'S THE BEST PIECE OF BUSINESS YOU'LL DO THIS YEAR. YOU'VE A TREMENDOUSLY VALUABLE PROPERTY... YOUR STAR'S IN THE FRONT RANK OF HOLLYWOOD SUCCESSES, NOW AT THE VERY HEIGHT OF HER BRILLIANT CAREER. ON NETWORK: THE SERIES RANKED IN NIELSEN'S NATIONAL TOP 10 TIME AND AGAIN. IT BEAT IMPRESSIVE COMPETITION: BING CROSBY, ALCOA-GOODYEAR PLAYHOUSE AND OTHERS. THE SHOW'S ALL-FAMILY ATTRACTION SUITS IT FOR ANY TIME IN YOUR LOG, ONCE A WEEK, BLOCK-BOOKED, STRIPPED — FOR SPONSORSHIP, PARTICIPATIONS OR AS A SPOT CARRIER. THE ANN SOTHERN SHOW IS EXCEEDINGLY SALEABLE & PROMOTABLE. IT'S READY FOR RELEASE AT YOUR CONVENIENCE. WE INVITE YOUR INQUIRY. JUST FILL AND MAIL THE ENCLOSED BUSINESS REPLY CARD.



ANN'S

a riot as chic, peppery Katy O'Conner, assistant manager of a plush metropolitan hotel — and manager-in-chief in the lives of TV's laughingest supporting cast!

DON PORTER

portrays the Boss Lady's employer (and straight man). He and Miss Sothern are one of the most successful comedy teams in all TV history.

ANN TYRELL

plays fluttery, scatterbrained, lovable Olive Smith, Katy's "office force" — a favorite comedienne with TV fans.

KEN BERRY

plays Woody, the young, good-looking bellhop — an extremely versatile and popular performer in a fast-moving role

ERNEST TRUEX

— America's best-loved funny man, stars as harried hotel executive and henpecked husband, in the most enjoyable role of his career.

PIERRE WEIS,
Vice-President, General Manager
Economee-TV
488 Madison Avenue, New York 22, N. Y.



Dear Mr. Weis:

I am interested in learning more about THE ANN SOTHERN SHOW and how it can work for my station. Without obligation to me, please arrange for me to get this information.

NAME _____ STATION _____

TITLE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

made available
in syndication by



488 Madison Ave.,
New York 22, N. Y.

YOUR BEST-BY-FAR SOURCE
OF VERSATILE PROGRAMMING
for your **SPONSORS**
and **SPOTTERS** alike

RAB buys its own headquarters building in New York

Radio Advertising Bureau's purchase of a headquarters building in midtown Manhattan was announced last week. In front of the five-story town house, converted to offices, are l to r: Kevin Sweeney, president; Frank Fogarty of WOW Omaha, chairman of the board; Harold Krelstein, Plough Stations, and chairman of the finance committee; Weston C. Pullen Jr. of Time-Life, chairman of the executive committee.

The new quarters converted to offices in 1958, will provide more than 14,000 square feet of working area. RAB takes possession on July 1 after minor alterations. The firm now is located at 655 Madison Ave.

Mr. Sweeney said that RAB's projected rent of \$500,000-\$600,000 in the next 10 years if it remained in the current vicinity can "go to build our equity in a valuable piece of New York real estate." RAB directors and management had studied the possibility of owning a headquarters in New York since 1955 when reserves adequate to guarantee the association's continued operation became available for investment.

RAB expects the purchase will reduce its housing costs by 25% within a few years.



Agency appointments...

▪ The Compax Corp., Division of Tubular Textile Machinery Corp., Woodside, N. Y., has appointed Mogul Williams & Saylor Inc., New York, to handle an extensive consumer and trade advertising program promoting "a new standard of shrinkage control" for knit garments under the trademark "Pak-nit." MW&S also will assist in coordination of the advertising campaigns of "Pak-nit" licensees. A national ad campaign will start next fall.

▪ J. Nelson Prewitt Inc., which early last month appointed John W. Shaw Adv., Chicago, to handle portion of the account for Matey, children's bathing product, has announced expansion of its account at Shaw to include all advertising in U.S. and Canada except network which will continue to be handled by Hanford & Greenfield, Rochester, N. Y. Total Prewitt billing at Shaw will exceed \$1 million.

▪ Manning's Inc. (Manning's coffee), San Francisco, has appointed Hoefler, Dieterich & Brown, that city, as its advertising agency.

▪ Mobil Petroleum Co. (Mobilpet), newly created operating division of

Socony Mobil Oil Co., has appointed Grant Adv., Chicago, as international advertising agency and consultant, effective April 1. Mobilpet, which will produce and market in free world areas bordering on the Indian and western Pacific Oceans, officially comes into existence in April. The account will be handled at Grant's New York office by Allan B. Clamage.

▪ Ora Howard Co. (toy distributor), Sacramento, Calif., has Dannenfels-Wade Adv., that city, for its advertising and sales campaigns. In 1961, Howard's prime advertising medium was spot television. Early plans for this year call for a continuation of spot tv, according to Fred G. Wade, account supervisor.

▪ Old Dutch Coffee and Roosevelt Raceway, New York, appoint Smith/Greenland, New York.

▪ Calusa Chemical Co., manufacturer of laundry products, has appointed Carson/Roberts/Inc., Los Angeles, for all its divisions.

▪ Wampole Labs Div., Denver Chemical Manufacturing Co., Stamford, Conn., appoints Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York.

▪ Max Factor, France, has appointed Aljanvic, Paris, as its agency. Aljanvic is French representative for Benton & Bowles, New York.

▪ Hallmark Cards, Gmbh, appoints Foote, Cone & Belding, Gmbh, Frankfurt, to handle the company's advertising in Germany. FC&B also is the Hallmark agency in the U.S. and in the United Kingdom.

▪ Towers Marts Int. (discount department stores), New York, has appointed Leon Shaffer Golnick Adv., Baltimore, to handle its marketing and sales promotion.

▪ Johnston Pie Co. names Grey Adv., Los Angeles, to handle its \$300,000 account, effective March 15. Company is a bakery specializing in fresh pies, marketed throughout the 22 western states. Media plans are now being determined.

▪ American Kitchen Products Co., Jersey City, N. J., appoints Smith-Greenland, New York, for its Steero Bouillon.

▪ Mid-Century Book Society of New York has appointed The Wexton Co., that city, as its advertising agency, effective March 1. Martin Solow, agency president, will supervise the account.

B&W JOINS SPONSORS OF N.Y. METS

\$5 million, 5-year contract marks third team for firm

Brown & Williamson Tobacco Corp., Louisville, has signed a \$5 million, five-year contract for one-third sponsorship of the New York Mets' baseball broadcast schedule on radio and tv. The deal, announced today (Feb. 26), confirms earlier reports that a major baseball buy would be made by the advertiser (BROADCASTING, Feb. 19).

B&W's sponsorship in the 1962 season on behalf of Viceroy and Kool cigarettes and Sir Walter Raleigh smoking tobacco covers a total of 136 tv games, with WOR-TV New York as the originating station, and 192 radio games, originating on WABC New York.

The B&W-Mets agreement involves over \$1 million a year during the five-year contract period, according to John W. Burgard, B&W vice president for advertising. The company will co-sponsor the games with Liebmann Breweries (Rheingold beer), which earlier had signed a basic multi-million-dollar package agreement with the new national league team.

Regional radio-tv networks will be set up under the sponsorship arrangement. The tv network will include WNHC-TV New Haven, WRGB (TV) Albany-Schenectady, WPTZ (TV) Plattsburg, WNBF-TV Binghamton and WSYR-TV Syracuse. On the radio network will be stations in Binghamton, Elmira, Utica, Schenectady, Liberty, Ithaca, Massena, Watertown, Plattsburg and Syracuse, all New York; New Haven-Hartford, New London, Putnam, Torrington, Waterbury and Willimantic, all Connecticut, and Rutland, Vt.

Reds and Angels ■ The Mets become the third major league team on B&W's 1962 advertising schedule. The company contracted for sponsorship of 50 tv games of the Cincinnati Reds, and renewed radio-tv sponsorship of the Los Angeles Angels games.

Ted Bates & Co. is the agency for the Viceroy and Kool brands; Keyes, Mad-

den & Jones, Chicago, handles Sir Walter Raleigh tobacco.

In a separate announcement last week involving Kool cigarettes, B&W reported the introduction in New England of a new menthol, non-filter, king-size Kool brand to replace the non-filter regular-size Kool. King-size Kool, with filter tips, will continue to be distributed nationally. The tobacco company said the replacement takes advantage of two trends in the cigarette field: the shift toward king-size cigarettes in general, and the increasing popularity of menthol brands. Last year, the company pointed out, total menthol sales showed a 16.2% increase.

RADIO SPURS PROFITS

Glamorene spots boost sales with hard, fast campaign

A radio spot campaign tied in closely with promotional support on the local level helped Glamorene Inc., Clifton, N. J., to a strong sales increase last year, according to Jerold Hulsh, vice president.

The manufacturer of rug and upholstery cleansers had been primarily in print before Riedl & Freede took over the account in October 1960. With the new agency, Glamorene took virtually its entire \$600,000 advertising budget into radio last spring.

Glamorene reported a 40% sales increase over 1960—and it plans to add television to its advertising this spring.

R&F and Glamorene chose a campaign of concentration and saturation by only one medium in a relatively short time span. The successful use of radio by Marcal Paper Products, another R&F account, encouraged the agency to use the medium again with Glamorene. An analysis of the market which found leading competitors heavy in tv and newspaper advertising, con-

vinced Glamorene that radio would be the most effective medium to spearhead its sales drive.

Agency and client decided upon a four-month campaign—March to June—in which 32 major markets would be covered. About eight commercials a day advertising each of the firm's products were broadcast over one of two radio stations in each market during the morning (7:30-10 a.m.) and late afternoon (4-6 p.m.) driving times. A 10-second open end was included in each commercial for use of store names. Point of purchase displays, banners, shelf ad mats, and dealer brochures were prepared in advance to tie in with the radio messages.

When Glamorene brought out a new product—Spray Starch—last summer, Riedl & Freede introduced it via radio in four major markets—New York, Boston, Chicago and Los Angeles. The product will be introduced nationally in the spring, when it will be included in the entire Glamorene campaign over television as well as radio.

Riedl & Freede, with about \$6 million in overall billings, has had continued success with broadcast media for its clients. A tv campaign helped Cott Beverage Corp. increase its sales about 20% last year following a spot campaign in seven eastern markets in the summer (BROADCASTING, Oct. 16, 1961). The company had previously devoted its entire ad budget to newspaper price promotion.

Marcal Paper Products ventured into radio when the agency acquired the account five years ago. And R&F is currently planning a broadcast campaign for Louis Milani Foods, Los Angeles and Chicago, its newest account.

Political primer suggested by Morgan

This is a political year when candidates will be spending a lot of money for advertising, Ray R. Morgan Jr., vice president of Walker Saussy Adv., Los Angeles, reminded a Southern California Broadcasters Assn. meeting.

But, Mr. Morgan declared, radio again will get only the "crumbs from the advertising banquet table" unless the station men and their representatives go to work now to educate the political candidates, who in general are very naive about advertising and extremely print-oriented. He said radio has two big pluses to offer the candidate for public office; consistency of rates (unlike newspapers, which have a political rate higher than that charged commercial firms) and the ability to move fast and get the candidate's message on the air at the right time.

Mr. Morgan urged the SCBA members to prepare a radio primer for politicians.

BBB film exposes 'bait and switch' tricks

The "bait and switch" sales technique soon will be exposed on tv stations carrying a new 20-minute color film produced by the Assn. of Better Business Bureaus and being released nationwide through local bureaus. The association said recently that a telecast of the film is set in Boston.

The use of "bait advertising," long under attack by the association and by local authorities, is to lure and victimize unwary customers with shoddy or otherwise misrepresented

goods. The tactic is simple: "unsell" the customer on the advertised product or service, then switch him to an expensive, and usually unknown, brand. Situations pictured are presented in a humorous way.

The film, "Too Good to Be True," attempts to underscore and promote the positive values of advertising and selling. Details are available from the association's headquarters at 704 Chrysler Bldg., New York 17. A one-minute trailer also is being offered.



A "well-bred" **SUCCESS** story for **WDAY-TV, Fargo!**

Every afternoon from 4:00 to 5:00, the old Hayseed puts on a local live talent show called "Party Line"—breezy informal chatter that really wows the wimmin.

During *one* minute of *one* day, earlier this year, the chat was about the next day's opening of a new Cox's Bakery store—their eighth. Results? To quote Dale Cox himself, "We sold

500 loaves of bread before we got the door open for business; 7,300 loaves on opening day; 9,400 loaves the second day. This is a *first* and the people are still coming in."

"Party Line" is doing a *spectacular* job for a number of big-time food and household products. Ask PGW for all the facts!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

Networks' space shot costs: \$3 million

135 MILLION PEOPLE WATCHED TV; OTHER MILLIONS LISTENED TO RADIO

The nation's broadcast facilities last week combined in one of their finest service achievements to cover Lt. Col. John H. Glenn Jr.'s orbital flight in space. A total of 135 million people tuned in to tv alone sometime during Feb. 20 to watch the coverage of the orbital flight, it was estimated by NBC research. Upwards of 60 million watched the actual launching itself that morning. Millions more listened in by radio. In sheer statistics this is what the man-shoot meant for the networks:

There was an estimated total cost (including pre-emptions) of \$3,053,000 through Feb. 20, the day of the flight, for full network coverage including the share-costs of pooling as well as maintenance, etc., during the long delays and postponements before the successful manned space flight.

In terms of people, it took at least 568 persons from all networks (includes technical crew and staff as well as announcers, news and staff correspondents, reporters, etc.) to cover the historic flight and related activities.

It was impossible to estimate the man-hours involved in the coverage with the many delays and rescheduling of the shoot originally slated for last December.

Stanton's Early Account — Just before Col. Glenn's "Friendship 7" capsule was launched on the morning of Feb. 20, CBS President Frank Stanton, recapping CBS developments in his second "newsletter" to network employees, had this to report:

The repeated delays through Feb. 16 had cost CBS \$750,000 in operating expenses, "the loss of thousands of man hours and the use of tons of equipment" which could have been deployed else-

where (postponements were from Jan. 23 to Jan. 24 and from Jan. 27 to Feb. 14, 15, 16 and then finally Feb. 20). The figure cited by Dr. Stanton did not take into account time and pre-emption losses which he estimated would involve 6½ hours on launch day.

CBS equipment at Cape Canaveral, he said, included five tv cameras, two complete video-tape machines, 15 air monitors, a specially-built tv tower and several platforms, four trucks and trailers.

This is an early compilation as received from each network:

CBS: total of 236 people (this network broke its figures down into 55 at New York, 67 at Cape Canaveral, 50 in Washington (and Arlington, Va.), 25 in San Diego, 22 in New Concord, Ohio, and 17 in St. Louis. Estimated total cost (includes pre-emptions): \$1,125,000. Hours on air: at least 11½.

NBC: total of more than 200 people (no breakdown available). Estimated total cost (includes pre-emptions): \$1,098,000 or \$1,198,000 (depending on calculations). Hours on air: at least 11½ continuous hours.

ABC: total of "well over 100" people. Estimated total cost: \$650,000. Time on air: 11½ hours minimum.

MBS (radio only): total 32 people. Estimated costs (including pre-emptions, etc.): \$80,000. Time on air: 12 hours 20 minutes estimated at minimum.

Audiences — An estimated 10,000 persons jammed Grand Central Station in New York to watch the space shot on an 11 x 14-foot screen provided by CBS News. The congestion got so bad

CBS was asked to stop the service at 3 p.m.

An early estimate that 60 million persons watched the tv coverage of the flight later was said to have been far too conservative since this calculation figured 2.5 persons per tv home (the average was believed much higher during the shoot). Millions more listened to it on radio. In the New York area alone, there were 2,117,900 tv home sets in use, according to Nielsen Instantaneous Audimeter (or three times the normal audience) and it kept that level through the day until Col. Glenn was picked up at sea.

The actual estimated count: there were 28 million homes with sets in use during the peak viewing period that day, and an average of 21 million homes per minute. (Thus 2.5 persons per home would give an estimate but authorities believe the average was much higher during the shoot.)

Highlights: WRUL New York, Metromedia's shortwave station, beamed coverage to Europe, Africa and Latin America. RCA International sponsored the broadcasts. RCA said its two small pencil-thin tubes powered the voice radio broadcast of the astronaut as he orbited the world.

ABC-TV went on the air at 6:30 a.m. EST (ABC Radio at 7 a.m.) and provided 11½ continuous hours of coverage, going back to regular programming at 6 p.m. ABC used the services of more than 100 newsmen, production and technical personnel.

ABC news producer Frank LaTourette headed the industry-wide radio-tv "pool" coverage. He had been in charge of ABC-TV's coverage until ABC's Lou Shollenberger, who had set up the "pool" operation, was badly injured in a fall at Cape Canaveral a few days before the launch. The entire ABC coverage was under the supervision of John Madigan, director of news; Donald Coe, director of special events and operations, and Bill McSherry, national news editor for television. ABC-TV's coverage was produced from the cape by Sid Darion and directed by Bob Delaney. Marshal Diskin was director in New York.

CBS-TV began its coverage at 6:30 a.m. EST with CBS News correspondent Walter Cronkite as anchorman at Cape Canaveral. Coverage included live pickups from the cape, St. Louis, San Diego, Washington, Arlington, Va., New Concord, Ohio, Grand Central

Shollenberger injured at orbital site

The just rewards of three months' intensive planning and concentrated hard work were denied ABC-TV Director of Special Events and Operations Lew Shollenberger last week, for he was forced to watch the Glenn orbital flight on television from an Orlando hospital bed. Since December, Mr. Shollenberger had been on location at Cape Canaveral arranging the radio and tv pool coverage of the space shot.

On Feb. 10, while adding finishing touches to preparation of cov-

erage mechanics, Mr. Shollenberger climbed a ladder to adjust a microwave dish. The rung he was standing on broke, sending him to the ground. Besides concussions and rib fractures, Mr. Shollenberger is suffering from a cracked pelvis which, doctors say, will keep him laid up for some time.

Frank LaTourette, an ABC producer who had been assisting Mr. Shollenberger, took over control of the coverage arrangements after the fall.

CARTOGRAPHY A LA CARTE

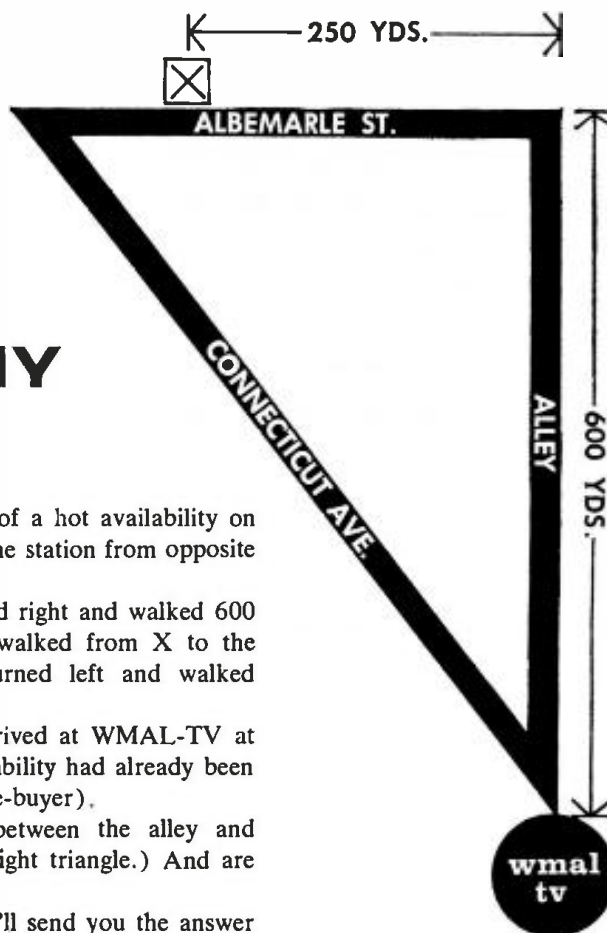
Two AE's from rival agencies, both in pursuit of a hot availability on WMAL-TV, met at X as they were headed for the station from opposite directions.

AE #1 continued 250 yards to the alley, turned right and walked 600 yards along the alley to the station. AE #2 walked from X to the intersection of Connecticut and Albemarle, turned left and walked along Connecticut Avenue to the station.

Both covered exactly the same distance and arrived at WMAL-TV at the same instant (only to discover that the availability had already been snapped up by a bright and beautiful lady time-buyer).

What's the distance along Albemarle Street between the alley and Connecticut Avenue? (Yes, Virginia, this is a right triangle.) And are there any other availabilities on WMAL-TV?

Send us the answer to the first question, and we'll send you the answer to the second.* Plus a surprise prize.



**Our cartography may not be as good as Mercator's, but here's one projection we can make with uncanny accuracy: minute participations in one of WMAL-TV's four daily 30-minute news programs are the shortest route between your clients' products and the Washington market. Ask your H-R TV salesman, or get in touch with us direct. But act fast. The world is full of lady time-buyers who don't need a map to know a good thing when they see one.*

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

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abc
Washington, D. C.

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jingle series.

For details see the inside front cover of this issue.

Station in New York and, by voice reports, from Moscow and three U. S. aircraft carriers in the Atlantic. The network also carried a news special, "The Flight of John Glenn," from 9:30-10 p.m. on Tuesday. It had more than 200 working personnel, including correspondents, technicians and cameramen. CBS-TV's coverage was sponsored by the Federal Savings & Loan Foundation.

CBS Radio started its coverage at 7 a.m. The all-day special broadcast was sponsored by American Motors, which also was the advertiser on NBC Radio coverage.

NBC News' coverage was titled "American in Orbit." Tv coverage was sponsored by the Gulf Oil Co. as part of its series of NBC special news reports.

General supervision of NBC news coverage was under Elmer W. Lower, director, news and public affairs; Chet

Hagan was producer; Donald Meany, manager of special news projects, supervised coverage at the cape (the focal point), and James Kitchell directed operations for NBC-TV at the cape. NBC set up its own wire service for the coverage.

British Broadcasting Corp. picked up NBC Radio's coverage and excerpts also were relayed by BBC to British Dominion countries. Highlights were a broadcast on NBC Radio at 9:05-10 p.m. EST that day and a 10-11 p.m. special by NBC-TV as well as a news insert in the *Jack Paar Show*. NBC International serviced German tv and Australian tv via jet plane delivery of kinescopes.

Other special coverage on President Kennedy's meeting with the astronaut and official Washington proceedings, etc., later in the week was to round out both radio and tv network activities in presenting the orbital story.

MOORE TO HEAD NEW TOLL TV FIRM

Will be succeeded by Breckner at KTTV (TV) Los Angeles

Richard A. Moore, president of KTTV (TV) Los Angeles, resigns effective March 1 to head an organization being formed to develop and operate pay tv franchises in Los Angeles and other major cities.

Robert W. Breckner, who will succeed Mr. Moore as chief operating officer of KTTV, has been vice president-general manager of the station two years. He formerly was in charge of programming.

Mr. Moore's pay tv project will be an exhibition company using any equipment suited for this type of operation, it is understood, since he reportedly feels there is no special technical problem in serving areas where there are telephone or power lines.

Principals in Mr. Moore's company were not named but it is believed they include baseball and football interests in the Los Angeles area. Several years ago Norman Chandler, president and chief executive officer of the Times-Mirror Co., owner of KTTV, explored pay tv along with the owners of the Los Angeles Dodgers baseball club and the Los Angeles Rams football club plus other businessmen. The Skiatron pay tv system was studied. It was understood Mr. Chandler decided pay tv, whether by wire or on the air, would be inconsistent with his operation of KTTV.

The new pay tv project is not deemed directly competitive with free tv by some wire pay tv proponents because they feel it provides an additional service that could program for minorities.

It was believed Mr. Moore will sever



Mr. Breckner



Mr. Moore

official connections as an employe of the Times-Mirror Co. but would be available as a consultant and aid in Washington regulatory matters such as option time and antitrust litigation.

Mr. Moore entered broadcasting in 1946 as an attorney for ABC in New York. He moved to Los Angeles in 1949 as head of ABC's tv network, later becoming general manager of the western division and of KABC-TV Los Angeles. He joined KTTV as vice president-general manager in 1951, becoming president in 1955 and a director of the parent Times-Mirror Co. a year later.

In 1953 Mr. Moore headed a group of tv broadcasters interested in forming a tv industrywide promotion project. This led eventually to the formation of Television Bureau of Advertising. In 1956 he appeared before the Senate Commerce Committee and the FCC to urge abolition of network option time. He has served on the NAB freedom of information and labor relations committees and is a past president of Television Broadcasters of Southern California.

SPECTACULAR

...is the word that best describes the growth of San Francisco's KTVU. Both ARB and NSI reports for 1961 disclose an impressive gain in ratings, homes reached and share of audience over any previous year in KTVU history. This success may be attributed to KTVU's awareness of the varied tastes of the San Francisco TV audience. An emphasis on live sports, local events, strong syndicated programming and first-run, post-1950 movies has been the basic reason for KTVU's growth in this past year.



The famed Golden Gate Bridge, longest single suspension span in the world, designed by Joseph B. Strauss. Including approaches, the Golden Gate Bridge is 7 miles long. Completed in May, 1937 at a cost of \$33,500,000. More than 20,000,000 cars crossed the Bridge in 1961. Photo by Moulin Studios.

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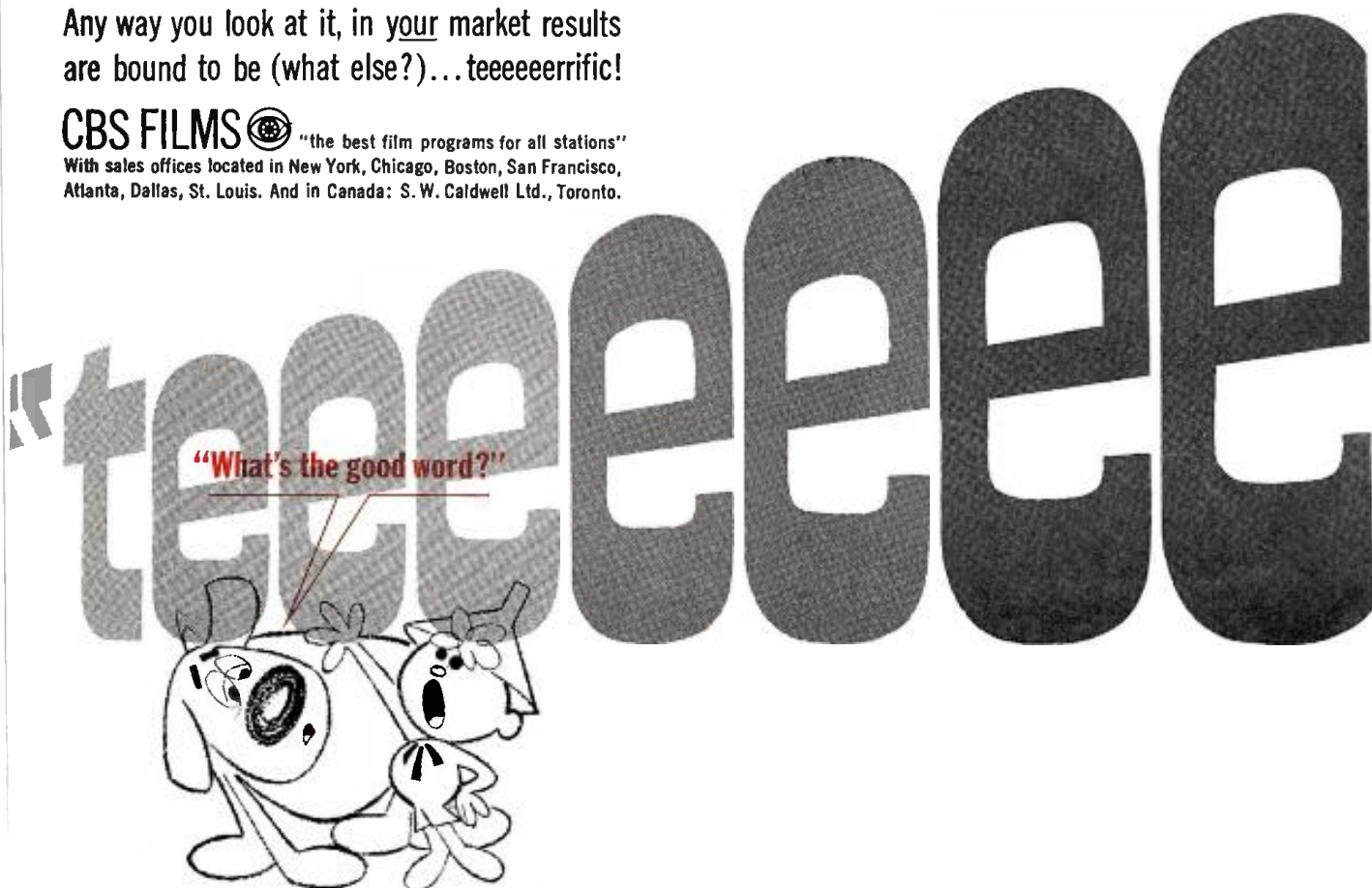
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Terrific is the word for Terrytoons' Tom Terrific. He's "the world's greatest all-'round, full-time adventure lover"...and the most terrific new cartoon buy in all syndication!

Terrific audiences: an average 4,700,000 children and parents a day cheered Tom Terrific and his trusty sidekick Manfred the Wonder Dog, as "regulars" on the CBS Television Network's "Captain Kangaroo" show. **Terrific producer:** Tom Terrific was created especially for television by Terrytoons, creator of such animation stars as Deputy Dawg, Mighty Mouse, Heckle and Jeckle. **Terrific merchandising extras:** dolls, playthings, apparel, books have spread Tom and Manfred's fame across the nation. **Terrific flexibility:** each story can be shown in five "cliff-hanging" five-minute segments (130 episodes for Monday through Friday stripping) or all at once, as an edited fifteen-minute cartoon (26 quarter-hours).

Any way you look at it, in **your** market results are bound to be (what else?)...teeeeeerrific!

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RICHARDS URGES NAB FOCUS ON HILL

Says Congress, not am study, is real association worry

Broadcasters will serve themselves better if they send more NAB troops up to Capitol Hill to explain "our business" than if they spend manpower on such more or less bootless projects as conducting studies on am station overpopulation and its control, Robert K. Richards, Washington broadcast consultant, said in a talk to the Michigan Assn. of Broadcasters Thursday in Lansing.

Mr. Richards, former administrative vice president of NAB, indicated he is not enthusiastic over the emphasis given to the station overpopulation question by the NAB board in ordering the appointment of a committee to study the subject and possibly make recommendations to the FCC (AT DEADLINE, Feb. 5).

All broadcasters know there are too many stations, Mr. Richards said, but "the [FCC] decision leading to that condition was taken some time ago and hardly seems retrievable." Emphasis on government relations, Mr. Richards thought, might remedy much of "our Washington trouble."

Mr. Richards said he's unwilling to believe programming can be improved instantaneously and by government fiat: Improvement, he said, must come from public impulse. "It is more likely to be evolutionary than precipitant."

Broadcasters, he thought, ought to be more careful, in reacting to criticism by some FCC members, not to overlook others who have opposed "the invasion of programming."

Mr. Richards also offered thanks to "the network leaders," who have made the trip to Washington many times over the years "to tell various commissions what they're doing."

"These men come to Washington to

explain something they can't be positive about, the public taste, to some other men who are positive about something they can't explain, the public interest."

When broadcasters talk about freedom of speech they are not only defending their own rights but those of the people, and they can best defend these rights through a national voice such as the NAB, Mr. Richards said.

He said radio broadcasters shouldn't be beguiled by the headlines about and preoccupation with tv, for both radio and tv are in the same boat where government and public relations problems are concerned.

He thinks change in the structure of NAB is inevitable. "Time demands it; good sense dictates it." Any reorganization of the NAB should take into account the area of greatest need. "What services now rendered . . . can be deleted in order that the good manpower we have . . . can perform most effectively?"

NAB plans big play for stereo in Chicago

Half of Fm Day at the NAB convention in Chicago will concentrate on fm stereo, it was announced last week. Fm Day, April 1, is being sponsored half and half by NAB and the National Assn. of Fm Broadcasters.

The morning session, to be programmed by NAFMB, will emphasize techniques and problems in selling fm radio time. The afternoon session, under the aegis of NAB, will concentrate on various aspects of fm stereo.

Plans for the NAB's participation in Fm Day were made at a meeting of the NAB Fm Radio Committee in Washington last week. Ben Strouse, WWDC-FM Washington, is chairman of the committee; other members are Fred Rabell, KITT (FM) San Diego; N. L. Bentson, WLOL-FM Minneapolis; Everett Dillard, WASH (FM) Washington; Henry Slavick, WMC-FM Memphis, and Harold Tanner, WDLM (FM) Detroit. Mr. Rabell, president of NAFB, outlined that organization's program for the morning session.

Transcontinent dividend

A dividend of 12½ cents per share on outstanding common stock was voted by the board of Transcontinent Television Corp. meeting in New York. The dividend will be paid May 15 to stockholders of record April 30. The new dividend brings to 25 cents per share the total dividends paid or to be paid stockholders this year; in 1961

dividends totaled 30 cents per share and in 1960, 5 cents. TTC's annual meeting will be held April 26 in Buffalo. TTC reported revenues of \$15.4 million and net income of \$1.3 million (75 cents per share) for 1961 two weeks ago (BROADCASTING, Feb. 19). ITC stations are WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, KFMB-AM-FM-TV San Diego, and WNEP-TV Scranton-Wilkes-Barre, Pa. Pending FCC approval is purchase of WDOK-AM-FM Cleveland.

Political activities fund planned by AFM

The American Federation of Musicians is asking its members to help build up a new war chest.

The AFM has organized a new political activities fund under the title of "Task Force For Employment of Musicians Promotional Organization" and is soliciting funds from its members. Since the Taft-Hartley law such funds cannot be taken out of union treasuries but must come voluntarily from members.

AFM said the funds will be used, among other things, for "renewed efforts to repeal the Lea Act that immunizes broadcasters from economic pressures" and to put "pressure on broadcasters to live up to their pledged obligations to promote live talent." AFM said the war chest also would be used to seek "the plugging of loopholes in the immigration laws that permit chiseling tv film producers to record 'wetback' tapes abroad."

Other "immediate objectives," AFM indicated, include a "strong campaign" for congressional and administration support to remove the 10% cabaret tax. AFM also plans to place "hard pressure" for passage of two pending bills in congress that would establish a Federal Arts Council and provide federal funds annually up to \$100,000 for each state for support of the arts.

Intermountain supplement

The 26-year-old regional Intermountain Network has organized a Mexico-El Paso Group, which will be available to advertisers as a network supplement. Last year, Intermountain joined with ABC Radio Pacific and with the Arizona Network to form ABC Radio West. Both IMN and ABC Radio West are represented by Avery-Knodel.

AB-PT has 25 cent dividend

American Broadcasting-Paramount Theatres has declared a quarterly dividend of 25¢ a share on outstanding stock of the corporation, payable March 15, 1962 to holders of record on Feb. 23.

A radio hall of fame

American College of Radio Arts, Crafts and Sciences will open a "radio hall of fame" June 21 in space provided by the Conrad Hilton Hotel, Chicago, it has been announced by Donald N. Mann, college president and manager of special projects, WBBM Chicago. The hall of fame will commemorate the "spectacular history of radio," Mr. Mann said, and members will be added each year. Nominations are due March 16. The college was established late last year by station and agency people in the Chicago area and plans national expansion.

THE ECONOMICS OF SEVEN ARTS FEATURE FILM PROGRAMMING

... as told by executives of three jointly owned California stations

KJEO—Fresno

Says Mr. Fleharty:

President and General Manager,
KJEO, Fresno

"I bought with a mind to quality. I believed that the Seven Arts films had the quality that makes money for a station whether its market is large or small. They have done exactly that, for KJEO and for our Redding and Eureka stations as well."

George Fleharty



KVIP—Redding

Says Mr. Parker:

Manager, KVIP, Redding

"Seven Arts 'Films of the 50's' have been very successfully used as our 'Big Feature' program. With these films we have more than doubled our revenue for this time slot."

M. F. Parker



KVIQ—Eureka

Says Mr. Dooley:

Station Manager, KVIQ, Eureka

"We had no difficulty at all in selling out our Seven Arts 'Big Weekend Movie' program before it started. We sold right from the Seven Arts brochure, telling advertisers about the remarkable track record these films have chalked up all over the country. The Seven Arts volumes have given us one of the easiest vehicles we've ever had to sell advertisers... to keep them in and keep them happy."

Ted Dooley



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

CBS SCALES SALES HEIGHTS

Report on 1961 shows gross gains of \$9 million over record year 1960, but net profits fall

Net sales for 1961 were the highest in the history of CBS Inc. So were net sales and profits for 1961's fourth quarter, according to a report issued by William S. Paley, board chairman, and Frank Stanton, president.

Net sales of \$473,843,935 for 1961 exceeded 1960's previous record high of \$464,598,318 by over \$9 million. Consolidated net profits for 1961, however, were down \$1.2 million (or 5%) from 1960's \$23,235,074 to \$22,037,828 in 1961.

In the fourth quarter of 1961, net sales were \$134,825,689 compared with \$128,016,098 for the same period of 1960. Consolidated net profits were \$9,384,315 compared with \$7,738,761 in 1960's fourth quarter.

Per-share earnings were \$2.55 for 1961. In 1960 they totaled \$2.69 (adjusted for stock dividend). In both years cash dividends of \$1.40 a share and a 3% stock dividend were paid.

Net earnings for the fourth quarter of 1961 were \$1.08 a share compared with 89 cents a share (adjusted for

stock dividend) in the fourth quarter of 1960.

At a meeting three weeks ago, the board of directors declared a 35-cent-per-share cash dividend on common stock for the first quarter of 1962. It is payable March 9 to stockholders of record at the close of business on Feb. 23. The board also voted to hold the stockholders' meeting April 18 at Television City, Los Angeles.

The report notes that the unprofitable CBS Electronics Div. was discontinued last summer. Most of its assets have been disposed of and losses and expenses have been charged to retained earnings instead of income.

Selling radio with radio

More than 1,400 radio stations are selling radio to the public—by radio. All are members of NAB and are currently participating in the association's "Build Radio with Radio" campaign which is designed to promote the active use of radio in acquainting the public

with the medium's indispensable service. Now in its second year, the program has offered 18 sets of spot announcements free of charge to NAB member stations. They deal with local and general news coverage, farm programming, music programming and specialized areas of entertainment and information programming. The campaign is being conducted by the NAB's public relations office.

Arizona catv systems purchased by Vumore

Vumore Co., Oklahoma City, has bought seven catv systems in Arizona, the company announced last week. The systems were bought from Antennavision Inc., Phoenix. The consideration was test announced. Vumore is a subsidiary of Video Independent Theaters Inc., controlled by RKO General Inc.

The seven cable systems added to Vumore's 20 systems serving communities in Texas, Oklahoma, Kansas and Mississippi provide service to 7,600 subscribers in Winslow, Cottonwood, Holbrook, Page, Showbow, Snoflake, Lakeside, Pinetop, McNary, Safford, Clifton and Morenci, all Arizona.

Antennavision retains 10 systems, serving 15,000 homes in four Arizona and six California communities. Headed by Bruce Merrill, Antennavision also owns KIVA (TV) Yuma, Ariz., and AMECO Inc., a manufacturing plant specializing in catv equipment.

The broker in the transaction was Daniels & Assoc., Denver.

KRIC-AM-FM sold

The sale of KRIC-AM-FM Beaumont, Tex., by the *Beaumont Enterprise and Journal* to Texas State Broadcasters of Beaumont Inc. for \$150,000 was announced last week. Buyers own KNUZ and KQUE (FM) Houston and are headed by Max H. Jacobs, as chairman, and David H. Morris, as president (BROADCASTING, Feb. 19). KRIC is fulltime on 1450 kc with 1 kw daytime and 250 w nighttime power. KRIC-FM operates on 97.5 mc with 9.1 kw.

Bishop, Pierce set speeches

Two luncheon speakers for the NAB Broadcast Engineering Conference luncheons were announced last week—Sir Harold Bishop, British Broadcasting Corp. engineering director, and Dr. J. R. Pierce, communications research director for Bell Telephone Labs. They will address the April 2 and 3 luncheons. The conference will be held as part of the NAB management convention in Chicago.

Jack Petrik, KETV (TV) Omaha, chairman of the conference program

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Culture seekers unimpressed by channel choice

Though New York has seven tv channels and Philadelphia has only three, there is no significant difference in the share of audience not satisfied with television's cultural programming. This finding was one of several reached in a Pulse Inc. survey of the two major markets.

The studies, involving 500 personal in-the-home interviews in each city, were conducted in December 1961.

On the other hand, 36% of those interviewed in Philadelphia felt a need for more tv stations compared to 15% in New York.

The cultural question elicited a 57% New York response approving

the amount of programming in that category compared to 58% in Philadelphia. Of the 43% of New Yorkers not satisfied, 56% want more education, 57% want more drama, 42% more symphonic music, 31% more opera, 29% more international affairs, 21% more national affairs, 17% more news, 15% more local affairs.

In Philadelphia, of the 42% not satisfied with their cultural programming, 53% want more education, 41% more drama, 24% more news, 23% more symphonic music, 17% more international affairs, 13% more national affairs, 12% more local affairs, 9% more opera.

The Pulse survey showed 33% in New York have heard of uhf, 76% of whom defined it correctly; 26% in Philadelphia have heard of uhf, 85% of whom defined it correctly. In New York 15% have heard of vhf, 70% defining it correctly; 14% in Philadelphia have heard of vhf, 63% defining it correctly. As to the WUHF (TV) ch. 31 New York test, 19% in the city indicated awareness.

The need for additional channels is felt more than twice as keenly in Philadelphia (36%) as in New York (15%). Almost twice as many Philadelphians (27%) are willing to pay for the cost of receiving other channels as New Yorkers (14%).

committee, said NAB President LeRoy Collins will open the conference April 2. The engineering group will hold joint sessions with NAB management delegates the afternoon of April 2 and the morning of April 4.

Radio-tv group plans local L. A. awards

The National Assn. for Better Radio & Television this year is adding local tv awards in Los Angeles to its national awards. Local tv awards in Chicago and New York will be added next year and local radio awards in all three cities subsequently, according to Clara S. Logan, NAFBRAT president.

Local tv awards will be made in the following categories: education, religion, news documentary, discussion, music, variety, children's program, sports, agriculture, and two station achievement awards which will take into account all programming and will be given to one independent and one network-owned station in the seven-station Los Angeles market.

Nominations from Los Angeles tv stations must be received by March 15 at NAFBRAT offices at 882 Victoria Ave., Los Angeles 5.

Local radio awards, to be inaugurated in Los Angeles next year, will be based on what each station is trying to do to better broadcasting standards in its own community.

NABET no longer at KXTV

National Assn. of Broadcast Employees at KXTV (TV) Sacramento, as the representative of technical employees at KXTV (TV) Sacramento, Calif., according to a Feb. 20 announcement by National Labor Relations Board. NABET had struck the Corin-

thian station in September 1960.

The NLRB election at KXTV was held Feb. 7. Roy O. Hoffman, regional director of NLRB in San Francisco, said no labor organization on the ballot had received a majority of KXTV's employees' votes. "No labor organization is the exclusive representative of all the employees in the unit involved," Mr. Hoffman said.

New WAMW studios

WAMW and WFML (FM) Washington, Ind., which were destroyed by fire Jan. 28, report they plan to be operating from new downtown studios and offices early next month. Since Feb. 3, the stations have been operating from a trailer with temporary equipment.

Joe Edwards, station manager, said

MIDWEST—Full time radio property in solid income single station market of over 12,000 population. This profitable facility grossed \$172,000.00 in last fiscal year and is priced at \$260,000.00 on terms. *Another H&L Exclusive.*

SOUTH—Priced at one and one half times its gross of \$55,000.00, this fulltime absentee-owned radio station is capable of doing much better under an owner-operator. It is the only fulltime facility servicing an area of 50,000 people. \$35,000.00 down and terms to be negotiated. *Another H&L Exclusive.*

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Transcontinent execs hold programming meet

Plans for station programming, including news, information and public affairs, were discussed at a three-day meeting of managers of Transcontinent-owned radio-tv stations in New York. Grouped around David C. Moore, Transcontinent president (sitting center) are (sitting l to r) Bill Fox, KFMB-TV San Diego; Clifford M. Kirtland, Transcontinent vice president; William A. Bates, WDAF-AM-FM-TV Kansas City; George A. Whitney, KFMB-AM-FM-TV and KERO-TV Bakersfield, Calif.; Thomas P. Shelburne, WNEP-TV Scran-

ton; Arthur Mortensen, KERO-TV. Standing are (l to r) Carleton C. Hence, Transcontinent manager of sales development; Jack Keiner, KFMB; Dan Bellus, Transcontinent director of advertising-promotion; George C. Stevens, Transcontinent vice president; Van Beuren W. DeVries, WGR-AM-FM-TV Buffalo; Richard Shepard, WGR Buffalo; Bob Wormington, WDAF-TV, and Jay Barrington, WDAF. Participants at the meeting concluded having established a set of general programming guidelines.

fire losses exceeded \$150,000.

WAMW is a 250-w daytimer on 1580 kc and WFML has 14kw on 106.5 mc.

NCTA continues to oppose regulation

Continued opposition to legislation for FCC regulation of community antenna systems was affirmed by the National Community Television Assn. board last week at its meeting in Las Vegas.

The NCTA board said there is no need for federal regulation and asked for careful scrutiny of legislation in Washington which would restrict the economic growth of catv.

Referring to NAB's recent call for a "study" of catv legislation, William Dalton, president of NCTA, told the association's public affairs committee that "it is inconceivable that broadcasters would want any part of such legislation, which would in effect further control the broadcasting industry itself."

The NCTA board also: (1) Established a microwave study group to provide information services for broader applications of catv in the fields of educational tv, civil defense, emergency

warning and weather services; (2) approved plans for NCTA's first management training seminar at the U. of Wisconsin in August; (3) approved early production of an institutional industry film.

Elected to the board was Lloyd Calhoun, Hobbs, N. M. He will fill the unexpired term of Norm Hendry, Prescott, Ariz., resigned.

Catv and Etv ■ NCTA officers received a report from Mr. Dalton indicating a high number of catv systems carrying local etv stations to local school systems. The information, based on a survey conducted in collaboration with the National Education Assn. and the National Assn. of Educational Broadcasters, showed that:

- Of 78 reporting catv systems which can receive an etv station, 72 are providing one or more etv signals to subscribers and schools.

- These programs come from 23 etv stations and the Midwest Program for Airborne Television Instruction.

- The programs are received in 131,793 homes, 231 elementary and secondary schools and 11 institutions of higher learning in 17 states.

- In the near future 27 more catv systems are expected to bring etv signals to an additional 40,000 homes, 174 elementary and secondary schools

and nine colleges.

Many of the schools and colleges, Mr. Dalton said, are connected to the cable at no cost. In some instances, he added, the catv systems also have leased microwave facilities to bring in the etv programs.

In some small communities—Aberdeen and Hoquiam, Wash., and Keene and Claremont, N. H. were cited as examples—the school systems are receiving classroom instruction from two etv stations on a full-time basis via catv systems, Mr. Dalton pointed out.

McCormack outlines SDX realignment

Steps in the reorganization of Sigma Delta Chi, professional journalism society, last week were described by Burden H. McCormack, national president, at the SDX Region six convention in Minneapolis.

Mr. McCormack, vice president and editorial director of *The Wall Street Journal*, said that regional meetings will be held this year for the first time in all 11 regions; *Quill Magazine* (the organization's publication) has undergone a format change; undergraduate members will be paid travel expenses to national SDX conventions.

Mr. McCormack also noted that Warren Agee, newly appointed executive officer, is stimulating new interest in SDX throughout the country.

Collins cites three basics

Three principles to encourage brotherhood were cited by NAB President LeRoy Collins last week in a talk to the 10th annual dinner of the National Conference of Christians & Jews in Miami.

The three basics: understanding, ethics and "acceptance of personal responsibility." Gov. Collins said he sees encouraging developments of genuine progress in fostering human relations around the world. He also said that the "festering radical right" has served as a "yeast" to activate many Americans "who had begun to take democracy for granted."

Media reports ...

Joins network ■ KRBO Las Vegas, Nev., became a CBS Radio affiliate on Feb. 19. The station, on 1050 kc with power of 500 w limited time, is owned by Rainbowa Inc., Las Vegas. Joe Julian is president and general manager. CBS said KRBO replaces KLAS Las Vegas as a network affiliate.

Catv acquired ■ Americantenna Corp., Denver, Colo., has acquired the community antenna system in Wausau, Wis., and plans to expand the system to include nearby communities. Wen-

Media section continues on page 96

Just published latest station coverage data

Nielsen Coverage Service '61 Reports are now off the press, ready to supply you with the most up-to-the-minute figures on radio and television station coverage available anywhere. The examples illustrated below demonstrate the value of NCS '61 to all who buy or sell time. Here are reliable figures on which you can base intelligent decisions.

Behind these easy-to-use figures is one of the largest research projects ever undertaken—*net* samples of 175,000 radio and 185,000 tv ballots*. Set ownership is from data just released by the 1960 U.S. Census. Methodology includes refinements born of 3 previous NCS studies. These figures just cannot be matched for comprehensiveness or reliability.

*Radio fall 1960, tv spring 1961

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NCS COMPLETE CIRCULATION REPORT—RADIO

COUNTY	MARKET DATA	Metro Area Code	Call Letters	Sub-station	MARKET COVERAGE		DAYPART CIRCULATION					
					HOMES REACHED	%	DAYTIME (before dark)		NIGHTTIME (after dark)			
ADAIR			KFAB	A	470	14	2,010	59	340	10	1,670	10
			KIDA		2,010	59						
			KJAN		1,600	47						
			KMA									
HOMES:					3,400							
TOTAL					3,400							
RADIO					3,400							

IOWA

NCS COMPLETE CIRCULATION REPORT—TV

COUNTY	MARKET DATA	Metro Area Code	Call Letters	Sub-station	MARKET COVERAGE		DAYPART CIRCULATION					
					HOMES REACHED	%	DAYTIME (before 6 PM)		NIGHTTIME (after 6 PM)			
ADAIR			KMTV	X	430	13	330	10	190	6	360	11
			KRNT	X	3,230	97	2,990	90	2,130	64	3,230	97
			WHO	X	3,230	97	2,730	82	1,190	36	3,090	93
			WCI	X	430	13	2,630	78	1,090	33	430	13
			WGE	X	430	13	360	11	190	6	430	13
HOMES:					3,400		940	28	520	15	1,240	37
TOTAL					3,400		280	8	100	3	300	9
TV					3,400		1,340	39	600	18	1,100	32

BY AREA

A media guide showing to what extent each county is served by each station. This information is available for all 3077 counties.

BY STATION

All this information is available, county by county, for each of 3376 radio stations and 565 tv stations.

WTMA
CHARLESTON, S. C. (Includes FM facility)

NCS STATION REPORT
NIELSEN COVERAGE SERVICE—1961

STATE	COUNTY	MARKET DATA		COVERAGE		NCS DAYPART CIRCULATION					
		TOTAL	RADIO	HOMES REACHED	%	WEEKLY	DAILY	WEEKLY	NIGHTLY		
SOUTH CAROLINA	BEAUFORT	9,400	7,300	800	11	4,570	73	2,820	47	650	9
	BERKLEY	9,900	8,270	4,760	26	22,430	69	1,000	16	1,000	16
	CHARLESTON	90,200	47,010	34,310	20	900	18	1,970	37	300	6

WCSH-TV
PORTLAND, ME

NCS STATION REPORT
NIELSEN COVERAGE SERVICE—1961

STATE	COUNTY	MARKET DATA		COVERAGE		NCS DAYPART CIRCULATION					
		TOTAL	TV	HOMES REACHED	%	WEEKLY	DAILY	WEEKLY	NIGHTLY		
MAINE	ANDROSCOGGIN	26,400	26,740	24,240	98	22,510	91	15,090	61	24,240	98
	CUMBERLAND	59,100	51,980	51,060	99	43,390	88	31,970	67	51,060	99
	FRANKLIN	5,700	4,820	3,950	82	3,610	75	2,740	57	3,950	82
	KENNEBEC	29,400	23,370	19,390	83	14,950	64	9,340	40	19,390	83
	KNOX	9,000	7,830	7,040	90	6,020	77	3,830	49	7,040	90
	LYNCH	5,800	5,250	5,250	100	4,510	86	3,250	42	5,250	100
	OSFORD	12,400	11,860	11,280	96	11,280	96	11,280	96	11,280	96
	SAGadahOC	6,900	6,270	6,270	100	6,270	100	6,270	100	6,270	100
	SOMERSET	11,400	10,470	10,470	100	10,470	100	10,470	100	10,470	100
	WALDO	6,500	6,500	6,500	100	6,500	100	6,500	100	6,500	100
	YORK	29,400	29,400	29,400	100	29,400	100	29,400	100	29,400	100
	TOTAL	195,100	195,100	195,100	100	195,100	100	195,100	100	195,100	100

NCS '61 Reports are available by station, state or for the nation. For full information Call . . . wire . . . or write

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575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

HOLLYWOOD 28, CALIFORNIA
1680 N. Vine St., HOLlywood 6-4391

SAN FRANCISCO 4, CALIFORNIA
68 Post Street, YUkon 6-6437

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REPS SURVIVING GREATEST CRISIS

- Group moves toward own sales staffs shook the industry
- Situation improved since multiple owners have made decisions
- But independents continue to jockey for balance of business

The national spot sales representation business, the most far-reaching business influence in broadcasting, is emerging from the deepest upheaval in its history—or is it?

The business was jarred to its roots by the self-representation movement that started three years ago. That movement has reached the point where by conservative estimates self-representation now handles approximately \$200 million or almost one-third of all national spot billings, tv and radio.

Shook the Business ■ Nothing short of the rise of television has had so profound an influence on the business of representing stations. Nothing has caused more apprehension in the ranks of independent representation companies—or raised more questions.

Where will it end? Has the business absorbed the main effects of this upheaval, or are the full effects yet to be seen? Is its structure undergoing fundamental change? What will it be like five, ten years from now?

These questions have added pepper—and a liberal dosing of painful salt—to the private conversations of rep, station and agency people ever since Westinghouse Broadcasting Co. took the plunge in 1959 by withdrawing its stations from independent representation and consolidating their national sales in organizations of its own.

Since then, first one and then an-

other have followed suit—eight big companies are now in the field, though three of them pre-date by several years the surge that started with Westinghouse—and the questions still persist.

The answers are still far from unanimous, but a depth study by BROADCASTING indicates that they are beginning to solidify into a fairly clear consensus. The dominant views apply primarily to television for a simple reason: Not only is the big money in television, but radio representation in many cases has become an unprofitable or low-profit operation.

Look to the Future ■ Whether this is a temporary situation, which it may be, and whatever its causes, which apparently are several, the fact remains that in many—but far from all—of the firms operating in both television and radio sales, the television operation is paying the freight for the radio. Thus most representatives discussing the self-representation movement tend to speak primarily of its effects on the television side of the business.

Here are the leading—but, again, by no means unanimous—viewpoints on where it is heading:

■ Self-representation is here to stay. But as a trend it has just about run its course—at least in its present form. There are a few group owners left who have stations important enough that they probably could afford to set up

their own spot sales arms, there are not many.

■ While it is possible that one or two other groups may in time decide to get into self-representation, it seems equally possible that one or two of those now in it may decide they could make more money by getting out.

■ Although the new entries into pure self-representation are expected to be few, if any, it is considered conceivable that two or more might try it on a cooperative basis. There is no evidence of any planning toward that end, but representatives consider it a logical theory — though the independents among them note that combined operations of this type in other fields, notably newspapers, have not been proved particularly successful.

■ Whether self-representation companies now in business or any others that may get into it will lure any significant number of other stations into their folds—as Westinghouse's TvAR did in the case of WTOP-TV Washington, WJXT (TV) Jacksonville, Fla., and WBTB (TV) Charlotte, N. C. almost a year ago—appears to be anybody's guess. Some of the existing firms are not soliciting outside stations; some are. There is no concrete evidence that any of them has any sure prospects at the signing point, but there is always talk.

■ Even if the status quo in self-rep-



Executives in charge of representatives affiliated with groups of stations include (l to r): H. D. (Bud) Neuwirth, vice president and director of Metro Broadcast Sales; Larry H. Israel, president of Television Advertising Repre-

sentatives Inc.; Wilmot H. Losee, head of Am Radio Sales; Peter Storer, president of Storer Television Sales Inc. and Donald J. Quinn, director of national sales, RKO General National Sales.

REPS SURVIVING GREATEST CRISIS continued

resentation is not disturbed, the effects of moves already made will continue to be seen and felt for a long time to come. The jockeying among the independents for stations to replace those lost to self-representation—and then to replace those lost to other independents in this chain reaction—is a self-perpetuating exercise.

▪ In this sort of scramble, no matter how discreetly conducted, somebody has to get hurt. Almost inevitably it will be the smaller national rep. Mergers—and some closings—are almost sure to occur at this level.

▪ Somebody will benefit, too. When any major station is taken out of independent representation, the positions of those that remain are relatively improved. The “important” station becomes more important and thus stands a likelier chance of finding “better”

—big, medium and small—as well as with executives of some station groups that might have taken the plunge but haven't.

Here are prevailing views found regarding other basic elements of the representation business:

Services ▪ The already substantial dependence of stations upon their reps for assistance and advice on matters beyond pure selling is generally expected to become even greater as time goes on.

This reliance already has reached the point where many stations hesitate to buy a duplicating machine or paint the office without at least mentioning it to their reps. Many representatives think this trend will continue, especially in television, to a point where the rep will act as a professional consultant—conceivably to

reported to get television rates as low as 5 or 6% by consolidating all or most of their stations with one firm.

Others, with fewer properties and in smaller markets, pay as high as the once-traditional 15%.

This mottled pattern is not, of course, universally followed: Some firms have a strict policy that applies the same basic rate to all stations on their lists, from the biggest to the smallest. Escalated commissions are common, in some cases growing bigger as sales increase and in others going down as sales go up.

The consensus is that television commission rates, as a whole, have not varied much, despite the increased pressure for new station clients, and that radio rates have, if anything, become firmer at a somewhat higher level than was the case a few years ago.

The variegated rate picture makes



Among the men who run some of the pioneer representative firms are (l to r): John P. Blair, president of the Blair Companies; Edward Petry, chairman of the board, Edward

Petry & Co.; Paul H. Raymer, president of firm bearing his name; H. Preston Peters, president of Peters, Griffin, Woodward; Eugene Katz, The Katz Agency.

representation than he could have secured before. This works all the way down the line—to a point.

▪ The dead-end point for this relative increase in a station's attractiveness to representatives is about where it has always been. Nothing has happened to change the hard economic fact that some stations are located in markets too small to make representation profitable. If anything, agency and advertiser practices that concentrate on the bigger markets are making this hard fact harder. If a station couldn't find a rep before, its chances aren't much better now.

BROADCASTING's study was designed to assess not only the self-representation movement and its impact but also the effects of other significant, though less dramatic, developments in the \$670 million spot sales business. It included interviews with more than a score of leading representatives, both independent and group-operated and at all levels

the extent of charging fees in special cases—on almost every imaginable aspect of station operations.

Rates ▪ Whether the average rep ever gets to the point of charging consultant's fees or not—and most experts think he won't—his commission rates are apt to feel conflicting pressures for some time.

In television especially, the jockeying for new station clients is expected to minimize his opportunity for a substantial increase in rates, while the mounting volume of services he offers and the ever-present rising cost of doing business will probably, in the opinion of most practitioners, make it difficult for him to cut rates appreciably in his efforts to expand and strengthen his station list.

Both television and radio commission rates vary from rep to rep and often from station to station within the same rep. Station owners with several major properties have been

it hard to find agreement on “averages,” but the most frequent estimates are that television commission rates probably average somewhere between 7½ and 10%, while the radio average is probably between 10 and 12%.

In a few cases radio commission reportedly has been raised even beyond 15%. Whether this will develop into a trend appears doubtful, at least for the present, but there's a strong feeling that if any general movement occurs in radio rates, it will be up, not down. A number of major reps say they ought to raise their radio rates but probably won't.

The magnitude of the spot business is evident in both the dollars involved and the number of companies handling them.

Steady Gains ▪ From insignificance in 1931, spot broadcast billings have risen to more than \$670 million a year. Although television accounts for the



H-R OUTSELLS ITS COMPETITORS BECAUSE

It hires better salesmen, compensates them more fully, has less turnover.

□ Broadcasting is a young industry . . . a progressive, dynamic business requiring up-to-date knowledge of complex media detail . . . H-R salesmen are chosen for their aggressive, resourceful salesmanship and their ability to understand and know the details of competitive media selling of H-R-represented stations. Like broadcasting itself, H-R salesmen are mature, yet young enough to have the competitive spark that enables them to move ahead with the fastest growing Major Station Representative in the industry. □ H-R salesmen enjoy the most "complete" compensation plan in the business. They are paid a substantial base salary, plus an incentive commission on every sale they make. They share in the industry's most advantageous Profit-Sharing Plan (giving every H-R man and girl a vital stake in their company's continuing success). They benefit from fully-paid Annuities as part of their Retirement Plan, and they also receive a complete Insurance program for themselves and their families. □ Good salesmen appreciate this complete, incentive-gearred compensation; that's why there is less turnover among H-R personnel. □ That's why they consistently "outsell their competitors" and get more dollars for the stations they represent! □ Can you use this kind of national spot sales representative? We'll be glad to show you many more reasons why H-R outsells its competitors—call us.



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REPS SURVIVING GREATEST CRISIS continued

dominant part of that total—about \$471 million—radio's year-to-year rise has encountered only two lapses in the 27 years since record-keeping was started, and last year totaled almost \$200 million.

The number of representatives in broadcasting has grown to 68 which, by Station Representatives Assn.'s definition, qualify as "national" by maintaining offices in New York, Chicago and at least one other major market. Scores of other reps promote spot on a regional basis (see page 82). The 68 national reps employ some 2,300 people, according to the best available estimates, at a total payroll exceeding \$20 million a year.

Do It Yourself Field ■ The influence of self-representation within this field and its impact on independent representation may be judged on a few statistics:

In the top 10 television markets alone, 27 of the 42 commercial stations (and 25 radio stations) are now represented under group banners. Seventeen of the 27 tv's and 12 of the radio stations have moved into self-representation in the last three years.

In addition, the same companies that operate and represent these stations also own and/or represent 14 television and six radio stations in markets, most of them major, below the top 10.

The totals: 41 television and 31 radio stations currently out of circulation so far as the independents are concerned. And out of circulation with them are radio-tv spot time billings which unofficial but informed estimates put somewhere around \$200 million a year—probably more than that rather than less.

Not Surprising ■ No wonder, then, that independent representatives are sensitive to the "self-representation" and are inclined to refer to it as "captive"

representation. But lest it appear that independent representation has been dealt an unabsorbable blow, common agreement dictates that several points should be made clear:

1. Considerably more than \$100 million of self-representation's current total—well over half of it—has never been available to independent representation and thus cannot be counted as "lost." It represents the spot billings of two companies—CBS and NBC—which historically have operated their own spot sales arms in both radio and tv, and those of Crosley Broadcasting Co., which for years has done most of its own representation.

2. Despite the fact that a big chunk of money has been taken out of independent representation, by a happy combination of initiative and the rising trends in national spot advertising the independents who have felt the brunt of the changes are currently moving near—and in some cases ahead of—their previous all-time high volume levels.

3. In any event, self-representation or no, the prospects for spot advertising's continued growth are considered overwhelmingly good for 1962 and excellent for the foreseeable future. This is true of spot radio which, according to many sales authorities, has shown unmistakable signs of renewed vigor in the last two months, as well as spot television.

Growth Continues ■ If the independents have been hurt, it is because their growth was slowed—not stopped. Many of them can boast sales volumes to challenge or exceed those of the entire spot business back in the mid-1930s when the Petrys, Blairs, Katzes, Peters, Raymer and their colleagues were building representation into a growing concern.

Self-representation has had two incarnations in radio-tv, 1959 dating the end of the first and the start of the

present. In January of that year the FCC proposed, and eight months later made final, its decision supporting independent reps' contentions that tv networks have no business selling spot time for stations they don't own. This let the network-owned radio rep firms of CBS and NBC continue operation—ABC had abandoned its own spot representation division in 1952—but required the CBS and NBC Television rep organizations to strip down to their respective network-owned stations.

The order which officially became effective Dec. 31, 1961, but in fact had been complied with long before then, cut loose 13 television stations for absorption by independent representation. The 13 were then billing more than \$20 million in spot sales.

The First Blow ■ While the independents were preparing to reap this windfall, however, the first blow fell. Westinghouse announced that as of July 1, 1959, it would be in business for itself. To do the job it set up Television Advertising Representatives (TvAR) for its tv properties and assigned Am Radio Sales, which it had acquired and which represented WBC's WIND Chicago, to take over spot sales for its radio stations.

Hardest hit by this blow was Peters, Griffin, Woodward, which in one swoop lost KDKA-AM-TV Pittsburgh, WBZ-AM-TV Boston, KYW-AM-TV Cleveland, WOW Fort Wayne and KEX Portland, Ore.

(If an example of resiliency is desired, PGW can supply it: Despite these losses, some of which have not been replaced, PGW was able to report to its stockholders a short time ago that according to its latest figures last October and November were the biggest sales months in the company's history).

The other reps hit by the WBC move were The Katz Agency, which had been representing KPIX (TV) San Francisco, and Blair-TV, which handled



Chief executives of the network-owned representatives include (l to r): Richard H. Close, vice president, NBC Spot Sales; Bruce Bryant, vice president and general manager,

CBS Television Stations National Sales; Theodore F. Shaker, president of ABC-TV National Stations Sales and Maurie Webster, v.p. and gen. mgr. CBS Radio Spot Sales.



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NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES BOSTON CHICAGO

REPS SURVIVING GREATEST CRISIS continued

WJZ-TV Baltimore.

Although PGW had brought its WBC list to a then-all-time-high in spot billings, according to informed sources, it did not attempt to dissuade Westinghouse. This may reflect the acknowledged feeling of many representatives that they, too, would probably go into self-representation if they were station owners instead of reps and if their stations were big enough. (For the most part they seem inclined to think that few existing groups are big enough to do it efficiently without also representing some outside stations in addition to their owned lists.)

Blair, however, did intercede with Westinghouse, arguing not only that independent representation does a more productive sales job, but also that it is a vital element of broadcasting that ought to have the support of major operators.

Me, Too ■ The other self-rep entries came in rat-tat-tat order starting about two years later:

Storer Broadcasting Co. set up Storer

Tv Sales effective July 1, 1961. It handles WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta and WJW-TV Cleveland, all formerly handled by Katz, and WITI-TV Milwaukee, formerly handled by Blair Tv Assoc. The Storer radio stations retain independent representation and also retain a national sales office in New York.

ABC-TV, at least partly for reasons of competition with CBS and NBC, formed ABC-TV National Station Sales, effective Aug. 15, 1961. This move took WABC-TV New York, WBKB (TV) Chicago, KGO-TV San Francisco and WXYZ-TV Detroit out of the Blair-Tv list and KABC-TV Los Angeles out of the Katz fold. ABC radio stations also retain independent representation.

RKO General was the next to move. RKO General National Sales went into operation Oct. 1, 1961, selling for both the radio and the tv stations of RKO. These are KHJ-AM-TV Los Angeles, WNAC-AM-TV Boston, WHBQ-AM-TV Memphis and KFRC San Francisco,

all of which had been represented by the H-R organization; WOR-AM-TV New York, which had its own sales offices in New York and Chicago but was represented in the South and Far West by H-R; CKLW Windsor-Detroit, which had been represented by the Robert E. Eastman Co.; CKLW-TV, handled by Adam Young Television, and WGMS Washington, handled by Avery-Knodel.

Newest entry is Metropolitan Broadcasting's Metro Broadcast Sales, whose formation was announced a week ago. Metro Broadcast is in operation now for WNEW New York, which has been doing its own representation for almost a year. The other Metropolitan stations are slated to join the list as their current representation contracts expire between now and July 1. The stations: WTTG (TV) Washington, KOVR (TV) Stockton-Sacramento, WTVH (TV) Peoria, WTVP (TV) Decatur and WHK Cleveland, all currently represented by the Blair organization; WNEW-TV and WIP Philadelphia, now represented by Edward Petry & Co.; and KMHC-AM-TV Kansas City, represented by PGW.



Kodak shoots a colorful 'nursery rhyme'

A family which takes pictures of its enjoyable moments is featured in a new commercial prepared by J. Walter Thompson Co., New York, for Eastman Kodak's Starmite camera.

The one-minute color commercial, entitled "Nursery Rhyme," opens with a family of four silhouetted against a "gobo," or cutout of a house. The set lights up the figures as the family decides in separate episodes to take pictures of "happy times," "journeys to the zoo," "birthdays," and "pictures of the children." The

tv camera illustrates each action described.

"Nursery Rhyme," which was shown Feb. 4 on *Walt Disney's Wonderful World of Color* (NBC-TV 7:30-8:30 p.m. EST), and which will be shown four to six times more, is spoken entirely in verse.

Shot at MPO Videotronics Inc., New York, "Rhyme" was edited by George Fineman and directed by Charlie Dubin. Paul Petroff was scenic designer, Lee Sherman, choreographer, and Morris Mamorsky, music director.

The Grand Daddy ■ The eighth and one of the oldest companies in self-representation is Crosley Broadcasting. It operated its sales arm for years with regional support from NBC Spot Sales, now has the assistance of regional representation firms on the West Coast (Tracy Moore & Assoc.) and in the South (Bomar Lowrance & Assoc.). Its stations: WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio; WLWI (TV) Indianapolis and WLWA (TV) Atlanta.

That's the size of self-representation today. What makes anybody think the trend is nearing an end?

The foremost reason, in the opinion of independent and group-operated representatives alike, is the cost.

There are varying estimates of what this amounts to, and obviously the operation's expense will depend upon its depth. But not one of the companies currently engaged in self-representation—with the possible exception of Crosley—went into it with the expectation of spending less than \$1 million a year.

Some of the group-operators have budgeted considerably more than that, and independent representatives accustomed to handling stations of comparable size and quality say \$1.5 million is probably rock-bottom minimum for an adequate job.

Some estimates range much higher, some a good bit lower.

The low extreme was typified by a self-representative who said he would not advise any group operator to set up his own spot sales firm if he were paying less than \$600,000 to \$800,000 a year in rep commissions now. While it

February 1949

HR & P opened
for business to represent
TV stations
(and only TV stations)

1949 television homes: 940,000

February 1962

HR & P has
never changed this policy of
specialization that makes
possible a greater knowledge
of the stations we represent
—and more sales for them.

1962 television homes: 49,000,000

HARRINGTON, RIGHTER and PARSONS, INC.

New York • Chicago • Detroit • Atlanta • Boston • San Francisco • Los Angeles

WAPI-TV Birmingham • **WBEN-TV** Buffalo • **WJRT** Flint • **WFMY-TV** Greensboro

WTPA Harrisburg • **WTIC-TV** Hartford • **WJAC-TV** Johnstown • **WATE** Knoxville

WHAS-TV Louisville • **WCKT** Miami • **WTMJ-TV** Milwaukee • **WMTW-TV** Mt. Washington

KETV Omaha • **KOIN-TV** Portland • **WRVA-TV** Richmond • **KSLA-TV** Shreveport • **WSYR-TV** Syracuse

REPS SURVIVING GREATEST CRISIS continued

conceivably might be done at or slightly below that level of expense, he speculated, it just as easily might not. His own firm, he indicated, is spending a good bit more.

The high extreme was reflected by one of the leading independent reps who put it this way: "I'd hate to try to run a good operation, both television and radio, on a penny less than \$2 million a year—and I'd rather have closer to \$3 million."

Another top-flight independent couched his estimate in terms of the total volume of the stations represented: "You need spot sales of \$15 million, minimum, to set up shop in this business and expect to do a job. Otherwise you'll wear too thin."

Go First Class ■ An executive at a multiple-station company which has elected not to go into self-representation offered this admonition to explain why: "If your national sales volume isn't enough to let you go first class, don't go."

He did not indicate what he thought the price of a first-class ticket would be, but he did suggest that rep commission rates might be adjusted to make more sense than they do now: In his opinion, a smaller station, being harder to sell, ought to pay—and be willing to pay—a higher rate than the powerful stations which are "automatic buys."

If some of these cost estimates sound high, they perhaps can be put into perspective in comparison with the billings and expenses of some of the independent rep companies. Several of the leading firms handle annual volumes ranging from \$25-35 million on up, according to the best available estimates, while the operating costs of several are in the \$3 million range and in some cases approach \$4 million.

Here is a cost breakdown showing in approximate percentages the expenses of a composite of several of the biggest-billing independent representation companies now in operation:

Salaries	50%
Profit-sharing payments	7.5%
Pension-fund payments	5%
Bonuses	2.5%
Employe insurance	1.5%
Rent and electricity	6%
Advertising, promotion, dues	3%
Communications (telephone, teletype, etc.)	7%
Travel	7%
Office supplies	2.5%
Postage	1%
Repairs and maintenance	1%
Professional fees	1%
Entertainment	5%

The first five items on this budget which covers both tv and radio representation, show that two-thirds of this

composite "big" rep's expenses are salaries, bonuses and other so-called fringe benefits for employes and executives. But even the small percentages translate into big dollars: At one of the top companies alone the matter of communications—telephones, teletypes, telegraph—is a \$300,000-plus item by itself.

At smaller companies the expense sheets break down differently, although invariably the biggest item is compensation. Here is how one of the leading medium-sized independents, also operating in both tv and radio, figures its costs average out:

Salesmen remuneration	34%
Other sales salaries	10%
Research	5%
Administration	11%
Accounting	5%
Travel and entertainment	8%
Rent and depreciation	7.5%
Telephone and telegraph	7%
Stationery, postage, and miscellaneous	6%
Fees, insurance, taxes	4%
Promotion and dues	2.5%

After he's paid expenses, how much profit does a rep have left?

There may be as many answers as there are reps; a dependable average escapes estimation.

Profit Margin ■ Most of those queried wouldn't hazard a guess on what the average might be. The highest profit margin any of them claimed for themselves was "about 10%"—a figure which struck others as an ideal objective which they themselves would like to attain, but not a very realistic one. About 5% was considered a more likely probability, and 1 to 2% sounded even more realistic to some.

Whatever their profit hopes, none of the newest entries into self-representation aspire to match the top independents in expenses—although at least one, ABC-TV National Station Sales, is believed to be nearing the top independent level in terms of business volume.

Authoritative but unofficial sources report that ABC executives had intended to wait until their spot tv billings reached \$20 million a year before considering self-representation—and that in fact they waited until the total was nearer \$24 million before actually making the move. The latter figure may be a little high—officials won't discuss it—but the total is considered almost certain to exceed \$20 million.

The ABC-TV representation firm is believed to have budgeted its first year's expenses at about \$1.5 million. Again, officials won't discuss it, but if this figure is accurate it probably is higher than the first-year budget of any of the other entries into group representation, although Westinghouse's may have sur-

passed it by now.

Over a Million ■ The Westinghouse television stations were paying commissions well in excess of \$1 million during the last year of their independent representation, according to the best available sources, and their first-year costs in self-representation were pegged at about the same level. Unofficial sources put that first-year budget at around \$1.25 million, give or take a few thousand dollars. Since costs have a built-in tendency to rise, the figure probably has gone up in the intervening two years.

The RKO stations, whose commission payments and other sales expenses were believed to be running at about a million-dollar rate (including the cost of a Chicago sales office for WOR), went into full-scale self-representation hoping to keep expenses about \$50,000 below that figure.

Metropolitan Broadcasting also is believed to be shooting for an under-a-million rate for its Metro Broadcast Sales, though insiders there indicate their commissions have been running close to that level and say they're prepared to accept the possibility that self-representation may cost more.

Judging by these standards of what companies going into self-representation think it will cost them to operate, how many other group owners today possess station lineups formidable enough to pay their own way—profitably—if they take over national sales themselves?

Other Possibilities ■ Seven groups are mentioned most frequently as possibilities. Some of them are believed to have spot billings exceeding those of some of the groups now in the spot business for themselves. Others are believed not to have the billings and/or the number of stations to do it alone but enough, probably, to do it on a cooperative basis, with two or more of them combining forces—if they were so disposed and could work out a mutually agreeable setup.

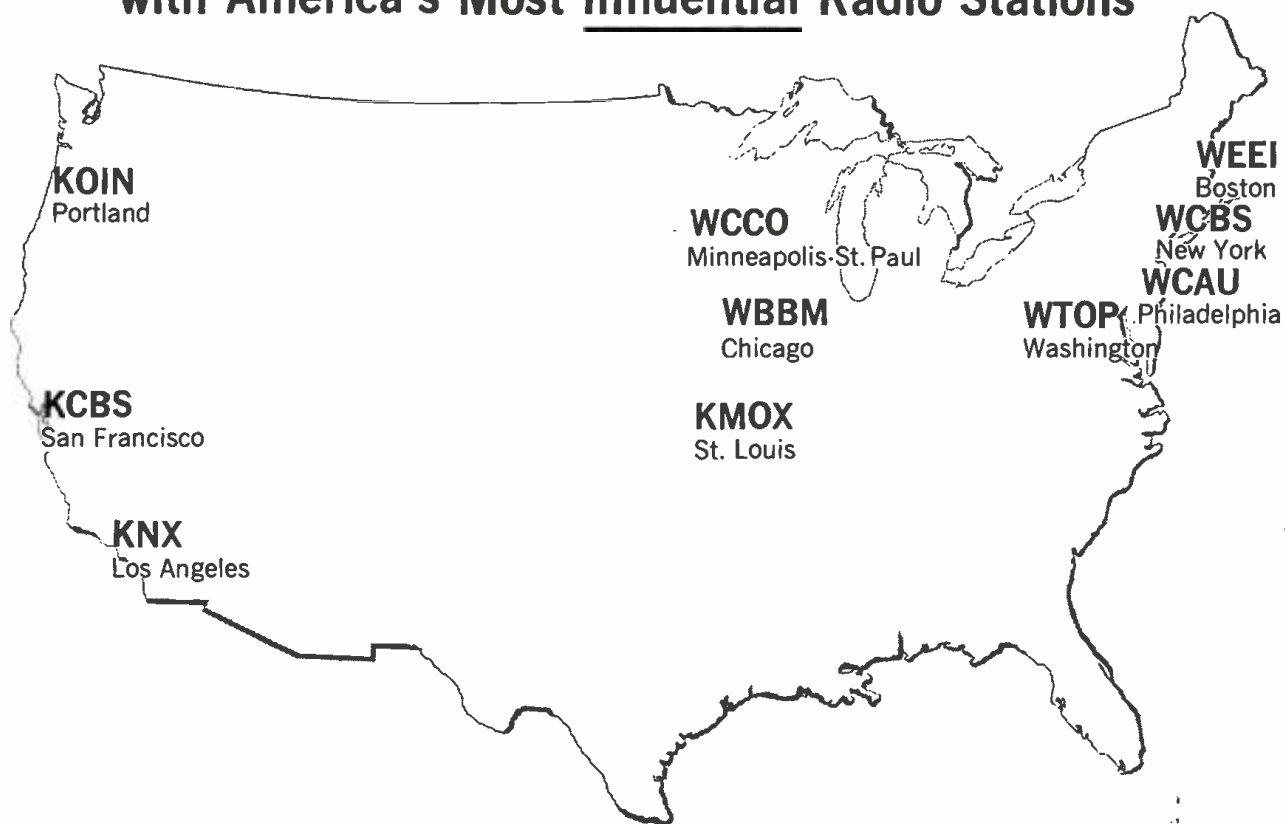
The seven most often named are ABC's owned radio stations and the Triangle Publications, Corinthian Broadcasting, Time-Life, Capital Cities Broadcasting, Meredith Publishing and Taft Broadcasting groups. Yet most of these have given clear indication that they have no such present intentions.

There has been considerable speculation, since ABC set up its tv spot sales wing, that the ABC radio stations would follow suit. This possibility is reported authoritatively to have been discussed as recently as 10 days ago, during ABC's o&o station managers meeting in New York, but the official word last week was that a firm negative decision had been reached.

"We're not going to do it—absolutely

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*Full particulars available in our new major market presentation "Today's Expanding Markets"



Representing America's Most Influential Radio Stations

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ST. LOUIS STerling 1-2345; SAN FRANCISCO YUkon 2-7000; LOS ANGELES HOLLYwood 9-1212

not," an official asserted.

It's a matter of public record that Triangle signed a long-term renewal with the Blair organization only last summer, and that Corinthian officials have gone out of their way to express publicly—and in writing—their highest satisfaction with the representation their stations are getting from H-R.

Less painstakingly, perhaps, but still explicitly, Time-Life and Capital Cities authorities have disavowed self-representation plans, and certainly there are no present rumblings to indicate that any of these various groups—or any others—are currently planning to go into the spot business for themselves.

An eighth major group operator, Transcontinent Television, is partly owned by the Petry representation firm and accordingly is not expected to stray from the independent fold.

More Than Money ■ The existing group-operated firm's expectations of

spending approximately as much in operating their own companies as they had been paying in commissions make clear that there's more behind their moves than just the idea of saving money. Basically, they figure that even if their sales spending is more than it was, they'll still come out ahead because they'll represent themselves more thoroughly and sell more time.

The traditional argument for self-representation is that the salesman can do a better job of selling a short list of stations than he can with a long list. It simply isn't possible, this logic runs, to know as much about 20 to 40 stations, or to represent them as "intimately" and effectively, as is possible with six, or any other substantially smaller number. In addition they feel it's hard for a salesman who has just sold five stations, say, to push the time-buyer effectively for the purchase of another 20 or 30.

Westinghouse authorities support this line of reasoning by pointing out that their sales in the first year of self-representation exceeded the totals for the preceding year and have been going up ever since.

RKO eased into self-representation by adding, more than a year ago, one national spot salesman for each of its stations. Officials say a number of other factors probably were also involved, but that for the ensuing 12-month period total billings were up approximately 10% after the cost of the manpower had been paid.

Metropolitan's WNEW New York, which has been self-represented for almost a year, is reported to have sold more national spot time in the first week of January this year than was sold for it in all of January last year (although its officials hardly expect to duplicate that performance regularly).

ABC-TV Happy ■ ABC-TV National Station Sales says its spot volume for the fourth quarter of last year, its first full quarter of operation, exceeded the

After 30 years, 'integrity' still Petry firm's watchword

A lot of things have changed for Edward Petry in 30 years, but not the foundations on which he opened shop in the cold winter of 1932.

As his company moves into its 31st year, he is still preaching the business principles that set him apart in the beginning and established him as the pioneer in an "industry" whose influence on television and radio station operations is unsurpassed today (see page 63).

The "industry" is station representation, and the gospel he has preached for 30 years may be summed up as "Integrity of Rates." It's more than that, but listening to him there's no escaping his belief that most of the damage that has been done to broadcasting would not have happened if its practitioners had treated their rates with respect.

"One of the most dangerous things in radio," he says, "is the failure of some stations—though by no means all—to resist the temptation to cut rates for chiseling advertisers. The stations are the only ones responsible in this case."

Long Fight ■ Ed Petry has been fighting for sound rates since the early 1930's, when he was traveling for the Biow Co., getting time for the Bulova Watch Co. account. There were radio representatives then, but they operated as brokers.

They often "represented" competing stations and when they got an order they would dicker around, increasing their own take by driving station rates down.

Ed Petry avoided brokers like the plague, dealt directly with station managers, made friends with them and got better prices than the brokers allowed. He also had an idea: that fair rates, rate enforcement and the representation of only one station in a market would make a unique combination offering unusual promise—both for stations and for the man both convincing enough to sell them the idea and strong enough to make it work.

Many stations, tired of being buffeted by brokers, urged Ed Petry to be that man. He signed up the best of these, picked out the best of the rest and convinced enough to bring his total to 13 major stations—the core of what later became known as "the Tiffany list" of station representation—and on Feb. 1, 1932, formally announced the establishment of Edward Petry & Co., "The original station representative."

When he talks about integrity of rates, Ed Petry is not talking of station rates alone. He thinks the radio networks have done all of radio a great deal of harm by selling announcements "at terribly low prices."

(He excludes tv networks from this indictment because, although they are selling participations extensively, "They're getting pretty good prices for these announcements.")

Reps, Too ■ "Integrity of rates" must also apply to the rates Ed Petry charges stations for representing them. The Petry organization prides itself on its policy of "one deal for all."

Rates aren't everything, of course. He thinks broadcasting has been hurt badly by "this continual harrassment by the government." The fact that most of this "harrassment" has been directed at the networks—congenital enemies of spot broadcasting, in the opinion of most reps—does not alter his belief that most of it is "absolutely unnecessary."

He was instrumental (with Paul Raymer of the Paul H. Raymer Co., another pioneer rep) in forming what is now Station Representatives Assn. Its first major project was to try to eject networks from the representation of independently owned stations.

Supported Option Time ■ While still opposing network representation of non-owned stations, he amazed the networks—and many other reps—by asking Ed Voynow, now president of the Petry organization, to appear before the FCC's Barrow

previous fourth quarter's billings by 26% and will show the same order of gain in the first full quarter of 1962.

Independent reps do not appear to be seriously disturbed by this sort of talk.

"Some of the group people will tell you they've made big gains, said one independent. "But so have we. Just selling more time isn't the answer when everybody's selling more time. You've got to maintain or improve your competitive position, too."

Other independents cited market analyses by Broadcast Advertisers Reports which show that several stations which have become self-represented did, indeed, boost sales following the changeover, but also dropped in sales rank in their respective markets because their competitors, or some of them, showed even bigger gains.

The independents are not upset, either, by contentions that a rep can handle a short list better than a long one. They simply disbelieve them, though in varying degrees.

Who's Dumbest? ■ "It's an insult to

salesmen to say they can handle only a handful of markets when a timebuyer has to handle 100 or 150," said a top executive of a leading independent. "I refuse to believe that a salesman is dumber than a buyer.

"The buyer can think of only one market at a time, anyway. The advantage, if any, is with the salesman handling a number of stations. He can go over his full list with the buyer and in this way she can clear up a big part of her market problems at one sitting, whereas she may have to see three or four short-list reps in order to accomplish the same amount of work."

A number of independent reps say analyses show that, on the average, fewer than five of their respective markets are earmarked for any one campaign, even among the biggest reps. One of these said his firm's experience was that 70% of the calls for availabilities involved no more than three of his markets, and that even in New York, where the biggest as well as the most campaigns are placed, the average

was about nine of his markets per campaign. "So for all practical purposes we're talking about 'a limited list' ourselves," he concluded.

If they disagree with the short-list doctrine in the extreme preached by corporate representatives, however, the independents also disagree among themselves about how long a list should be. Some at all size levels—big, medium, small—have no immovable numerical limits so long as the stations meet their standards of volume, potential, position, etc. Others do have specific limits; still others have ceilings which they define as a "reasonable number."

Another approach is in the "split list"—a geographic division of the station list, with one group of salesmen selling those located in the eastern half of the country and another representing those in the western half.

Katz Plan ■ This system, originated by The Katz Agency in 1957, has been adopted by other companies including PGW and Avery-Knodel. It requires two sets of salesmen in New York,

Committee in support of the networks' defense of option time.

"The fact is," Ed Petry says, "I've never been a pro-network man and I've never been anti-network. I've been pro-broadcasting."

If radio and television have come a long way since Ed Petry started in business, so has Edward Petry & Co.

Instead of seven people in two offices (New York, Chicago), it now consists of 205 people in nine offices (the original two plus Atlanta, Dallas, Detroit, Los Angeles, San Francisco, St. Louis and Boston).

Instead of 13 stations there are now 58 on the list: 32 tv and 26 radio (but seven from the 1932-33 list are still Petry represented: WSB Atlanta, WFAA Dallas, KPRC Houston, WDAF Kansas City, WTAR Norfolk, KVOO Tulsa and WOAI San Antonio.).

The company's billings rank the Petry organization among the most successful reps today. In 1960 and again in 1961 the company had the biggest billings in its history.

In accounting for his success, Ed Petry relies on words like "integrity," "character," "honesty."

"The first thing we look for in a salesman is character," he says. "He's got to believe in what he's selling—and he must be honest in selling it. The policies of this company have not changed. We insist on fair rates for our stations, and we insist on being completely hon-



est with the agencies and advertisers we deal with, as well as with our stations."

Longer Weekends ■ Now approaching 66 years, Ed Petry sometimes calls himself semi-retired. In a reorganization a few years ago he promoted himself to chairman of the

board, but he remains the chief executive officer.

Nobody expects him to retire in the complete sense of the word, but it is obvious from his conversation that he is thinking more about retirement, and getting the company ready for it, even if his personal working habits don't reflect it. He has expanded the company significantly in the past few years.

As an old baseball buff (in his youth he tried out with the New York Yankees, New York Giants and Brooklyn Dodgers, as a catcher) Ed Petry knows the advantages of having a strong bench.

That's what he's building. Depth was in his mind when he moved himself up to chairman and Ed Voynow to president; when he installed Martin L. Nierman as executive vice president (with additional responsibilities in charge of the television division), and when Ben Holmes was named vice president in charge of the radio division.

And the same sort of depth has been developed in the secondary and lower echelons. Ed Petry puts his objectives this way:

"J. Walter Thompson built a great organization, with depth, that goes on and on. That's the sort of depth we've been building in the past seven or eight years—so that no matter what happens, no matter who gets sick or disabled, the Petry company will go on and on."

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DETROIT: 1410 Fisher Building, 873-8600

LOS ANGELES: Travelers Insurance Bldg., 3600 Wilshire Blvd., 385-1424

SAN FRANCISCO: 155 Montgomery Street, DOuglas 2-1945

A SERVICE OF METROPOLITAN BROADCASTING

H.D. "Bud" Neuwirth, Vice President and Director, Metro Broadcast Sales

REPS SURVIVING GREATEST CRISIS continued

where it is chiefly practiced (although Katz also maintains the east-west division in its Chicago office), but its advocates say the stations like the results it produces and that hence it's obviously worth the extra cost.

The John Blair organization took a different tack, setting up two companies for television sales. This move appears to be intended as much to achieve homogeneity in the station lists as to limit their length, however. Blair-TV handles the bigger tv stations; Blair Television Assoc. concentrates on somewhat smaller ones.

Since no rep has ever gone from one extreme to the other except over a period of time—from a very long list to a very short one, or vice-versa—no company is available to make a timely comparison out of its own experience. Two, however, have recently trimmed their lists from short to shorter, and executives at both organizations say they're inclined to feel that their sales efficiency is a little better now.

FCC Decided ■ The NBC and CBS-TV spot sales organizations made that

transition as a result of FCC's 1959 order, shucking off six and seven stations, respectively, in slimming down to their network-owned outlets.

Officials of NBC-TV Spot Sales say selling has definitely improved. They did not cut their sales staff when they gave up the outside stations, and concentrating this full force on the NBC-owned stations has resulted, they say, in clearly improved billing. CBS Television Stations National Sales officials, who also have kept their sales staff intact, are less certain but say that, if the sources of their extra business were traced out, the concentration of more power per station "probably" would prove to have been a factor.

There is much more to the long-short debate than how many stations a salesman can handle. In the view of the independents, one of the biggest advantages of a relatively long list—and hence one of the strongest arguments for independent as opposed to self representation—is that it makes possible a high degree of cross-pollination of information and ideas.

"When you represent a reasonably large list of stations," said one who does, "you have the benefit of all their experience and problems. When one of your stations has a problem, very often you can tell him—off the top of your head—how another of your stations solved one just like it. You know what will work and what won't, and under what circumstances. You simply cannot get this sort of information working with only a handful of stations.

Experience Helps ■ "The long list helps your selling for all stations, too. It's almost impossible for a campaign to break without your knowing about it. A call for availabilities in one market puts your salesmen on the alert for all your markets. We check the BAR spot business reports, but it would be a miracle if we found a campaign in there that we didn't already know about. We may not have got the business, but we knew about it."

Self-representatives tend to agree that the cross-pollination element in long lists is valuable—but more so to smaller stations than to the run of stations that they themselves represent. They feel that the independents make too much of this point—that their own awareness of what's happening at all levels of station operation is pretty good, too.

As for the business tips that accrue from a long list, their answer is that these, too, are more important to smaller stations. Their own markets, they contend, are virtually automatic buys in most campaigns and hence there aren't many leads to miss. What's more, they say, their ability to concentrate more salesmen on fewer stations enables them to make calls soliciting campaigns too small for the big independents to go after.

Calls Cost Money ■ Making the calls is a big part of the job, and an expensive one. Some of the most successful independent representatives say that in New York alone their men regularly call 300 agencies. Not many have the staffs for that sort of coverage, but most of them work closely with far more than the 35 or so that provide the bulk of the billings, and keep contact with scores of others through occasional calls.

Making the right calls also means maintaining the right offices. Their locations, except New York and Chicago, are dictated to a great extent by the locations of the stations being represented. The majority of national reps, however, have offices in most of these cities: New York, Chicago, Boston, Atlanta, Detroit, St. Louis, Dallas, Los Angeles and San Francisco. Some also have Minneapolis-St. Paul and Milwaukee offices.

For a number of reps, these offices run at a loss. Several say that except for New York and Chicago, none of



Mayehoff to sell Du Pont car care products

Hollywood personality Eddie Mayehoff has been signed to a long-term contract by E. I. du Pont de Nemours & Co., Wilmington, Del., to appear in a series of television commercials for the Du Pont No. "7" line of auto and engine care products and to serve in a sales promotional capacity on behalf of the products. As in the commercial above, Mr. Mayehoff will specialize

in product demonstrations in which the delivery and the copy is light-hearted and humorous. The commercials are scheduled to start in late March on such Du Pont programs as NBC-TV's *Du Pont Show of the Week*, ABC-TV's *Target: The Corruptors* and CBS-TV's *Wide World of Sports*. Mr. Mayehoff will participate in trade shows and visit jobbers and dealers.

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ADVERTISING TIME SALES, INC.

New York • Chicago • Detroit
Minneapolis • Atlanta
St. Louis • Dallas
Los Angeles • San Francisco

REPS SURVIVING GREATEST CRISIS continued

their offices pays its own way. Others report the opposite situation: that all of their offices pay for themselves.

If making the right calls is important, having the right man to make them is vital. The salesman is the anchor man in any rep firm, big or small—and in most cases he gets the pay to prove it.

By some estimates, probably high, the average top-flight rep salesman draws from \$20,000 to \$30,000 a year in salary, commissions, bonus, profit-sharing and such other benefits as his company may have devised to attract him and keep him happy.

Lucrative Position ■ The consensus feels that this level is far too high as an average for salesmen throughout the national sales business, but few deny that some especially productive salesmen can make a good deal more than that. The "average" salesman at one of the leading independent firms is said to get just under \$30,000 a year and a few of his higher-priced colleagues in the same company range up to \$40,000 or more.

In explaining this sort of salary scale, representatives stress not only the importance of the salesman's role but the years required for him to amass the knowledge, experience and finesse needed to make him a good one.

"We have always believed in a minimum of turnover among our salesmen," one executive said. "This is a complicated business: there is much for a man to learn about markets, stations, programming, rates—the whole works. It takes him a long time, but over a period of years he builds up a reservoir of knowledge whose value to stations is immense. We must be able to attract that kind of salesman and keep him, and what it takes, primarily, is money."

Independents make much more of the lengths to which they go to attract and hold good salesmen—and of the latitude they have in this respect, compared to group-operated representatives.

They claim that self-representatives cannot possibly compete, across the board, with the array of primary and fringe benefits offered by leading independents. Their reasoning: Group-operated reps in many cases cannot afford to match the compensation paid by top-flight independents and, even if they can, as subsidiary parts of larger corporations they must keep their own pay scales in line with those prevailing in the parent company.

Ready Answer ■ The group operators have a terse retort: "We hired some of the best people away from the independents." (At this point the dialogue degenerates into a wrangle over what

is "best" and who has the most of it.)

Supporting the salesman is a battery of services that have proliferated indescribably in the last few years. The research department that used to be one man and a file cabinet is now apt to be four men, four secretaries, a library and—not entirely out of the question, the way things have been going—Univac.

There are, in addition, program experts, rate experts, market-analysis experts, business-development experts, promotion experts, traffic experts and assorted other specialists joining in the common cause of furnishing the salesman with all the tools he can possibly use. Or rather, as one executive put it, "tools not so much for the salesman's benefit but to make it easier for the buyer to buy."

The extent to which these various services are developed varies widely among reps.

Some think the greater part of them are needless frills—or are needlessly overdone—and avoid as many as they can and keep the rest to what they consider a sensible minimum. Others think the services basically important but do not develop them as extensively as some of their competitors. Others, including virtually all of the biggest reps, regard the services as indispensable and say they're becoming more so, and it is among these firms that the services concept has reached its fullest flower.

Services for Stations ■ Though intended ultimately to help increase sales, many of these services are furnished directly to the stations' managements and staffs.

"We are concerned with everything that bears on a station's acceptance to a national advertiser," one executive noted. "Consequently much of our assistance is station-oriented. We even get into engineering when a station is planning a new tower."

Some of the radio reps have people working full time on programming. Others, radio and tv, have people who counsel on rates, people who advise on (and frequently write) station promotion, advertising and publicity, etc.

Aside from the "organized" services which reps offer, they have an influence on the affairs of their stations in seemingly endless ways. Apparently the stations want it that way.

If a station manager is planning a new rate card, he gets his rep to help him work it out (and if it's an urgent rate problem, the rep may fly men to the scene, even if it's a weekend and a snowstorm is raging, as happened in a case two weeks ago).

If a station's programming shows a

slippage, the rep may be the first to notice—and suggest changes to correct it.

Ready With Advice ■ If a station is trying to decide whether to clear a specific network program, he may call on his rep for advice; and if the station hasn't been ordered for a network program, the rep may help on that, too.

If an owner is thinking of buying another station, he is apt to solicit his rep's counsel. (In one such case earlier this month a broadcaster was trying to choose among four properties. He consulted his rep, whose research department spent uncounted hours drawing maps and collecting coverage data, ratings, market information and other pertinent figures on all four stations. Though it may have cost him the chance to add another station to his list, after studying this mass of material the rep recommended no purchase.)

Practically every rep can offer case histories of exceptional work he's done for specific clients. One example will illustrate. It involves Young Tv and a station which shall be called X. Young officials tell it this way:

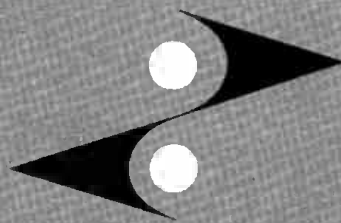
When Young first got a chance to represent X, the station was billing less than \$100,000 a year in national spot and Young turned it down. X was in a market generally regarded as a suburb of, and served by the stations in, a nearby major market called Y. But after researching the situation Young reconsidered and took on X.

Promoted market ■ To help reorient media men away from thinking of X as being a part of Y, the salesmen started a small campaign which might be described as "give up one spot in Y and buy a strip on X." Then, capitalizing on the fact that X's tower was located toward two other sizeable markets rather than toward Y, they convinced ARB that X's market should no longer be lumped together with Y. Then they urged X to promote itself in the two other markets, using paid space as well as air-time.

Their scheme, of course, was to get X's city considered part of the two other markets rather than part of Y. As they made progress they started pushing ABC-TV to put more programs on X. In time they succeeded in getting ABC to make X a regular affiliate. The end result, Young authorities say, is that they "created a new television market where none was defined before"—a market now ranked in the top 75 in the U.S.

The multiplicity of services that reps perform is used as another argument of the independents in their own behalf: group operators, they contend, cannot hope to match all these services in their own shops.

The group operators say that's all right, because they have available to them, directly or indirectly, all the serv-



KNORR RADIO
announces the appointment of
PAUL H. RAYMER CO.
as national representative
for its five stations
in Michigan

WKMH

SERVING DETROIT-LAND

WKMF
FLINT

WKHM
JACKSON

WSAM
SAGINAW

WELL
BATTLE CREEK

C.R.C.*



*Commercial Recording Corporation gives Radio Station Managers a MAGIC LIFT with their exclusive

ROARIN' 20's
jingle series.

For details see the inside front cover of this issue.

REPS SURVIVING GREATEST CRISIS continued

ices their stations need. For one thing, they say, their short lists don't require the mass of data that relatively long lists do. As for what they do need, they say they furnish some of it themselves—Westinghouse's TVAR, for example, has an impressive research operation—and get the rest from the appropriate departments in their parent companies and from their stations themselves.

Record Good ■ The service area of representation furnishes the independents with the springboard for another argument in their favor. This is that a rep is not apt to be as candid in giving advice to stations that own him—or whose owners are the same as his—as he would be if he were an independent operator. One rep put it this way: "Are you going to tell a guy that his pet idea stinks if you know that tomorrow he may be your boss?"

Allied with this argument—which the group operators reject—is one that may be summed up in another question: "Do you think the average rep would try to do as good a job—be on his toes at all times—if he knew he couldn't possibly lose one of his stations?"

In addition to services for their stations and their salesmen, virtually all principal reps engage in general promotion of the spot business in some way and to some extent—in special presentations, advertising, direct pitches to advertisers, specific proposals calculated to prove spot's value on a large scale, etc. Some firms have men working full time, or practically full time, on new-business development both for their own stations and for spot advertising as a whole.

Not Enough Development ■ Yet most reps will acknowledge that the spot advertising business as a whole does not do nearly enough of this evangelistic work. Individually they are proud of what they themselves have done but agree for the most part that they probably should have done more. They feel that more and more of this work, done consistently on a broad basis, will go a long way toward keeping spot broadcasting's billings on the increase.

The proliferation of representation services, the complexity of the business, the growth of spot billings and of the number of companies handling it offer a plush contrast to representation's stark beginnings.

Before 1932, it was a jungle. The "representatives" were brokers. They often represented competing stations and haggled among them to drive prices as low as possible, pocketing the difference. Stations didn't like it, agencies didn't like it, advertisers didn't like it—the so-called representatives were quite

possibly the only happy people in this cut-throat existence.

Order began to appear in this chaos in 1932. Edward Petry, generally regarded as broadcasting's original exclusive national representative, set up shop on Feb. 1, 1932, determined to operate on higher standards (see page 72).

Other Pioneers ■ Free & Sleinger, later Free & Peters, now Peters, Griffin, Woodward, opened in Chicago in May 1932 and took on national scope by opening a New York office in 1933 and a West Coast office in 1934.

Paul H. Raymer, who says his company is the only one of the pioneers that retains the same corporate name, structure and principals that it started with, opened the Paul H. Raymer Co. in March 1933.

Grieg, Blair & Spight, predecessor of the current John H. Blair organization, opened in San Francisco in April 1933 and spread eastward to Chicago and New York six months later.

The Katz Agency, a veteran newspaper representative, meanwhile had begun to mix into this newfangled medium. Its first ventures in radio sales, according to current officials, came in October 1931.

These pioneers, soon joined by others in what took on the appearance of a small gold rush, are still among the front-runners in representation today. The Raymer company is devoted to the so-called "limited list" policy, but the others—Petry, Blair, Katz, PGW—are among the biggest, most active in the business.

By 1935, a total of 28 station reps—regional as well as national organizations—were listed in the BROADCASTING YEARBOOK. The pages of subsequent editions of the YEARBOOK show the totals rising steadily ever since, as follows (at five-year intervals):

1935	28
1940	38
1945	40
1950	66
1955	94
1960	130
1961	138

Tv Took Lead ■ In spot billings, radio ruled the roost until 1954. In that year television's national spot volume surpassed radio's, \$176.8 million to \$120.2 million. In 1960 television reached \$459.2 million and radio hit \$202 million. Last year spot radio slipped for the first time since 1954 (and only the second time since record-keeping was started in 1935), dropping to \$199.3 million while television spot moved ahead again to \$471 million.

Even before television became a significant factor, the spot business had

WSM Television

pays tribute to

Ed Petry

who pioneered

the representative business

and who has made

such a magnificent contribution

to broadcasting.

We are proud to be a member
of his distinguished station group.

WSM-TV . . . 1st in Nashville, the Nation's 38th TV market

REPS SURVIVING GREATEST CRISIS continued

had experience with self-representation—and bad experience, in the minds of the independents.

The self-represented groups then were, primarily, the network-owned radio stations. Then the independents, acting through SRA, moved to throw the networks out. In 1948 SRA petitioned the FCC to forbid networks to represent any stations but those they own. The reps' argument was that a

radio network affiliation was so important that the networks could use it as a club to force affiliates into the network-owned rep houses.

The FCC took 11 years to make up its mind. When it did act, in 1959, it agreed with the independents—but the ground rules had changed. A radio network affiliation was no longer a club-like instrument. But, said the FCC, a television network affiliation was. So it

let CBS and NBC keep outside radio stations under their representation banner—ABC had dropped out of the business voluntarily in 1952—but forced them to trim all outside tv stations from their television lists.

For the independent reps it was a far bigger victory than they had set out to win. The \$20 million-plus in annual television billings thus set free was more than twice the amount of the non-o&o radio billing they had been shooting for back in 1948.

Regional representatives are optimistic

THOUGH SOME BUYERS GO NATIONAL OTHERS MOVE TO AREA PURCHASES

Two lines of force are focusing on regional representatives—those sales groups that represent broadcasters in cities where a lot of time buying takes place—and they have attracted and repelled these representatives by about equal amounts.

In the past 12 months more and more national accounts have decentralized their time buying. Where beers and pharmaceuticals, for example, used to be bought out of New York or Chicago, they are now more and more being bought out of Atlanta, St. Louis, and other non-Madison Avenue communities. These moves have brought business to the regional representatives.

In the same 12 months, however, a number of regional accounts have gone national. For years, Continental Airlines bought out of Denver, its home city. Recently the firm took its billings out of the "Mile-High City." The General Insurance Co. bought out of Seattle; it has moved to New York and San Francisco agencies.

This ebb and flow of billings has given regional representatives a peculiar attitude toward their future. Optimism is predominant; it could not be less since most of the 70 regional representatives are salesmen to their marrows and no man in the selling game can afford to be less than optimistic. Yet a streak of alarm runs through their bones when they mull the potential threat of local accounts moving to the larger metropolitan cities.

Most regional representatives serve groups of radio stations. The regional rep is located in areas where broadcast time is bought by national and regional advertisers. Most regional reps are in one community, although there are several which maintain more than one office.

In the main, regional representatives are the buying source for a list of stations in one region—like Foster & Creed in Boston. But there are others whose station list encompasses the

whole United States—like Dora-Clayton in Atlanta.

Billings Millions ■ Billings by the regional representatives run anywhere from \$250,000 to \$1-\$2 million yearly. Some, however, run considerably less; there is one representative in a southern city who bills \$35,000-\$40,000 a year. The representatives usually get 15% of their total billings.

Among the older of the regional representative firms is William J. Wagner & Assoc. in Seattle. This company was actually founded in 1940 as Alaska Broadcasting Co. Sales, and it represented the Alaska Broadcasting Co. stations in what is now the 49th State until 1957 when Mr. Wagner took over.

Most regional representatives, however, were formed in the second half of the 1950s. The two most recently organized are the Bob Hix Co., Denver, and New England Spot Sales, Boston, founded in 1960 and 1961 respectively.

Prognostications for the future of regional representation are bright with the excellence of the past and the potential that lies ahead.

"We visualize regional representatives growing in stature and recognition all the time, with radio and tv stations devoting their time to programs, local sales and merchandising, and leaving regional and national sales to the reps." This is Jack R. McVeigh, El Paso, Tex., representative, founded in 1957, whose firm specializes in Spanish-language advertising and whose facilities contain recording, marketing and survey departments and which also produces jingles for its accounts.

There is a strong feeling among some regional representation spokesmen that the current practice where national representatives maintain branch offices in some of the buying centers is on the way out. For one thing, this thinking goes, this is an inefficient method; and for the second, regional representatives have taken over more and more of the

active work in covering the cities outside of New York, Chicago and other major centers.

J. A. Lucas, Los Angeles, puts it this way: "We believe that the country will be divided between the really big companies and the smaller regional ones. The middle-sized national representative will be squeezed out. This is due to the fact that buys do not as a rule go below the top three or four stations in any one market. Regional representatives will be able to sell the lesser rated stations, through intensive sales effort; the giants will sell the top-rated stations through playing the "numbers game [ratings]."

This prediction, that regionals will take over the function now performed by the branch offices of national representatives, is made by others than Mr. Lucas:

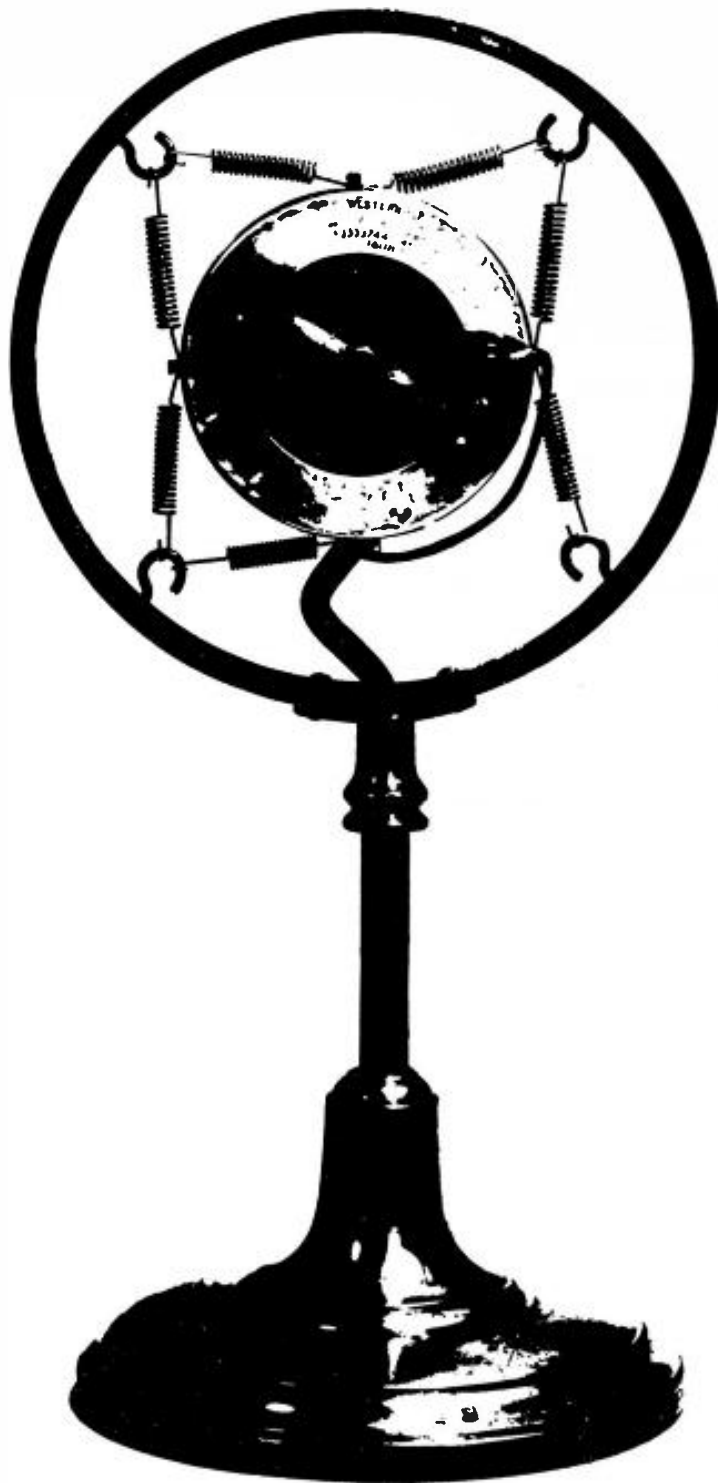
"I think regionals will become more important as national reps merge. It is a changing time for reps." James D. Bowden, Minneapolis.

"It is my firm belief that as regional representatives offer honest, hard-working service to customers, the regional rep will replace the multi-office national rep." Leonard F. Auerbach, Ohio Stations Representatives, Cleveland.

It would be more logical, Mr. Auerbach believes, for his firm to open offices in New York and Chicago to represent his list of Ohio stations than for a national rep in New York to try to sell these Ohio stations to New York buyers.

The ultimate in this line of reasoning was expressed by Harry McTigue, Kentucky Radio Sales, Louisville: "I envision the day, and maybe not as far off as some may think, when the big reps as such will gradually dissolve into regional reps. I am sure the big ones have seen more and more regionals pop up over the past few years."

Cassandra Voices ■ Almost lost in the bubbling confidence of most regional



-30- To a newsman, "30" means the end of the story. But to Ed Petry, it means the first 30 years of sales, success and service to the best radio and

television stations in the country. We're proud to be one of them. Congratulations to Ed and the staff of the Edward Petry Company. KMTV-3-OMAHA!



representatives is the voice of warning that all is not the best—like Morton Lowenstein, Philadelphia Spot Sales: "While it isn't dark, I cannot regard the immediate future of national and regional radio advertising as very bright."

The Lowenstein firm, formed in 1955, serves Philadelphia only. With a list of 22 stations, the firm not only calls on agencies in Philadelphia, but also coordinates the merchandising, promotion and marketing patterns for the account. Regional representation,

Mr. Lowenstein emphasizes, is the "only practicable solution for getting maximum business for stations; it is the closest approach possible to the economically impracticable method of each station maintaining its own office in the market." And, he adds, "regional representation provides the daily attention to marketing needs which cannot be achieved by occasional—or even regular—traveling-in or out-of-market representatives."

The growing trend toward decen-

tralization of industry—Bowman Lowrance, with offices in Atlanta and Dallas, points to the expanding economy of the south and southwest—brings with it a major re-emphasis in time buying. And this poses a challenge to regional representatives. Quoting Mr. Lowrance:

"Are the big agencies expanding and developing close to their clients? Are the growing regional agencies willing to upgrade and expand their facilities to serve their growing clients?" The answer to these questions is the answer to the future of regional reps, Mr. Lowrance maintains.

Two-Way Street ■ One of the major functions of the regional representative apparently is to educate his stations on rates, programming, merchandising and promotion so that an advertiser will know what he is choosing when he buys time.

This feature, helping their stations organize themselves so they are worthily considered when advertisers make their time purchases, is noted time and again by regional representatives.

But notwithstanding this element, the basic service performed by regional reps is to represent their stations to buyers of time. Not only is this done by calling on advertisers; the idea of pooling resources through a rep permits a major promotion designed to attract advertisers to a particular market or a particular group of stations.

A common practice is the formation of a regional radio-tv reps association, like the New England Assn. Formed three years ago, it counts among its members nearly all radio and tv reps maintaining offices in the New England area. Monthly luncheon meetings bring important advertising agency or station people to the podium. The association holds breakfast presentations for agency groups to promote spot radio and tv in the area. The association has published brochures and office reference cards.

An alternative is the regional representative which specializes in one region, like Foster & Creed in Boston or the Dora-Clayton Agency in Atlanta.

Foster & Creed was founded in 1957 by Robert C. Foster and William A. Creed. It is now wholly owned by Mr. Creed and serves 31 radio stations and one tv station, all in New England. Creed sets his sights mainly on the regional advertiser, like the supermarket chain which may start out with two or three outlets and in a five year time period reach several hundred. This becomes a major account for the New England stations, Mr. Creed emphasizes. "The regional rep concentrates his efforts in a relatively small area and generally with a fairly small list of stations. Therefore he is in a position to know his market, his advertisers and

Rochester, New York's
TOP STATION
WROC-TV
in the rich
Western New York Market

Salutes

**the TOP RADIO and TV
 Station Representative**



WROC / **TV CHANNEL 5**
 Rochester, N. Y. **RADIO**
FM

Another important plus...

REPRESENTATION BY EDWARD PETRY CO., INC.

WGN and KDAL extend their heartiest congratulations to the Edward Petry Company on its thirtieth anniversary.

It is a pleasure to salute the Petry organization as a pioneer and distinguished leader in its field.

The unflagging, top-quality service tendered our clients by the Edward Petry Company is another important plus for advertisers who use the radio and television facilities of WGN in Chicago and of KDAL in the Duluth-Superior market.

WGN CHICAGO



KDAL — DULUTH-SUPERIOR — AN AFFILIATE OF WGN, INC.

his stations on a very intimate basis.

The obverse of the Creed operation is the Dora-Clayton Agency in Atlanta. Founded in 1948 by Dora Cox Dodson, the firm took its present name when its principal married Clayton Cosse. Dora-

Clayton covers all southern states and serves 65 radio stations and two tv stations all over the country. Most of its stations are oriented toward Negro programming.

The particular forte of the Dora-

Clayton firm, in its repping procedure, Clayton Cosse explains, "is to work closely with the stations, advise them on a friendly and intimate basis and take a sincere interest in the development of this association."

Market-by-market product service

PGW'S GRIFFIN SEES RESEARCH SPECIALIST TO AID MEDIA PLANNING

A leading tv station representative believes a product information service that would cover individual markets and market areas throughout the coun-

try will be an important part of broadcast advertising plans of the future.

Lloyd Griffin, president-television, Peters, Griffin, Woodward Inc., New

York, told the Pittsburgh Radio & Television Club on Feb. 20 that "it will not . . . it cannot . . . be long before an A. C. Nielsen, an ARB, a Pulse, a Trendex or some other nationwide research company" will provide this service. He said that as competition grows there is an increasing need for probing and finding greater depths of selling in every market. "Market-by-market strategy will become the primary consideration of media planning."

He said a media strategy that begins with the product will provide a base for spot tv and network tv to compete with each other side by side and will form the "strongest part of the most effective media planning pattern ever devised."

The need for market-by-market research adjustments, Mr. Griffin stressed, "has much to do with the little-noted fact that the biggest users of spot tv—multiple product advertisers such as Procter & Gamble, Bristol-Myers, General Foods and Colgate—assign their biggest spot budgets to their well-established, nationally distributed brands." Mr. Griffin said he's been told that the combined use of broad national media with a "powerful mobile task force" of spot tv by such advertisers is based more on a concept of product information by markets than on media efficiency alone.

He referred to a 63-page recommendation for a \$6 million tv budget prepared for a toiletry client by one of New York's largest agencies to point out that "how much advertising and what kind of advertising goes into any market should be the result of a decision . . . not a default through lack of proper advertising control." He said the agency's recommendation "showed a thorough understanding of the elements necessary to deliver the most efficient combinations of big reach . . . and both the approach and the conclusions were models of media buying efficiency within 'The National Average Concept.'" However, he said there were "conspicuous omissions" in this agency's recommendation for eight combinations of network participation programs.

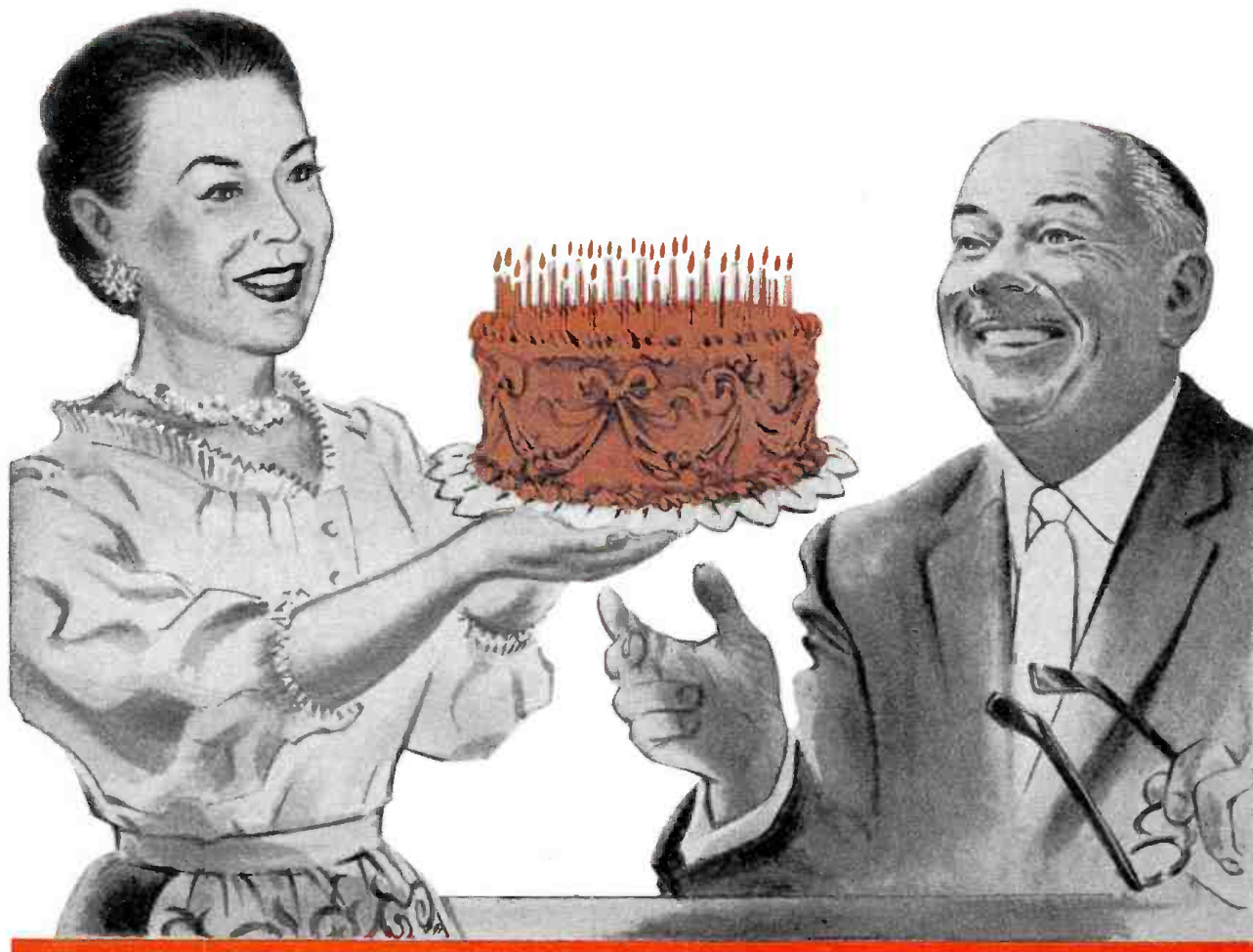
"Nowhere did this recommendation take cognizance of the fact that there were two products to be advertised—a

**Congratulations
and
Thanks, Ed**

KVOO 2 TV

TULSA, OKLAHOMA

“from one pioneer to another:
Happy 30th Anniversary, Ed!”



Our own pioneer among women broadcasters, Julie Benell, was appropriately selected to salute the *original station representative*:

Mr. Edward Petry, on his “30th Anniversary.”

We, too, have something to celebrate: 40 years of service to all North Texas! And we are proud of the entire 30 years we have been associated with your great firm. Our very best in the years to come!

WFAA
AM • FM • TV
ABC / NBC
Represented by Edward Petry & Co., Inc. The Original Station Representative



AT "Communications Center" DALLAS

RADIO AND TELEVISION PROPERTIES OF THE DALLAS MORNING NEWS



Effective media use is discussed by (l to r) Stephen J. Rooney, general manager of WJAS Pittsburgh and vice president of the Pittsburgh Radio & Television Club; Lloyd Griffin, presi-

dent-television, Peters, Griffin, Woodward Inc., and Jerome (Tad) Reeves, general manager of KDKA-TV Pittsburgh and president of the radio-tv organization.

well-established product for women and a new product for men . . . nowhere did it provide for a mobile task force which could help shore-up sagging markets or take full advantage of spe-

cific major market opportunities to give the new product an extra push in any market . . . nowhere did it recognize higher or lower market potentials for either product . . . nowhere did it

recognize the existence of competition for either product."

On an optimistic note, Mr. Griffin pointed out that both network and spot tv sales reached all-time highs in 1961 and he predicted this upward trend will continue throughout 1962. "Spot tv orders, now in hand, are running substantially ahead of last year," he said.

Southeastern market study

A market study of the Southeastern states will be released today (Feb. 26) by Avery-Knodel Inc., New York. An updated version of the rep firm's study of the area in 1960, the new guide will be distributed to all national advertisers and their agencies.

Titled "The Southeast in 1962, Your Land of Marketing Opportunity," the guide charts the emergence of the Southeast as one of the best regions for the prospective spot tv advertiser.

A separate study of the Augusta, Ga., market and the facilities of WGAC, that city, was distributed last week to national and regional advertisers by Avery-Knodel.

Commercials in production

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

National Video Tape Productions (division of Sports Network Inc.), 36 W. 44th St., NYC 36
Ace Comb Co. (combs), one 60, live, tape.
Agency: E. T. Howard Co.

Armstrong Cork Co. (Ceilings), one 60, live, tape. Agency: BBDO; Henry Monasch, agency producer.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69

American Federation of Advertisers (advertising), two 60s, two 20s, animation, film. Fred Crippen and John Marshall, prod. mgrs. Agency: Needham, Louis & Brorby; Joseph Creaturo, agency producer.

Continental National Bank of Chicago (banking services), seven 20s, animation, film. Fred Crippen and John Marshall, prod. mgrs. Agency: Earle Ludgin & Co.; Jack Wolfe, a.e.; Donald H. Hockstein, agency producer.

Videotape Productions of New York Inc., 101 W. 67th St., NYC 23

Allied Chemical Corp. (Caprolan), two 60s, live, tape. Phil McEneny, prod. mgr. Agency: Benton & Bowles; Si Merrill, agency producer.

National Biscuit Co. (Nabisco), two 60s, live, tape. Chuck Holden, prod. mgr. Agency: McCann-Erickson; George Weber, agency producer.

U.S. Time Corp. (Timex Watches), two 90s, live, tape. Chuck Holden, prod. mgr. Agency: Warwick & Legler; Ben Colarassi, agency producer.

Revlon Inc. (eye makeup), one 60, live, tape. Jack Kelly, prod. mgr. Agency: Norman, Craig & Kummel; William Duryea, agency producer.

Congratulations
to

Edward

Petry &

Co., Inc.

The Original Station Representative
on their
30th Anniversary

KCOP TELEVISION, INC.
LOS ANGELES

MEMORANDUM OF AGREEMENT made by and between EDWARD
PETRY & COMPANY INC., a corporation organized under the laws
of the State of New York, having its principal office in New
York City, hereinafter designated REPRESENTATIVE, and SOUTHERN
EQUIPMENT COMPANY, a corporation organized under the laws of
the State of Texas, having its principal office at San Antonio,
Texas, hereinafter designated RADIO STATION,

W I T N E S S E T H :

WHEREAS, the REPRESENTATIVE is engaged in the business
of representing radio stations in the solicitation of advertis-
ing;

WHEREAS, the RADIO STATION is the owner and operator
of radio station WOAI located at San Antonio, Texas.

NOW, THEREFORE, in consideration of one (\$1.00) dollar
each to the other in hand paid by the parties hereto, receipt
whereof is hereby acknowledged, and in
mutual agreements

The RADIO STATION
as its sole and exclusive
solicitation of advertise-
are not located in the
RADIO STATION is located
herein as "Foreign Ad-
Advertisers".

The period of
day of April, 1933 and
Said appointment
conditions and for the

The REPRESENTATIVE agrees to give its best efforts
for the purpose of procuring persons, firms and corporations

**The Greatest Contract
We Ever Signed!**

Congratulations and best wishes
to the Petry "family."
The "Original Station Representative"
and the ONLY station representative
we have ever had.

Radio since 1933
Television since 1949

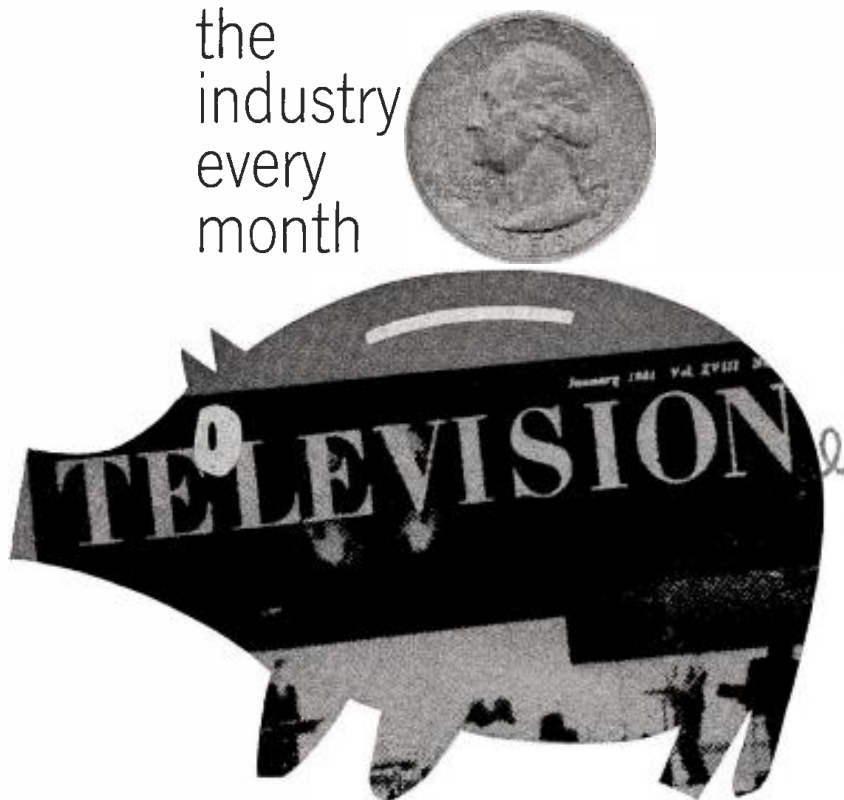
WOAI
RADIO 1200

WOAI-TV

SAN ANTONIO

4

25¢
gets you
inside
the
industry
every
month



special:
\$3 for 12 issues
of Television...
the magazine that
probes beneath
the surface of
topical news



444 MADISON AVE.
NEW YORK 22, N. Y.

SUBSCRIPTION ORDER

- Please send me a year of TELEVISION at special introductory rate of \$3.00.
 OR, I'll take advantage of the TWO YEAR money-saving rate of \$5.00.
 I enclose \$_____ Bill me later.

NAME _____ TITLE/POSITION _____
 COMPANY NAME _____
 ADDRESS _____
 CITY _____ PHONE _____ STATE _____
 PLEASE SEND TO HOME ADDRESS: _____

Pulse, reps plan sample of U.S. radio audience

The Pulse Inc. and several station representatives were scheduled to meet on Feb. 23 in New York on the audience measurement firm's plans to conduct a nationwide qualitative sample next month to determine the basic composition of the total radio audience (BROADCASTING, Feb. 12).

Four rep firms already have indicated their willingness to help underwrite the project in defraying the cost of the undertaking. They are H-R Inc., The Katz Agency, AM Radio Sales and Venard, Rintoul & McConnel Inc. At least four other rep firms will be attending and may sign soon.

The plan calls for a nationwide probability to be used for the study that will probe such factors as occupation, income, education, family size and amount and frequency of listening.

Representatives who sign for the project presumably will take part in the framing of the questionnaire to be used in the study, which has been described as the first of its kind.

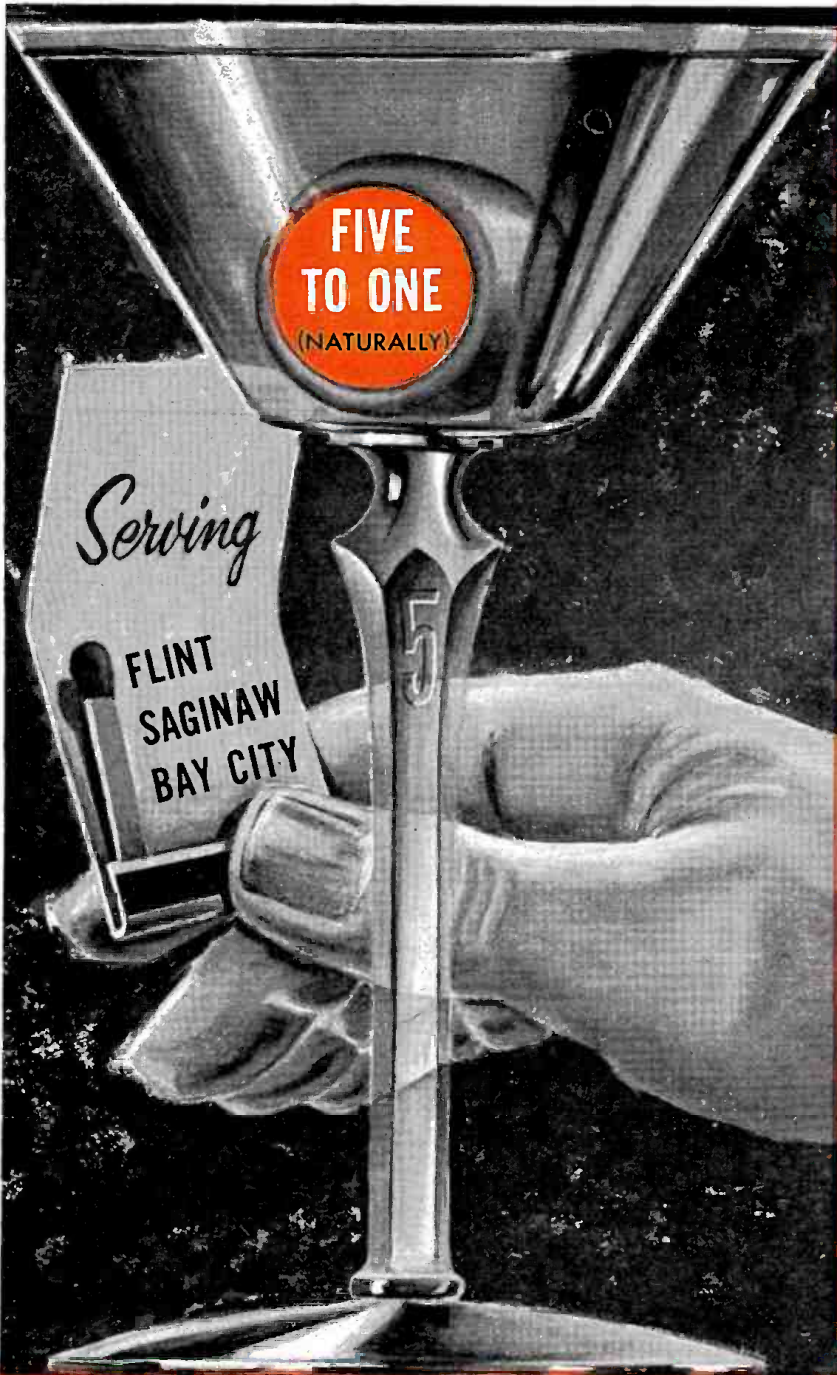
New market data coming from three rep firms

A new survey of radio listening preferences in the Boston area has been conducted by Pulse Inc. at the request of RKO General's WNAC Boston.

The National Sales Division of RKO General, which has released the Boston study, reports that the station had agencies polled from coast to coast to determine the area considered by advertisers themselves to be "most important," rather than to select the area based on its 50 kw coverage pattern.

Unlike previous studies of Boston radio listening, says the RKO General rep firm, data is included to show the "whys" of listening as well as audience sizes. William McCormick, WNAC president, said that previous Boston market surveys have not been directed to the specific marketing requirements of the advertiser. "The new information in depth resulting from this cooperative effort between the buyers and sellers of time is a milestone in radio research."

'Market Story' = WSAU-TV Wausau, Wis., announced the publication of "The Wausau Test Market Story," a 14-page booklet with maps, coverage statistics, market data and household information, compiled with the cooperation of the *Wausau Daily Record-Herald* and WSAU radio. The brochure is a proposal for copy, product and general market testing in the Wausau market by the three media. Copies are available by either contacting WSAU-



**Channel 5
MARKET BULLETIN!**

**NSI Report for Saginaw-Bay
City-Flint, November, 1961**

First "3-city Metro" NSI Report.
WNEM-TV leads in every Day Part!

WNEM-TV delivers largest evening
audience in this 10th consecutive
NSI Report!

**ARB Report for Saginaw-Bay
City-Flint, November, 1961**

WNEM-TV delivers 64,300 of Viewing
Homes* between 6:00 p.m., and
10:00 p.m.!

WNEM-TV's afternoon "Sea Chest,"
delivers 62,500 buy-minded kids at just
\$1.44 CPM!

WNEM-TV's 6:00 "Top of The News"
again leads all competition by a
wide margin!

WNEM-TV's 6:15 Mondays through
Fridays action & adventure strip
averages 44,800 Viewing Families
available for just \$2.01 CPM!

As all Saginaw-Bay City-Flint
advertisers *KNOW* . . . if you want
to dominate all Eastern Michigan
you simply can't beat the economical
effectiveness of WNEM-TV . . .
consistently *Flips On Any Poll!*

*ARB gives WNEM-TV 456,400
total Viewing Homes in all Eastern
Michigan!

WNEM-TV



SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND ALL EASTERN
MICHIGAN



WNEM-TV

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.



For
Over a
Quarter
of a
CENTURY



the
Preferred
Representative
of
Arkansas'
Preferred
Stations

KARK

AM-FM-TV
Little Rock

TV or its national representative, The Meeker Co.

Green Bay brochure ■ Young-TV, New York, has published a market-station presentation covering Green Bay and northeastern Wisconsin. The brochure,

one of a continuing series of market-station studies issued by the Adam Young companies, contains maps and data pertaining to WLUK-TV Green Bay. It was researched and written by Marvin Roslin, Young-TV research director.

RADIO SELLS AUTOS ALL YEAR

Representatives tell Detroit's Big Four how to make broadcasting bring in more sales than other media

The Station Representatives Assn. kicked off a campaign in Detroit last week to persuade the nation's automobile manufacturers to increase their budgets for national spot radio advertising.

The opening phase of this major SRA effort was an extensive presentation given to marketing and advertising executives of the "Big Four" auto companies — Ford, General Motors, Chrysler and American Motors — and their advertising agencies. The presentation was prepared for SRA by the Better Broadcast Bureau Inc., New York, and was delivered by Clifford J. Barborka Jr., BBB president, during separate meetings with each of the car manufacturers, starting last Tuesday (Feb. 20) and continuing throughout the week. Lawrence Webb, SRA managing director, attended the sessions and answered advertiser and agency queries.



Mr. Barborka

Individual station representatives and staff members of the Detroit Chapter of SRA have received the presentation and supplemental material for use during follow-up calls on auto manufacturers and their agencies.

The objective of the presentation, according to Mr. Webb, is to induce car manufacturers to spend additional funds in national spot radio; he said the cur-

rent investment is "negligible."

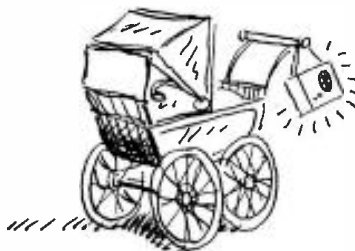
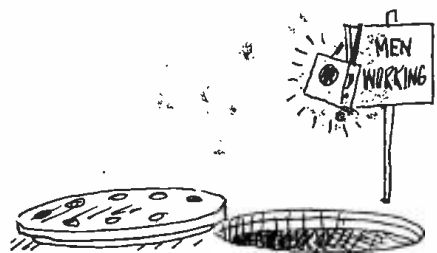
Two major recommendations are made in the presentation:

- Radio should be used on a year-round basis to help sell commodities such as automobiles, which are sold on a year-round basis.

- Radio commercials can and should be produced with "creative" sell to attain the results radio can produce.

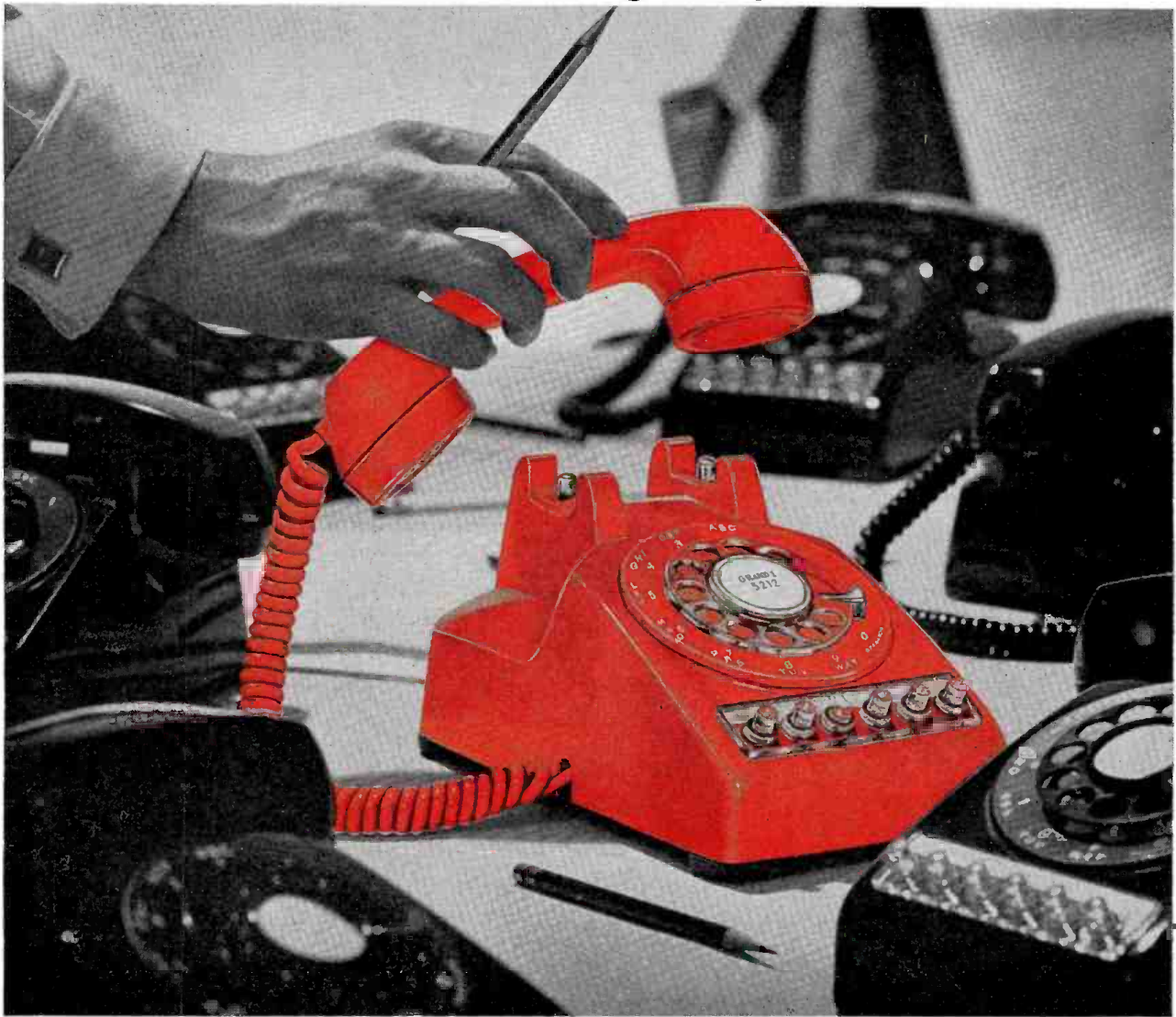
Part of the presentation is carried in a 32-page, hard-cover book distributed to car manufacturers, advertising agencies and SRA members. Titled "A Tale of Two Industries—Automotive and Radio," it offers the latest statistics on both industries in a light vein. It was intended as a "leave-behind" compendium of radio's values.

Highlights of the book include the following: 6,432,000 auto radios were produced in 1960, representing 96% of the total cars produced; 11 million of the 17 million radios manufactured in the U.S. in 1960 were portable, following listeners wherever they go; there are 30 million hunters and fishermen in the U.S. and they spend more than 440 million hours a year with their car radios;



As part of presentation prepared for Station Representatives Assn. by Better Broadcast Bureau, car manufacturers are advised that radio can be taken everywhere. . . .

The Red Phone at TTC is Working...in Spades!



The story broke in California. TTC stations from Buffalo to Bakersfield had direct-from-the-scene reports on the air hours before it made the wire services. • An Astronaut enjoyed a hero's day in Washington. Again TTC stations across the country aired the personalized, eye-witness report of the Transcontinent News Central man right on the scene. • These are just two examples of how Transcontinent's red-phone hookup is repeatedly augmenting the news-in-depth coverage at all five TTC stations. • As TTC's



announcement of this news service some six months ago said: "The point of all this is not just to trumpet about what big operators we are in news. The point is that a large part of the selling force of TTC stations is generated by news policies of this type... and we can prove it. • TTC stations will continue to concentrate on substance in programming, because we believe real substance is the only quality that will continue to support broadcast sales long after the fads have faded out."



Symbol of Service

Transcontinent Television Corporation

In Television: WGR-TV Buffalo
• WDAF-TV Kansas City • KFMB-TV San Diego • KERO-TV Bakersfield
• WNEP-TV Scranton-Wilkes Barre

Represented by
Edward Petry & Co., Inc.
the Original Station Representative

In Radio: KFMB & KFMB-FM San Diego • WDAF & WDAF-FM Kansas City • WGR & WGR-FM Buffalo

380 MADISON AVENUE • NEW YORK 17, NEW YORK

C.R.C.*



*Commercial Recording Corporation gives Radio Station Managers a **MAGIC LIFT** with their exclusive **GOOD MUSIC** jingle series.

For details see the inside front cover of this issue.

RADIO SELLS continued

there are approximately 3,500 radio stations catering to the public's diversified taste and they offer an opportunity to car manufacturers to aim their messages at tailor-made audiences.

All the Year ■ Automobile advertising on radio is concentrated during the car introductory period in the fall, according to the presentation. It emphasizes, through use of graphs, that car sales are made uniformly each month of the year. The number of radio sets in use also is fairly constant throughout the year, SRA points out, and adds: "A product sold year-round should be advertised year-round, using a medium with a year-round audience."

The presentation says it's a misconception that "creative" commercials cannot be devised for radio. This point was stressed by a group of radio commercials, created for each of the "Big Four" auto companies by the Better Broadcast Bureau, and played during the sessions. Mr. Webb commented: "We know that advertising agencies are capable of producing creative radio commercials. We hope the few examples we demonstrated will stimulate thinking within the creative departments of agencies."

The major portion of the presentation was in sound, designed to provide an aural "image" of radio stations throughout the country.

Radio quick—and cheap

Radio's ability to deliver "deep market penetration quickly" and to provide "reach and power more economically than other media" to cope with America's changing markets was cited by George P. Crumbley Jr., southeast sales manager, CBS Radio Spot Sales, Feb. 15.

Mr. Crumbley told a meeting of the Advertising Institute of Chattanooga that "the makeup of our markets have changed from the simple cities of yesterday to the metropolitan areas of yesterday and the megalopolis or interurbia of tomorrow."

In cautioning advertisers and agencies to avoid what he called "the numbers madness," Mr. Crumbley said "ratings can't always be your guide. You should never look at radio through the eyes of a mathematician because radio's greatness lies in its programming strength—not in shuffling numbers around."

At intervals throughout the showings to the auto manufacturers in Detroit, Mr. Barborcka supplied a commentary to supplement points that were made in the presentation.



Petry-repped stations at Dallas AAAA meet

Executives from Petry-represented radio and television stations in the Southwest turned out *en masse* for the meeting of the Southwest Council of the American Assn. of Advertising Agencies in Houston Feb. 14-16. Recent spot tv and spot radio studies and promotional material were dis-

tributed to AAAA participants. Among the officials in attendance were (l to r) Jack Healy, KPRC-TV Houston; Ed Pfeiffer, WFAA-TV Dallas; Dave Milam, Edward Petry & Co., Dallas branch office, and Jack DeLier, KWTU (TV) Oklahoma City.



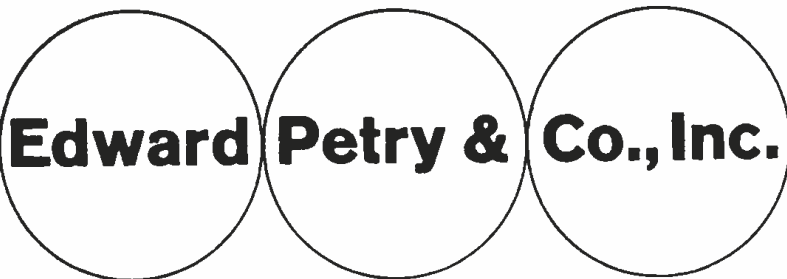
The
**ORIGINAL
STATION
IN VIRGINIA**

(1923)

WTAR-Radio

joined by
WTAR-TV (1950) and WTAR-FM (1961)
Norfolk-Tidewater, Virginia

SALUTES



The ORIGINAL Station Representatives on their 30th Anniversary.

Media section

Continued from page 60

dell W. Fertig, Americantenna president, said the present system, serving 1,200 subscribers, will be extended to serve 8,000-10,000 homes. Price was in excess of \$200,000.

Starts stereo ■ WAEZ (FM) Miami Beach went on the air last month broadcasting in stereo 18 hours daily. The station, owned by Arthur E. Zucker, operates on 94.9 mc with a power of 81 kw. The station's studios are located in the Deauville Hotel in Miami Beach.

Telethon ■ KTVU (TV) Monroe, La.-El Dorado, Ark., earlier this month raised an estimated \$35,000 for the Cerebral Palsey Training School in Monroe with a telethon starring various outstanding television personalities.

Triplecast ■ WOOD-FM Grand Rapids, Michigan begins broadcasting today (Monday) as part of a "triplecast," combining facilities of WOOD-AM-FM-TV. One stereo sound track will be fed to WOOD, one to WOOD-TV and at the same time dual sound tracks will be fed to WOOD-FM providing full stereo sound. WOOD-AM-FM-TV is owned

by Time-Life Broadcasting Inc.

Dividend ■ A quarterly dividend of 45 cents per share on Storer Broadcasting Co. common stock has been voted by the Storer board of directors. The dividend is payable March 9 to stockholders of record Feb. 23. At the same meeting the Storer board voted a quarterly dividend of 12½ cents per share on its Class B common stock. Storer Broadcasting common is listed on the New York Stock Exchange; its Class B common is not.

Contest entries ■ Radio and television program entries are now being received by the American Heart Association for the Howard W. Blakeslee Awards which honor outstanding reporting on heart and blood vessel diseases. The contest year, which began last March 1, will close Feb. 28.

Stereo ■ WBBB-AM-FM Burlington-Graham, N. C., has begun a regular schedule of stereo broadcasts, according to E. Z. (Easy) Jones, executive vice president of Alamance Broadcasting Co., licensee of the stations.

Keystone covers ■ More than 42% of retail food and drug purchases are in

areas covered by the 1,129 stations of the Keystone Broadcasting System. A survey released by the network's research department claims that KBS stations, mainly in counties with small populations, represent more than \$25 billion in annual retail sales totals of \$58 billion in the food and drug classifications.

Heart donation ■ WJXT (TV) Jacksonville, Fla., has donated \$500 to the Northeast Florida Heart Assn. annual fund drive. The check was presented to WJXT last fall for winning the television award in the American Heart Assn.'s annual Howard W. Blakeslee awards for its "The Second Heart" episode on its *Project 4* series.

New concept ■ KIEV Glendale, Calif., has inaugurated a new programming concept. Called Radio Americana, The Sound of the USA, the format features only music originated in the U. S. with quotations and bits of Americana by famous men and women in history. It also features flashback news and sportscasts.

Appointment ■ WSKY Asheville, N. C., has appointed Appalachian Agency to handle its advertising and sales promotion.

Agreement ■ KICO El Centro, Calif., has entered into a news combine with four local Imperial Valley newspapers to broadcast news direct from the editorial departments of the papers.

Desert studios ■ KDES Palm Springs, Calif., has moved into new quarters in "Sun Center" at 611 South Palm Canyon Drive. Expansion also includes two new mobile units and installation of new broadcast equipment including automatic cartridge tape machines.

Career aid ■ \$100 scholarships were awarded by the South Dakota Broadcasters Assn. to two South Dakota State U. students. The scholarships were designated for junior and senior students emphasizing radio-television-film as speech majors.

IBA awarded ■ The Idaho Safety Council has awarded its trophy to the Idaho Broadcasters Assn. for their cooperation in the success of "Operation Beep Beep," a statewide traffic safety campaign. Forty radio and five television stations of the IBA participated in the week-long promotion.

Radio help ■ WHTT Hazleton, Pa., on the air only two months, already has demonstrated the power of radio in its community. Recently, when a fire destroyed the dwelling of nine persons, leaving them homeless, the station quickly moved into the picture with broadcasts for food, money and supplies for the stricken family. Within two



Tv was there—but few knew it

Is television a disruptive influence in a courtroom, as many attorneys say? WCAX-TV Burlington, Vt., was given permission to telecast a Chancery Court proceeding as an experiment by Chief Superior Court Judge Harold C. Sylvester.

WCAX-TV set up a three-sided, paneled booth with a camera slot. Bob Mesterton, cameraman, shot

newsfilm for two days. A WCAX-TV questionnaire distributed to a number of lawyers involved in the case brought no objections. A number of lawyers said the tv reporting had been better than newspaper versions. The coverage marked the first deviation from the American Bar Assn. Canon 35 broadcast-photo ban.

WTHI

*Wabash Valley Broadcasting Corporation
Terre Haute, Indiana*

TELEVISION
now represented by

Edward Petry & Co., Inc.

RADIO

now represented by

VENARD, RINTOUL & McCONNELL, INC.

WTHI-TV

Channel 10 • CBS

WTHI RADIO

1480 AM • CBS • 1000 W

days, the station reported it was virtually deluged in gifts which it turned over to the family.

Changes ■ WSHE Raleigh, N. C., under the new ownership of Raleigh-Durham Broadcasting Corp. (BROADCASTING, Feb. 12), has converted to an all-Negro programming format. Station will change its call letters to WLLE and has appointed Bernard Howard Co. as its rep firm.

On the air ■ KMOX-FM St. Louis, fm affiliate of KMOX, that city, last week went on the air. The new station operates with 47 kw on 103.3 mc. It broadcasts 18 hours daily (6:00 a.m. to midnight) seven days a week and duplicates the programming of KMOX.

Milestone ■ The Georgia Assn. of Broadcasters achieved a milestone in 1962 when it enrolled WPEH Louisville, Ga., its 200th member station and the 140th radio-tv member of the association, which also has 60 associate members. The GAB represents 87% of all radio-tv stations on the air in the state which, at the present time, numbers 149 radio stations and 12 television stations.

No boundary ■ Listeners to the *Coffee An* program on WWON Woonsocket, R. I., were mindful that tragedy knows no racial lines when they reacted to the mention of the drowning of two Negro children. Without any formal campaign, nearly \$200 was contributed to the children's family by listeners.

Thanks to WDTM (FM) ■ Listener's Lobby, a Detroit organization, inserted an advertisement in the Jan. 31 issue of *Detroit Free Press* expressing appreciation of the cultural values of WDTM (FM) Detroit, pilot station of the Taliesin Network. The advertisement cited the affiliation of Jack Hamilton, Detroit newsman, with WDTM as director of news and commentary. Nearly 100 Detroit citizens interested in Listener's Lobby signed the advertisement.

Honored ■ Arthur C. Storz Sr., board chairman of Storz Brewing Co., Omaha, Neb., has been named recipient of KMTV (TV's) award for public service through television. The Omaha television station specifically cited Mr. Storz for sponsoring KMTV public affairs programs on Omaha's past, present and future.

To the rescue ■ When tragedy struck a couple in Fergus Falls, Minn., leaving nine small children parentless, their neighbors turned to KOTE, that city, for aid. General manager George Brooks went on the air with an appeal for clothing and food. Result: several

truckloads of clothing, plenty of food and more than \$700 in donations from citizens in various neighboring counties—all in just five hours.

Telethon ■ WALB-TV Albany, Ga., conducted its second telethon of the year for the March of Dimes and raised \$15,000. A previous telethon raised \$35,000. The station's efforts amounted to about 50% of the total the city planned to raise for the whole year.

Color coming ■ KRGV-TV Weslaco, Tex., announced that it expects to start transmission of network color within 90 days. The station is an NBC-ABC

network affiliate. Stoddard P. Johnson, president, made the announcement.

Satellite station ■ Fetzter Television Inc., operator of WWTV (TV) Cadillac-Traverse City, Mich., has announced the target date for completion of its satellite station in Sault Ste. Marie (WWUP-TV ch. 10) will be this summer.

KXO to NBC ■ KXO El Centro, Calif., last week became an affiliate of NBC Radio. The corporate name of KXO is Radio Active Inc. Marc Hanan is general manager of the 1230-kc, 250-w fulltime station.

ABA GROUP TO SPEED UP REPORT

Committee on Canon 35 likes idea of one-year experiment

The special committee of the American Bar Assn. studying possible revision of Canon 35, which prohibits broadcasting and photographic coverage of court trials, will move quickly to complete its recommendations to the ABA, the committee chairman, Newark attorney John H. Yauch Sr., said Thursday.

The recommendation is to be presented to the ABA house of delegates at San Francisco in August. But it's possible the committee will have decided on its recommendations before that time and may be in a position to disclose its intent within six to eight weeks.

Mr. Yauch said the committee found a proposal for a one-year coverage experiment to be "something new and constructive." The test plan was put before the committee in Chicago Feb. 18 by Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich., president of the Radio-Television News Directors Assn. (BROADCASTING, Feb. 19). Under the RTNDA proposal, the ABA would select a representative group of cities where broadcasters may volunteer to conduct court coverage experiments. This material would not be broadcast unless specifically approved by ABA and local bar associations and would be turned over to the ABA.

During the hearing Feb. 18, the ABA committee heard arguments for repeal or modification of Canon 35 from the NAB, Sigma Delta Chi, the Radio-Television Working Press Assn. and other media organizations as well as RTNDA. Media representatives were questioned closely by the committee on a wide range of problems that might arise if their general thesis is adopted: that broadcasters and photographers should be allowed to cover court trials at the discretion of the individual judge.

The broadcast spokesmen, however, explained that the extended coverage of the courts in the long run would help

rather than hurt the administration of justice because the public would be better informed. They also emphasized that Canon 35, adopted a quarter-century ago, is out of date; that broadcasters today have a mature sense of social responsibility and possess refined technical tools for coverage without intrusion or abuse.

Frank Fogarty, WOW-TV Omaha, chairman of the NAB freedom of information committee, told the ABA group that the practical experience of actual court coverage in Colorado, Texas and elsewhere in recent years demonstrates that broadcasters can perform their news responsibilities without detracting from judicial dignity. Bill Small, WHAS-TV Louisville, appearing for SDX, said court coverage would correct many public misconceptions of trial procedure incurred by fictional portrayals.

Support for revision of Canon 35 also was presented by Bill Miller, WTAX Springfield, Ill., president of the Illinois News Broadcasters Assn.; Gabe Pressman, WNBC New York, and RTWPA; and Prof. Donald E. Brown, U. of Illinois, and the Council on Radio and Television Journalism.

Mr. Yauch said the committee also met last week with representatives of the bench and bar from Texas and Colorado and will discuss with other representatives their experiences in court coverage. He said a transcript of the Feb. 18 hearing is available at cost.

The committee is compiling a written docket of letters and briefs, including a letter from FCC Chairman Newton Minow favoring revision of Canon 35 to allow broadcasters to cover the courts at the discretion of the judge (BROADCASTING, Feb. 12).

The docket also contains a letter from Dean Erwin Griswold of Harvard U. Law School opposing relation of Canon 35. Another, from Dean Joseph O'Meara of Notre Dame Law School favors relaxation.

the South's First stations

WSB RADIO-TV

are proud to be represented by

EDWARD PETRY

the original station representative



"White Columns," the efficient home of both WSB Radio and TV

Thirty Years Ago WSB-Radio signed up with Edward Petry. The wisdom of this decision has been proven often since. Thus it was only natural that in 1948 when WSB-TV began telecasting the Petry organization was named its representative also. After years of mutual growth in business and advertiser service, WSB Radio-TV warmly congratulates Petry on its 30th anniversary.



Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

FCC's all-channel set bill falters

CONGRESS SUPPORTS THE PRINCIPLE, QUESTIONS THE PRACTICE

The FCC's all-channel-receiver bill has become entangled in a bramble-bush of conflicting political realities and administrative demands, and it may take some legislative sleight of hand to retrieve it.

This was the case last week following the Senate Communications Subcommittee hearing on the bill, S 2109, which would enable the commission to require television set manufacturers to build only 82-channel receivers.

The commission has unanimously endorsed the bill as a means of fostering the development of uhf. But to most of the witnesses, many of whom endorsed the proposal in principle, it was a disguised first step toward moving all television to the uhf band.

The political realities were raised by six senators and congressmen who shared this view. All six, including Sens. Everett Dirksen (R-Ill.), Senate minority leader, and subcommittee member Strom Thurmond (D-S.C.), represent areas threatened with the loss of their vhf channels in the eight deintermixture cases now before the commission.

The Senators and House members favored all-channel set legislation, but they urged that the bill be amended to preserve existing vhf channels for the markets that now have them—a recommendation repeated by NAB, CBS, and other industry witnesses.

Minow's Plea ■ The administrative demands were voiced by FCC Chairman Newton N. Minow, who said the proposed freeze would deny the commission the "flexibility" it needs. He insisted, as he did during a clear-channel radio allocations hearing in the House two weeks ago (BROADCASTING, Feb. 19), that "unless Congress wants to go into the frequency allocations business, we should be left free to make decisions."

He sought to reassure the industry by declaring that the commission is opposed to moving television to all-uhf, and the FCC members appearing with him supported this view when polled on the spot by Subcommittee member A. S. "Mike" Monroney (D-Okla.). Commissioner Robert E. Lee, best-known uhf advocate on the commission, was the only one of its seven members dissenting.

Nevertheless, it appeared during the first day of the hearing, Tuesday, that the commission would have to decide between an all-channel bill with a vhf freeze written into it, which would

mean the end of the deintermixture proceedings, or no bill at all.

Pointing out the facts of political life, Subcommittee Chairman John O. Pastore (D-R.I.) told Mr. Minow, "Let's give a little to get a lot, rather than give nothing and get nothing. Unless you find this will wreck your program, let's be practical. A thing like this can kill a bill on the floor. . . . I can't write off a man like Thurmond or Springer." This was a reference to Rep. William L. Springer (R-Ill.), one of the four House members who joined in urging a vhf freeze. The others were Reps Kenneth Roberts (D-Ala.), Peter F. Mack (D-Ill.) and Robert Hemphill (D-S.C.).

1956 Recalled ■ Mr. Minow, replying with some heat, reminded Sen. Pastore that "for years" his subcommittee had been urging the FCC to solve the vhf-uhf impasse. "Now that we've done it," he added, "you confront us with this other issue." He also recalled that the subcommittee in 1956 had recommended that "the commission move ahead with deintermixture." But he said the commission would consider the dilemma posed by the senator, and present its views.

Overnight, however, the crisis atmosphere lifted. When the commission returned for the start of Wednesday's session, Sen. Pastore expressed concern that the "freeze" requested

might unduly "shackle" the commission, and said that, "for the time being," a decision could be delayed on whether or not the deintermixture matter should be tied into the all-channel bill, or whether "the whole thing" should be dropped.

Later, CBS President Frank Stanton suggested yet another approach—that the subcommittee write into the bill or its accompanying report congressional policy regarding the use of vhf for television. Sen. Pastore promptly asked Dr. Stanton to submit draft language.

"If we can write into the report that the commission will not use the bill as a subterfuge to start quick deintermixture proceedings, and pass the law you agree is necessary," he told Dr. Stanton, "we might get the job done."

The question remaining, however, is what language will satisfy both the FCC and the worried congressmen.

Mr. Minow described the legislation as "the most important part of the commission's legislative program." He said the 12 vhf channels are "squeezed to the limit" and that there's no place to go for commercial and educational television but to uhf.

Etv Cited ■ An appeal for enactment of the bill for the sake of etv was made by David C. Stewart, director of the Washington office of National Educational Television & Radio Center. He said the success of etv stations—which



Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, questions FCC mem-

bers during hearing on all-channel-set legislation. With him is Subcommittee Counsel Nicholas Zapple.



Rep. William L. Springer (R-Ill.)

want to program for adults at home as well as children in school—is bound up with the development of uhf.

Dr. Stanton, NAB President LeRoy Collins and Ernest Jennes, general counsel for the Assn. of Maximum Service Telecasters, all agreed that all-channel receiver legislation is needed to help get uhf television off the ground and provide for a nationwide, competitive television service. But they also wanted assurances that the present vhf assignments would be protected.

The National Grange went even further in opposing the bill on these grounds. Jack Jackson, director of public relations, said the bill, in its present form, "would definitely encourage further deterioration of already inadequate tv service to many thousands of rural citizens."

As the basis of their concern for the future of vhf, these witnesses cited the commission's language in advancing its deintermixture proposal last July (BROADCASTING, July 31, 1961). "There," said Mr. Jennes, "the commission specifically referred to S 2109 as a means of 'mitigating' the effect of a wide-spread or complete shift to the uhf."

Special Cases Mentioned ■ Mr. Jennes said the AMST isn't suggesting that the FCC be prevented from shifting a v from one area to another—as in the case, for example, of tv-less New Jersey—"but from vhf to uhf." If an all-uhf television system "is not consistent with public policy," he said, "the legislation should say so, so we won't be faced with this problem again."

Neither the broadcasting industry nor the set manufacturers were unanimous in their views on the proposed legislation. NBC submitted a letter merely reiterating the remarks of Board Chairman Robert W. Sarnoff, at the FCC network programming hearing, in support of the measure (BROADCASTING, Feb. 5).

ABC, which has been struggling for years to find outlets in additional markets, not only supported all-channel set legislation but said this "is not a substitute for deintermixture." The network said uhf stations in intermixed markets have not been able to survive side-by-side competition with vhf stations. The network urged selective deintermixture, along with all-channel receiver legislation, as a means of helping uhf stations.

Uhf Operators Testify ■ The same position was argued vigorously by two uhf broadcasters, William Putnam, president and general manager of WWLP (TV) Springfield, Mass., and Lawrence Turet, executive vice president of WXIX Milwaukee. Mr. Putnam, chairman of the Committee for Competitive Television, issued a free-swinging statement attacking those who sought to freeze the existing vhf allocations.

He said Governor Collins had been "brainwashed" into believing vhf projects a better signal than uhf, and he accused the AMST of trying "to repeal the Sherman Antitrust Act" in its efforts to block deintermixture.

"This group is opposed to everything but the status quo," he said, and added, "I can't understand why people who have, in the past, been so opposed to all-channel-receiver legislation now support it, unless they think they have a gimmick (the proposed vhf-freeze amendment) to make it meaningless."

Payson Hall, president of Meredith Publishing Co. (KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha; WHEN-AM-TV Syracuse, KRNG Tulsa) opposed the bill. He said that in giving the FCC authority to prescribe standards for the type of tv sets shipped in interstate commerce, the bill "involves a serious intrusion upon areas traditionally left to free enterprise."

But Mr. Hall expressed "general support" for the FCC's efforts "to alleviate concrete problems of shortage of service" through selective deinter-



Sen. Strom Thurmond (D-S.C.)

mixture. His statement, submitted for the record, was a copy of the comments Meredith filed with the commission in its deintermixture proceeding.

EIA Opposed ■ The Electronics Industry Assn. restated its uncompromising opposition to the proposal, contending that the bill would result in a 14%, or \$30, increase in the price of sets—a fact EIA said would hurt sales.

L. M. Sandwick, staff director of the EIA's consumer products division, argued that the bill would "not accomplish its objective and would penalize both consumers and manufacturers." The failure of uhf, he said, has not been due to lack of uhf sets, but to a lack of enterprise and imagination on the part of uhf station operators. As an alternative to compulsory legislation, he suggested a "voluntary program" in which manufacturers would cooperate in a campaign to promote uhf.

This suggestion, however, was dismissed by Sen. Monroney. "We've been wrestling with this problem for 10 years," he said. "The country is growing, and the time for action has come. We can't rely on a voluntary plan."

The expected crack in the manufac-

How to make sure of a captivated audience

The FCC was well armed with props when it testified before the Senate Communications Subcommittee in support of its all-channel-receiver bill. In the rear of the hearing room was a 4-by-8-foot map studded with colored lights showing every television station and allocation. By the flick of a switch, the subcommittee could be shown the stations in operation and those not yet in use—vhf and uhf, commercial and educational. The map showed the lack of uhf stations—107 in operation out of 1,441 assignments.

Repeating the presentation FCC

Chairman Newton N. Minow made for the all-channel set bill in his speech before the National Press Club (BROADCASTING, Jan. 15), the commission moved in four television sets. One was an all-uhf receiver, one a vhf with a uhf strip tuner, one a vhf set with a uhf converter, and one an all-channel model.

The sets served a dual purpose. They enabled the senators to judge the quality of the uhf signal for themselves and, since it was Tuesday afternoon, to watch television's coverage of the final minutes of Lt. Col. John Glenn's historic orbital flight.



Sen. Norris Cotton (R-N.H.)

turers' ranks was provided by Radio Corp. of America. Elmer Engstrom, RCA president, supported the all-channel proposal. But, in a letter to Sen. Pastore, he suggested that the 10% excise tax on sets be removed to ease the extra cost burden that would be imposed on consumers purchasing all-channel receivers.

ACLU For All-Uhf ■ Additional support for the bill was voiced by the American Civil Liberties Union, which favors a gradual changeover to a nationwide system of all-uhf television. Lawrence Speiser, ACLU spokesman, said the present system, in which television is dominated by 12 vhf channels, is unable to provide the public with the wide diversity of programming it requires. He said the full utilization of the 70 uhf channels, free from the competitive effects of vhf, could assure this service.

One feature of the bill virtually everyone agreed on was that its language in giving the FCC authority "to prescribe minimum performance capabilities" of television sets, is too broad. Mr. Minow conceded this could be interpreted to give the commission authority it wasn't seeking, and said he would suggest language limiting the authority to all-channel tuners.

With the Senate Communications Subcommittee hearing now adjourned, most of the witnesses who testified are getting ready to repeat their performance next week. The House Commerce Committee begins hearings Monday (March 5) on the same issue.

AFCCE backs power rise for rooftop antennas

An FCC proposal to permit stations using rooftop antennas to operate with 1 kw power has been supported in comments by the Assn. of Federal Communications Consulting Engi-

neers. But the group failed to see the necessity for a one-year waiting period during which 500 w maximum would be used (BROADCASTING, Dec. 18, 1961). Such a provision is embodied in the FCC proposal.

If cross-modulation problems arise with 1 kw power, it is better to locate and eliminate such problems rapidly instead of providing a period of time during which true difficulties would not be brought to light, AFCCE said. It also claimed that external cross-modulation problems have not been serious for many years.

WHAT Philadelphia endorsed the plan, but like AFCCE, opposed the trial period. WNEB Worcester, Mass., and WANE Ft. Wayne, Ind., objected to the waiting period and also to the provision that if a station changes rooftop antenna sites it must operate with 500 watts maximum. WNEB said such a provision is discriminatory and unfair, and that a station moving sites should have the same opportunity to increase power to 1 kw as new stations or existing stations, even if a station which moves does have to undergo a waiting period.

Ch. 10 losers ask FCC to reconsider

Four of the five losing applicants for ch. 10 at Largo (Tampa-St. Petersburg), Fla., asked the FCC last week to reconsider the 3-2 decision which granted the channel to WTSP-TV Inc. (BROADCASTING, Jan. 22).

Two of the parties—City of St. Petersburg (ch. 38 WSUN-TV) and Florida Gulfcoast Broadcasters Inc.—asked that the record be re-opened to consider new evidence on the character qualifications and good faith of the winning applicant. Tampa Telecasters Inc. and Suncoast Cities Broadcasting Corp. maintained that they should have been favored on the basis of the existing record. The sixth applicant, Bay Area Telecasting Corp., did not seek reconsideration.

Florida Gulfcoast challenged the legality of the grant made by a 3-2 vote, two commissioners abstaining. Since all seven commissioners were present at the time the decision was made, the vote is insufficient for a legally effective decision, Gulfcoast maintained. "Three is not and cannot be a majority of seven," the applicant said in quoting a court decision holding that the FCC may act only on votes by a majority of commissioners present.

WSUN-TV, which received the votes of two commissioners, joined Florida Gulfcoast in accusing WTSP-TV Inc. of erroneously representing its past broadcast record, experience and programming. WTSP-TV is owned prin-

cipally by the Rahall brothers, N. Joe, Farris E. and Sam G. (each just over 26%), who also own WLCY St. Petersburg. Live, public service and religious programming "placed on WLCY for the critical period" during the ch. 10 hearing was "abruptly dropped" after the tv record was closed. WSUN-TV charged. This "seriously discredits" the accuracy of the Rahall showing in other areas as well as the "good faith" of the winning applicant, WSUN-TV said.

Equal Consideration ■ WSUN-TV said it is entitled to consideration equal to that given privately-owned corporations in a comparative case but it didn't get that in the ch. 10 decision. The applications were evaluated on the basis of an erroneous analogy, WSUN-TV said, and maintained that the statement of Commissioner Robert E. Lee questioning municipal ownership of a commercial tv station means that not all of the FCC considered the case strictly on its merits.

Tampa Telecasters charged the Rahalls have a "mediocre performance" record in the operation of their radio stations. Besides WLCY, the Rahalls own WKAP Allentown and WVAR Norristown, both Pennsylvania; WWRN Beckley, W. Va., and WQTY Jacksonville, Fla.

Suncoast told the FCC that the decision commits "serious legal error with findings in critical areas" not supported by facts in the conclusions. The commission misapplied its own criteria, thereby producing a totally distorted result, Suncoast said.

The Rahalls are guilty of "deliberate falsification" of am logs as well as "sloppy and careless" log keeping, Suncoast charged, and WTSP-TV Inc. should get a "serious demerit" because of concentration in the area from the proposed tv operation plus WLCY.

VOA expansion plans outlined by Loomis

Henry Loomis, director of the Voice of America, last week announced the addition of three million-watt short-wave transmitters to the VOA's 87 transmitters now in eight domestic and nine foreign locations. He said their exact locations had not been selected, but that he was hopeful that they would be placed in the Far East, Southern Europe and the Eastern Mediterranean.

Mr. Loomis further stated that the Voice was in the midst of a \$50 million building program which will give it an additional 8.5 million watts of transmitting power—approximately double its present strength.

The announcement was made Wednesday (Feb. 21) at a National Press Club luncheon in Washington commemorating the 20th anniversary of the Voice of America.

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25% more homes from 9 a.m. to Noon, Mon.-Fri.
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118% more homes 9 a.m. to Noon, Mon.-Fri.
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50% more homes 11 p.m. to 2 a.m., Sat. & Sun.

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*WJAR-TV percentage of homes over second station.

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ON THEIR 30TH ANNIVERSARY

As oxen were gored, axes were ground

COMMENTS WERE MANY, SURPRISES FEW ON DEINTERMIXTURE, DROP-INS

Response to the FCC's deintermixture and drop-in proposals was staggering last week—in bulk but not in content.

FCC interoffice mail processors worked overtime to handle some 3,000 petitions filed Feb. 19, deadline day. Over 200 of these comments were addressed to the FCC's "multi-pronged" proposal to foster expansion and development of uhf.

But the thrust of respondents' arguments was predictable. The eight vhf stations the FCC proposes to shift to uhf channels all claimed this would deprive large numbers of persons of tv coverage; all doubted the FCC's legal right to deintermix markets. Each station said its market was particularly unsuitable for deintermixture.

Vhf stations commented in great numbers, urging the FCC to continue to strengthen vhf and uhf and to encourage side-by-side development. Most supported the FCC's proposed all-band set legislation; all opposed widespread deintermixture. All commenting members of Congress (about 100) opposed deintermixture.

Interest in the proposed vhf drop-ins was not so great: prospective applicants for the new channels urged that they be assigned promptly and argued that the need for more tv service in the market outweighs the interference that would result from short separation from existing stations. Stations on the same channel or adjacent channels in markets near those proposed for drop-ins strongly opposed the drop-ins, claiming they would degrade existing service and cause some areas to be totally without service.

Safety and special radio interests favored a shift of all television to uhf. In any case, they pleaded, unused vhf frequencies should be released to them.

Chambers of commerce, even in cities not designated by the FCC for deletion of vhf channels, objected to the added

cost to the viewer of conversion of sets to receive the upper band.

Of the three tv networks, only ABC filed extensive comments. That network's position was almost a model of the stand taken by individual uhf stations and others favoring deintermixture. CBS gave a concise statement of its opinion of most of the FCC proposals; NBC referred to previous policy statements and directed its strongest opposition to the plan to allow dual operation of vhf and uhf stations by the same operator in the same market with duplicated programs.

NAB filed no comments. Since both uhf and vhf licensees are members, NAB didn't want to "take sides."

AMST Line ■ Assn. of Maximum Service Telecasters defended opponents of deintermixture and drop-ins. Many vhf licensees supported the AMST comments, either through direct deference to them or by using essentially similar arguments in their opposition.

Educational tv interests generally favored forcing commercial vhf stations to the upper band and reserving the vacated vhf channel for education. Educational stations with vhf assignments were as vigorous as their commercial counterparts in opposing a nationwide shift to uhf, however. Like commercial operators, they complained of the expense to the station of converting, the cost to the public and about the smaller coverage area afforded by uhf.

The specter of total deintermixture bothered many licensees: "The move to uhf flies in the face of statutory mandates, the commission's own priorities, and is non-workable for engineering reasons"; and it "raises serious questions from the standpoint of procedural due process."

AMST and the licensees of the eight vhf stations in markets proposed for deintermixture were all in agreement on

the following points:

- Shifting vhf stations to uhf channels results in a loss of coverage area for the station.

- Uhf and vhf stations can exist successfully side by side.

- The FCC should wait to learn the fate of its all-channel set legislation (which all supported) and the results of its New York uhf experiment before proceeding with deintermixture. It should further weigh the comments it receives on its overall uhf-fostering proposals.

- The basic concept of FCC deletion of certain vhf channels to allow more competitive opportunities for uhf stations is unlawful; the FCC is not empowered to control competition and its first duty is to provide the greatest amount of tv service; its second is to insure equitable distribution of this service.

- If the FCC wants more spectrum space it should renew negotiations with the military to free some space for broadcast use.

Several stations claimed that if they are shifted to uhf they will lack revenue to supply high-quality programming. They further held that the effect of deintermixture would be to drag down the level of television in the affected area, not to improve service.

AMST said that in the eight markets alone, 68,305 square miles would lose a Grade B or better service and 8,675 square miles would lose all Grade B or better service.

AMST supported "relaxation of some of the technical requirements for uhf" and making uhf channels available for etv. AMST opposed the principle of dual vhf-uhf operation as wasteful and providing no incentive to the public to convert to uhf. AMST was against substituting a uhf pool system for the uhf table of assignments and the elimination of comparative hearings for uhf channels. The "first-come, first-served" method of granting uhf channels would be a complete abdication of commission responsibility, AMST said.

ABC Favors Unmixing ■ ABC also supported all-channel set legislation but encouraged the FCC to continue with selective deintermixture in markets where it would bolster competition. Like AMST, the network feels that development of both uhf and vhf systems is necessary "as of this point." ABC favored a review of uhf technical standards, which it said would rebound to the benefit of vhf as well. Systems under study in other countries may have greater capacity for long-term development,

Minow discovers 'bureaucracy' at FCC

No less of an authority than Chairman Newton N. Minow has labeled an FCC decision "unnecessarily bureaucratic"—something broadcasters and attorneys have suspected for many years.

The chairman dissented to a decision by the commission refusing to reconsider an earlier decision which denied an am applicant permission to amend his application. "I think that the majority's views is unnecessarily bureaucratic," he said.

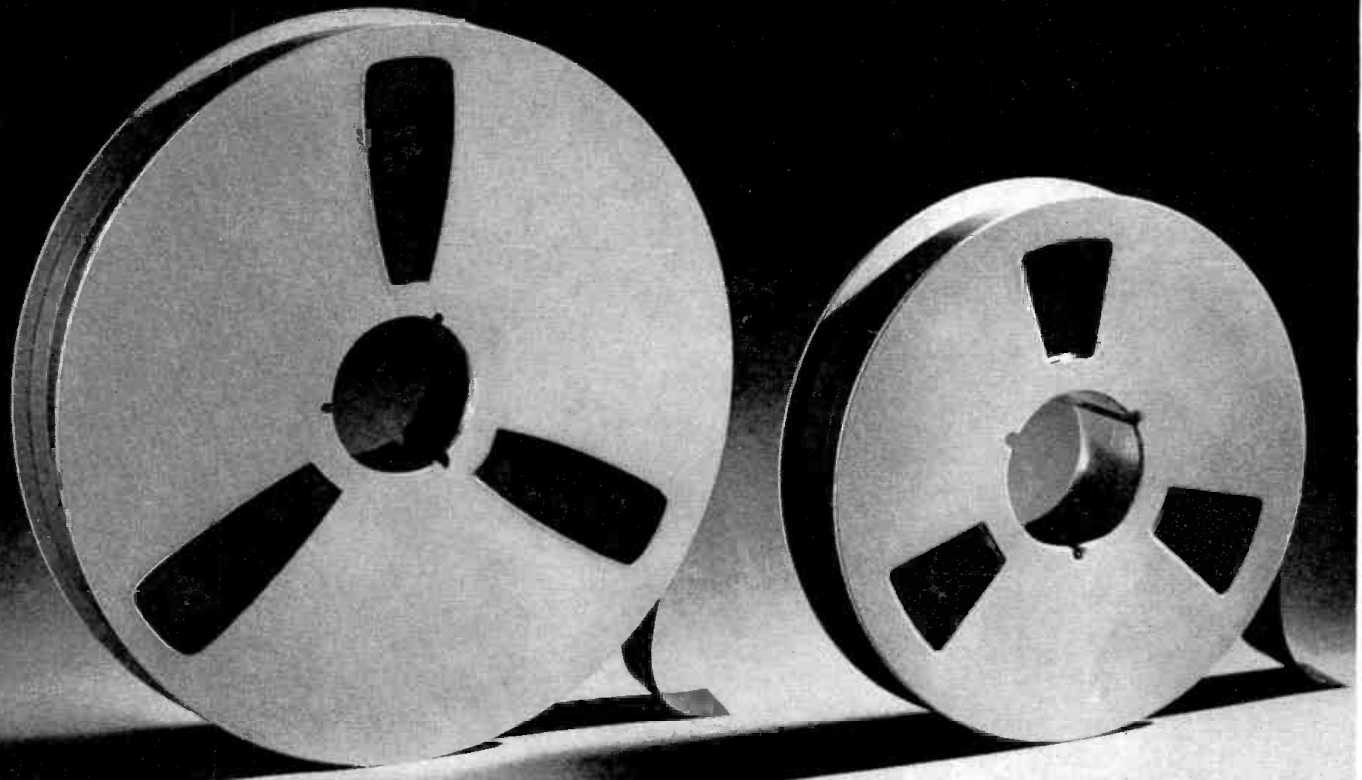
At issue was the FCC's refusal to

permit Jerome Sill to amend the application of WFPG Inc., Toms River, N. J., to substitute Mr. Sill, 98% owner, as the applicant. A certificate of dissolution of WFPG Inc. had been filed with New Jersey in February 1961 and the examiner refused to accept Mr. Sill's amendment, submitted last July, on the grounds it was not filed in time.

The FCC refused to review that decision last December and last week's action reaffirmed the earlier decisions.

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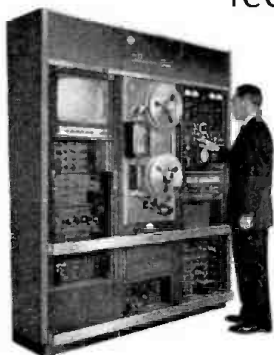


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See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. ED-22, Building 15-5, Camden, N.J.



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ABC said, and the U.S. should prepare itself through research for the advent of international television.

The network supported some relaxation of uhf's current technical standards, including elimination of the requirement that vestigial side bands be attenuated, elimination of antenna directivity and liberalizing the ratio of visual to aural power.

"We doubt that elimination of the table of uhf channel allocations will contribute significantly to the increased utilization of uhf channels," ABC said. It also felt that comparative hearings have not been a stumbling block to greater use of uhf.

ABC said the loss of service brought about by deintermixture can be restored through improving the facilities of existing uhf stations and establishing additional uhf facilities, either independent, satellite or translator. "The proposed deintermixture would permit effective competition among a greater number of stations, and among the three national networks. As a by-product it would permit additional badly needed commercial vhf assignments in four other areas and educational vhf assignments to two

important educational centers," ABC stated.

ABC pointed to such all-uhf markets as Peoria and Springfield-Decatur, Ill., and Fresno-Bakersfield, Calif., as examples of how successful deintermixture can be.

The network dealt with arguments against the process:

- The argument charging deintermixture is contrary to the FCC's mandate to distribute service equitably means nothing if by leaving a dominant vhf in one market, it forces the demise of one or more uhf stations.

- Uhf cannot survive without deintermixture and the fact that a few uhf stations do exist side-by-side with vhf stations does not prove that it is in the public interest or feasible in many situations.

- Uhf can provide effective service in areas where it does not face overwhelming vhf competition.

Drop-In Consideration ▪ AMST recommended that the FCC terminate its proceeding to drop in eight vhf channels, but short of that, insisted the commission should adopt safeguards to lim-

it the number of such drop-ins and the amount of interference each would cause. AMST said the FCC should consolidate the eight dockets to "make more clear to the commission the broad scope and severity of the interference which these proposals threaten." AMST claimed 30 existing tv stations would be affected and that the interference would cover 30,260 square miles in 19 states.

AMST engineering studies purported to show that one or more short co-channel spacings was involved in each of the eight drop-in proposals. Three of the proposed assignments would also involve short adjacent-channel spacings from existing stations, the studies said. "The service which would be lost would in large part be services to persons residing in small and medium-sized communities and in rural, farm and other outlying areas," AMST said in warning that mileage shortages produce destructive interference. Without this coverage the people in these areas would be totally without tv service and could not be expected to build, maintain and operate a replacement station, much less multiple stations to take the place of present service, AMST held.

The FCC proposal tends to protect existing co-channel stations from interference through use of directional antennas; adjacent-channel stations are not afforded "equivalent protection," AMST claimed. The FCC should not authorize any assignment at less than the present 60-mile adjacent-channel separation requirement, but if it does, it should protect existing stations, AMST recommended.

The group cautioned the FCC that all drop-ins would entail modifications of the licenses of any stations which would suffer interference from the additions. This would entitle the existing co-channel and adjacent-channel stations to a hearing on the proposed modification of license. In comments filed by these stations, they unanimously reserved their rights to redress if the FCC should adopt its drop-in proposals.

Another Viewpoint ▪ ABC said each of the eight drop-in proposals meets the criteria announced by the FCC and should be adopted. The network included lists of clearances and lack of clearances it gets in each of the markets and suggested the markets would be more competitive and have higher quality programming and a needed choice of services if the proposals are approved.

In none of the eight markets would the addition of a vhf channel have an adverse effect on uhf stations, ABC said. Each market is one of the top 75 markets (including Johnstown-Altoona, Pa., as a combined market). ABC attached engineering comments on slight modifications of the channel assignments to



Inundated by the voluminous filings last Monday (Feb. 19) in response to FCC proposals on the fostering of uhf, deintermixture and vhf drop-ins in certain markets are two members of the FCC secretary's office staff. Char-

lotte Gladden (l) and Catherine M. Lunders, administrative secretaries, were among those with the task of stamping over 3,000 documents, each filed in 14 copies, to certify FCC receipt of the filings.



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minimize interference and improve coverage areas.

The Deluge — Comments filed in the 17 dockets often came in several volumes, up to 186 pages to a volume. Extensive engineering reports, economic studies, petitions from individuals in a station's area and civic groups were included.

Many of the comments sported elaborate bindings, suitable for a 50-foot shelf library collection of industry thinking on the subjects. Exhibits included thoroughly detailed, often multi-colored coverage maps.

For example, WBNF-TV Binghamton announced in a news release it had taken a half-ton truck to carry its comments to the FCC. As a weary FCC mail-room clerk commented on the day after deadline, "Now I just got to sit and wait for the reply comments."

Following is a sampling of the more than 200 filings last week on the FCC's proposals to foster uhf, delete sole vhf stations in eight markets and add vhf channels to eight other markets. Some comments were filed prior to Feb. 19 deadline and were reported in earlier issues of BROADCASTING; a few comments were unavailable or expressed opinions common to many petitioners and are not included individually. In the following capsules, opinions expres-

sed are those of the petitioner under whose name the comments were filed.

Overall uhf-fostering

ABC—see main story.

Assn. of Maximum Service Telecasters—see main story.

National Educational Television & Radio Center—Approved of deintermixture but suggested that in some markets proposed for process that the sole vhf channel be retained but reserved for educational use, thus preserving competition. NETRC asked new rule-making on this proposal, with extension of time for reply comments. Favored vhf drop-ins for etv; Also favored relaxation of technical standards for uhf stations to aid construction and operation at lower cost. NETRC expressed doubts about efficiency of FCC's "uhf pool" plan; said possible expansion of channel space for translators should be deferred.

Purdue U.—Asked assignment of six uhf channels on a regular basis for airborne etv.

National Assn. of Educational Broadcasters—Urges FCC to "maintain flexibility" in allocations and to provide more educational channels, whatever the outcome of this proceeding.

Rep. Donald C. Bruce (R-Ind.)—"I most strongly oppose the proposals . . . looking toward shifting vhf stations to uhf channels and recommend that they not be adopted." Favored development of uhf and vhf, opposed any substitution of uhf for vhf.

WSBA-TV (ch. 43) York, Pa.—Supported deintermixture, urged that south-central Pennsylvania be made all-uhf through deletion of WGAL-TV (ch. 8) Lancaster, Pa. (BROADCASTING, Sept. 28, 1959). Here an entire region is affected instead of a single market.

Westinghouse Broadcasting Co.—Public has shown it will not convert to uhf except for "the most inescapable and compelling reasons;" all-band set legislation is good step towards conversion. Uhf duplication by existing vhf operators is "an extremely expensive, unproductive and ineffective situation." If ultimate uhf system is to be established it would involve the right to transmit from tower heights currently allowed only in zone 2; this would raise serious aviation problems because FAA tries to hold tower heights to 2,000 feet. Wait for result of New York uhf experiment and its effect on FCC and industry thinking and then try to work out method of increased service without unnecessary inconvenience and cost to either the public or the industry.

Adler Electronics Inc.—FCC's proposals for rule changes in this proceeding are fully in line with Adler's experience in the needs of uhf broadcasting. Agreed with EIA requirements for vestigial side band suppression on low power transmitters should be eliminated. Increasing the visual-to-audio transmitter power ratio results in substantial savings in both initial construction and maintenance costs. Eliminating restrictions on antenna directivity for uhf stations will permit greater flexibility in station locations and result in meeting market coverage requirements with lower transmitter power and consequent lower cost. Favored elimination of table of assignments for uhf and encouragement of use of uhf translators.

Committee for Competitive Television—"We wholeheartedly endorse and support the principles enunciated by the commission . . . both collectively and individually." Suggested other markets should be considered for deintermixture after eight now being considered have been speedily made all-uhf. Don't put much faith in all-channel receiver legislation; expansion of uhf is a trail that will be blazed primarily by the commission rather than the Congress. List of cities where third vhf channels should be dropped in were included, among them Akron, Ohio; Bridgeport, Conn.; Milwaukee, Wis., and Worcester, Mass. Favored relaxed technical standards for uhf but subject to certain limitations. CCT doubted efficiency of dual operation proposal and that vhf operator would undertake uhf operation unless he is notified of there being a deadline at which time his vhf operation will be terminated. CCT favored elimination of the table of assignments for uhf. Provide for uhf translators to evolve into local tv operations.

Electronic Industries Assn.—Supported effort to bring about greater use of uhf channels. Favored proposal to eliminate

restrictions on antenna directivity of uhf service will permit greater flexibility in station location and the possibility of meeting market coverage requirements with lower transmitter power.

Cost of uhf transmitter equipment can be reduced approximately 10-15% if the aural power output is reduced to 20-25% of peak visual power and by 20-25% if the aural power output is reduced to 10% of peak visual power. Also tube and power costs would be proportionately reduced. However although this would benefit the individual broadcaster, studies have shown that a 7 db reduction in aural power results in a deterioration of receiver performance and a percent reduction of coverage. EIA therefore recommended that reduction in power not be made. EIA cautioned on unrestricted use of ch. 14 because its close location to mobile land radio services could cause interference to those services.

NBC—Said dual operation of uhf-vhf stations would hinder rather than foster the future development of the largest possible number of tv program choices and competing outlets. Plan would provide no incentive for public to convert because vhf serves larger area than uhf. If the uhf pool or "group allocation" plan proves more efficient than the current table of assignments, it should be adopted. But existing uhf stations should not be forced to shift to the new-plan channels until such time as more widespread use of uhf spectrum justifies such shift.

CBS—Any systemized large-scale deintermixture would involve such tremendous cost to the public in dollars and in loss of service that its adoption should not be seriously considered. "CBS supports enactment of all-channel receiver legislation and those proposals in the notice relating to short spaced drop-ins, relaxation of technical requirements for uhf operation, and uhf translators. It opposes the proposals relating to deintermixture, dual operation of vhf and uhf stations, elimination of the table of uhf channel assignments and elimination of comparative hearings for uhf channels."

Sen. John Stennis (D.-Miss.)—"It is my desire to register protest in the strongest manner possible to" the eight deintermixture proceedings. FCC is violating its statutory mandate to provide equitable distribution of tv service and seeking to deprive many thousands of families of their only tv service. Backs all-channel set legislation but wants FCC to say it will abandon deintermixture before that legislation is considered.

Meredith Broadcasting Co.—Approves objective of fostering uhf but believes all-channel set legislation is encroachment on free enterprise and an abuse of power. Uhf is useful for etv because commercial stations are occupying vhf channels. Retention of both spectrum bands is essential. Meredith supports vhf drop-ins involving minimal departure from established separation requirements. Supports selective deintermixture if further utilization of the deleted vhf channels is a by-product.

Associated Public Safety Communications Officers—FCC should shift all tv to uhf as soon as feasible to free additional vhf frequencies for public safety radio services. In the meantime, give that service all unoccupied vhf channels.

RCA—Phenomenal growth of tv has been based on vhf; preserve these channels. Fully supported the eight deintermixture proposals. Dual vhf-uhf operation leads to inefficient use of available channels. Re-

Comments continue on page 133

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DEINTERMIXTURE HELD NO SOLUTION

Top economists say FCC plan may do more harm than good

The FCC may not know it but some of the best known and most respected economists in the country have lent their brains to the vital deintermixture question and concluded that the commission is off on the wrong foot.

Several of the deintermixture comments included surveys and studies of the uhf-vhf problem from a nation-wide viewpoint. Among them were those of Dr. Harold J. Barnett, Wayne State U., economics professor and chairman of that school's Department of Economics; Dr. Peter O. Steiner, U. of Wisconsin economics professor, and Robert Nathan, Washington, D. C., economic consultant.

Although most of the studies were focussed on the community involved, one of the most all-embracing was that submitted by Dr. Barnett.

Limited Value ■ Dr. Steiner's position, submitted in the brief for WCIA-TV Madison, Wis., is that so-called selective deintermixture "even at maximum levels of anticipation" is so limited as to, at best, be a token rather than a solution to the problem.

What must come, Dr. Steiner concludes, is the utilization of uhf on a national scale.

Seven out of every eight stations operate in non-intermixed markets (either all vhf or all uhf) and cannot be deintermixed in the manner the FCC contemplates in the few moderate sized markets under consideration. Over 80% of the markets are all vhf already, he pointed out, and this is true in one- and two-station areas where the need for more service and more competition is most urgent.

Mr. Nathan's study, limited to the Binghamton, N. Y., area and filed with WNBC-TV's comments, concludes that deintermixture in that city is undesirable not only economically but socially, as well.

Sales Movement ■ Local times sales do not go up—as do network sales and national spot—with increases in audience. When local audience doubles from 20,000 homes to 40,000 homes, local sales increase only by 60%; when audience quadruples from 20,000 homes to 80,000 homes, local sales do not even treble.

This, and other significant findings were made by Dr. Barnett, in an economic study prepared for WCIA (TV) Champaign, Ill., and included in that station's comments last week opposing the proposed deletion of its ch. 3 from that area.

Dr. Barnett discovered the aberrant correlation for local sales when he put together a coefficient chart relating size of audience per quarter hour with net-

work income, national spot income and local income for the average tv station. He used American Research Bureau figures for his size of audience, and FCC financial data by markets for network, national and local advertising income.

Among the reasons for this disparity, Dr. Barnett observes, is the effect of advertising purchases related to offsetting the competition's advertising; the greater significance of local advertising to stations with smaller audiences; the

fact that the station with a wide area coverage attracts more national advertising and thus has less time available for local advertising plus the varying requirements of local advertisers (some want wide coverage; others want to spot their advertising to a smaller audience and are attracted by the lower rates of those stations which are not number one in the market).

Spot Hews to Line ■ It is in national advertising that Dr. Barnett finds the true correlation between share of audience and income. This is because national advertisers "buy from the top," Dr. Barnett concludes. This is even more apparent when the correlations

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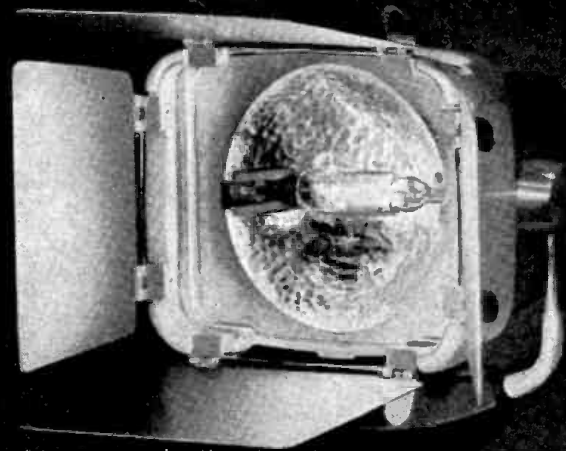
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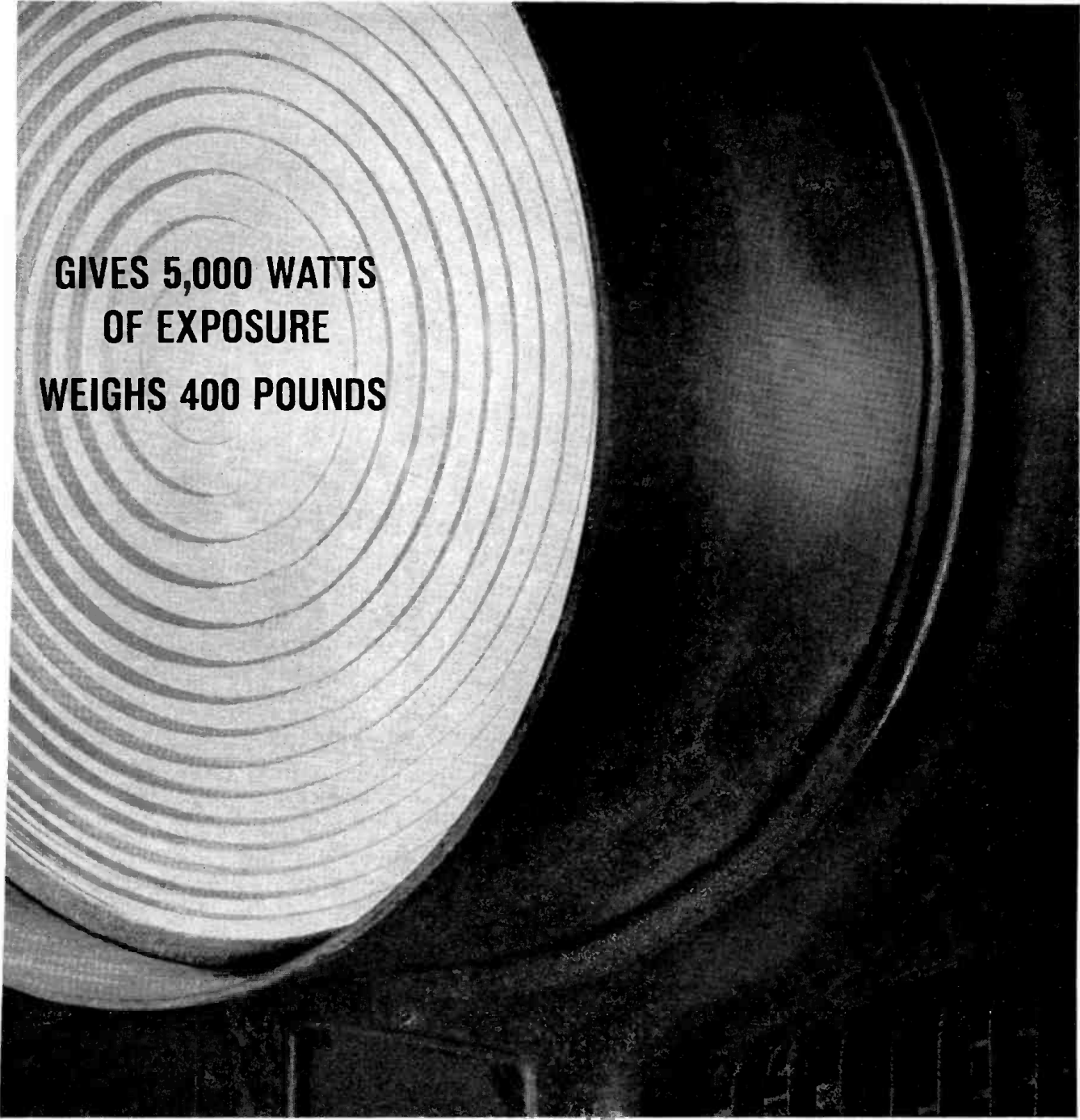
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Petitions protesting the proposal to delete ch. 3, WISC-TV Madison, Wis., are delivered to FCC Acting Secretary Ben F. Waple (second from right) by Rep. Vernon Thompson (R-Wis.) (third from right) and officers of the Committee to Preserve Rural Television in the Madison Area (BROADCASTING, Feb. 19). Rep. Thompson is holding his own comments requesting the

FCC not to deintermix Madison; Committee Chairman C. J. Victora of Muscoda, Wis., is tendering a petition bearing 32,000 signatures of citizens from outlying regions reached by the WISC-TV signal. Other members are (l to r) James Victora, vice chairman of Lancaster, Wis.; Mel Olson, treasurer, Boscobel, Wis., and James Azim Jr., secretary, Muscoda.

are compared between network sales and national spot.

Although it may be presumed that network buys are closely tied to share of audience, this is not as consistently true as it is with national spot. In network sales, the economics professor observes, many smaller stations are "carried" by the network because they are sold as a group to an advertiser. Also, he adds, networks have a larger and longer-term financial motivation to include smaller stations in the lists they sell than do station representatives.

Among other interesting determinations made by Dr. Barnett:

- Television station expenses rise "far less rapidly" than revenues as volume of viewing audience increases. Further, fixed charges are quite high as contrasted to radio.

- Being the preferred station in a market pays off in dollars and cents. The preference tends to express itself in a viewing audience that is larger than the national average for a like market and this in turn benefits the prestige station in rates, sales and income—in many instances above that attributable to the larger viewing audience.

Calculating the plus attributed to leading stations, Dr. Barnett compiled a table showing the top 200 markets with the percent of viewing audience if all stations shared their audience equally, compared to the actual share of audience for the prestige station.

In the two 7-station markets, each

station would have 14% of the audience if all shared viewers equally; actually the number one stations in these two markets have 29% of the audience which is twice the average.

Likewise in the three 5-station markets, the average share of audience would be 20%, but the leading stations account for 54% of the audience, more than 2½ times the average; in the 15 four-station markets, the average share would be 25%, but the prestige stations account for 35%, almost 1½ times the average; in 61 three-station markets, the average share of audience should be 33%; the leading station accounts for 43%, almost 1½ times the average; in 63 two-station markets, the average would be 50%, but the leading stations accounts for 62%, about 1¼ times the average.

- The volume of national spot time sales is relatively constant for stations with audiences of 50,000 homes reached per average quarter-hour. This falls off significantly, however, when the audience falls down to 25,000 homes, and steeply below that figure.

- Each increment of homes reached per quarter hour can be given a dollar sign in the network rate card; it is slightly more than \$16 per thousand homes. Yet, network rates for the larger stations do not match this figure all the way along the line. There is a point where the increment in network rates begins to fall below this rate; the larger stations do have a higher network rate

but not quite in proportion to their larger audience.

- Since the variables in estimating network revenues are in the rates rather than in size of audience, network revenues can be fairly well gauged from size of audience alone.

'Character' hearing set for ch. 3 applicant

The character qualifications of W. Gordon Allen, president of Willamette-Land Tv Inc., the only remaining applicant for ch. 3 Salem, Ore., will be explored in a hearing to be held there, the FCC has ordered.

Hearing Examiner Charles J. Frederick Jan. 25 issued an initial decision finding the applicant financially qualified and recommending grant of the channel (BROADCASTING, Jan. 29). At the request of the FCC Broadcast Bureau, the commission set aside the initial decision and remanded the case to Mr. Frederick to take evidence on whether Mr. Allen and his former partner, John H. Truhan, made misrepresentations when they sold KBAM Longview, Wash.

Other issues concerning Mr. Allen's character qualifications which the bureau had asked to have included in the hearing were not made part of the remanded proceeding (BROADCASTING, Oct. 30, 1961).

Anti-obscenity bills offered in New York

A packet of bills in the New York state legislature to provide for the criminal prosecution of anyone who sells, lends or distributes "obscene" motion pictures or literature to anyone under the age of 18 is being vigorously opposed by the Motion Picture Assn. of America, New York.

Although the bills do not specifically mention broadcast media, the association said radio and television would be subject to prosecution upon proof that a commercial for a motion picture which portrays an illicit or promiscuous sexual relationship reaches persons under the age of 18.

The bills were introduced into the New York assembly by Assemblyman Luigi Morano (R-Brooklyn).

Illegal operation charged to WGRC owner

Another am license faced revocation proceedings last week. An FCC order instituted cease-and-desist proceedings to prevent "unauthorized operation" of the station by Frank Van Hobbs.

The FCC alleged that Mr. Hobbs operated WGRC Green Cove Springs, Fla., without FCC authority from Feb. 1 to Dec. 18, 1961, when the station went off the air, also without FCC ap-

proval. The agency said the station was abandoned by its owners, Robert A. Oliver and David R. Millan, and that Mr. Hobbs, the former owner and a preferred creditor, then assumed control. He had sold the station to Messrs. Oliver and Millan in June 1960 with FCC approval. The buyers had filed to transfer control back to Mr. Hobbs, but the FCC dismissed this application for lack of prosecution on June 21, 1961. The commission said Mr. Hobbs persisted in running the station despite notifications of the rules violation.

Hearing today on etv aid bill

A bill providing federal aid for education, bottled up in the House Rules Committee since last summer, is a step nearer House action and, possibly, eventual enactment. The committee, which controls the flow of legislation to the floor, has scheduled a hearing on it for today (Monday).

Although the Senate has passed etv legislation in the past three Congresses, the House has yet to vote on a similar measure. The current House bill (HR 132), approved by the House Commerce Committee, was called up by the Rules Committee after President Kennedy urged "prompt and final action" (BROADCASTING, Feb. 12).

The House bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would authorize appropriations totalling \$25,500,000, but requires states receiving etv aid to match federal funds dollar for dollar. The Senate proposal (S 205) introduced by Senator Warren G. Magnuson (D-Wash.), would entitle each state to etv grants of up to \$1 million, without requiring matching funds.

Ford sees possibility of high type programs

"Great hopes for a phenomenal growth of more serious intellectual programs" on television were expressed last week by FCC Commissioner Frederick W. Ford. Addressing the American Assn. of School Administrators in Atlantic City, Commissioner Ford said that this could be accomplished through all-channel receivers and a nationwide educational tv network.

With the solution of the "immediate" uhf-vhf problem near through all-channel legislation, he predicted that many more tv stations will go on the air to offer a wider choice of programs to the public. He said the problems of tv today and tomorrow are the same as yesterday—varying only in detail, scope and importance. Basically, tv's problems revolve around the simple issue of how to serve the public interest, convenience and necessity better, Commissioner Ford told the educators.

JUSTICE DEPT.'S INFLUENCE IS LARGE

Satellite ownership, blockbooking among interest areas

The Justice Dept. has been recently quiescent in the broadcast field, but its influence still looms large in a number of areas:

▪ Primarily, the Justice Dept. has taken a strong position on what it considers should be the ownership pattern of any communications satellite operating company. In out-and-out opposition to the thinking of the majority of the FCC, Justice's antitrust lawyers persuaded President Kennedy to recom-

mend a wide-open corporation, with stockholders open to common carriers, hardware manufacturers and even the public. The FCC's approach is that space relaying of telephone, telegraph and television signals is an extension of existing international communications and should be owned and operated by those carriers engaged in overseas communications. The outcome awaits Congressional action.

▪ Block booking of feature films to

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*Those expressing an opinion.

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Kennedy names Stewart to telecommunications post

A onetime FCC commissioner, former university president and telecommunications expert has been named by President Kennedy to the White House staff.

He is Dr. Irvin Stewart and the President has announced he intends to appoint him to the position of Director of Telecommunications Management, a new office established with a direct line to the President himself (CLOSED CIRCUIT, Feb. 12).

In his executive order establishing the new office, the President specifically states that the authority and duties of the new Director of Telecommunications Management will not "impair any existing authority or jurisdiction of the Federal Communications Commission."

Dr. Stewart said last week there is nothing in the new post that would take away any of the functions or authority of the FCC. He added that he is sure there will be close cooperation between the FCC and himself in areas where their responsibilities overlap. He affirmed his hope that there will be full and free cooperation between the White House telecommunications office and the FCC.

Some apprehension had been expressed that the White House executive order impinges on some of the FCC's jurisdiction.

Dr. Stewart was one of the original members of the FCC when it was established in 1934. He served as a commissioner until 1937.

Born in Fort Worth in 1899, he attended the U. of Oklahoma and the U. of Texas, receiving an LL.B. degree in 1920. He received a Ph.D. from Columbia U. in 1926. He taught government at the U. of Texas until 1929. In 1930 he joined the

State Dept. and was in charge of electric communications for the Treaty Division, attending several international radio conferences in Washington, Copenhagen, Madrid and Mexico City.

After leaving the FCC in 1937, Dr. Stewart was director of the Commission on Scientific Research. He was elected president of the U. of West Virginia in 1946 and served in



Dr. Stewart

that position until 1958. He is now a professor of government at that university.

Dr. Stewart in 1950-51 headed the Communications Policy Board which recommended general telecommunications policy to President Truman. He also served on the Special Advisory Committee on Telecommunica-

tions which reviewed U.S. telecommunications management in 1958.

Dual Post ■ In establishing the new office, the President said Dr. Stewart will coordinate telecommunications activities in the executive branch and will be responsible for formulating its policies and standards in this field. He also will have authority to assign radio frequencies to government agencies. This is the activity that has been carried on through the Interdepartmental Radio Advisory Committee (IRAC) on a voluntary, cooperative basis. Provision is made for the continuance of IRAC, but only in an advisory capacity to the telecommunications director.

Originally, the authority to assign radio frequencies to government users was assigned to the Office of Emergency Management. It has been redelegated to the Director of Telecommunications Management.

Officially the new telecommunications director will be an assistant director of OEM. This position requires confirmation by the Senate. The nomination, it is understood, will be handled by the Senate Committee on Government Operations. Fred Alexander, the present director of OEM's telecommunications division, is expected to remain in that position.

The plan to establish the new telecommunications office was announced by the White House in President Kennedy's message to Congress on the establishment of a Communications Satellite Corp. to own and operate space satellite relay systems (BROADCASTING, Feb. 12). That the White House was thinking of this move has been known for some time (CLOSED CIRCUIT, Jan. 22, 29).

television stations was brought to a successful conclusion early last year when a federal judge found six distributors guilty. The order, drawn up by the court after recommendations by both sides, has been appealed to the U. S. Supreme Court by both the distributors and the Justice Dept. The former claims it is too harsh; the latter, too lenient. The defendants include Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Co. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems (Columbia) and United Artists Corp. (independents).

■ Intervened in the Philco vs. NBC dispute before the FCC. In this case, the Dept. of Justice submitted to the

U. S. Court of Appeals a memorandum upholding Philco's contention that the FCC must take into account NBC's antitrust consent orders and *nolo contendere* pleas. The FCC opposed this viewpoint in this particular case, which began when Philco filed a protest with the commission against the 1957 renewal of NBC's licenses in Philadelphia. The FCC refused Philco's plea for a hearing and the Philadelphia electronics firm appealed this ruling to the court.

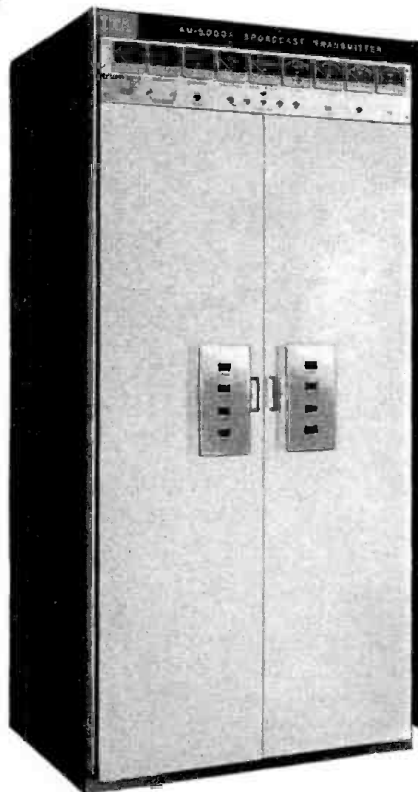
The Justice Dept.'s attitude toward other broadcast matters, such as option time for one, remained what it was under previous administrations. The new antitrust chief is Lee Loevinger, a former Minnesota Supreme Court judge and well-known antitrust attorney.

Newark company asks allocation of ch. 14

Another New Jersey group has asked the FCC to allocate a tv channel to that state. A need for local stations in New Jersey was cited by former Gov. Robert Meyner when he opposed the sale of ch. 13 WNTA-TV Newark to New York educational interests.

New Jersey Television Broadcasting Corp. asked the commission to institute rulemaking to assign ch. 14 to Newark. That channel had been requested for New York City by Bartell Broadcasters.

Previously, New Jersey Educational Television Corp. announced it intends to apply for ch. 37 at Glen Ridge, N. J.



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No other 5 kw AM transmitter matches ITA for quality features that are basic to the unit. It's the most compact 5 kw AM transmitter ever designed... yet, it remains fully accessible. Your best choice for efficiency and economy—check this line-up of features—AM's best 5 kw buy!

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Washington, D.C. 337-2884

REPLACEMENT FOR CONELRAD

Pentagon reportedly ready to start new system; would give officials immediate access to the air

The military requirement for Conelrad—the 11-year-old system for denying electronic navigation aid to enemy airplanes—is about to be removed and a new system of control over broadcasting to improve its civil defense and military communications potential is soon to be put into effect.

This was the word in Washington last week as reports circulated that a revision of Conelrad was being prepared in the Dept. of Defense and the White House.

The new system, it is understood, will be designed to permit the President and other federal, state and local officials instantaneous access to the air. It will be based on a full use of the admitted primacy of radio and tv stations to inform and instruct the people in the event of a national emergency.

It will also be aimed at giving back-up communications facilities for military purposes should regular voice and teletype channels go out. And the control will also insure that broadcast stations do not interfere with military electronic weapons and equipment.

Conelrad—meaning CONTROL of ELECTROMAGNETIC RADIATION—was instituted in 1951 at the behest of the Air Force. Its purpose was to remove broadcast transmissions from the air so that manned enemy aircraft could not use them to obtain navigational fixes. The need to maintain some form of communications with the populace, however, forced the architects of Conelrad to tailor the system for both purposes.

Cluster Operation ■ As the system was put into effect it worked this way:

When a Conelrad alert was sounded by the North American Defense Command, headquartered at Colorado Springs, all radio and tv stations were required to leave the air. Back into

operation came standard broadcast stations in the Conelrad network, broadcasting on either 640 kc or 1240 kc. These stations operated in clusters over wide areas and with low powers, transmitting intermittently. This was considered sufficient to confuse any enemy planes attempting to use the broadcasts for navigation, yet maintained a broadcast service for the public. The latter operation was never accepted as sufficiently powerful or clear for true civil defense purposes.

Over 2,000 broadcasters spent more than \$20 million in equipping their stations for the Conelrad mission. This was in addition to unknown hundreds of thousands of dollars of commercial time pre-empted by Conelrad drills, of which there has been one each year for the last several years.

Almost from the beginning doubts were voiced by broadcasters and others over the necessity for Conelrad. At the heart of these questions was the feeling that in this age of thermonuclear warfare, ballistic missiles carrying atomic warheads do not need navigational aid from broadcast stations. It was also felt that pinpoint accuracy is no longer a requirement; atomic devastation virtually would be complete whether an atomic-armed missile hit on target or 10 miles away.

Last year the National Industry Advisory Committee asked that Conelrad be re-evaluated. This study by the Joint Chiefs of Staff got underway last spring (BROADCASTING, April 10, 1961).

More FCC expertise urged

Both the FCC and the Federal Aviation Agency will have to become more knowledgeable in their respective fields, or the whole area of tower regulation is likely to be "infected by a basic uncertainty and disorder." That's the con-

clusion of Arthur Stambler, Washington communications attorney, published in the February issue of the *District of Columbia Bar Journal*. Specifically, Mr. Stambler recommends greater FCC formal participation in FAA proceedings at the staff and decisional levels or, as an alternative, the creation of a permanent inter-agency committee to pass on broadcast-tower proposals. This committee could include a public member not representing either aviation or broadcasting, Mr. Stambler suggests.

P.O. cracks down on border advertisers

Three promoters of a product which was claimed to be a cure for kidney troubles, backache, swollen ankles, puffed eyes and nervousness, and which was advertised over Mexican border stations, were under indictment for mail fraud, the Post Office Dept. announced last week. The product, called "Ease," was being promoted by three Fort Worth, Tex., men who used a post office box there for their activity.

This is the second move made by the Post Office Dept., with the cooperation of the FCC and Dept. of Justice, against false advertising and mail fraud over Mexican stations. The first indictment was against the sellers of a product called "Oceanone," also advertised over Mexican stations, said to cure poor metabolism, bad digestion, overweight, underweight, gas pains, colds, baldness and insomnia. This indictment was returned against a Santa Monica man who used the same Fort Worth post office box to receive orders.

KVOW cites economics against new applicant

There is no room, from an economic viewpoint, for a second radio station in Riverton, Wyo., and the FCC must take this into consideration in acting on such an application by William L. Ross.

This is the contention of KVOW Riverton, which last week filed a detailed supplement to its earlier request to the FCC that the Ross application be denied. To support its thesis, KVOW submitted a financial study of the market by broadcast economics consultant Richard M. Allerton, former NAB director of research.

With 33% of all am stations reporting losses in 1960, "it would seem almost axiomatic that there is needed some means of discouraging new radio station entrepreneurs," Mr. Allerton said. He suggested that this could be accomplished if, in questionable economic situations such as Riverton's, the FCC would require applicants to have cash available to operate for one year,

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above the cost of construction.

The commission's present three-month "rule-of-thumb" requirement is unrealistic, he said. Generally, KVOV said, the success or failure of a station is largely dependent on the size and economic condition of its market and some applicants who pass the three-month financial qualification test fail because they cannot meet first-year expenses.

Mr. Ross's estimate of nearly \$140,000 in potential annual broadcast revenues for Riverton is more than twice the actual revenues available, KVOV said it knows from personal experience.

Division of this potential among two stations with combined expenses of \$80-\$90,000 is bound to have an adverse effect on the programming of the two stations, KVOV maintained.

If Mr. Ross should choose to ignore the economic facts, then the FCC should require him to show that he can support his proposed station for one full year without regard to revenues, the Riverton station said.

Tax on commercials in D.C. to be studied

A member of the Senate District of Columbia Committee staff will soon start exploring the possibilities of taxing radio and television commercials emanating from Washington, D. C., stations. He was given the assignment by Sen. Wayne Morse (D-Ore.), a committee member, who appears as interested in reducing the number of commercials as in raising money for the District.

During a debate on a District of Columbia revenue bill, Sen. Morse said other cities as well as Washington "might be overlooking a good tax source" in radio-tv commercials.

He said he thought commercials might be taxed at \$10 a minute. And if this would "encourage taking off the air some of the blatant commercials that are really an insult to one's intelligence," he said, "I would be in favor of using the tax device to do so."

He also suggested, "in only a half joking manner," that a graduated tax be imposed on commercials—the more they are repeated, the higher they would be taxed.

But "in all seriousness," he said, "an industry which uses the publicly owned spectrum of radio and tv waves under license for commercial gain" might well constitute "a good tax source" for America's cities.

Sen. Morse, however, won't decide on whether to propose tax legislation until he sees the results of the study to be made by the committee staffer, Richard Judd. Mr. Judd plans to discuss it with District officials.

Supreme Court orders trial in Poller suit

LOWER COURT DISMISSAL OF CBS CASE CALLED ERROR

Lou Poller, one-time Milwaukee uhf broadcaster, won the right to a trial in his \$4,350,000 triple-damage suit against CBS last week when the U.S. Supreme Court ruled that a lower court judge erred in dismissing the suit.

By a 5-4 vote the Supreme Court held that Mr. Poller is entitled to try to prove his charges that CBS conspired to eliminate his tv station in Milwaukee when it bought the other uhf station there and canceled Mr. Poller's affiliation contract with the network.

CBS bought WOKY-TV Milwaukee (ch. 19) in 1955 for \$335,000. The network soon afterward paid Mr. Poller \$550,000 for his WCAN-TV (ch. 25) studio equipment and gave him WOKY-TV's equipment. CBS operated ch. 19 in Milwaukee for several years but finally surrendered the license to the FCC. Mr. Poller closed down WCAN-TV shortly after CBS began operating on ch. 19.

In his suit, Mr. Poller claimed that his station was worth \$2 million. This, he said, was based on negotiations he was holding at the time with Storer Broadcasting Co. He has, therefore, suffered a \$1,450,000 loss, he said.

The Poller suit was dismissed by a federal judge in Washington in 1959. This move was upheld by the U.S. Court of Appeals in Washington in a 2-1 vote. The case was argued before the Supreme Court last November (BROADCASTING, Nov. 20, 1961).

The Supreme Court majority opinion was written by Justice Tom C. Clark. Dissenting were Justices John M. Harlan, who wrote the dissenting views, and Felix Frankfurter, Charles Evans Whitaker and Potter Stewart.

Question on Facts ■ The key to Justice Clark's opinion was his view that "there was a genuine issue as to material facts and that summary judgment is not therefore in order."

Justice Clark also noted that: (1) although the application for transfer of WOKY-TV to CBS was uncontested, only three FCC commissioners approved, with two dissenting; (2) Mr. Poller's WCAN-TV was acknowledged to be a successful uhf operation, but after CBS took over ch. 19 and later ceased operating it, there were no uhf stations left in Milwaukee, and in fact



Mr. Poller

uhf stations diminished throughout the country; (3) that CBS after folding its uhf operation in Milwaukee in 1959 affiliated with a vhf outlet there (WITI [TV]), owned by Storer Broadcasting Co., the same company Mr. Poller claims he was negotiating with earlier.

Justice Clark said that summary judgments "should be used sparingly in complex antitrust litigation. . . ."

Justice Harlan in the dissenting opinion characterized the suit as "one of those cases, not unfamiliar in treble-damage litigation, where injury resulting from normal business hazards is sought to be made redressable by casting the affair in anti-trust terms." He maintained that the depositions and affidavits submitted in the case make it practically certain no antitrust violation could be proved. The minority opinion said that although there was ample opportunity for Mr. Poller to make a case for conspiracy or monopoly he failed to do so and he should not be permitted to proceed to trial "just on the hope that in the more formal atmosphere of the courtroom witnesses will revise their testimony or that a clever trial tactic will produce helpful evidence."

"I don't know how that other station got on my radio, as I depend on WMT from 5 a.m. 'til bedtime."

(Man recently asked us about something he thought we advertised. Turned out to be another station; we tracked it down and told him which one. That's his reply, above.)

WMT

Eastern Iowa's non-thrasonical station

Capitol charges attempt to move v to Providence

Capitol Tv Corp. charged last week that WTEV-TV Inc., permittee of ch. 6 New Bedford, Mass., is trying to circumvent FCC rules and make WTEV-TV a Providence, R. I., station. Capitol, which has actively sought the assignment of a third vhf to Providence, asked the commission to deny WTEV-TV's request to decrease power and shift its transmitter from a site in Massachusetts to one in Rhode Island and closer to Providence.

Efforts of the New Bedford permittee (WTEV-TV Inc. represents a merger of former competing applicants) have been geared to delay the advent of a new station in either New Bedford

or Providence, Capitol charged. The protestant said that WTEV-TV's delay in construction as a New Bedford station is "shocking" in light of the FCC's statement that a ch. 6 New Bedford grant would expedite the start of a new tv service. The FCC already has denied rulemaking to move ch. 6 to Providence but rulemaking currently is underway to allocate a third vhf to that city.

A grant of the WTEV-TV modification, at reduced mileage separation, would prejudice this rulemaking, Capitol maintained. It "cannot be doubted" that WTEV-TV would become a Providence station and "if such is the aim of the applicant, it should be made to stand the scrutiny of a comparative hearing with other Providence applicants for ch. 6," Capitol said.

KERO-TV may get reprieve

KERO-TV Bakersfield, Calif., would be able to continue operating on ch. 10, in lieu of shifting to ch. 23, at least until Dec. 1, under provisions of staff instructions issued by the FCC last week.

The commission had deleted ch. 10 from Bakersfield to make the market all-uhf and the Broadcast Bureau sought an immediate change to ch. 23 by KERO-TV. The deintermixture is to become effective Dec. 1, when the station's license for ch. 10 expires.

The bureau's position that immediate deintermixture would help Bakersfield's two uhf stations—KBAK-TV (ch. 29) and KLYD-TV (ch. 17)—to improve their programming at an earlier date was rejected by the commission.

PROGRAMMING

MCA sales, earnings climb throughout 1961 STUDIO AND TV FILM RENTALS REAP \$72.6 MILLION

MCA Inc. announced last week that in 1961 sales and net income rose to a record \$82.4 million and \$7.5 million respectively. The major portion of MCA's income during the year came from tv film and studio rentals, amounting to \$72.6 million.

After preferred dividends, net earn-

ings were equal to \$1.83 per share, compared with \$1.55 per share in 1960.

Income from tv film and studio rentals has grown steadily over the past five years. MCA noted that in 1957 tv film and studio rental income amounted to \$30.4 million and increased to \$57.6 million in 1960 and \$72.6 million in 1961.

ute documentary programs and occasional 15- and 30-minute special features.

Produced at SAC Command Post in Omaha, Neb., the monthly service is developed by radio reporters and technicians who cover SAC operations. No reference is made to the reporters' Air Force affiliation, thereby allowing them to serve as roving correspondents for stations using the material.

All inquiries about the radio service should be directed to the Director of Information, Headquarters, Strategic Air Command, Omaha.

Radio program heads set Detroit fair meet

A three-day business congress for radio program directors will be a major feature of the International Sound Fair in Detroit July 25-29, Hal B. Cook, vice president and executive director of the fair, announced last week.

The radio business session will be one of three conducted concurrently at the fair. The others concern record manufacturers and record distributor-retailers. An agenda for the broadcasting sessions will cover such topics as new program ideas, community service, programming for profit, and building a "sound image," according to Mr. Cook. He added that the radio sessions were added to the fair because of "heavy demand from broadcasters and independent program producers."

SDIG calls off pickets

Screen Directors International Guild announced last week it has directed its members to refrain from picketing the studios of Plautus Productions, New York. SDIG, which claims jurisdiction over film directors on the east coast, said Plautus employed members of the Hollywood-based Di-

Radio dramas return as WMAL series

WMAL Washington has started its new radio workshop program a series of locally produced radio dramas. The first program, 40 minutes in length, was "A Man Called Abe," a story about Abraham Lincoln.

The series is being produced by Sol Panitz. The performers are Washington area radio-tv personalities, experienced in radio acting.

The programs will vary in length and will be presented at various times. The first show was presented live; the others will be taped.

The station is returning to radio drama because it feels radio is still the most flexible communications medium.

SAC tapes available for radio programming

Aerospace radio reports from 45,000 feet up in a Strategic Air Command bomber to 100 feet in the depths of a Titan missile silo are now being provided to radio stations throughout the country by SAC Radio Service.

The taped programs, available free to radio stations upon request, include spot announcements, two- and three-minute interviews, four-and-a-half-min-

**ONE BUY!
FOUR
MARKETS!**

- Albany
- Dothan

- Tallahassee
- Panama City

EXCLUSIVE NB
C PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

WALB-TV

Ch. 10
Albany,
Ga.

WJHG-TV

Ch. 7
Panama City,
Fla.

GRAY TELEVISION, INC.

Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

rectors Guild of America on *The Defenders* series, and declined to sign a contract with SDIG. Pickets paraded in front of Plautus for six days until last Tuesday (Feb. 20), and were temporarily withdrawn to provide an opportunity for SDIG and DGA to work out a reciprocal arrangement for their members to work on both coasts.

U.S. Forest Service offers film scenery

The U. S. Forest Service has announced it will help in finding national forest and national grassland shooting locations for motion picture, television and commercial film companies.

The forest service national media office at 1015 North Lake Ave., Pasadena, Calif., will enable studios to obtain forest service film location information on sites throughout the U. S. and Puerto Rico.

According to Glenn A. Kover, director of the national media office, exterior location areas include 181 million acres of national forests and 5 million acres of national grasslands. Topography ranges from the swamps of Florida to the rocky crags of the Sierra and Cascade mountains.

'Lucy' to return

Lucille Ball will be back on tv this fall, on CBS-TV, starring in a weekly series created by Bob Carroll Jr. and Madelyn Martin, the team that wrote most of the *I Love Lucy* series. The new series will be produced where the old one was, at the Desilu Studio in Hollywood. The new show, like the old one, will be a situation comedy. Miss Ball made the announcement last Thursday and said further details were still to be arranged.

Program notes...

Economee's new look ■ Economee Programs Inc., New York, reports it has acquired 93 half-hour episodes of *The Ann Sothern Show* from the Ann Sothern Production Co. for re-run distribution starting in April. The series was on CBS-TV until 1961. Pierre Weis, Ziv-UA vice president and general manager of Economee, noted the move signals Economee's expansion into the distribution of programs produced by independent producers. In the past, it has concentrated on selling re-runs of programs produced by Ziv-UA, its parent company.

Life of Louis ■ Metropolitan Broadcasting is preparing an hour program on the life of former heavyweight champion Joe Louis, which will be carried initially on the company's six tv stations and subsequently offered for syndication. The program will use film

COLORCASTING

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

NBC-TV:

Feb. 26-28, March 1, 2, 5-7 (6-6:30 a.m.) Continental Classroom, probability and statistics.

Feb. 26-28, March 1, 2, 5-7 (6:30-7 a.m.) Continental Classroom, American government.

Feb. 26-28, March 1, 2, 5-7 (10:30-11 a.m.) Play Your Hunch, part.

Feb. 26-28, March 1, 2, 5-7 (11-11:30 a.m.) The Price Is Right, part.

Feb. 26-28, March 1, 2, 5-7 (12-12:30 p.m.) Your First Impression, part.

Feb. 26-28, March 1, 2, 5-7 (2-2:30 p.m.) Jan Murray Show, part.

Feb. 26-28, March 1, 2, 5-7 (11:15 p.m.-1 a.m.) Jack Paar Show, part.

Feb. 26, March 5 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Feb. 27, March 6 (7:30-8:30 p.m.) Laramie, part.

Feb. 28, March 7 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

Feb. 28, March 7 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

Feb. 28, March 7 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn.

through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

March 1 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

March 2 (9:30-10:30 p.m.) Bell Telephone Hour, AT&T through N. W. Ayer.

March 3 (9:30-10 a.m.) Pip The Piper, General Mills through Dancer-Fitzgerald-Sample.

March 3 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

March 3 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

March 3 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

March 3 (7:30-8:30 p.m.) Tales of Wells Fargo, part.

March 4 (4:30-5 p.m.) Patterns in Music, sust.

March 4 (6-6:30 p.m.) Meet the Press, cop.

March 4 (7-7:30 p.m.) The Bullwinkle Show, part.

March 4 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, RCA and Eastman Kodak through J. Walter Thompson.

March 4 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

March 4 (10-11 p.m.) Du Pont Show of The Week, Du Pont through BBDO.

footage obtained from newsreel companies, the U. S. Army and Madison Square Garden.

Al Capp series ■ Ziv-UA has signed Al Capp to create a half-hour cartoon series, which will be produced entirely in New York. No details were available on the title or story-line, but Ziv-UA said Mr. Capp will originate new characters, combining "20th century civilization with 6th century chivalry."

Fallout film ■ A one-minute film to alert the American public to the availability of a new Defense Dept. booklet, "Fallout Protection," is currently being distributed to all U. S. television stations. A slide kit on the booklet is now in production and will be forwarded to tv stations upon completion.

Literary series ■ A tv series correlating great works of literature with the Ten Commandments will be produced for syndication this spring by Westinghouse Broadcasting Co. The series, *Legacy of Light*, will consist of ten programs produced in association with the Union of American Hebrew Congregations.

Tv insight ■ The legislature of the State of Michigan last week passed a special resolution calling for a special showing of the documentary, "A Wind Is Rising," originally on WJRT (TV) Flint. The film dealt with the conditions and needs of the mentally retarded at Lapeer State Home and Training School. Mem-

bers of the legislature viewed the film last Tuesday night.

New sports show ■ A series of monthly sports programs called *Sports-A-Rama* will be broadcast over CBS Radio starting April 6 (7:10-7:30 p.m. EST). The series will feature interviews by Red Barber of leading stars, managers, coaches and executives on the scene of various sports events.

Strength of Savannah ■ WSAV-TV Savannah, Ga., has begun a new weekly series, *Strength of Savannah*, in cooperation with the city's "500 for Progress," an industrial development group of business and civic leaders. The idea of the program is to tell the Savannah story.

'Brown' cited ■ CBS-TV and CBS News are the recipients of a special citation from the National Commission of the Anti-Defamation League of B'nai B'rith for presenting Stephen Vincent Benet's *John Brown's Body* on Jan. 14.

To GAC ■ *The World of Fashion*, syndicated radio series, will be represented in all media by General Artists Corp., New York. Now entering its seventh year, the series is conducted by fashion authority Alfred Davidson.

Gabel to star ■ Martin Gabel has been signed to star in a half-hour mystery series, *The Adventures of Hercule Poirot*, produced by MGM-TV for CBS. The series is based on Agatha

Douglas favors 'nonfiction' label for his syndications

Syndication to stations usually is better for nonfiction tv programs than network sale, according to Jack Douglas, a prolific producer of informational programs for television who has six series now going strong in 136 U.S. markets and 26 foreign countries.

"One reason I prefer syndication," Mr. Douglas said recently, "is that the individual station operator has long been sold on the value of good nonfiction program fare and the need for programs that educate as they entertain. The networks may be interested only in ratings, but the vast majority of station operators know that it takes more than westerns, crime shows and cartoons to fulfill the program needs of their communities. They know it now and they knew it long before Mr. Minow became chairman of the FCC last March. Fortunately, this has made them good customers of mine since 1954, when I produced my first nonfiction series, *I Search for Adventure*."

Since then, Mr. Douglas has added *Kingdom of the Sea*, *Bold Journey*, *Sweet Success*, *Seven League Boots* and *Keyhole* to his collection of nonfiction shows. "I suppose today it's all right to call them documentaries," he observed, "but a few years back a distributor bawled me out for using that word and convinced me that, then at least, it would ruin the sale of a series. He convinced me so well that I've used 'nonfiction' ever since." One series, *Kingdom of the Sea*, Mr. Douglas sold outright and no longer has any financial interest in it. The others are all in syndication at present, including *Bold Journey*, which started out as a network series, on ABC-TV.

"That series was on the network

for more than three years and I had no particular problems with the ABC-TV brass in all that time, so I'm not anti-network from any personal experience," Mr. Douglas stated. "Economics may be part of it. Certainly, a program that's sold to dozens of stations, each with its own advertiser, is a lot easier to live with than one with one sponsor on one network. A change in competition can cut down your rating and before you know it you're canceled. I have a wife and two boys and I'd hate to have to live under the gun of a 13-week option. With my products in syndication I can lose a dozen stations and it really doesn't matter very much; the show goes on each week in all the other markets and I go on sleeping well at night. That's the way I want to keep it."

Network Niceties ■ The networks themselves make it hard for the producer of nonfiction programs to do business with them by defining all such programs as news or public affairs shows and insisting that they be made by their own news departments. To Mr. Douglas this contention is faulty on two points. "Travelogues and biographical sketches of the great and near-great personages are usually not news at all," he declared, "and there's no reason for the network to feel it's got to protect itself by insisting that they be staff-made. Even more to the point, this insistence does not provide the protection they seek. The researchers-reporters on the network staff are no more infallible than those who work for me. And, if a network were to engage me to make a series for them, they'd have just as much right to question me and edit my material as they do with their own employees. The whole thing is ridiculous.

"And the documentary 'special' is even more ridiculous. These one-time programs afford the opportunity for a lot of advance ballyhoo which might seem a good way to bolster a sagging rating if experience hadn't shown that the audience for most specials lags below that of the regular series they displace. But by and large they're a waste of time for the viewers and a waste of money for the producers. The same amount of money, time and effort that goes into one of these 'specials' would produce a 13-week series that could develop the subject more fully and present it more entertainingly.

"The typical network documentary is a sop to the FCC and nothing more. Of course, there are some exceptions, but what documentary special can measure up to a series like *Victory at Sea*, or *20th Century*, or *Winston Churchill*? Those are programs that anyone would be proud of and they're all series."

Although Mr. Douglas believes strongly in syndication, he wants to have nothing to do with distribution himself. "I do what I think I can do best," he said. "That is to create ideas that are commercial and let someone else do the job of selling my product. The syndicators are experts in distribution and I'm not. They have a sales force. I just make programs I think will sell and get ratings." Currently, the Jack Douglas programs are being distributed by four syndication firms: Banner Films has *I Search for Adventure* and *Bold Journey*; Screen Gems handles *Seven League Boots*; Independent Television Corp. distributes *Sweet Success* and Ziv-United Artists is in charge of selling the new series, *Keyhole*.

Syndication has changed radically

Christie detective stories.

Fortrel film ■ Screen Gems Inc., in cooperation with *Seventeen Magazine* has produced a 22-minute film "Fantasy in Fortrel," for Celanese Fibers Co. The film will be made available to tv stations this spring.

Color leads ■ Bill Burrud Productions, which has completed production of the first 26 episodes of its *True Adventure* series, notes that sales of this series, available either in monochrome or color, provide an indication of the progress of color television. Recent sales have been running better than 30% in color. WLWT (TV) Cincinnati, KRON-TV San Francisco,

WNHC-TV New Haven and WFIL-TV Philadelphia have purchased color prints of the series, while KCOP (TV) Los Angeles, KFRE-TV Fresno, KLAS-TV Las Vegas, WFBC-TV Altoona, WLYH-TV Lebanon, WNBFTV Binghamton, WWLP-TV Springfield, Mass., and WJBK-TV Detroit are getting it in black-and-white.

From Carnegie Hall ■ An hour-long music and comedy special which will team Broadway star Julie Andrews with comedienne Carol Burnett will be taped in New York's Carnegie Hall in March before an invited audience for presentation on CBS-TV at a later date.

FBI special ■ Warner Bros. Studios,

Burbank, Calif., announced plans to produce "Bomb Aboard—Call the FBI," a television special to be presented on ABC-TV at a date still to be designated. The show, first non-documentary telefilm to receive the FBI's official cooperation, is being written and produced by Stanley Niss. Les Martinson is directing.

Film sales ...

Everglades (Ziv-UA): Sold to KTVT (TV) Dallas-Fort Worth; WFMJ-TV Youngstown, Ohio; KROC-TV Rochester, Minn.; and to Southern State Drug Inc. and LeBlanc Auto Sales for KLFY-TV Lafayette, La., and Morris



Mr. Douglas

in recent years, Mr. Douglas commented. "Up to the mid-50's anything on film could be sold to television. Price was the major factor then. If it moved and was priced right, it could be sold. But that's no longer true. The emergence of ABC-TV as a major tv network has reduced the number of independent stations who program completely from syndicated tv programs, old movies and what they can do themselves locally. Today, quality is the prime requisite of a salable tv series. Only the best can win out in the competition for the limited amount of air time now available for syndicated program material. The small fly-by-night producer, who made a product for \$1 and sold it for \$1.05, is gone forever and television is the better off for his disappearance. The force of competition has worked in tv as in many other phases of our economy. To survive, we producers have had to make better programs, whether we wanted to or not."

Shell Homes Inc. and Bank for Saving & Trust for WAPI-TV Birmingham, Ala. Now in over 100 markets.

The Asphalt Jungle (MGM-TV): Sold to WPIX (TV) New York; KTTV (TV) Los Angeles; KGO-TV San Francisco; WCKT (TV) Miami; WJZ-TV Baltimore; KPHO-TV Phoenix, Ariz.; KMSP-TV Minneapolis-St. Paul; WTTV (TV) Indianapolis; WBAP-TV Fort Worth; WNEP-TV Scranton, Pa.; WTVO (TV) Rockford, Ill.; WALA-TV Mobile, Ala.; KOVR-TV Stockton-Sacramento, Calif., and WANE-TV Fort Wayne, Ind. Series is also licensed to Republic Broadcasting System for the Philippines. Now in 14 U. S. markets.

Life and Legend of Wyatt Earp (ABC Films Inc.): Sold to KRCC (TV) Jefferson City-Columbia, Mo.; WLSL-TV Roanoke-Lynchburg, Va.; KGMB-TV Honolulu; KCTV (TV) San Angelo, Tex.; WLWC (TV) Columbus, Ohio; WHIO-TV Dayton; WHBQ-TV Memphis; WTCN-TV Minneapolis-St. Paul; WKRC-TV Cincinnati; WBKB (TV) Chicago, and WBTB (TV) Charlotte, N. C. Now in 67 markets.

The Islanders (MGM-TV): Sold to KMSP-TV Minneapolis-St. Paul; KGO-TV San Francisco; KPHO-TV Phoenix, Ariz.; WITV (TV) Indianapolis; WBAP-TV Fort Worth; KTTV (TV) Los Angeles; WCKT (TV) Miami; WTVO (TV) Rockford, Ill., and KVOS-TV Bellingham, Wash. Now in 11 U. S. markets. Series has also been licensed in six foreign countries: Australia, Argentina, Peru, Uruguay, the Philippines, and on CHAN-TV Vancouver, B. C.

Guestward Ho! (Desilu Productions): Sold to KABC-TV Los Angeles; KGO-TV San Francisco; WABC-TV New York; WXYZ-TV Detroit and WBKB (TV) Chicago.

Space Angel (George Bagnall & Assoc., Beverly Hills): Sold to KOMO-TV Seattle; WOI-TV Ames, Iowa; KHSL-TV Chico, Calif.; KTRK-TV Houston; KDLO-TV Florence, S. D.; KTTV (TV) Los Angeles; KERO-TV Bakersfield; KBES-TV Medford, Ore.; WTTV (TV) Bloomington, Ind.; KGW-TV Portland, Ore.; WIVM (TV) Columbus, Ga.; WGN-TV Chicago; KELO-TV Sioux Falls, S. D.; KPOL-TV Reliance, S. D.; KOGO-TV San Diego; KIEM-TV Eureka, Calif.; KOTI (TV) Klamath Falls, Ore., and WFAM-TV Lafayette, Inc. Now in 48 markets.

Clutch Cargo (George Bagnall & Assoc., Beverly Hills): Sold to KTRK-TV Houston; KOVR-TV Stockton, Calif.; WAVE-TV Louisville; KTAL-TV Shreveport, La.; WAVY-TV Norfolk, Va.; WHDH-TV Boston, and WBAP-TV Fort Worth. Now in 80 markets.

The Mighty 40 (Hollywood Television Service): Sold to KABC-TV Los Angeles; WJRT (TV) Flint, Mich., and WSIL-TV Harrisburg, Pa. Now in 175 markets.

NT&T changes name, plans for other fields

National General Corp. is the new name of what was formerly National Theatres & Television, following approval of the change by company stockholders at their annual meeting on Feb. 20. Change is in line with the new policy of strengthening the company's theatre operations, which is its basic

business, and diversifying into lines in which the company already has experience, real estate, merchandising and vending, while withdrawing from television.

At one time owner of several broadcasting properties, NGC now retains only an investment in National Telefilm Assoc., which last year was restated on the company books at a value of \$1. At the close of fiscal 1960 (Sept. 27, 1960), NTA had been carried on the NT&T books as an investment of \$7,378,873.

"We took a bull by the horns to fight a major problem that had blocked and would have continued to block the company's ability to produce net earnings," NGC President Eugene V. Klein told the annual meeting. "I refer to a decision by which we restated at \$1 the worth of an investment in National Telefilm Assoc. Thus, this annual drain because of accounting writedowns has been eliminated. We retain a 37% stock interest and obligations of NTA. While letting the future decide the worth of these securities, we hope for substantial recoveries."

Membership elected a seven-man board of directors, down from a previous 12. New directors are Lloyd Drexler, partner, Northern Illinois Steel Co., and Edward Patterson, associate, Allen & Co., investment bankers. Holdover directors are: Joe Benaron, Mr. Klein, Irving H. Levin, NGC vice president; Alan May, vice president and treasurer, and Jack M. Ostrow.

Directors, meeting after the stockholders' session, re-elected Mr. Klein president and gave him the additional post of board chairman. All other officers were re-elected: Irving H. Levin, vice president; Alan May, vice president and treasurer; Robert W. Selig, vice president; Laurence A. Peters, secretary, and Paul F. Scherer, assistant secretary and assistant treasurer.

Royalty boosting plot laid to music publisher

New York music publisher Alan Kallman, 29, was charged with trying to bribe an accountant to give him a list of 100 radio stations checked each month by Broadcast Music Inc. for royalty payment purposes. Grand jury information charging commercial bribery said he had offered an accountant at Ernst & Ernst, certified public accountants for BMI, \$50,000 for the list.

Spokesman for BMI said the organization is "not entirely familiar with charges," but said Mr. Kallman is "very young man" who has been BMI publisher "only a few years." Mr. Kallman was identified as head of Alan Kallman Music Corp. and Consolidated Record Distributing Corp., both of 1650 Broadway, New York.

WCAU, WBTV lead Freedom fund honorees

The Freedoms Foundation announced its annual radio-tv awards in ceremonies Thursday (Feb. 22) at Valley Forge, Pa. The top awards for programming, the George Washington Honor Medal, went to WCAU Philadelphia for its *Anatomy of Freedom* series, and to WBTV (TV) Charlotte, N.C., for its *ABC's of Democracy*. The medal award and \$500 were presented to WFIL-AM-TV Philadelphia for a "One Nation Under God" series of spot announcements.

Winners of honor medals were:

ABC-TV, "First Trial"; Aluminum Co. of America, "The Fortress" (ABC-TV); Armstrong Cork Co., "The Dedicated American" (CBS-TV); CBS-TV, "U. S. Constitution"; WRCV-TV Philadelphia and Invest in America Committee of Philadelphia, "Can We Afford Tomorrow?" KSL-AM-TV Salt Lake City, "The Sound of a Bell"; Na-

tional Council of Catholic Men and NBC, "Catholic Reflections on America"; WBRC-TV Birmingham, Ala., Fourth of July program; WCKT (TV) Miami, Fla., "Communist Infiltration"; WJZ-TV Baltimore, "People Who Care"; and WSB-TV Atlanta, "Salute to America."

Radio-only winners of the honor medal were:

Dixie Productions, "Faith of our Fathers"; KGEE Bakersfield, Calif., "Emphasis on America"; Jewish Theological Seminary and NBC, "Pugnacious Commodore"; National Council of Protestant and Episcopal Churches, Frank Meyer interview from the Good Light series; Radio-TV Committee of the Southern Baptist Convention, "Master Control"; Standard Oil of California, "Music—Passport to the World"; WFEM Indianapolis, "Our Voice in Washington"; WGIR Manchester, N. H., "You Can't Take Freedom for Granted" spots; WLOA Braddock, Pa., "The House You Live In"; WNAX Yankton, S. D., "The Story of Our Flag"; WRUL New York, Thanksgiving Day program, "Great Moments in History"; WSB Atlanta, "What Does America Mean to You?" and WTSV-AM-FM Claremont, N. H., "Statue of Liberty Anniversary."

Honor certificates were awarded to WFGA-TV Jacksonville, Fla., "Voice

of the Liberty Bell"; WPRO-TV Providence, "Close-Up: Dollar for a Scholar"; WGBS Miami, Fla., "Constitution Week."

'Topic A' to Balaban

Time-Life Broadcast News Service, New York, has sold its *Topic A* radio program series to the Balaban Stations in St. Louis, Milwaukee and Dallas. As subscribing stations, they also will receive a library of 100 one-minute news briefs entitled "Capsule," and a monthly half-hour "special" program.

The stations, KBOX Dallas, WRIT Milwaukee and WIL St. Louis, will program *Topic A* on a strip basis. KBOX will repeat 20 of the weekday programs on weekends, for a total of 50 programs a week. WIL will schedule the programs in conjunction with its *Action Central News*.

EQUIPMENT & ENGINEERING

NBC develops machine to analyze video tape

NBC engineers have designed a machine to edit and analyze television tape, it was announced last week by William H. Trevarthen, NBC vice president for operations and engineering. The device was placed into operation this month.

Called a television tape editor-analyzer, the device, according to Mr. Trevarthen, "has sharply reduced the amount of time previously devoted to the editing of duplicate tapes, and has enabled NBC-TV to increase—by 2,000%—the speed of surveying a backlog of used tape." Fred Himelfarb, project engineer, developed the machine under the supervision of James L. Wilson, director of engineering.

Zoomar lens improved

Engineering tests of a modified Super Universal Zoomar lens made by the networks have validated claims of a large optical improvement, according to the manufacturer.

The Super Universals covered by Television Zoomar's warranty or service agreement may be returned for modification without charge, according to Jack A. Pegler, president. The company will commence modification around April 1.

Rockwell patents control

Ronald J. (Jim) Rockwell, engineering vice president of Crosley Broadcasting Corp., has received a patent for an automatic gain control amplifier said to be a new approach to the problem of audio level control for radio and tv. The invention is for use with

The L. A. bounce

An experimental "satellite" procedure for obtaining live picture and sound from inaccessible areas was given a trial by KTLA (TV) Los Angeles and produced encouraging results, the station said.

Using the KTLA Telecopter as a relay station, picture and sound were bounced to the station's Mt. Wilson transmitter and beamed into homes in Southern California.

The experiment took place while covering the heavy flood damage in the area. The procedure was developed by John Silva, KTLA's chief engineer.

an amplifier system whose gain is automatically controlled in a predetermined manner by a variable attenuator in response to variable amplitude input signals.

Wireless mike system introduced by Comrex

A new wireless microphone system, the Model 207, featuring a transistorized transmitter carried on the person to eliminate trailing cords has been introduced by Comrex Corp., Sudbury, Mass. It is distributed by Visual Electronics Corp., New York.

The transmitter design incorporates a patented crystal-controlled circuit and silicon transistors. The crystal control eliminates the need for tuning controls on either the transmitter or receiver.

Visual Electronics also announced

shipment of its present program switching equipment to WABC-TV New York. The unit, operating from paper tape, is designed to handle on-the-air programs to the transmitter, switching video and audio, starting and stopping film projectors and video tape machines, changing slides and operating multiplexers.

Continental Electronics names area salesmen

Continental Electronics Manufacturing Co., Dallas, has appointed three new area representatives who will sell commercial radio broadcasting transmitters, remote control systems and related equipment. In the past, other firms marketed the company's commercial products.

The new representatives are I. J. Metcalfe, east coast area, 26 Cushing Rd., Milton, Mass.; James H. Hamilton, Ling-Temco-Vought facility, Anaheim, Calif.; A. L. Cochran, Continental headquarters, Dallas.

Technical topics...

Pan-tilt-zoom ■ American Microwave & Television Corp., San Carlos, Calif., has announced the availability of a pan-tilt-zoom device for television cameras. The device, according to the company, eliminates manually operated studio cameras and rear screen slide projection when either exterior or interior live-action scenes are simulated in tv production. More information is available from the company: 1369 Industrial Rd., San Carlos.

Products improved ■ Jerrold Electronics Corp., Philadelphia, announces

an improved version of two portable wideband sweep generators. Models 601 and 602, Series Three, are used in design, test and alignment of rf circuits in the 4-225 mc range. The instruments are designed, the company says, to combine ruggedness and portability with precision characteristics and stability. The sweep generators sell for \$325 each, f.o.b. Philadelphia.

New standards ■ Electronic Industries Assn. engineering department has published eight new technical standards, prepared by EIA engineering committees. Among them, all available from EIA's New York office, are: RS-250, electrical performance standards for tv

relay facilities; RS-252, baseband characteristics of the microwave radio and multiplex equipment.

New mixer diodes ■ The semiconductor division, Sylvania Electric Products Inc., Woburn, Mass., has announced the development of two new solder-sealed, high temperature versions of Sylvania's 1N26 and 1N26A microwave mixer diodes. The new devices, designated D-4175 and D-4175A, are also available in reverse polarity under the type numbers D-4175R and D-4175AR. The hermetically sealed units are measured for conversion loss at 23,980 mc and feature a maximum storage temperature of 150°C.

INTERNATIONAL

HEALTHY BUDGET RISE ASKED FOR CBC

\$87.37 million request represents nearly \$6 million boost

The budget estimates for Canadian Broadcasting Corp. in fiscal 1962-63, which starts April 1, is \$87,371,900, up from \$81,752,300 in the current fiscal year. For the Board of Broadcast Governors it's \$364,100, up from \$331,170 for this fiscal year.

The government's estimates for CBC include \$74,994,000 for radio and tv operations, up from \$70,418,000, and \$10,572,000 for capital spending, up from \$9,640,000. The extra capital spending amount is far short of what CBC wants for consolidation of its widespread facilities in Toronto and Montreal. CBC has plans to spend \$30 million to \$40 million to bring all its facilities under one roof in each city. Preliminary work has started on the Toronto broadcasting center in Don Mills, a northeastern suburban area.

The estimates for capital spending include \$2 million for a new French-language tv station and production center at Quebec City, for which an application is now before the BBG.

The increase in operating expenditures is expected to be mainly for increased salaries and performance fees. CBC hopes to receive about \$35 million

from radio and television commercial revenue to add to its total revenue.

CBC is expected to have a surplus of about \$4 million in the current fiscal year, which it will turn back to the Canadian treasury from its grant of \$70,418,000. Its advertising revenue has held up well despite the advent of second tv stations in eight major Canadian markets.

Canadian tv set sales up in 1961, radio down

Television set sales were up and radio sales down in 1961, according to the Dominion Bureau of Statistics, Ottawa, Ont. Tv receiver sales totaled 355,763 in 1961 as against 338,739 in 1960. Radio sales were 612,968 last year and 696,419 in 1960.

Buying was heaviest in Ontario, 359,411 radios and 128,258 tv sets. Quebec was next, 124,006 radios and 98,924 tv sets. In radio 287,142 portable and automobile units were sold last year, down from 327,969 in 1960.

Nielsen-TAM expanding into other countries

The A. C. Nielsen Co. together with its British partner, Television Audience Measurement Ltd., has set up an organization to provide tv rating services for European commercial television.

The new company, Eurobar N.V., has been incorporated in Rotterdam, the Netherlands. Essentially a holding company, Eurobar will form operating subsidiaries in European countries if and when they get commercial networks.

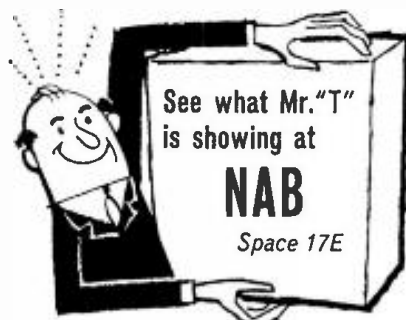
A statement by Arthur C. Nielsen Sr., chairman of the A. C. Nielsen Co., said that research techniques will be

C.R.C.*



*Commercial Recording Corporation gives Radio Station Managers a MAGIC LIFT with their exclusive **CALENDAR GIRL** jingle series.

For details see the inside front cover of this issue.



SARKES TARZIAN INC
Electronic Products of Tomorrow—Today

tailored to fit the special conditions existing in each country.

Meanwhile the German subsidiary of Eurobar and another German research organization have become partners in a new company, Infratam GmbH of Frankfurt. It will conduct tv audience research for all West Germany where a national commercial network is expected to commence operations later this year or in 1963.

Programming to occupy CAB at annual meeting

Programming and a program exchange among Canadian radio and television stations will be major topics at the annual meeting of the Canadian Assn. of Broadcasters at the Queen Elizabeth Hotel, Montreal, March 26-28.

The three-day session will consist primarily of closed sessions open only to members and associates. The sessions also will discuss operational costs, internal operational problems, elections and the recently formed Radio Sales Bureau and Television Sales Bureau.

The CAB board of directors has announced a tentative agenda to include business sessions on the opening day, radio and television sales bureaus sessions on the morning of the second day, internal station operation and sales problems on Tuesday afternoon, programming and elections on Wednesday

morning, and internal association business Wednesday afternoon. The annual dinner will be held Wednesday evening with presentation of the John J. Gillin Jr. and Keith Rogers memorial awards and half-hour Canadian talent show.

CKVL-AM-FM to bankroll live radio programming

Plans to subsidize up to 50% of the talent cost of live commercial programs on CKVL-AM-FM Verdun, Que., to woo Canadian advertisers back to sponsorship of live radio shows have been announced by Jack Tietolman, president.

CKVL is currently carrying more than 4½ hours of live programs daily including a number of quarter-hour serial shows, musicals and a variety of dramatic programs. These are promoted in the greater Montreal area in newspapers and on buses, as well as on the station. Verdun is a Montreal suburb.

CKVL is believed to be the first Canadian station to honor the recent request by the Board of Broadcast Governors that stations clear one-hour periods of all commercials. CKVL began in January to omit commercials on programs from 3-4 p.m. and 11 p.m.-midnight.

Mr. Tietolman a few months ago signed a contract with the Artists' Union of Quebec for an expenditure of \$200,000 in live programming.

The reins on radio-tv in New Zealand

Program sponsorship is not permitted on the three television stations in New Zealand (at Auckland, Wellington and Christchurch), while half-hour and quarter-hour sponsorship of programs is permitted on New Zealand's 12 commercial but government-owned radio stations. A report of the Canadian assistant commercial secretary at Wellington, N.Z., in the Canadian Dept. of Trade and Commerce publication *Foreign Trade*, points out that there were 17,113 tv sets in New Zealand in November, with 11,402 in Auckland, 2,431 in Wellington, and 3,280 in Christchurch. New Zealand uses the 625 line system.

Commercials are permitted on tv Monday to Saturday for one minute, half-minute, 20 seconds and 10 seconds, and time spots. The timing of commercials is rotated within the viewing hours. One-minute commercials on a 13-time basis cost \$144 each transmission in Auckland, \$115 in Wellington and Christchurch.

There are two commercial radio networks, but direct competition is avoided between any two stations.

An eight-station commercial network covers the eight main cities and towns from 6 a.m. to midnight, Monday to Saturday. Another four-station network is fully commercial from 6 a.m. to 8 p.m. and non-commercial thereafter. All commercial stations carry one minute and half-minute spot advertisements, as well as half-hour and quarter-hour sponsored programs.

Highest rate is on Auckland stations with \$8 for a one-minute spot announcement on an annual contract basis, \$9.60 on a casual basis. Copy is subject to censorship and all material must be submitted to the copy supervisor before it is recorded. Censorship even extends to the type of voices used; undue shouting is not allowed. Singing commercials are acceptable and sound effects are permissible provided the nature of the copy calls for them. There are many terms which are not acceptable for broadcasting and any one-minute commercial must not have more than eight product mentions. "Knocking" copy and the use of superlatives are forbidden.

CTV network obtains western grid rights

Telecasting rights to the western Canadian football conference games have been obtained for \$400,000 by CTV Television Network Ltd., Toronto, for 1962 and 1963. The agreement, accepted at Vancouver, B.C., by the Canadian Football League, also includes first option on the Grey Cup football classic for western Canada.

The rights to the eastern Canadian football conference games are held for 1962 by CFTO-TV Toronto, one of the eight station shareholders in CTV Television Network Ltd. The network now can offer to sponsors any of the Canadian professional football games on a national basis where microwave facilities are available. It is expected that the eight stations will be connected with microwave circuits by fall.

At the same time the Canadian Broadcasting Corp. released a copy of a telegram sent to G. Sydney Hall, commissioner of the Canadian Football League, outlining CBC's position as a national network which prior to last fall had always carried the games. CBC pointed to the need for long-term contracts and for one organization to hold the tv rights to all Canadian professional football games.

New Zealand CBS buy

The New Zealand Broadcasting Service has concluded a large program purchase, ordering the major portion of the news and public affairs shows produced by CBS News and eight film series.

The CBS News program package includes *CBS Reports*, *The Twentieth Century*, *Eyewitness*, *The Great Challenge*, *At the Source*, *Accent* and special programs produced by the network news unit. The CBS Films' series are *Rawhide*, *Perry Mason*, *The Brothers Brannagan*, *Whirlybirds*, *Richard Diamond*, *Trackdown*, *I Love Lucy* and the *CBS Television Workshop*. The programs will be telecast by stations in Auckland, Christchurch, Dunedin and Wellington.

Abroad in brief...

Rep pick ■ CKCY Sault Ste. Marie, Ont., has appointed Radio & Television Sales Inc., Toronto, as exclusive representative for Toronto and Montreal. CKCY and CJNR Blind River, Ont., have arranged for one order, one billing package for the two stations.

Audience Survey ■ Bureau of Broadcast Measurement, Toronto, Ont., industry co-operative organization, announces it will make its spring and summer audience surveys across Canada from March 19-25 and June 11-17.



Hilewick's merchandising award winners

Several Toledo media executives were pleasantly surprised recently when the Lee W. Hilewick Co., a food brokerage firm in that city, named them as merchandising awards winners. They were cited by Lee W. Hilewick, president of the company . . . "because this [merchandising] is too vital a part of this giant food industry to neglect for too long. And a mere thank you is no

longer enough."

The winners (l to r): Steve Fayer, promotion director, WTOL-TV; William Webster, director of sales, WOHO; Mr. Hilewick; Thomas Kennedy, national advertising department, *Toledo Blade*; Merle Gore, national sales service manager, WSPD-TV. Not shown, but also a winner was Emerson Kimbol, national sales supervisor, WSPD.

'Musical little league' new WOWO featurette

The music department of Fort Wayne, Ind., Community Schools, and WOWO, that city, have joined to produce a new radio series to be carried by the station. Called *Musical Little League*, the series will spotlight one instrument a week, and students studying it will demonstrate techniques and sound varieties.

The 15-minute programs will be taped one week in advance of broadcast, and will begin with a short discussion of the history and development of the instrument of that particular week. Series will continue through April 24.

Already young musicians have demonstrated the song flute, the violin, and the cello. Participants come from the public school system of Fort Wayne, accompanied by their music teacher.

WLOF's cordial invitation

As an invitation to people in other states to visit central Florida, WLOF-TV Orlando is mailing real orange trees in a promotion begun late last month. Residents of the city are invited to send in \$1 and the name of an out-of-state friend to whom the tree is to be sent. Enclosed in the special package with the dwarf orange tree is a name card from the donor.

The campaign, which uses heavy on-

the-air promotion only, has already resulted in the channel nine outlet's sending some 2000 trees to prospective visitors of the Sunshine State.

Drumbeats . . .

History contest ■ WIP Philadelphia's history contest promotion which asked listeners to identify various historic sites in the area from assorted clues has made many Philadelphians happy—including one loser. The winner received \$500 for his historical knowledge, but a young housewife, second in the contest, will have a local street named after her—a prize from the Philadelphia station.

Valentines ■ KPRC Houston is con-

vinced radio is still *the* communications voice. It's valentine contest drew more than 2,500 entries in just a few days. The station awarded 50 prizes for those it considered the most original.

One for one ■ KUXL Minneapolis recently devoted an entire afternoon of its programming on behalf of the March of Dimes. The station promised to contribute 10 cents for each call the station received during this period when the caller identified himself. The station reported it received many calls.

Basketball game ■ WLBT (TV) and WJTV (TV), both Jackson, Miss., combined their efforts to raise more than \$700 for the March of Dimes in that city. The two stations staged a basketball game and played to a turn-away crowd.

WJW-TV's 'key' contest drawing heavy response

WJW-TV Cleveland's Magic Keyboard Contest is rolling merrily along as it enters its fourth week on the air.

The station's viewers have sent in over 41,000 post cards that are being placed in a giant holder. The station draws a card (three a day), calls the person who sent it in and asks he or she a question. If answered correctly the person receives a key that may or may not fit a new station wagon the station is giving away as the grand prize.

When all 100 keys are finally given away, the station will have a party for all key holders. At this time each will see if his key fits the station wagon. The one that does wins. Meanwhile, the losers—those who cannot answer the question asked by WJW-TV—are consoled by two tickets to the Ice Follies.

According to WJW-TV, the prize will be given away about the middle of next month.



FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Hahnel



Mr. Dettling

Josef J. Dettling and **Eugene S. Hahnel** elected vps, Gardner Adv., St. Louis. Mr. Dettling, who joined agency in 1935 as layout man, serves as creative group supervisor. Mr. Hahnel joined Gardner in 1955 and is director of technical creative services department.

Eugene H. Gould, president, Gould, Brown & Bickett, Minneapolis advertising and pr firm, elected chairman of board, post that has been unoccupied since retirement in May 1960 of Robert W. Foulke, who founded agency in 1939. **Lynn Bickett**, senior vp, elected president. **William P. Sahlsteen**, creative director, and **Richard R. Mau**, account executive, elected vps.

Joseph Levine, advertising and sales promotion manager, Epstein Department Store chain, elected executive vp, Leon Shaffer Golnick Inc., Baltimore advertising agency. Mr. Levine will serve as account supervisor on several agency accounts, including international Towers Discount City chain.

Dunlap Clark, account supervisor, and **Hal Mayer**, media director, The Jack Wyatt Co., Dallas-based advertising and pr firm, elected vps. Mr. Clark will serve as vp in charge of account supervision; Mr. Mayer as vp in charge of media.

Murray Hillman, vp and senior marketing executive on several major accounts, McCann-Erickson, New York, appointed chairman of agency's marketing plans board.

Austin Peterson, veteran agency and communications media executive who for nearly 15 years was partner and west coast vp of Ted Bates & Co., appointed managing director, western region, The Advertising Council, Hollywood. He succeeds Fred W. Wile Jr., deceased.

Robert E. Early, president, Farmers Insurance Co., elected executive director of Farmers Insurance Group (Farmers Insurance Co., Truck Insurance Exchange, Fire Insurance Exchange, Mid-Century Insurance Co. and Farmers New World Life Insurance Co.). Mr. Early, who formerly served

as advertising and sales director, had expanded company's advertising program to include 52-week tenure with ABC and CBS networks.

Arthur E. Toft, former director of advertising, Schick Inc., named advertising manager, P. Lorillard Co., New York.

Thomas J. Carnese, senior vp, director and general manager, Ted Bates & Co., New York, named chairman of ad industry's executive and employe solicitation committee for 1962 campaign of American Red Cross.

Gerald C. Smith, executive vp, The Martin R. Klitten Co., Los Angeles advertising agency, establishes own marketing and pr office at 9157 Sunset Blvd. Telephone: Crestview 3-4380. **David Utley**, former pr director, California Physicians Service and Nortronics Div., Northrop Corp., Hawthorne, Calif., joins Mr. Smith as associate member.

John Meskill, media director, McCann-Erickson, New York, joins Donahue & Coe, that city, in similar capacity. **Peter Dalton**, with agency for past three years, named associate media director.

E. C. Schoenleb, formerly with Procter & Gamble Co., joins food products division, Pet Milk Co., St. Louis, as brand manager of Sego liquid diet food.

R. Martin Dwyer, former advertising product supervisor, Dewey & Almy Chemical Co., division of W. R. Grace & Co., Cambridge, Mass., joins creative department and plans board, Daniel F. Sullivan Co., Boston advertising agency.

Christopher Ford, senior producer, radio-tv creative department, Needham, Louis & Brorby, Chicago, named to new post of director of production operation in that department. **Robert K. Swanson**, advertising manager, Ohio Oil Co., joins NL&B marketing department as supervisor. **Daniel J. Gallagher**, formerly with McCann-Marschalk, Cleveland, joins NL&B as art director.

Thomas A. Lauricella, traffic manager, Hicks & Greist, New York, named account supervisor in housewares and appliances division. **J. J. Metroka**, former traffic supervisor at Ogilvy, Benson & Mather, New York, replaces Mr. Lauricella as traffic manager.

Carle F. Cziske, **Michael Brown**, **Kenneth Howard** and **John H. Nolan** join D. P. Brother & Co., Detroit, as writers on Oldsmobile Div. account. **Walter B. Archer** joins tv section of agency's media department and **Arnold J. Chabot** to marketing and research department. Mr. Cziske formerly was

with Ford Motor Co. Mr. Brown was with Zurich Insurance Co., Chicago. Mr. Howard had been with Jam Handy Organization, Detroit. Mr. Nolan was with American Motors. Mr. Archer graduated from Michigan State U. and Mr. Chabot previously was with Rob Roy Adv., Detroit.

Vincent E. Butterly, account executive, Campbell-Ewald Co., Detroit, joins Zimmer, Keller & Calvert Inc., that city, in similar capacity.

Roy M. Terzi, media supervisor, Dancer-Fitzgerald-Sample Inc., New York, joins Peters, Griffin, Woodward Inc., that city, as tv account executive.

Ray Mulderick, account executive, Telesales Inc., New York advertising agency, and former executive producer, WOR-TV, that city, named to newly created post of radio-tv manager, Encyclopaedia Britannica Inc., Chicago.



Mr. Cowan

Frederick J. Cowan, group account executive, Kudner Adv., New York, on Argus Camera and Sylvania Lighting Divisions of General Telephone & Electronics Corp., that city, elected vp. He joined Kudner in 1959. Mr. Cowan served in advertising-marketing departments of Standard Brands, E. I. Du Pont de Nemours & Co. and Anso Div., General Aniline & Film Corp.

Maxwell Dane, secretary-treasurer, Doyle Dane Bernbach, New York, and **Emil Mogul**, president, Mogul, Williams & Saylor, that city, named chairmen of advertising and publishing division of United Jewish Appeal of Greater New York.

Jerome L. Medford, head of own research firm, Market Meter, for past three years, named director of research for Radio Advertising Bureau, New York.

Fred Goodyear and **Kristin Hunter** join Wermen & Schorr Inc., Philadelphia advertising agency, as marketing executive and copywriter, respectively. Mr. Goodyear was sales director at Penn Fruit Co., that city, for 18 years. Mrs. Hunter was with copy department of Levenson Bureau of Advertising, Philadelphia.

Joseph Forrester, art director, Donahue & Coe, Los Angeles, joins Foote, Cone & Belding, that city, in similar capacity.

James R. Frazier, director of advertising and sales promotion, General Electric Co., Lynn, Mass., appointed

pr director, Daniel F. Sullivan Co., Boston advertising agency.

Joyce Peters, timebuyer, Mogul, Williams & Saylor, New York, promoted to head timebuyer. **David Alan Rapaport**, assistant timebuyer, named timebuyer.

Phineas E. Gay Jr., Curtis Publishing Co., joins N. W. Ayer & Son, New York, in pr department. **Samuel G. Michini** joins agency's copy department in Philadelphia.

Thomas V. Dukehart, pr director. WJZ-TV Baltimore, joins The Robert Goodman Agency, that city, in similar capacity, succeeding **Edgar L. Feingold** who becomes director of agency's new press and publicity division. **Walter W. Jones**, former pr director, Maryland Tuberculosis Assn., joins Goodman Agency's press and publicity division.

Lee H. Bristol Jr., pr director, Bristol-Myers Co., New York, resigns to become president of Westminster Choir College, Princeton, N. J.

Ned Burman, account director, Communications Counselors Inc., pr affiliate of McCann-Erickson Inc., New York, joins Hixson & Jorgensen Inc., Los Angeles, as Northern California representative on Nixon-for-Governor campaign.

THE MEDIA

Emma Williams, corporate secretary, and **Leslie Lindvig**, sales manager, KOOL-TV Phoenix, elected vps of KOOL Radio-Television Inc. (KOOL-AM-FM-TV and Arizona Broadcasting Network). **Homer Lane**, vp and assistant general manager, KOOL Radio-TV Inc., promoted to general manager. Mrs. Williams joined KOOL as office manager in 1948. She was appointed corporate secretary in May 1959. Mr. Lindvig has served as KOOL-TV's sales manager for past year. Mr. Lane joined KOOL as account executive in 1951. He was elected vp and assistant general manager of corporation in 1957.

Frank J. Abbott Jr., president and general manager, WWGP-AM-FM Sanford, elected president of North Carolina Broadcasters Assn., succeeding **Dr. Claye Frank**, executive vp and general manager, WHNC-AM-FM Henderson. Other new officers: **Ervin Melton**, news manager, WBT-WBTV (TV) Charlotte, first vp; and **F. O. Carver**, news and public affairs director, WSJS-AM-FM-TV Winston-Salem, second vp.

J. William Bowen III, formerly with sales division, Gulf American Land Corp., Cape Coral, named general manager, WSEB Sebring, both Florida. **Larry Kent**, program director, WSAF Sarasota, joins WSEB, in similar capacity, succeeding **Milt Hall** who resigns to join WAGG Nashville as air

personality. **Becky Barrickman** to WSEB as continuity director. **Andrew V. Dennon**, WSEB's news director, to KSIL Silver City, N. M., as program director.

Lee R. Smith, station manager. WQXI Atlanta, Ga., appointed general manager, WAKE, that city.

E. Jonny Graff, president, NTA broadcasting subsidiaries, resigns as officer and director as result of sale of WNTA-AM-FM-TV New York. He will continue as special consultant to NTA.

Perry Samuels, former manager. WBNY Buffalo (now WYSL), named general manager, WPTR Albany, N. Y.

Harold E. Graves, general manager. WENE Endicott, N. Y., elected treasurer of James H. Ottaway Stations (WDOS Oneonta and WENE Endicott, both New York, and WVPO Stroudsburg, Pa.).

Mortimer Fleishhacker, chairman of board, Precision Instrument Co. and president, Bay Area Educational Television Assn. (KQED [TV] San Francisco), elected to board of directors. National Educational Television & Radio Center, New York.

Ken Goldblatt, sales manager. WQXI Atlanta, joins WAOK, that city, in similar capacity.

Robert Hanna, national sales service coordinator, WCKT (TV) Miami, promoted to local sales manager.

Kenneth R. Better, formerly with NBC Spot Sales in New York, appointed sales development coordinator, NBC-WRC-TV Washington.

Ted Chambron, Venard, Rintoul & McConnell, Chicago, joins Chicago sales staff of Daren F. McGavren Co.

Chuck Crouse, announcer, WOSU-TV Columbus, Ohio, joins sales staff, WVKO-AM-FM, that city.

Bentley A. Stecher resigns as regional sales manager, WEBB Baltimore, to accept new position as general manager, KATZ St. Louis, effective March 1. Mr. Stecher has been with WEBB since station's inception in April 1954.

Laurence E. Nyland, general advertising manager, *Schenectady* (N.Y.) *Union Star*, joins WRGB (TV), that city, as sales representative.

Gene Boyd, formerly with WJBR (FM) Wilmington, Del., joins WXUR-AM-FM Media, Pa., as salesman and copywriter.

Robert Chambers, station representative with ABC Radio Network since November 1959, named network's station clearance manager.

Frank D. Ward, program director. WFUN South Miami, Fla., joins WINZ

Miami as operations manager. **Dick Doty**, vp in charge of programming and pr, WINZ, promoted to vp in charge of news and public affairs.

Herbert Lyons, engineer, WANE-AM-TV Ft. Wayne, Ind., promoted to assistant chief engineer.

J. W. Vickery, promotion director, WFRV (TV) Green Bay, Wis., promoted to program director. He is succeeded by **Otto C. Junkermann** who joined WFRV as art director in October 1957.

Jay Smith appointed program director, WTHH Port Huron, Mich.

Art Thorsen, program director, WBBM Chicago, joins WBBM-TV, that city, as writer in program department.

Daniel K. Griffin, program director. WSRO Marlboro, Mass., named production supervisor for WBZ Boston.

Robert Hawkins, formerly with KERO-TV Bakersfield, appointed production coordinator. KSFO San Francisco.

Ken Hatch, local account executive, KSL-TV Salt Lake City, promoted to national account executive.

Frank Honoski, formerly with NBC Radio and WINS New York, joins Ra-



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A good omen for the NAB board meeting

The Gulf fishing was fine one day prior to the NAB board meeting Jan. 29-Feb. 2 in Sarasota, Fla. Catchers of this long row of mackerel were (l to r): Capt. Woody Roberts, skipper, who knew where to go; Ben

Sanders, KICD Spencer, Iowa; John F. Meagher, NAB radio vice president; Jerry Collins, Sarasota businessman and host; F. C. Sowell, WLAC Nashville, and Robert T. Mason, WMRN Marion, Ohio.

dio-Tv Representatives Inc., that city, as account executive.

Francis S. Mangan, national sales director, NBC-WRCV-TV Philadelphia, transfers to NBC-TV Central Div. Sales in Chicago as account executive.

Tom Heapes, division manager, Philip Morris Co., joins WIL-AM-FM St. Louis as account executive.

Eric Bose, sales manager, WSAI-AM-FM Cincinnati, joins WCKY, that city, as account executive.

Robert J. Holmes joins WEJL Scranton, Pa., as account executive.

Norman D. Leebron, director of sales development, Alan M. Shapiro Adv., Philadelphia, joins WRCV, that city, as account executive.

John Madigan, news commentator, WBBM-TV Chicago, appointed to new post of editorial assistant in station's move beginning March 12 to present daily (Mon.-Fri.) editorials on local, national and international problems. Mr. Madigan will research, prepare and deliver daily editorials. **Lulu Bartlow**, executive assistant to WBBM-TV news director, named director of station's new special film and editing unit. He will handle local news specials, editorial and public affairs documentaries. **Irv Heberg**, **Mike Kesmar** and **Marvin Sadkin** join film and editing unit.

Dick Mendenhall, director, news and public affairs department, WSAC Fort Knox, Ky., appointed editorial director, WSB-AM-FM-TV Atlanta.

Daniel Bloom, managing editor, CBS News for radio, named editor-producer for CBS News for tv. **Lee Otis**, administrator of news for tv, replaces Mr.

Bloom. **Gerald Griffin**, financial administrator for film production at CBS News, replaces Mr. Otis.

Ron Cochran, former CBS News correspondent, and presently narrator on *Armstrong Circle Theatre* (CBS-TV, alternate Wednesdays, 10-11 p.m. EST), joins ABC-TV's news staff. He will appear on *ABC Evening Report* (Mon.-Fri., 6-6:15 p.m. EST).

Charles F. McCarthy, WOR New York, named director of news and public affairs for WPAT-AM-FM Paterson, N. J.

Tom Edwards, newscaster, WNAX Yankton, S. D., joins WTCN Minneapolis news department.

Dale Schussler, newscaster, WTRF-TV Wheeling, W. Va., promoted to news director.

Bob Allison, acting bureau chief, CBS News in Washington since November 1961, appointed news director and executive producer.

Kirk Justice, former program manager, KAJI Little Rock, Ark., joins WPGC Morningside, Md., as air personality.

Paul Lazzaro, press information director, WBBM Chicago, promoted to newly created position of director of information services with duties to encompass public affairs programming and public service activities as well as press relations.

William C. Chadwick, director, on-the-air promotion, WJZ-TV Baltimore, named pr-publicity manager.

Allan L. Reicheld to WCPO-AM-FM Cincinnati as d.j.

PROGRAMMING

William T. Crr, production head, Warner Bros. Pictures, drops supervision of theatrical films to devote full time to increased tv activity at studio.

Joseph P. Smith elected president of Pathe News Inc., New York, succeeding **Barnett Glassman**, resigned. Mr. Smith is also president of Cinema-Vue Corp., tv film distribution company, that city.

John G. Tobin, western division manager, ABC Films Inc., elected vp and domestic sales director.

Brown Meggs, pr director, Capitol Records Inc., Hollywood, named executive assistant to Capitol's vp for eastern operations, **Joseph Csida**. **Fred Martin**, press relations manager, succeeds Mr. Meggs as pr director.

William Stoddard, Bell Sound Studios, New York, named director of musical recording production for RKO Sound Studios, recording division of RKO General Inc., New York.

John C. Bechtel, former administrative sales manager, California International Productions, Hollywood, has been named assistant to vp of Trans-Lux Television Corp., New York.

Fred Frank appointed southern sales manager for Allied Artists Television Corp., New York, with headquarters in Atlanta.

Charles F. Keenan, former writer-director for General Electric Co., joins Sterling Movies U.S.A., New York, as director of special projects.

Julius North, formerly with CBS-TV's *20th Century* documentary tv series, joins Film Finders Inc., New York film research company, as research supervisor.

Robert J. Burton, vp, domestic performing rights administration, Broadcast Music Inc., New York, has been named chairman of radio-tv division of Legal Aid Society's 1962 campaign for funds.

INTERNATIONAL

Stephen H. Larrabee, assistant comptroller, International Telephone & Telegraph Corp., New York, elected president of ITT South America. In addition, Mr. Larrabee has been appointed deputy area manager for ITT System's South American region, with headquarters in Buenos Aires, Argentina. His duties will include overall administrative supervision of ITT manufacturing and radio companies in Argentina, Brazil, Bolivia and Chile.

William Armstrong, director of information, Canadian Broadcasting Corp., Ottawa, elected secretary of fifth Commonwealth Broadcasting Confer-

ence to be held in Canada next year. Conference will arrange program exchanges between various British Commonwealth countries.

Ray Junkin appointed general manager, Screen Gems (Canada) Ltd., Toronto, succeeding **Steve Krantz**, vp, who moves to New York office in international division.

William G. Wells, service manager for CBS Films in Australia, named managing director of newly formed CBS Films Pty. Ltd. to represent CBS Films in Australia and New Zealand. Headquarters will be in Sydney, Australia.

George Chandler joins agency contact staff of CKEY Toronto.

Duncan F. Cameron named director, public relations research, Canadian pr research, Canadian Facts Ltd., Toronto, marketing organization.

Garrett A. Patterson, formerly with Broadcast News Ltd., Montreal, radio-tv subsidiary of Canadian Press, named pr director, Canadian Assn. of Broadcasters, with headquarters at Ottawa.

EQUIPMENT & ENGINEERING



Mr. Guest

Leon C. Guest Jr., vp and controller, General Telephone & Electronics Corp., New York, since September 1959, elected senior vp for administration, Sylvania Electric Products Co., a GT&E subsidiary.

William F. Bennett, controller, Colgate-Palmolive Co., New York, since 1957, elected vp and controller, General Telephone & Electronics Corp., succeeding Mr. Guest. Both assignments are effective March 1.

Philip J. Wood, field service manager, Zenith Sales Corp., wholly owned subsidiary of Zenith Radio Corp., New York, elected vp. He will continue as field sales manager with direct supervision of company's entire field sales organization. Mr. Wood joined ZRC as assistant to vp in charge of radio and television sales in February 1955. He was appointed sales manager, radios and phonographs, in December 1956 and three years later was promoted to marketing services manager.

Robert Kinsler, western district territorial sales representative, electronic tube division, Sylvania Electric Products Inc., New York, named western district distributor sales representative with headquarters in Denver. **Howard P. Barnes**, supervisor of industrial engineering at Sylvania's Emporium, Pa., receiving tube plant, named division in-

New menace for Dennis

Gale Gordon, veteran character actor perhaps best known as high school principal in *Our Miss Brooks* tv series, has been signed for leading role in *Dennis The Menace* series produced by Screen Gems for CBS-TV (Sun. 7:30-8 p.m. EST). **Joseph Kearns**, 55, who portrayed Mr. Wilson in 100 episodes of the series, died of cerebral hemorrhage Feb. 17 in Los Angeles. Mr. Gordon will not replace Mr. Kearns in the role of Mr. Wilson, but will portray Mr. Wilson's brother. Mr. Kearns will be seen on eight more new shows yet to be aired; first was yesterday (Feb. 25).

dustrial engineer for receiving tube operations.

Donald E. Hassler, sales manager, Transis-Tronics Inc., Los Angeles, promoted to sales and marketing manager. Before joining T-T in August 1961, Mr. Hassler was special products sales manager for Capitol Records Distributing Corp., Hollywood.

John G. Lord, film director-writer, Telefilm Productions, Chicago, joins DuKane Corp., St. Charles, Ill., speaker manufacturer, as sales advisor and liaison with company's audio-visual division. Mr. Lord formerly served as production director of KGLO-TV Mason City, Iowa.

Henry Broughall, engineer, General Electric Co., and **Edward Shuey**, engineer, WGN Chicago, appointed sales engineers, Gates Radio Co., subsidiary of Harris-Intertype Corp., Quincy, Ill., manufacturers of communications electronics equipment.

Norman L. Appel appointed production engineering manager for electronic

tube division, Allen B. Du Mont Laboratories, division of Fairchild Camera and Instrument Corp., Clifton, N. J.

DEATHS

Jean Geiringer, 62, vp in charge of foreign relations, Broadcast Music Inc., New York, died Feb. 20 at Mt. Sinai Hospital, New York, after short illness. Mr. Geiringer was author, publisher and authority on international copyright law.



Mr. Geiringer

Robert H. White, 71, retired member of NBC sales staff, died Feb. 16 in New York. Mr. White joined NBC in 1934 as manager of Detroit office, and later served in sales positions in Cleveland and New York. He was reassigned to Detroit in 1953 and retired March 31, 1955.

F. Philip Thompson, 44, copy group supervisor, Ogilvy, Benson & Mather, New York, died Feb. 20 at White Plains (N.Y.) Hospital.

Joseph R. Gousha, 71, former account executive, Lambert & Feasley Inc., New York, died Feb. 14 at St. Vincent's Hospital, that city. Mr. Gousha retired in 1957 but continued to do consultant and editorial work.

Terry McAuley, 42, account executive, KMOX-AM-FM St. Louis, died of heart attack Feb. 14 while driving his automobile. He joined KMOX in 1957.

Fleetwood Lawton, 51, nationally known radio news commentator on KFI Los Angeles during 1930's and 1940's, and his wife, Virginia, 48, were found dead in their Tarzana, Calif., home Feb. 14. Police ascribe deaths as double suicide. Mr. Lawton, who operated his own insurance company, was reportedly in financial difficulties.

BROADCASTING

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* Occupation Required

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 14 through Feb. 21, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unli.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Sterling, Colo.—Frontier Bestg. Co. Vhf ch. 3 (60-66 mc); ERP 27.65 kw vis., 16.58 kw aur. Ant. height above average terrain 784 ft., above ground 601 ft. Estimated construction cost \$148,500; first year operating cost less than \$40,000; revenue more than \$40,000. P. O. address c/o William C. Grove, 2923 E. Lincolnway, Cheyenne, Wyo. Studio and trans. location 9.3 miles east of Sterling. Geographic coordinates 40° 36' 59.7" N. lat., 103° 01' 50.3" W. long. Trans. RCA TT-5A; ant. RCA TF-6-AL. Legal counsel Koteen & Burt, Washington, D. C.; consulting engineer Robert C. Pfannenschmid, Pueblo, Colo. Frontier Bestg. Co. is licensee of KFBC-AM-TV Cheyenne, Wyo., and KSTF(TV) Scottsbluff, Neb. Requests waiver of rules to locate studio and trans. outside corporate limits of Sterling. Ann. Feb. 20.

*Columbus, Ga.—Georgia State Board of Education. Uhf ch. 28 (554-560 mc); ERP 219 kw vis., 110 kw aur. Ant. height above average terrain 1,519 ft., above ground 1,080 ft. Estimated construction cost \$476,624; first year operating cost \$82,000. P. O. address c/o E. A. Crudup, 229 B State Office Bldg., Atlanta 3, Ga. Studio and trans. location Warm Springs, Ga. Geographic coordinates 32° 51' 26" N. lat., 84° 41' 56" W. long. Trans. GE TT-25-A; ant. GE TY-25-C. Legal counsel Harry M. Plotkin, Washington, D. C.; consulting engineer A. Earl Cullum Jr., Dallas, Tex. Requests waiver of rules to locate studio and trans. outside corporate limits of Columbus. Ann. Feb. 19.

*Yakima, Wash.—Yakima School District No. 7. Uhf ch. 47 (668-664 mc); ERP 22.4 kw vis., 11.22 kw aur. Ant. height above average terrain 861 ft.; above ground 78 ft. Estimated construction cost \$67,200; first year operating cost \$12,000. P. O. address

104 N. Fourth Ave., Yakima. Trans. location two miles southwest of Union Gap, Wash. Geographic coordinates 46° 31' 58" N. lat., 120° 30' 33" W. long. Trans. RCA TTU-1B; ant. RCA TFU-24-DM. Legal counsel Mark Fortier, Yakima; consulting engineer M. E. Burrill, Yakima. Applicant requests waiver of rules to locate trans. 2.8 miles less than required minimum from ch. 32 The Dallas, Ore. Ann. Feb. 15.

New am stations

ACTION BY BROADCAST BUREAU

Flagstaff, Ariz.—Dateline Bestrs. Granted 1400 kc; 250 w unli. P. O. address box 1114, Sylva, N. C. Estimated construction cost \$15,000; first year operating cost \$36,000; revenue \$45,000. Mr. Childress, sole owner, owns 90.9% of WKRK Murphy, and 67% of WKSK West Jefferson, both North Carolina. Ann. Feb. 16.

APPLICATION

Burnsville, N. C.—James B. Childress. 1540 kc; 1 kw D., P. O. address box 1114, Sylva, N. C. Estimated construction cost \$15,000; first year operating cost \$36,000; revenue \$45,000. Mr. Childress, sole owner, owns 90.9% of WKRK Murphy, and 67% of WKSK West Jefferson, both North Carolina. Ann. Feb. 16.

Existing am stations

APPLICATIONS

WTAQ La Grange, Ill.—Mod. of cp (which authorized increase in daytime power and installation of DA-N&D [DA-2] to increase daytime power from 1 kw to 5 kw, install new trans. and make changes in daytime DA pattern. Ann. Feb. 15.

WHFB St. Joseph, Mich.—Cp to increase daytime power from 1 kw to 5 kw (1 kw-CI) and install new trans. Requests waiver of Sec. 3.24(g) of rules. Ann. Feb. 19.

KPRB Redmond, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 21.

WKPT Kingsport, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 21.

KPLT Paris, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 15.

New fm stations

ACTIONS BY BROADCAST BUREAU

*College, Alaska—U. of Alaska. Granted 104.9 mc; 2.7 kw. Ant. height above average terrain minus 125 ft. P. O. address c/o Prof. Lee H. Salisbury, box 33, College. Estimated construction cost \$3,500; first year operating cost \$5,000. Action Feb. 15.

Sun City, Ariz.—Sun City Bestg. Co. Granted 106.3 mc; 1 kw. Ant. height above average terrain 120 ft. P. O. address box 1254 Wickenburg, Ariz. Estimated construction cost \$18,186; first year operating cost \$42,500; revenue \$54,000. Principals: Paul E. Mullenix, Lowell M. Beer (each 50%). Mr. Mullenix owns 50% of KAKA Wicken-

burg, Ariz.; Mr. Beer is retail druggist. Action Feb. 19.

Greenville, Mich.—Flat River Bestg. Co. Granted 107.3 mc; 5.3 kw. Ant. height above average terrain 110 ft. P. O. address Greenville. Estimated construction cost \$12,836; first year operating cost \$1,200; revenue none in addition to am operation. Principals: Earl N. Peterson, Pearle C. Lewis (each 50%). Flat River Bestg. Co. is licensee of WPLB Greenville. Action Feb. 15.

Greensboro, N. C.—Murray Hill Bestg. Co. Granted 97.1 mc; 20 kw. Ant. height above average terrain 320 ft. P. O. address Rm. 721, Jefferson Standard Bldg., Greensboro. Estimated construction cost \$23,040; first year operating cost \$29,000; revenue \$30,000. Principals: Harry J. Hill (92.9%), Walter R. Murray (4.9%), Mary Hasty Hill and Kathryn H. Murray (each 1.1%). Mr. Hill owns one-third of firm holding industrial music franchises; Mr. Murray is vice president and 12% owner of contracting electronic equipment distribution firm; Mrs. Hill and Mrs. Murray are housewives. Action Feb. 19.

APPLICATIONS

Van Wert, Ohio—Van Wert Bestg. Co. 98.9 mc; 3.52 kw. Ant. height above average terrain 148 ft. P. O. address c/o Kenneth E. Kunze, Box 487, Van Wert, Ohio. Estimated construction cost 12,825; first year operating cost \$9,600; revenue \$11,000. Principals: Kenneth E. Kunze, Raymond M. Waldron (each 25%), George W. Wilson, G. Dale Wilson, Stephen S. Beard, Merl Knittle (each 12.5%). Applicant is licensee of WERT Van Wert. Ann. Feb. 16.

Manchester, Tenn.—Manchester Bestg. Co. 99.7 mc; 18.8 kw. Ant. height above average terrain 172 ft. P. O. address c/o Murray Chumley, WMSR Manchester. Estimated construction cost \$19,021; first year operating cost \$10,000; revenue \$12,000. Murray Chumley, sole owner, is licensee of WMSR Manchester. Ann. Feb. 20.

Ownership changes

APPLICATIONS

KOOD Honolulu, Hawaii—Seeks transfer of all stock in Hawaiian Pacific Inc., 100% stockholder of Ala Moana Bestg. Inc., licensee, from Alister Macdonald, Maurice J. Sullivan et. al., to David Watumull (36%), Radha W. Homay, Lilla W. Sahney (each 22%), Ellen Jensen Watumull (20%), d/b as Hawaiian Paradise Park Corp.; total consideration \$150,000. Hawaiian Paradise Park Corp. is real estate investment and sales firm. Ann. Feb.

WSOY-AM-FM Decatur; WSEI(FM) Effingham; WVLM-AM-FM Olney, all Illinois—Seek transfer of all stock in Illinois Bestg. Co. from Lindsay-Schaub Newspapers Inc. to stockholders of Lindsay-Schaub directly; no financial consideration involved. firm. Ann. Feb. 19.

WTWV(TV) Evansville, Ind.—Seeks involuntary assignment of cp from Douglas H. McDonald, trustee, to Evansville Tv Inc., original owner, no financial consideration involved, pursuant to order of federal court dismissing bankruptcy proceedings. Principals include Rex Shepp (36%), Ferris E. Traylor (28%), Miklos Sperling, (16%), Freeman Keyes (10%) and others. Ann. Feb. 16.

WVUA-TV New Orleans, La.—Seeks assignment of cp from Coastal Tv Co. to New Orleans Tv Corp., consisting of Coastal (60%) and Supreme Bestg. Inc. (40%) no financial consideration involved, pursuant to merger agreement between Coastal and Supreme approved by chief hearing examiner June 19, 1961. Ann. Feb. 19.

KGMO Cape Girardeau, Mo.—Seeks transfer of 97% of stock in KGMO Radio-Tv Inc. from William C. Brandt to James W. Wilson, Earl W. Kirchhoff, Norman W. Wood, George E. Bockhorst, H. L. Jones, G. V. Flynn (each approximately 14.1%), and Rush H. Limbaugh Jr. (approximately 12.3%); total consideration \$110,000 less liabilities of corporation. Mr. Wilson owns 52% of motor vehicle parts wholesale firm and subsidiary companies; Mr. Kirchhoff is insurance agent and owns building contracting firm; Mr. Wood is CPA; Mr. Bockhorst is representative of jewelry manufacturing firm; Mr. Jones owns 75% of drugstore; Mr. Flynn owns firm selling self-service laundry and dry-cleaning equipment; Mr. Flynn is 30% partner in law firm, owns 95% of grain storage business and

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475 Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531



is minority stockholder in licensee. Ann. Feb. 15.

WSDC Mocksville, N. C.—Seeks assignment of cp from Will P. Erwin to Davie Bcstg. Inc., new corporation consisting of Mr. Erwin (55.6%), Harvey F. Lafoon (22.2%), Miss Stella W. Anderson and Mrs. Stella W. Anderson (each 11.1%); total consideration to Mr. Erwin \$1,000. Mr. Erwin also owns 50% of WBRM Marion, and one-third of WIFM Elkin, both North Carolina; Mr. Lafoon owns one-third of WIFM; Mrs. Anderson owns 16.66% of WIFM, 12.3% of WBRM, 29.2% of WBBO Forest City, and 33.8% of WPNF Brevard, both North Carolina; Miss Anderson owns 16.66% of WIFM, 35.4% of WBBO, 33.8% of WPNF and 12.3% of WBRM. Ann. Feb. 20.

WICE Providence; WYCE(FM) Warwick, both Rhode Island—Seeks assignment of license and cp, respectively, from Providence Radio Inc. to Providence Bcstg. Co.; considerations \$422,000 for WICE and \$3,000 for WYCE(FM) cp. Assignee's principals are Susquehanna Bcstg. Co. (90%), Louis J. Appell Jr., Arthur W. Carlson (each 5%). Susquehanna is licensee of WSBA-AM-TV York, Pa.; Mr. Appell owns 25% of WCTC New Brunswick, N. J., 10% each of WARM Scranton, Pa., and WHLO Akron, Ohio, and 3.68% of WSBA-AM-TV; Mr. Carlson is vice president of WSBA-AM-TV, WARM and WHLO. Ann. Feb. 20.

WAGS Blshoville, S. C.—Seeks assignment of license from James F. Coggins and Edward L. B. Osborne (each 50%), d/b as Lee County Bcstg. Co., to Lee County Bcstg. Inc., new corporation consisting of Mr. Coggins, Mr. Osborne and Emory H. Bedenbaugh (each one-third); consideration from Mr. Bedenbaugh \$12,666.66. Mr. Bedenbaugh is present manager of WAGS. Ann. Feb. 15.

KNUZ, KQUE (FM) Houston, Tex.—Seeks assignment of licenses from Max H. Jacobs, Douglas B. Hicks (each 23.5%), Bailey Swenson, Leon Green (each 21.5%) and David H. Morris (10%), d/b as Veterans Bcstg. Co., to Texas Coast Bcstrs. Inc., new corporation consisting of same principals; no financial consideration involved. Ann. Feb. 16.

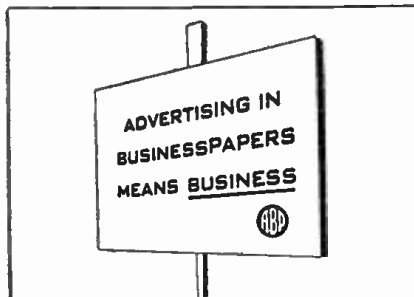
WEAU-TV Eau Claire, Wis.—Seeks assignment of license from Central Bcstg. Co. (Morgan Murphy et al.) to Post Bcstg. Corp.; total consideration \$2,100,000. Assignee is wholly owned subsidiary of Post Publishing Co., publisher of Appleton, Wis., Post-Crescent and Twin-City News-Record; Green Bay, Wis., Press-Gazette and licensee of WJPG Green Bay. Ann. Feb. 21.

Hearing cases

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward affirming Oct. 20, 1961, initial decision which would terminate and dismiss proceeding on mod. of license of Marietta Bcstg. Inc. (now Transcontinent Tv Corp.) to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10 effective on earliest practicable date prior to expiration of term of license on Dec. 1, 1962, and for remainder of such term. Action Feb. 19.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Routine roundup

■ Commission granted request by Gannett Inc. and extended time from Feb. 19 to March 22 for filing comments and from March 5 to April 5 for filing replies in tv rulemaking proceeding involving Elmira, N. Y. Action Feb. 19.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended time to Feb. 26 to file exceptions to initial decision in proceeding on applications of Radio Crawfordsville Inc. for new am station in Crawfordsville, Ind., et al. Action Feb. 14.

■ Granted petition by Wireline Radio Inc. and extended time to Feb. 26 to file exceptions to initial decision in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Action Feb. 14.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Boyce J. Hanna for dismissal of his application for new am station in East Gastonia, N. C., but dismissed application with prejudice and retained in hearing status remaining applications in consolidation. Action Feb. 16.

■ Granted joint request by Lakeshore Bcstg. Corp. and Service Bcstg. Corp., applicants for new fm stations—Lakeshore at Racine to operate on 92.1 mc, 1 kw, 190 ft., and Service at Kenosha, both Wisconsin, to operate on 92.3 mc, 3.52 kw, 143 ft.; approved agreement whereby Lakeshore would pay Service \$500 in partial reimbursement of its expenses for amending its application and specifying another frequency; retained applications, including Ruth M. Crawford, executrix of estate of Percy B. Crawford (WYCA), Hammond, Ind., in hearing status. Action Feb. 15.

■ Granted petitions by Flower City Tv Corp. and dismissed its pleadings for enlargement of issues in Rochester, N. Y., tv ch. 13 proceeding to include financial issue regarding Rochester Bcstg. Corp. and regarding Citizens Tv Corp.; granted request of Rochester Bcstg. Corp., in part, for enlargement of issues to include financial issue regarding Flower City and dismissed its petition as it relates to Flower City; denied petitions of Star Television Inc. and by Rochester Bcstg. Corp. for enlargement of issues to include financial issue for The Federal Bcstg. System Inc., Rochester Area Educational Tv Assn. Inc. and Rochester Telecasters Inc.; denied petition by Heritage Radio and Television Bcstg. Co. Inc. to include issue respecting The Federal Bcstg. System Inc. Actions Feb. 14 and 15.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: March 22 and April 19: WDSU Bcstg. Corp. (WDSU), New Orleans, La.; March 22 and April 23: Hiawatha Valley Bcstg. Inc. for assignment of license of KCUE Red Wing, Minn.; March 19 and April 17: Iowa City Bcstrs. Inc., Iowa City, Iowa, et al; March 20 and April 19: South Minneapolis Bcstrs., Bloomington, Minn.; March 19 and April 17: Pioneer States Bcstrs. Inc., West Hartford, Conn.; March 20 and April 18: Victoria Bcstg. System, Redfield, S. D.; March 16 and April 13: Dolph-Petty Bcstg. Co. (KUDE), Ocean-side, Calif.; March 22 and April 18: John E. Grant and Allen C. Bigham Jr., Salinas, Calif.; March 19 and April 18: Rockland Bcstg. Co., Blauvelt, N. Y., et al; March 21 and 28 in matter of revocation of license and SCA of Merchants Bcstg. System of Dallas Inc. for station KCPA(FM) Dallas, Tex.; March 19 and April 18: in Santa Fe, N. M., tv ch. 2 proceeding. Action Feb. 14.

■ Referred proceeding on applications for new am stations of Radio Carmichael, Sacramento, and John Matranga, tr/as Trans-Sierra Radio, Roseville, Calif., to commission for its consideration, after having incorporated in record Feb. 9 affidavit of John Matranga which stated that he was member of partnership that was creditor of KGMS Sacramento in amount of about \$310,000 but was agreeable to having commission accord its prior approval before affiant exercised option to acquire stock in applicant Radio Carmichael. Action Feb. 13.

By Hearing Examiner Asher H. Ende

■ Granted motion by Radio-Active Bcstg. Inc. (WATO), Oak Ridge, Tenn., and continued Feb. 20 prehearing conference to

March 12 in proceeding on its am application. Action Feb. 14.

By Hearing Examiner Millard F. French

■ Scheduled oral argument for Feb. 20 on "motion for Evansville issue" filed by Radio Haddonfield Inc. with respect to applicant Paul W. Stoneburner, d/b/a Salem County Radio in consolidated am proceeding in Docs. 14425 et al (Saul M. Miller, Kutztown, Pa., et al.) Action Feb. 15.

■ Continued Feb. 20 hearings in proceeding on applications of Saul M. Miller for new am station in Kutztown, Pa., et al., for Group I to May 14, Group II to May 7 and Group III to date to be set by further order. Action Feb. 15.

■ Granted petition by Strafford Bcstg. Corp. (WWNH), Rochester, N. H., and extended from Feb. 2 to Feb. 19 time for filing reply findings in proceeding on its am application. Action Feb. 15.

By Hearing Examiner Walther W. Guenther

■ Granted petition by WHYI Inc. for leave to amend its application for new tv station to operate on ch. 12 in Wilmington, Del., to reflect changes in membership of petitioner's board of directors and appointment of petitioner's managing director to newly created office of executive vice president; application is consolidated for hearing with Rollins Bcstg. Inc. for same facilities in Wilmington. Action Feb. 13.

By Hearing Examiner Isadore A. Honig

■ On own motion, issued supplementary order following Jan. 4 prehearing conference in proceeding on am applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., and ordered that Mr. Huber shall furnish to other parties (and examiner), by April 2, copies of all of his proposed exhibits, if any, bearing on additional issue "To determine what efforts have been made by Huber to determine the programming needs of the area he proposes to serve and the manner in which he proposes to meet such needs." Action Feb. 15.

■ Granted motion by WEXC Inc. and extended time from Feb. 26 to March 13 for filing proposed findings and from March

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12 to March 28 for filing replies in proceeding on its application for new am station in DePew, N. Y., et al. Action Feb. 15.

By Hearing Examiner Annie Neal Huntling

■ Granted petition by Progressive Bcstg. Corp., Highland, Ill., for extension of time of various procedural dates in Group III of consolidated am proceeding in Docs. 14085 et al.—Feb. 19 to Feb. 28 for final exchange of all exhibits; Feb. 28 to March 7 for notification of witnesses desired; and March 6 to March 14 for hearing. Action Feb. 15.

■ Granted petition by Ellenville Bcstg. Co. and extended time from March 1 to April 2 for filing proposed findings and from April 2 to May 1 for replies in proceeding on its application for new am station in Ellenville, N. Y., et al. Action Feb. 13.

■ Dismissed as moot petition by Radio One Five Hundred Inc., Indianapolis, Ind., to include "Evansville issue" in consolidated am proceeding in Docs. 14085 et al. against Geneco Bcstg. Inc. Commission added financial issue relative to Geneco by order released Feb. 9. Action Feb. 13.

By Hearing Examiner David I. Kraushaar

■ Denied motion by Syracuse Civic Tv Assoc. Inc. for waiver to Sec. 1.44 of rules and acceptance of reply submitted with motion to opposition by Syracuse Tv Inc. to movant's Feb. 6 petition for leave to amend its application in Syracuse, N. Y., tv ch. 9 proceeding; granted amended petition by Syracuse Civic for leave to amend its application to provide for withdrawal of petitioner's president, substitution of another director and stockholder as president, and assignment among existing stockholders of stock held or subscribed by withdrawing official. Action Feb. 16.

■ Granted motion by Syracuse Civic Tv Assn. Inc. and extended time from March 1 to March 8 for exchange of written direct cases and from March 19 to March 26 for hearing in Syracuse, N. Y., tv ch. 9 proceeding. Action Feb. 14.

By Hearing Examiner Jay A. Kyle

■ On own motion, continued March 7

hearing to March 12 in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts. Action Feb. 15.

■ Granted request of Burlington Bcstg. Co. and extended time from Feb. 23 to March 5 for filing reply findings of fact in proceeding on its application for new am station in Burlington, N. J., et al. Action Feb. 15.

■ On own motion, continued March 1 hearing to March 7 in proceeding on am applications of WNOW Inc. (WNOW), York, Pa., and Radio Assoc. Inc. (WEER), Warrenton, Va. Action Feb. 15.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Port Chester Bcstg. Co. for leave to amend its application for new am station in Port Chester, N. Y., to give corrected geographical coordinates of its proposed trans. site and to provide completely accurate plat of proposed site showing boundaries thereof and location of ant. system thereon; application is consolidated for hearing with application of Putnam Bcstg. Corp. for new am station in Brewster, N. Y. Action Feb. 15.

■ Scheduled further hearing for Feb. 15 in Corpus Christi, tv ch. 3 proceeding. Action Feb. 13.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized rulings made at Feb. 12 prehearing conference in proceeding on applications of William B. Neal and James R. Williams for new am stations in Joplin and Lamar, both Missouri; because of pendency of petition to dismiss by Mr. Williams which may obviate necessity for hearing, continued March 12 hearing pending further order of examiner. Action Feb. 13.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Grand Strand Bcstg. Co. and extended from Feb. 19 to Feb. 28 time for filing opposition to petition by Lord Berkeley Bcstg. Inc. for leave to amend, both applicants for am facilities in Moncks Corner and Myrtle Beach, S. C. Action Feb. 20.

■ Upon request by Broadcast Bureau and with consent of applicant, further extended time from Feb. 16 to Feb. 28 for filing initial proposed findings and from March 5 to March 19 for filing replies in proceeding on am application of Town & Country Bcstg. Inc. (WREM), Remsen, N. Y. Action Feb. 15.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by applicant and with agreement of other parties, scheduled further conference for March 8 in proceeding on am application of WAEB Bcstrs. Inc. (WAEB), Allentown, Pa., to consider effect of amendment to rules, relative to processing of applications, made in connection with clear channel proceeding. Action Feb. 16.

■ Scheduled hearing conference for March 9 in proceeding on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action Feb. 13.

**BROADCAST ACTIONS
By Broadcast Bureau**

Actions of Feb. 20

KGBX Springfield Bcstg. Co., Springfield, Mo.—Granted transfer of negative control of Springfield Newspapers Inc., parent corporation, from Marguerite Jewell Duvall, et al. to St. Louis Union Trust Co., Arch A. Watson, Mrs. John W. Jewell and Mrs. Marguerite Jewell Duvall, trustees.

KVEG Las Vegas, Nev.—Granted mod. of cp to change type trans.

Actions of Feb. 19

WTHR Panama City Beach, Fla.—Granted authority through May 15 to operate reduced hours.

WBRX Berwick, Pa.—Granted change of remote control authority.

Actions of Feb. 16

WJMR-AM-TV, WRCM(FM), Supreme Bcstg. Inc., New Orleans, La.—Granted involuntary transfer of control from Chester F. Owens to Mrs. Flora Shields Owens, testamentary executrix of estate of Chester F. Owens.

KTWO, Rocky Mountain Tele Stations, Casper, Wyo.—Granted assignment of licenses Harriscope Inc. & Tv Properties, joint venture, d/b under same name.

KTWO-TV, Rocky Mountain Tele Stations, Casper, Wyo.—Granted assignment of cp and license to Harriscope Inc. & Tv Properties, joint venture, d/b under same name.

KREK, Oklahoma Bcstg. Co., Sapulpa, Okla.—Granted assignment of cp to Creek County Bcstg. Co.

WOAI-TV San Antonio, Tex.—Granted license covering correction of geographic coordinates.

■ Following stations were granted change of remote control authority: **KLIF-AM-FM Dallas, Tex.**; **WQAM Miami, Fla.**

■ Following stations were granted authority to operate trans. by remote control: **KITI Chehalis, Wis.**, and **WPAD Paducah, Ky.**

Actions of Feb. 15

WTBO-FM Cumberland, Md.—Granted mod. of cp to change ERP to 6.3 kw; ant. height to minus 135 ft.; ant.-trans. location to 450 Byrd Ave., Cumberland; changes in ant. system, type trans. and type ant.; deletion of remote control operation; conditions.

■ Following stations were granted SCA to operate on multiplex basis: **KFMW San Bernardino, Calif.**, and **KBAY-FM San Francisco, Calif.**

WSAI-AM-FM Jupiter Bcstg. Inc., Cincinnati, Ohio—Granted relinquishment of negative control each by Fox, Wells, Rogers, Payson & Trask through sale of stock to Harold G. Ross and P & T Junlor.

KTUE, KTUE Radio Inc., Tulsa, Tex.—Granted acquisition of positive control by W. A. and Doris Amburn (as family group) through purchase of stock by Doris Amburn from Sidney G. Hooper.

WSJV(TV) Elkhart, Ind.—Granted license covering installation of auxiliary trans. at main trans. site (aux., trans. and aux. ant.).

WDAN Danville, Ill.—Granted license to use former main trans. as alternate main night and auxiliary daytime.

KARI Blaine, Wash.—Granted cp to install new trans.

■ Following stations were granted extensions of completion dates as shown:

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 15

(Note: figures for last week were not available at press time.)

	ON AIR		CPS		TOTAL APPLICATIONS For new stations
	Lic.	Cps.	Not on air		
AM	3,626	63	96	858	
FM	892	77	180	165	
TV	485 ¹	77	80	136	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 15

	TOTAL TV	
	VHF	UHF
Commercial	463	90
Non-Commercial	41	14
		553
		55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,622	900	485 ¹
Cps on air (new stations)	77	67	74
Cps not on air (new stations)	140	176	85
Total authorized stations	3,839	1,143	645 ²
Applications for new stations (not in hearing)	455	122	40
Applications for new stations (in hearing)	185	21	63
Total applications for new stations	640	143	103
Applications for major changes (not in hearing)	489	89	33
Applications for major changes (in hearing)	76	4	11
Total applications for major changes	565	93	44
Licenses deleted	0	1	0
Cps deleted	2	11	3 ³

¹ There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. ² Includes one STA. ³ Three commercial cps have been changed to noncommercial educational.

WTBO-FM Cumberland, Md., to July 2, and KWFS-FM Eugene, Ore., to April 2.

Actions of Feb. 14

KLOQ, Yakima Bestg. Corp., Yakima, Wash.—Granted transfer of negative control from William E. Shela to Virginia S. Richardson; consideration \$20,517.20 for 50% interest.

■ Granted renewal of license for following stations: KDMS El Dorado, Ark.; KQFM (FM) and SCA Portland, Ore.; KXLE Ellensburg, Wash.; WAJP(FM) Joliet, Ill.; WBHF Cartersville, Ga.; WDMF Buford, Ga.; WEAT West Palm Beach, Fla.; WFDR Manchester, Ga.; WFMR(FM) Milwaukee, Wis.; WGKA Atlanta, Ga.; WGOV Valdosta, Ga.; WHVF Wausau, Wis.; WIBR Baton Rouge, La.; WINZ Miami, Fla.; WION Ionia, Mich.; WISN Milwaukee, Wis.; WLST Escanaba, Mich.; WMAB Munising, Mich.; WMAM Marinette, Wis.; WMSR Manchester, Tenn.; WOHP Bellefontaine, Ohio; WOIA Saline, Mich.; WOOD Grand Rapids, Mich.; WRWH Cleveland, Ga.; WTAC Flint, Mich.; WTMB Tomah, Wis.; WTOM(TV) Cheboygan, Mich.; KADI(FM) St. Louis, Mo.; KADY St. Charles, Mo.; KATZ St. Louis, Mo.; KBOA Kennett, Mo.; KBTN Neosho, Mo.; KCOB Newton, Iowa; *KCU(FM) Peila, Iowa; KDKD Clinton, Mo.; KDRO Sedalia, Mo.; KDSN Denison, Iowa; KGBX Springfield, Mo.; KIOA Des Moines, Iowa; KJAN Atlantic, Iowa; KJFJ Webster City, Iowa; KLSR Mountain Grove, Mo.; KMIS Portageville, Mo.; KNEM Nevada, Mo.; *KSUI (FM) Iowa City, Iowa; KNTN Trenton, Mo.; KUKU Willow Springs, Mo.; WMBH Joplin, Mo.; WOC-AM-FM Davenport, Iowa.

■ **WMTL, The Rough River Bestg. Co., Leitchfield, Ky.**—Granted transfer of control from Jimmie L. Shacklette, administrator of estate of James Weaver Shacklette, to Edith M. Rau and transfer of control from Edith M. Rau to Porter Wallace.

■ Granted licenses for following am stations: WRSL Stanford, Ky.; WIXN Dixon, Ill.; WPF Eastman, Ga.; WBBY Wood River, Ill., and specify studio location (same as trans.).

■ Granted licenses for following fm stations: WISH-FM Indianapolis, Ind., and WNNJ-FM Newton, N. J.

***WMUL(FM) Huntington, W. Va.**—Granted license for noncommercial educational fm station.

■ Granted licenses covering increase in daytime power and installation of new trans. with remote control operation for following stations: WPOR Portland, Me.; WAZL Hazleton, Pa.; WKRM Columbia, Tenn.; WGAL Lancaster, Pa.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WBEX Chillicothe, Ohio; WPON Pontiac, Minn.; WSAL Logansport, Ind.; and addition of resistor to ant.; WCFV Clifton Forge, Va., and ant. changes.

***WUSC-FM Columbia, S. C.**—Granted license covering replacement of tower and installation of new transmission line.

WPOR Portland, Me.—Granted license covering use of former main trans. as alternate main night and auxiliary daytime with remote control operation.

KAAB Hot Springs, Ark.—Granted license covering change in frequency, power, ant.-trans. location, DA-N to non-DA, changes in ground system and installation of new trans.; remote control deleted.

■ Granted licenses to following stations to use former main trans. for auxiliary purposes: WBEX Chillicothe, Ohio, and WCFV Clifton Forge, Va.

WIMA-TV Lima, Ohio—Granted cp to in-

stall auxiliary trans.

KELO-TV Sioux Falls, S. D.—Granted cp to change ERP to vis. 316 kw; aur. to 158 kw; and type ant.; ant. 980 ft.

WWTV(TV) Cadillac, Mich.—Granted cp to make changes in ant. system and other equipment to auxiliary ant.

KVOO-TV Tulsa, Okla.—Granted cp to make changes in type trans. and make minor equipment changes (main trans. and ant.).

WGAL-TV Lancaster, Pa.—Granted cp to install new auxiliary trans.

KFSA-TV Fort Smith, Ark.—Granted cp to change trans.

KO5AA Terrebonne, Ore.—Granted cp to replace expired permit for vhf tv translator station.

KO8AQ Herried, S. D.—Granted mod. of cp to change make of trans.

K10CE Glenham, S. D.—Granted mod. of cp to change make of trans. and make changes in ant. system.

KOTCE Wakpala, S. D.—Granted mod. of cp to change make of trans. and make changes in ant. system.

K10DX Conrad, Mont.—Granted mod. of cp to change frequency from ch. 11 to ch. 10 and make of trans.

KO5BR Dunsuir, Calif.—Granted mod. of cp to change ERP to 4.56 w; frequency from ch. 6 to ch. 5, and make changes in equipment.

K1IEG Del Norte, Colo.—Granted mod. of cp to change frequency from ch. 2 to ch. 11; primary station to KGGM-TV, ch. 13 Albuquerque, N. M., via uhf tv translator ch. 73; make of trans. and changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: KOLD-TV Tucson, Ariz., to March 9; WNEB-TV New Bern, N. C., to Aug. 21; KOTBR Jeffrey City Community Tv Assn., Jeffrey City, Wyo., to Aug. 14; K12AM, TV Committee, Way, Colo., to Aug. 14; K11AU, K13AO, The Aspen Television Committee, Aspen, Roaring Fork River Valley, Colo., to Aug. 14; KO2AF, Carbondale Tv Booster, Carbondale, Colo., to Aug. 14.

■ Following stations were granted authority to operate by remote control: KCMS Manitou Springs, Colo.; KLOS Albuquerque, N. M.; K1HI Tulsa, Okla.

KLIL Estherville, Iowa—Granted authority to remain silent beginning Jan. 18 due to financial reorganization.

KUFM(FM) El Cajon, Calif.—Granted extension of authority to April 15 to remain silent.

Actions of Feb. 12

Rio Blanco County, Rangely Div., Rangely, Colo.—Granted cps for new vhf tv translator stations on chs. 10, 13 and 8 to translate programs of KCPX-TV (ch. 7), KUTV (ch. 9), and KSL-TV (ch. 11), all Salt Lake City, Utah, via intermediate translators.

Actions of Feb. 8

■ Granted cps for following new vhf tv translator stations: Juab County on chs. 6, 11, 9 and 13; and Mammoth, Utah, to translate programs of KUTV (ch. 2), KSL-TV (ch. 5), KCPX-TV (ch. 4), and KUED (ch. 7), all Salt Lake City, Utah; Quincy Community Tv Assn. Inc., on chs. 6 and 4 Quincy, Calif.; KOVR-TV (ch. 13) Stockton, and KXTV (ch. 10) Sacramento, both California; Kettle River Service Assn. on chs. 9, 11 and 13 Ferry, Wash., KREM-TV (ch. 2), KXLY-TV, ch. 4, and KHQ-TV (ch. 6), all Spokane, Wash.; Clifton City Corp. on chs. 8, 10 and 13 Clifton, Idaho, KUTV (ch. 2), KCPX-TV (ch. 4) and KSL-

TV (ch. 5), all Salt Lake City, Utah; Crystal River Tv Assn. on ch. 6 Redstone and Upper Crystal River Valley, Colo., KREX-TV (ch. 13) Grand Junction, Colo., via intermediate translator; Devils Lake Junior Chamber of Commerce on ch. 8 Devils Lake, N. D., WDAY-TV (ch. 6) Fargo, N. D.; York-Sheldon Tv Assn. on ch. 7 York-Sheldon, Ariz., KVOA-TV (ch. 4) Tucson, Ariz.

Actions of Feb. 6

Setliff Translator System, Matador and Roaring Springs, Tex.—Granted cps for new uhf tv translator stations on chs. 83, 80 and 78 to translate programs of KFSA-TV (ch. 76), KVII (ch. 73) and KGNC-TV (ch. 70) Amarillo, Texas, via intermediate translators.

Rulemakings

PETITIONS DENIED

Part 3: E. Harold Munn Jr., Coldwater, Mich. (10-29-58)—*Requests amendment as follows: (1) Delete Sec. 3.21(b) and substitute following: (b) *Regional Channel*—A regional channel is one on which several stations may operate with powers not in excess of 10 kw—the primary area of a station operating on any such channel may be limited as a consequence of interference to a given field intensity contour; (2) Delete Sec. 3.22(c)(1) and substitute following: *Class 111-A Station*—A Class 111-A Station is a Class 111 station which operates with a power not less than one kw nor more than 10 kw and the service area of which is subject to interference in accordance with pp 3.182; (3) Amend Sec. 3.41 by changing entry for Class 111 stations in table to read as follows: Class 111—500 or 1000 w-1000; 5,000 or 10,000 w-10,000; and (4) Amend Sec. 3.182(11)(3)(1) as follows: Substitute 10 kw for 5 kw in text.

Part 3: William Penn Bestg. Co. (WPEN), Philadelphia, Penn. (1-13-59)—*Requests rulemaking proceedings in order to authorize regional stations to operate with powers up to 25 kw.

Part 3: Cleveland Bestg. Inc. (WERE), Cleveland, Ohio (1-20-59)—*Requests amendment of rules in order to authorize regional stations to operate with powers up to 25 kw.

Part 3: Seattle Bestg. Co. (KOL), Seattle, Wash. (3-27-59)—*Requests commission to authorize regional stations to operate with powers up to 25 kw.

Part 3: South Bend Tribune (WSBT), South Bend, Ind. (4-16-59)—*Requests increase of power of Class III standard broadcasting stations to maximum of 25 kw power.

Part 3: Meyer Bestg. Co. (KFYR), Bismarck, N. D. (5-13-59)—*Requests amendment of rules so as to increase power of Class III standard broadcasting stations to maximal of 25 kw power.

*Denied by memorandum opinion & order adopted Feb. 6, 1962 and released Feb. 12, 1962.

Secs. 3.297, 3.281: Charles River Bestg. Co. (WCRB-FM), Waltham, Mass. (10-12-61)—*Requests amendment of rules to substitute logging of stereophonic fm broadcasts for notification to commission, by making following proposed changes: A. In Sec. 3.297 delete all wording following "stereophonic transmission equipment or any change therein." B. In Sec. 3.281 add (b) (6) to read: "An entry of the time the station begins stereocasting, and the time it stops. (Time of stereocasting shall be defined as that period during which the required pilot subcarrier is transmitted.)" Denied by memorandum opinion & order adopted Feb. 6, 1962, and released Feb. 12, 1962.

Filings on FCC uhf-fostering, deintermixture drop-in plans

(Continued from Government Section)

visions in the uhf table of assignments may be desirable but abandonment of that assignment system would lead to inefficient spectrum utilization. Elimination of vestigial sideband requirements is not justified at all power levels. Reduction of ratio of aural to visual power is not justified in light of its adverse effects on uhf receiver performance.

National Assn. of Manufacturers and American Trucking Assn.—Showed how frequency space left open by the deletion of vhf channels in the eight cities proposed for deintermixture could be utilized by mobile services, safety and special radio services. Channel-splitting and other technical changes can bring these vital and expanding radio services only limited relief; the

major long-term improvement "imperative in the public interest" can be brought about only by assigning new frequency space to these services.

Zenith Radio Corp.—Supported selective deintermixture as a method to encourage uhf expansion in certain areas (uhf islands); opposes drop-ins as tending to degrade, if not destroy, existing vhf service. Feels dual operation and uhf pool proposal are premature and situations should be handled on a case-by-case basis as they arise. Uhf translators should be encouraged but vhf coverage is more efficient and less expensive in certain sparsely populated regions.

General comments on all eight deinter-

mixture proposals by Committee for Competitive Television—Take ch. 12 from Erie and ch. 12 from Binghamton and reassign ch. 12 State College, Pa., Akron-Cleveland, Ohio, or Utica, N.Y. Reassign ch. 12 Wilmington, Del., to Trenton, N.J., delete ch. 8 Lancaster, Pa. (WGAL-TV) and assign ch. 8 to Wilmington. Delete ch. 3 from Hartford and assign that channel to Providence, R.I.

CCT said this will create four uhf-only markets and bring needed extra service to areas now underserved. Educational tv will be fostered in the deintermixture areas by making uhf stations practical. CCT supports elimination of vestigial side band requirements, directivity of antennas and reduc-

tion of aural to visual power ratio for uhf.

Storer Broadcasting Co.—The FCC's basic objective should be to preserve the American system of tv and provide for its orderly future development. "While we do not minimize the economic problems of uhf stations in intermixed markets," Storer believes that with all-band set legislation, problems will be no greater than those met by numerous ams in the formative days of radio. Preservation of the vhf band and gradual implementation of the uhf band will achieve the goal: "competitive nationwide and local television service." The uhf pool to replace the table of assignments may result in fewer available tv channels for major and minor communities alike. A uhf-only plan would not result in competitive equality because of the differential in propagation characteristics, service and coverage of the uhf channels themselves. Storer opposed dual uhf-vhf operation as wasteful and expensive, claiming viewers will convert to uhf only if by doing so they will receive a second network service.

Sen. Paul Douglas (D-Ill.)—Deintermixture is not the best way "to achieve the results we all desire—namely the expansion of television programming and the use of uhf." The limited number of vhf channels are far too valuable a national asset not to be used fully or effectively. The senator has "grave doubts" that the FCC proposal to delete two vhf stations from Illinois is the best way to go about deintermixture even if that course of action is ultimately found to be feasible. Asked hearing to make it possible for the FCC "to have some real sense of the loss to these people in the Champaign area."

Champaign, Ill. deintermixture

WCIA (TV) (ch. 3) Champaign-Urbana—FCC held twice in 1958 that Champaign should not be considered for deintermixture; this situation applies even more fully now. WCIA's coverage area is largely one of small and medium sized communities, of extensive rural and farm areas and of low population density; uhf stations are operating successfully side-by-side with ch. 3. WCIA is the only locally owned and operated station in the area. The proceeding is illegal because it is not the FCC's province to regulate competition. Deletion of ch. 3 would result in a great loss of service. Multiple uhf stations would have to be constructed and operated just to fill in "white area"; this would be inefficient utilization of frequencies, even if otherwise feasible.

Deletion of ch. 3 would not effectively deintermix the area and would be the beginning of an erosion of service. "Sound economic analysis demonstrates that deletion of ch. 3 . . . would not increase revenues of existing uhf stations in the area, would threaten reduction in uhf revenue, would reduce rather than enhance competition in the area, would not result in new economically viable uhf stations being operated to replace even the lost ch. 3 service and would not result in multi-station competition throughout the present WCIA area." WCIA asked for a full evidentiary hearing and oral argument.

Plains Tv Corp. (licensee of three Illinois uhf stations) and **WTVH (TV) (ch. 19) Peoria, Ill.**—Deintermixture of the Champaign-Springfield-Decatur-Danville market is necessary to promote effective competition and foster development of uhf. Terrain

is excellent for uhf; set conversion is no problem and the shift of WCIA to uhf will deprive no person of a "service which is either significant or necessary." Uhf stations WICS and WTVH have established excellent uhf service which the public has accepted. "The various traditional arguments against deintermixture either have no applicability or have been shown by experience to have no validity."

Sen. Everett M. Dirksen (R-Ill.)—Asks to appear in oral argument to favor retention of WCIA as a vhf outlet. Deletion of ch. 3 would "deprive approximately 800,000 persons of Grade B service from WCIA." Deintermixture would be illegal and contrary to the FCC's mandate to provide equitable distribution of services.

The State of Illinois (through its attorney general) and three Illinois representatives commented in opposition to deletion of ch. 3, placing their main emphasis on deprivation of rural communities of ch. 3 service.

Madison, Wis., deintermixture

WISC-TV (ch. 3) Madison, Wis.—Deletion of ch. 3 from Madison would destroy much vital tv service and waste the channel, contrary to law and allocations principles. Vhf in Madison has clear coverage predominance over local uhf on the basis of calculated and measured contours. WISC-TV's coverage is vitally necessary and is relied upon particularly by those with limited tv service and those in farm areas. No further tv development is foreseeable in the Madison area to reduce the service losses resulting from deintermixture. FCC should not "disinter" the "properly discarded" selective deintermixture policy, because few, if any, cities remain for such a policy; selective deintermixture is ineffectual to overall tv department and is even more impotent today than when previously rejected; deintermixture is inconsistent with the basic policy of a vhf and uhf system and the emphasis on the all-channel set. No deintermixture is justified until the conclusion of the FCC's New York uhf experiment. No intermixture problem exists in Madison, since five-and-one-half years of intermixed operations prove viability of uhf and its reasonably effective competitive abilities. Madison and much of its uhf coverage area are already substantially intermixed by outside services, foreclosing effective deintermixture. Absolute equalization of local tv facilities is an "unwise, unreasonable, unattainable and unlawful" goal for the freely competitive tv industry. Since the "basic purpose" of deintermixture is economic protection of existing uhf stations, it is contrary to law and to broadcasting's fundamental free-competition principles. Deintermixture would only unjustly enrich Madison uhf at WISC-TV's (and the public's) expense, as well as inequitably disrupt established and effective Madison tv development.

WKOW-TV (ch. 27) Madison—Favored deintermixture of Madison. That city is a "mature uhf market" since 99% of the tv receivers in the area are all-channel. Although deintermixture of Madison was previously turned down, rejection was by a "bare" 4-3 vote of the commission, and three of the commissioners who voted against it (Commissioners Mack, Doerfer and McConnaughey) are no longer FCC members, while two of the three who voted in favor (Hyde and Lee) are still members. Since all-channel set saturation is high,

deintermixture would be effective and would produce three equally effective and competitive commercial outlets. Would also encourage more uhf stations in the surrounding area. After five years of intermixture, advertisers still prefer vhf in an intermixed market, and WKOW-TV suffers losses in the five-figure bracket. Significant numbers of people would not lose service through deletion of ch. 3; three uhf stations (two commercial and one educational) operating in Madison area; there is a practical majority of uhf compatible receivers in the Madison market; terrain is "most suitable" for uhf signal propagation; deintermixture is consistent with the objectives of improving competitive service.

WMTV (TV) (ch. 15) Madison—While deletion of ch. 3 would leave two areas with a combined population of over 6,000 people without interference-free service, KDAL-TV Duluth would reach over 10,000 more people than it presently does through elimination of interference from WISC-TV. This balance in favor of deletion of ch. 3 from Madison is increased when one considers that lost service would be restored if the uhf substitute were to use 600 kw effective radiated power with antenna height above average terrain on 1,200 ft. It is therefore apparent that the deletion of ch. 3 from Madison would meet all of the FCC's criteria.

Montgomery, Ala., deintermixture

WSFA-TV (ch. 12) Montgomery—Deintermixture would cause great loss of service and shrink the market below the size of those now supporting three tv stations; if necessary it should be made all-vhf by addition of ch. 8. As state capital, centrally located, Montgomery deserves wide-coverage vhf tv. Loss of revenue would lead to diminishing of quality local tv coverage. Montgomery is ill-suited to deintermixture because (a) the penetration of outside vhf signals limits the uhf potential (b) potential uhf homes are so few as to preclude the necessary revenue and (c) the evergreen forestation handicaps reliable uhf reception.

WSFA-TV emphasized the public outcry against deletion and submitted multiple exhibits of citizen requests to retain the channel. In any case the proposal is premature and should wait for the outcome of the New York uhf experiment, the fate of all-channel set legislation and congressional hearings on overall uhf fostering before the FCC acts. WSFA-TV asked for a full evidentiary hearing with oral argument.

WCCB-TV (ch. 32 cp) Montgomery—Montgomery has been a two-channel market for years because of the dominance of WSFA-TV stifling competition. Suggests ch. 12 be deleted there and assigned to Columbus, Ga., currently a two-vhf market.

WCOV-TV (ch. 20) Montgomery—Supports deintermixture but prefers addition of ch. 8 to Montgomery from Selma, Ala., (WSLA [TV]), making market all-vhf. If this is not acceptable, shift WSLA also to uhf to prevent its vhf signals from invading the market. If none of these steps are taken, Montgomery will be reduced to a one-station market.

WTVY (TV) Dothan, Ala.—Should the FCC delete ch. 12 from Montgomery, assign it to Fort Walton, Fla., as a first local tv service where WTVY will apply for it.

Binghamton, N. Y., deintermixture

WNBF-TV (ch. 12) Binghamton—Despite the absence of FCC standards for determining service, particularly in rugged terrain such as Binghamton, its proposal is based upon assumptions with respect to service which are demonstrably erroneous. The FCC, in adding a new channel to Syracuse, N.Y., defeats the purpose of deleting ch. 12 Binghamton because the new station's signal will invade Binghamton. The FCC's proposal was advanced without regard to the critical factor of terrain. The nature and extent of uhf conversion in this area do not constitute support for the FCC proposal. Experience of WNNR-TV (ch. 40), which used maximum power, a system of boosters and translators and which conducted extensive promotion campaign in the area, and then concluded through its lack of success that the propagation characteristics of Binghamton are unfavorable to uhf, should show the undesirability of the FCC deletion proposal. If change is needed, add ch. 4 and/or ch. 7 to Binghamton.

WBJA (TV) (ch. 34) Binghamton, N. Y.—Supported the FCC proposal to delete ch. 12 from Binghamton, and replace it by ch.

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24, arguing that the goal of the deintermixture proceeding was not to achieve greater service necessarily, but to create a "competitive television situation involving at least three stations" in each market that could afford it.

WINR(TV) (ch. 40) Binghamton, N. Y.—Advocated deintermixture, but urged that the market be made entirely vhf, and that a grant be given WINR for either ch. 4 or ch. 9, a petition the commission had previously denied.

Columbia, S. C., deintermixture

WIS-TV (ch. 10) Columbia—(see page 127, BROADCASTING, Feb. 19).

WNOK(TV) (ch. 19) Columbia—Supported deintermixture on the basis of "real competition," and claimed that it was the best way of activating uhf's public service potential.

WRDW-TV (ch. 12) Augusta, Ga.—Neither supported nor argued against deintermixture, but did maintain that if ch. 10 were deleted from Columbia, it ought to be assigned to Charlotte, N. C.

WJBF(TV) (ch. 6) Augusta, Ga.—Supported deintermixture of Columbia, arguing that uhf could serve that city because of level terrain advantages, and suggested that ch. 10 be allocated to Charlotte, N.C.

S. C. Broadcasters Assn.—Deintermixing Columbia "would result in a reduction of existing service," and asked that an additional vhf be added to Columbia.

The State of South Carolina—Through the state Attorney-General argued against deintermixture of Columbia on grounds of public interest; said more vhf service—not less—is South Carolina's need.

WCCA(TV) (ch. 25) Columbia—Supported deintermixture: The only way to achieve genuine competition in Columbia is to reassign ch. 10. WCCA recommended it be shifted to Augusta, Ga.

WBBQ Augusta, Ga.—Repeated its pending request that the FCC delete ch. 10 Columbia and assign it to Augusta. WBBQ maintained that Augusta was large enough to support three vhf stations in competition, and said that no harm would be done uhf by the assignment to Augusta since Columbia is about 70 miles away.

Rockford, Ill. deintermixture

WREX-TV Rockford (ch. 13)—On expanded use of uhf: cannot be considered apart from deintermixture proceeding because both are part of FCC long-range plan to solve tv allocations problems; deintermixture in only some of eight cities would be futile since overall aim is to help uhf; uhf expansion proceeding must be resolved before any of eight vhf channels are deleted, since (1) uhf propagation potential, as presently assumed by FCC, indicates major parts of the U.S. could not become all-uhf areas and still serve rural audiences; (2) because of doubts about uhf effectiveness, only an intermixed system can be relied on at present and the intermixture problem would be solved by all-channel set legislation; (3) even if the New York uhf experiment is successful, vhf should not be deleted in Rockford and other markets which serve large rural populations.

On deintermixture in Rockford: Station on ch. 17, proposed to replace ch. 13 at Rockford, means Grade B radius would extend only 31 miles (FCC assumed 40 miles), with 500 kw and 750-foot antenna assumed by FCC. Area of 6,060 square miles and 612,402 population would lose Grade B service. Grade A service would be lost to 161,315 in a 2,402 square-mile area. Additional possible conditions would reduce service still further.

Costs of conversion in Rockford area for ch. 17 would run into "millions," ranging from \$21 to \$100 per set for close-in locations up to \$200 for more distant sets. Extensive conversion in Rockford area would not be likely, according to surveys, because of expense and trouble and availability of vhf signals in many locations from Chicago, Milwaukee and Davenport-Rock Island.

Since WREX-TV's programming is based on regional needs, reduction in coverage area from ch. 17 operation would mean loss of this type of programming to many people. Shift to ch. 17 would mean great expenses and losses to WREX-TV. Deintermixture should not be effected in Rockford without an adjudicatory hearing.

Rep John B. Anderson (R-Ill.)—Said "deluge" of letters to his office is 99% in opposition to Rockford deintermixture.

WTVO (TV) (ch. 39) Rockford—Rockford market is "perfect" for deintermixture. Only way to provide competitive tv in area and it will promote uhf development. Ch. 13 could be reserved for educational use. Deintermixture must be implemented to provide truly competitive service and advance and expand both commercial and educational service. If FCC turns its back on such markets as Rockford, uhf will continue to lie substantially dark and essentially wasted. Arguments against deintermixture are not applicable or are not valid.

William G. Clark, Illinois attorney general—State of Illinois takes position that all-channel set legislation will serve public interest better than deintermixture and that ch. 13 should be retained at Rockford. It's clear that deletion of ch. 13 would take away a service that could not be replaced except by establishment of a large number of new stations, which is unlikely to take place.

Erie, Pa., deintermixture

WICU-TV (ch. 12) Erie—Deletion of ch. 12 would do violence to Secs. 1 and 307(b) of Communications Act, which provide for "fair and equitable" distribution of radio-tv service. Deletion of ch. 12 would be unfair and inequitable. Also noted that the Communications Act nowhere mentions either explicitly or implicitly that it is the duty of the commission to promote competition. Promoted competition would not necessarily mean promoted quality of service. Deintermixture would "flout" the general intentions of Congress. Terrain in Erie unsuitable for uhf propagation. Would cause economic harm to Erie market since WICU-TV is "cohesive force" binding large surrounding area together. Retail trade would suffer through loss of advertising penetration. Would destroy "Erie tv market image" to national advertisers. As a result, uhf stations in Erie would suffer losses as well. Deintermixture would not foster but frustrate concept of three-station competitive market in Erie. Means will defeat the ends; deintermixture is doomed to failure.

WEPA-TV (uhf cp)—Issue is not how to give Erie best tv service, but how best to make it competitive market. Not enough vhf channels available to do this; therefore it has to be done through uhf. WICU-TV could serve area just as well operating on uhf: ch. 12 could then be used to provide additional service in Cleveland-Akron or Buffalo. Deletion of ch. 12 from Binghamton as well would let that channel be used at Utica and possibly as an etv outlet in State College, Pa., since all these areas are primarily vhf without significant uhf. Erie could then be made a truly competitive market—all-uhf.

WSEE-TV (ch. 35) Erie—Single vhf station has frustrated growth of adequate competitive service. Deletion of ch. 12 from Erie would permit its use in other all-vhf areas.

WAKR-TV (ch. 49) Akron—Requests (1) deintermixture of Erie, (2) allocation of ch. 12 to Akron, (3) order to show cause why WAKR-TV Akron should not be operated on ch. 12.

Hartford, Conn., deintermixture

WTIC-TV (ch. 3) Hartford—The two criteria set forth by the FCC as prerequisites for deintermixture do not apply to Hartford. It is not a market in which "a single vhf station is operating in competition with one or more uhf stations" (WNHC-TV ch. 8 New Haven is clearly received.); there is no substantial uhf reception potential in major portions of the area served by ch. 3. Deletion of ch. 3 would deprive "many thousands of viewers" of their only clear tv service and thousands more of a choice of service. WTIC-TV asserts its right to a full evidentiary hearing on the deletion proposal and requests oral argument.

The substantial loss of service from the deletion of ch. 3 could not be redressed by translators of satellites. Deletion would not improve competition but would destroy the "delicate balance" of tv allocations presently prevailing there. The uhf stations which have protested ch. 3's placement for many years are still operating. Change in Hartford allocations would upset the conditions set by the FCC for the Hartford pay-tv experiment on uhf. Furthermore, ch. 3 is not needed in Providence and could not be effectively used there. There is no prospect of need

for an educational vhf channel in either Hartford or Providence.

Robert A. Riesman and associates and **WXTR** Pawtucket, R. I.—Will apply for ch. 3 in Providence, 17th largest market, which needs another vhf channel. Urges deletion of the channel from Hartford and assignment to Providence.

WICC-TV (ch. 43) Bridgeport, Conn.—Station has been silent because of vhf competition. Ch. 3 should be deleted from Hartford and assigned to Bridgeport to afford WICC-TV an opportunity for equal competition. This would provide a first tv service to that market.

WGBH-TV (ch. 2 etv) Boston—Takes no position on whether Hartford should be deintermixed but urges that if it is, ch. 3 be retained in Hartford for educational use and not assigned to Providence for commercial or educational use, because it would cause adjacent channel interference to WGBH-TV if assigned there.

Governor's Committee for Channel 3—Urged that WTIC-TV be allowed to retain channel; cites areas that would receive little service, public services performed by present channel. Said uhf channels will be sufficient for state's educational tv purposes. Signed by Gov. John Dempsey.

WWLP (TV) (ch. 22) Springfield, Mass., (and other uhf stations under same ownership) and **WHNB-TV** (ch. 30) New Britain, Conn.—Deintermixture is the only way to provide competitive tv in certain markets and will promote uhf development; Hartford "presents an ideal case" for the process. Deintermixture can provide additional assignments for vhf areas: ch. 3 can provide competitive third service in Providence or can be utilized by etv there or in Hartford. If the commission now turns its back on deintermixture "in those markets where every consideration of sound policy and fair competition call for it," the FCC cannot count upon the development of a service by American business in which the FCC itself has shown neither faith nor genuine concern. The Hartford area has good uhf terrain, there is substantial set conversion and the shift of WTIC-TV to the upper band will deprive no person of a service which is "either significant or necessary."

Capitol Tv Corp.—Capitol which has fought a long battle for the assignment of a third vhf to Providence, said that it would be in the public interest to delete ch. 3 from Hartford and substitute ch. 76. "Capitol further believes that it will best serve the public interest to assign ch. 3 to Providence for commercial use."

Dayton, Ohio, drop-in

Joseph Speidel III and **Thomas D. Johnson** supported the proposed Dayton drop-in; maintained that operating as proposed, ch. 11 would offer "complete protection" to co-channel stations in Toledo and Louisville. Public interest dictates the allocation of a third vhf to Dayton. They announced plans to apply for the channel.

WTOL-TV (ch. 11) Toledo—It does not agree to, nor accept, the FCC's contention that WTOL-TV's operation would not be adversely affected by a ch. 11 operation in Dayton. The proposed standard spacing of 32 miles would cause severe interference to WTOL-TV.

WHAS-TV (ch. 11) Louisville, Ky.—Pointed out that its separation from a proposed ch. 11 operation in Dayton would be only 131 miles, 39 miles less than the 170 mile separation provided for in the FCC's rules. WHAS-TV also maintained that a new Dayton vhf would overlap several existing uhf stations, a violation of FCC criteria for drop-ins. "It is contrary to the public interest, at a time when the commission is actively seeking to bring about the development of uhf, to permit the allocation of an additional vhf station in an area which is already extremely well served by tv whose signals will overlap the signals of a number of operating uhf stations, the very stations which the commission seeks to aid."

WONE-AM-FM-TV (ch. 22, cp) Dayton—This uhf permittee, which was on the air for six months in 1954, said it would file an application for ch. 11 as soon as the assignment is finalized. WONE-TV pointed out the importance (33rd U. S. market) of Dayton as the hub of a 15-county trading area.

Greater Dayton Broadcasting Corp.—Another potential ch. 11 applicant, Dayton Broadcasting said that that city is "clearly an exceptional case and the proposed allocation will fulfill an urgent public need. . . ." The need for a third Dayton service outweighs the need for any service

lost as a result of additional interference to existing stations.

WKRC-TV (ch. 12) Cincinnati—The proposed Dayton drop-in would conflict with several criteria the FCC has established if the agency is to take the "exceptional course of violating its own rules." Interference within WKRC-TV's grade B contour would affect 785,322 persons in an area of 2,468 square miles. "This would be major, not minimal dislocation," WKRC-TV maintained, and pointed out interference to other stations would be caused affecting 575,000 persons. These losses far outweigh any gains that would accrue through a ch. 11 Dayton assignment.

Miami Valley Telecasting Corp.—Another potential ch. 11 applicant, Miami Valley said that of all the major markets which have only two vhf stations, "none more clearly meets the commission's requirements for the addition of a third vhf service than does Dayton." Dayton demands and can support more tv stations than are presently available, with the two present stations being unable to adequately meet the needs of the area.

Buckeye Broadcasting Corp.—Uhf is "dead" in Dayton and there is no prospect for its revival; Buckeye supported the proposed addition of ch. 11. "The need for a third competitive facility in Dayton exists now and the tenuous hope that uhf might have a chance some 10 or more years [from now] obviously provides no solution for a problem that cries for solution now." The petitioner said that it will promptly apply for ch. 11 upon its allocation to Dayton.

Sen. John Sherman Cooper (R-Ky.)—Maintained that the proposed drop-in of ch. 11 in Dayton, Ohio, would "seriously affect" reception of WHAS-TV Louisville in Kentucky and Indiana. The senator enclosed a "fact sheet" sent to him by WHAS-TV. He hoped the FCC "might find a way to achieve its objectives without causing the difficulties to WHAS-TV which are now feared."

WIC (TV) (ch. 11) Pittsburgh—Opposed "squeeze-in" of ch. 11 in Dayton because it would be "wasteful assignment, not justifiable in the public interest." WIC said that it would be subjected to substantial interference from a ch. 11 station in Dayton. The proposed station would cause 1,356,644 persons to lose service and, by contrast, a Dayton station on ch. 11 would bring a new service to only 1,005,892 people.

Gem City Tv Corp.—Said it plans to file for a Dayton station on ch. 11 at the "earliest possible time" in supporting the proposed assignment. Full protection can be rendered to adjacent and co-channel stations by ch. 11 in Dayton through suppression of radiation and directional antennae.

Johnstown, Pa., drop-in

WGAL-TV (ch. 8) Lancaster, Pa.—Urged that ch. 3 be assigned Johnstown rather than ch. 8, which was proposed to be deleted from Lancaster. If ch. 8 is deleted, several Pennsylvania communities will lose all service, but addition of ch. 3 will increase the number of persons receiving service. Additionally, the use of a lower vhf channel would prove advantageous in overcoming the rugged terrain in the Johnstown-Altoona area.

WCRO Johnstown—Supported drop-ins, asked that both ch. 3 and ch. 8 be assigned Johnstown, cited market facts about population, industry, retail sales, expansion, etc. WCRO would apply for one of the vhf channels. It said two channels would permit truly competitive service from all three networks and a diversity of outlets for local self-expression.

WTAE (TV) (ch. 4) Pittsburgh—Had no comment on proposal to add ch. 8, but objected to plan to add ch. 3 because of adjacent-channel mileage separation violation involved. Asserted right to a hearing on the modification of its license which would result if ch. 3 is dropped in. WTAE said no necessity for adding ch. 3 has been shown.

WSVA-TV (ch. 3) Harrisonburg, Va.—Ignored proposal to add ch. 8, objected to drop-in of ch. 3 because of co-channel separation shortage. Said drop-in of ch. 3 would seriously degrade WSWA-TV service and deprive a large rural community of its only tv service.

WJW-TV (ch. 8) Cleveland—"... under all pertinent criteria the assignment of ch. 3+ is by far preferable to the assignment of ch. 8+." Johnstown alone would not qualify for a drop-in but as a combined

market with Altoona, Pa., it would. Because WJAC-TV (ch. 6) Johnstown and WFBG-TV (ch. 10) Altoona provide Grade A service to each other's cities, a third competitive service would have to be able to serve both cities. WJW-TV suggested a ch. 3 site for an added station which it said would involve only one substandard separation and permit substantially greater interference-free service than is possible of ch. 8. Other reasons were listed to demonstrate the superiority of a ch. 3 assignment to that of a ch. 8, and station said 53% more people would be served by the lower channel (which would not provide co-channel interference to WJW-TV).

WARD-TV (ch. 56 and permittee of ch. 19) Johnstown—Asked that ch. 8 be assigned to Johnstown and that an amendment to the order specify show-cause why WARD-TV should not be authorized to operate on ch. 8. That ch. assignment is technically feasible and should be finalized. Directional antenna can protect other ch. 8 stations (WGAL-TV Lancaster, WJW-TV Cleveland and WCHS-TV Charleston, W. Va.) and maximum power should be permitted in other directions. If show-cause order is not issued there would be delay of ch. 8 service to public and WARD-TV may be compelled to cease operation of uhf because of curtailed network and advertiser support, thus depriving that area's public of a third tv service.

Penn Traffic Co.—Supported drop in of either ch. 8 or ch. 3, said both assignments would satisfy FCC drop-in criteria and would have no adverse effect on uhf. Penn Traffic, which operates a Johnstown department store, would apply for either channel, would prefer that ch. 3 be added.

Baton Rouge, La., drop-in

Baton Rouge Tv Inc.—Supported addition of ch. 11 to that city, said that with proper transmitter site, the assignment can meet mileage separation criteria. Baton Rouge is a growing market which needs a third tv service.

KLFY-TV (ch. 10) Lafayette, La.—Opposed the assignment of ch. 11 at any adjacent mileage separation which is in violation of FCC rules. Permitting any application for ch. 11 at less than a 60-mile separation from KLFY-TV constitutes a modification of the construction permit of KLFY-TV and, in the absence of a proper hearing, is unlawful.

Walter E. Hussman—Supported deletion of ch. 11 from Houma, La., and reassignment to Baton Rouge where he would apply for the channel. Station can be so situated as not to violate spacing requirements vis-a-vis KLFY-TV. He cited need of market for third tv service.

La. State Board of Education—Urged FCC to consider reserving ch. 11 Baton Rouge for educational use.

WLCS Baton Rouge—Favored drop-in of ch. 11 and intends to apply for it. Said technical shortage is outweighed by need for service, that there is no significant uhf development in Louisiana with which the assignment of ch. 11 would interfere.

KHMA (ch. 11 cp) Houma, La.—Resubmitted petition for immediate grant, asking FCC to shift ch. 11 from Houma to Baton Rouge and grant it to KHMA. Said in similar cases where FCC proposes to shift channels to larger markets, it is customary and fitting to issue a show-cause order why the incumbent permittee should not operate the same channel after it is reassigned.

Oklahoma City drop-in

KOCO-TV (ch. 5) Enid, Okla.—Filed earlier asking that ch. 5 be shifted from Enid to Oklahoma City and that a show-cause order be issued why KOCO-TV should not operate ch. 5 in Oklahoma City.

KFSA-TV (ch. 5) Fort Smith, Ark.—The proposed assignment of ch. 5 to Oklahoma City would involve a separation less than the standard 190 miles. KFSA-TV reserved its rights to a hearing if any proposal is made which would result in modification of its license.

Birmingham, Ala., drop-in

WRBL-TV (ch. 3) Columbus, Ga.—Opposed the drop-in of ch. 3 at Birmingham, Ala., on the grounds that undue interference to the WRBL-TV signal would result, and said that under present FCC requirements the only spot in the direction of Birmingham at which a drop-in of ch. 3 could be made was at Memphis, Tenn.

WTWV(TV) (ch. 9) Tupelo, Miss.—Counterproposed that the FCC delete ch. 4

(WCBI-TV) from Columbus, Miss., and drop it in at Birmingham in place of ch. 3, and that it award ch. 9, presently in Tupelo, to WCBI-TV, and grant WTVV (TV) ch. 4 in Birmingham.

Alabama Telecasting Corp.—Opposed the drop-in on the grounds that the proposed channel would suffer from such technical deficiencies from interference so that the third station would not be able "to provide a technical service which would be competitive with the two existing Birmingham stations."

WRGP-TV (ch. 3) Chattanooga, Tenn.—Opposed the drop-in at Birmingham saying that the move would impair "the current service rendered by ch. 3 from Chattanooga, and would mean additional requests for further and greater impairment to WRGP-TV" because of ch. 3 Birmingham's inability to provide technically uncluttered service.

Birmingham T.V. Inc.—Supported the drop-in, and indicated its intention to apply for the ch. 3 license.

WVOK Birmingham, Ala.—Supported the reallocation of ch. 3 to its city, and suggested methods to relieve interference that might result to other ch. 3 outlets. The radio station said it would apply for the reallocated channel.

Other interested parties in the Birmingham question filed earlier, and summaries of their positions were carried last week (At DEADLINE, Feb. 19).

Jacksonville, Fla., drop-in

Jacksonville Television Corp.—Supported the allocation of ch. 10 to that city, arguing that the city was important enough to have three commercial outlets and that the addition of a new channel would ensure competition.

WTSP-TV (ch. 10) Largo, Fla.—Suggested that FCC alter the antenna site specified for the station in its cp, so that interference between WTSP-TV and the proposed ch. 10 in Jacksonville would be reduced.

Post-Times Co.—Supported the drop-in of ch. 10 on the basis of public service, and proposed to apply for the license.

Donald Bolton Jr. and Joseph Speidel—Supported the allocation of ch. 10 to Jacksonville, and announced intention to apply for it.

Community First Corp.—Supported the ch. 10 drop-in on the basis of urgent community need and as a method for ensuring imaginative competition.

WMBR Jacksonville, Fla.—Supported the FCC proposal, saying that technical drawbacks to it would be minimal and outweighed by the advantages.

WAPE Jacksonville, Fla.—Supported the ch. 10 assignment to that city on the grounds of area need. Brennan Broadcasting Co., licensee of WAPE, has not reached a final decision as to whether it will apply for the channel if it is dropped-in.

WZOK-AM-FM Jacksonville, Fla.—Supported the reallocation as a means of ensuring community service, and argued that technical standards do not militate against the ch. 10 drop-in.

Knoxville, Tenn., drop-in

National Assn. of Educational Broadcasters—Supported the proposal to reallocate ch. 8 to Knoxville, and urged that uhf ch. 26 in that city be reserved for non-commercial educational use. In its comments, NAEB supported the application of WTVK (TV) to move from ch. 26 to ch. 8 in Knoxville.

WISH-TV (ch. 8) Indianapolis, Ind.—Opposed the assignment of ch. 8 to Knoxville on grounds that the allocation would violate FCC mileage separation rules, and cause "destructive and degrading" interference to the WISH-TV signal.

WSIX-TV (ch. 8) Nashville, Tenn.—Opposed the proposed drop-in at Knoxville, saying that such allocation would be a violation of standing FCC rules, and would cause a substantial and needless loss of service.

Charlotte, N. C., drop-in

WJBF(TV) (ch. 6) Augusta, Ga.—Opposed the drop-in of ch. 6 in Charlotte because it would damage WJBF's service area—and that of other existing ch. 6 stations in the general mileage area—and would limit its coverage, and not adequately compensate for this harm by outstanding merit. As alternative, WJBF proposed that ch. 10 be assigned Charlotte if the FCC decides to de-

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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.
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 - 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

Resourceful manager with medium market experience. Realistic salary incentive for new, northern Maryland daytimer. Expect air April 15. Box 672J, BROADCASTING.

Manager wanted for full time New England 5kw radio station. Must know the business. Give details, salary requirements in first letter. Box 795J, BROADCASTING.

Experienced, aggressive manager for top local Western N. Y. S. station. Box 827J, BROADCASTING.

General manager for 5 kw network station in mid-atlantic state. Must have impressive sales record. Sales managers considered. Send resume, recent photo, past and expected earnings. Replies in strictest confidence. Box 889J, BROADCASTING.

General Manager, 5 kw midwest survey proven #1 in market. Must be aggressive, prefer sales background. Present manager moving to larger market. Send picture, details and salary requirements to Box 995J, BROADCASTING.

Sales

Canton, Ohio—top commission incentive, excellent guarantee, fringes for imaginative salesman looking for future, resume to Box 820J, BROADCASTING.

If you are a top-producing salesman handling local retail radio accounts in a small to medium market, here's your chance to make the big move to sunny California. Salary \$750.00 per month plus commissions. Excellent opportunity for increased earnings and advancement with an expanding organization. Please apply in detail, giving your billing record. Box 857J, BROADCASTING.

Growing . . . growing . . . Multiple chain. Detroit major indie. . . needs experienced, successful salesman! (Management ability) or sales manager (heavy on sell). Complete resume. Box 890J, BROADCASTING.

Have opening for radio salesman, offering five-figure income plus expense account. Unlimited opportunity for man willing to work and accept responsibility. Successful station serving agricultural area in upper prairie state. Send picture, resume of experience and billings, family status and employment, character and credit references. Only highest calibre persons considered. Box 919J, BROADCASTING.

Wanted two salesmen—\$0,000 market—North Central Sacramento Valley. Must be experienced—sober—three station market. Deal open, send all first letter. Box 928J, BROADCASTING.

Salesman—draw \$200 weekly against 25%. Major NYS half-million prosperous market. Hooper and Pulse rated quality station. Small top-notch sales force. Box 952J, BROADCASTING.

Good territory—Philadelphia suburban am-fm station needs solid aggressive salesman who wants to carve out future in excellent market. Box 961J, BROADCASTING.

Looking for a sales position with a future? Want to join one of the East's fastest growing radio groups? WARM, one of America's highest rated radio stations has an immediate opening, for an experienced salesman. Call Lou Strittmatter, WARM, Salesman, Scranton, Pennsylvania. Phone Diamond 6-4648 for further information.

Help Wanted—(Cont'd)

Sales

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club awards, Westport, Connecticut.

I-f you have Ideas, Inspiration, work, opportunity for \$6-8,000. KFRO, Longview, Texas.

Salesman needed by leading station. Salary plus commission. Announcing experience necessary. KTOE, Mankato, Minnesota.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

AGENCY-ADVERTISER

National Agency needs salesman to sell hottest package in the business. Must have car, type, and be free to travel. Earn from \$100 to \$500 weekly commission dependent on ability. Box 941J, BROADCASTING.

Attention Agency/Advertiser and Network Executive—can you recommend a recent college grad, interested but not necessarily educated in the field of television. I'll train the right young man from the ground up—station operations with emphasis on sales. Rewarding position for aggressive young man in prosperous Southern market. Write Box 8K, BROADCASTING.

Announcers

Top-notch dj for powerful number one 5kw in west Texas. Fastest growing market. Send tape and info to Box 103J, BROADCASTING.

Country/western jocks, attention: Better than average dj position—first ticket preferred. Must have personality-character. No drifter, will be groomed against big-time man. Salary open-side benefits. Metropolitan area. Box 664J, BROADCASTING.

Adult good music station, upper midwest, has opening for experienced announcer. Smooth, professional delivery essential; deep, resonant voice desired. Exceptional benefits. University community. Box 772J, BROADCASTING.

Immediate opening announcer-production or announcer-sales. One of the fastest growing Carolina areas. Lively daytimer. Better than average salary—opportunity if creative, aggressive and responsible. Box 806J, BROADCASTING.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Send tape, picture, complete resume, and personal references. Box 851J, BROADCASTING.

Announcer-deejay—5000 watter-metropolitan area—New England. Popular music tight production . . . good opportunity for experienced, capable, reliable man. Send tape and resume to Box 878J, BROADCASTING.

Announcer for Eastern major market fm station. Diversified, middle of the road music policy. \$100 per week. Send audition tape and resume to Box 894J, BROADCASTING.

Experienced first phone announcer, Michigan daytimer. Good opportunity for dependable man. Send tape, resume and financial requirements. Box 903J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer for small southern station. Send picture, tape, salary requirement and resume to Box 935J, BROADCASTING.

Announcer and newsman openings for radio station near New York City. Two experienced men, one to take over morning shift and a newsman experienced in gathering and airing local news. Good salaries. Excellent working conditions. Box 949J, BROADCASTING.

1st phone announcer — \$500 if you can qualify. Top central states single market operation. Job involves announcing, some engineering, some copy and production—position can lead to sales and management. Excellent future—top security. All replies answered. Box 964J, BROADCASTING.

New Jersey, experienced announcer with 1st class ticket. \$100 to start. No maintenance. Box 965J, BROADCASTING.

Experienced announcer to gather, write local news. \$90.00 week, in Texas. Box 969J, BROADCASTING.

Texas kilowatt needs mature, experienced announcer. \$90.00 week. Box 990J, BROADCASTING.

Eastern 5000 watter wants steady, mature, reliable, experienced all around announcer. \$433 monthly. Send tape and resume. Box 997J, BROADCASTING.

Are you the personality we're looking for? Thirteenth market, full time, non-rocker, searching for young undiscovered personality. Salary open. Send tape, resume and picture. Box 8K, BROADCASTING.

Established station in top 30 market needs young disc jockey with experience in tight "news and music" operation. Above average salary and other benefits for right personality. Send air check, photo, and resume immediately. Replies confidential. Box 7K, BROADCASTING.

First phone needed now. Pleasant people. Pleasant place. KFDR, Grand Coulee, Washington.

Announcer, 1st phone—our night man is going to medical school — replacement needed soon. Apply only if experienced by letter and tape in detail. Interview will be arranged. Top position for right man. Salary open, write James F. Jae, Jr., General Manager, KHMO, Hannibal, Missouri.

Wanted first phone for 5 kw Rocky Mountain regional. Must be good airman—no maintenance, near hunting, fishing and 80 miles south of Sun Valley. Salary open, reference required—possibility tv . . . call collect KLIX AM-TV, Twin Falls, Idaho.

Wanted—evening personality for CBS radio affiliate in Fort Wayne, Indiana. Send tape, photo and resume to Radio Station WANE. Tapes will be returned.

Announcer with 1st phone—good opportunity. Immediate opening. Send tape and resume and availability. WCVS, P. O. Box 1088, Springfield, Illinois.

Experienced farm director for pioneer top-flight adult-appeal station. Good opportunity for radio-tv farm shows. Send resume, tape, picture, salary requirements to Jack Dunn, WDAY, Fargo, North Dakota.

Help Wanted—(Cont'd)**Announcers**

If you have a first phone, like and know adult music and can produce a good all nite radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Announcer wanted starting April 2nd. Must have excellent voice for straight commercials and news. Starting salary \$80 to \$90 a week. No dj's need apply. Tapes acceptable but personal interview will be required before hiring. Apply to WGHQ, Kingston, New York, Harry M. Thayer.

Radio Newscaster. WLEE, Richmond has an immediate opening for a fully experienced man to cover (and uncover) the news in this capital city—the kind of man who is accustomed to scooping the town. Phone, write or wire today to Harvey Hudson, V.P. and General Manager, WLEE, Richmond, Virginia.

Top flight morning man. Send details to Claude Schoch, WMIX, Mt. Vernon, Ill.

Announcer-dj for good music station. Excellent working conditions. Rush tape, resume, salary requirements. WSOY-Radio, Decatur, Illinois.

Personality DJ, Top salary, top benefits, top opportunity with a fast-moving personality station. Phone, wire or write today to: Harvey Hudson, V.P. and General Manager, WLEE, Richmond, Virginia.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Technical

Excellent pay for first phone who can read news and run easy-listening show for small daytimer in New England. Box 554J, BROADCASTING.

Wanted—Chief engineer. Pennsylvania station. Non directional am and fm remote controlled. Complete charge maintenance. Heavy tape recording and production. Excellent area for family life and good schools for children. State experience, references, and salary requirements to Box 821J, BROADCASTING.

First phone engineer. Unusual opportunity for good transmitter man at Eastern 10 kw station. Send resume to Box 967J, BROADCASTING.

Engineer, first license, Western Pennsylvania, experience not required. Box 977J, BROADCASTING.

Wanted KTRN-AM, Wichita Falls, Texas. Engineer capable of becoming chief engineer in future. No announcing. Must be able to do maintenance. Call 322-5214 or write Vernon Beck, Chief Engineer.

1st class engineer. Immediate opening. WCVS, P. O. Box 1088, Springfield, Illinois.

Engineer-Announcer, short air shift, maintain equipment. Good job for right man. Resume, tape to Mgr. WEAB, Greer, S. C.

Immediate opening straight engineering position at fast stepping radio operation. First phone and control experience preferred. . . . tv later—union scale. Chief Engineer, WLBC AM-FM-TV, Muncie, Indiana.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production—Programming, Others

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Help Wanted—(Cont'd)**Production-Programming, Others**

Immediate opening for experienced, aggressive news-man on middlewestern, news conscious station. Send resume and tape to Box 790J, BROADCASTING.

If you have proven rating success—Pulse-top 50—we would like to interview you for program manager—three stations midwest. All replies confidential. Send pic and resume to Box 994J, BROADCASTING.

Graduate student assistantships in radio-tv, programming - production available. Write school of speech, Ohio University, Athens, Ohio.

RADIO**Situations Wanted—Management**

General manager—group operations midwest—California. Doubled gross last two operations. Available interviews NAB convention. Box 600J, BROADCASTING.

"Successful manager experienced in medium and large markets. Strong on sales. Thoroughly experienced in modern radio programming, station-advertiser sales promotions that produce increased audience and plus billings. End of first fiscal year on present job in half-million market, increased billings 35 percent, profits 150 percent, brought station from three and four position to number one. Jan.-Feb., '62 billings forty percent ahead of Jan.-Feb., '61. Eight years in this radio business I love, including five years in top positions with one of nation's most successful larger market groups. Desire to change for better opportunity. Present arrangement not commensurate with experience, hard work, ability and performance and I am not an unreasonable man." Box 918J, BROADCASTING.

Manager—12 years experience. Seeks opportunity. Small to medium market. Box 945J, BROADCASTING.

Working manager—11 years experience—sales, programming. Stable family man. Believes in radio—likes people. Box 951J, BROADCASTING.

Manager, Chief Engineer, announcer 9 years experience. B.S. degree Business Administration, 35, \$10,000 minimum. Box 960J, BROADCASTING.

Chief Engineer desires to step up to Manager-Engineer in small market. College graduate, married, 10 years experience 250w-5kw, directionals. Box 962J, BROADCASTING.

Experienced General Manager, salesman, p.d., newsman, d.j., copywriter. Radio since 1951. Married, veteran. Want southeastern station management with ownership possibility. Box 963J, BROADCASTING.

Thoroughly experienced General Manager wants good solid radio station to manage. Qualifications: Excellent salesman for top billings, thoroughly experienced in handling of personnel, good solid public relations man, first class ticket, married with family and pleasing appearance & personality. If you need this type of person for your station, write Box 973J, BROADCASTING.

Attention station operators: I am looking for a station in trouble with ideas and a wide background to back me when I find it. Extensive small station market experience if you have trouble and need good, solid management let's talk. Salary arrangements can be based on results. Bud Ward, P. O. Box 333, Laurinburg, North Carolina. Phone Crestview 6-3565.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top 40 artists—all labels—mailings 3 times a week—two week trial—no obligation. T. R. Productions, 830 Market, San Francisco, California.

Situations Wanted—(Cont'd)**Announcers**

Beginner, SBA graduate, highly trained board, news, dj, production. Please. Box 760J, BROADCASTING.

Attention midwest markets. Morning man . . . no screamer. Top production, five years experience. Top 40 or otherwise. Available immediately. Box 823J, BROADCASTING.

Announcer, tight production, experienced, resonate voice, veteran, dependable, not a floater. Box 833J, BROADCASTING.

Looking for sportscaster? 7 years play-by-play basketball, football, baseball. 3 years news and dee-jay work. Box 785J, BROADCASTING.

Country disc jockey, desires full time air work. Experienced, employed. Box 859J, BROADCASTING.

Announcer with first phone. 10 years experience. Family man, (30). Not a floater. Can accept responsibilities, programming, and do some maintenance. No nights. Prefer Michigan or Lake Michigan area. \$125.00 minimum. Box 910J, BROADCASTING.

Veteran play-by-play man. Consider all offers. Box 911J, BROADCASTING.

Seek position with medium to small market in midwest. 1 year commercial experience. College degree. Can write copy. Tape, pic, resume on request. Box 912J, BROADCASTING.

College radio station sports director looking for spot in minor league baseball. Can handle all sports including bowling. College graduate, veteran. Will relocate anywhere. Fine references, will air mail tapes and resume on request. Excellent sports background. Box 915J, BROADCASTING.

Young, bright-sounding d.j., wants start in radio. Broadcasting school graduate. Offers enthusiastic play-by-play sportscasting. Will relocate. Box 916J, BROADCASTING.

Urgent, five years experience doing sports, news, sales, managing station. College graduate . . . sober, dependable. Best references. Must have job. Help. Box 917J, BROADCASTING.

Young, well-recommended man knows modern music and how to present it. 4 years experience, presently top-40 pd, but good also with good music, news, production. Bright, lively, tight board. Wants L.A. or vicinity. Available 2 weeks. Box 920J, BROADCASTING.

Five years experience as deejay, staff and news announcer. Draft exempt. Sober, 27 years old. Know music. Prefer middle of road operation. Fast board. \$100.00 minimum. Prefer southeast. All inquiries answered. Box 921J, BROADCASTING.

Sports announcer looking for sports minded station. Finest of references. Box 922J, BROADCASTING.

Top personality seeking am-tv affiliation. Plenty of radio experience. Married, versatile. Will relocate. Box 925J, BROADCASTING.

First phone announcer. Young, one year experience. Now employed. Want to learn top 40. Prefer far west. Send complete details. Box 927J, BROADCASTING.

Midwest, Southwest, West—top deejay, sportscaster. Available April first. If you believe air personality not piece office furniture. Shout real loud, I'll hear you. Box 929J, BROADCASTING.

Announcer-salesman-copy writer . . . 5 years experience. First class ticket soon. Can run fast or medium paced show. Married—own car—2 years. College. Box 930J, BROADCASTING.

Country-western jock, smiling voice and personality, 1st ticket. Desires permanent position in upper midwest. Box 931J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available now—Personality d.j. and newsman—28—Vet. Almost 2 yrs. experience in all time slots. Humorous, sober, reliable, knows music and show biz. Lot of potential to be married in May so need position immediately. Would prefer Boston, Providence, New England area. Resume and tape sent on request. Box 937J, BROADCASTING.

Announcer, dee-jay, newscaster. Experienced, tight board, bright-happy sound, want to settle. Box 934J, BROADCASTING.

Classical or good music opening? Experienced first phone announcer, pd, continuity director. Box 943J, BROADCASTING.

Modern radio personality: #1 in major market. For \$140 I'll be #1 for you. Box 956J, BROADCASTING.

14 years experience sportscaster, net style—play-by-play baseball, football, basketball—strong news and commercials. Box 988J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer—recent graduate of broadcasting school. Lack of experience replaced with dependability—sincerity and an eagerness to work hard and learn radio. Box 969J, BROADCASTING.

Aspiring announcer needs that first job. Can you help? Speech trained, broadcasting school, some college, third phone. Box 970J, BROADCASTING.

Top rated DJ—7 years experience now in 14th market. Have worked with Bob Cole, Wink Martindale, Jack Gilbert, Dick Biondi etc. Prefer East Coast major market. Write Box 972J, BROADCASTING.

First phone announcer for Texas. All types of music/can also sell and service accounts. Box 974J, BROADCASTING.

Beginner announcer with first phone. Will locate anywhere—available now. Box 984J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced, dj., newscaster, available now. Bright, tight, non-floater, dependable. Box 985J, BROADCASTING.

Live deejay. If you can lay out \$100 per week for a young deejay with all kinds of teenage appeal, drop a line to Box 988J, BROADCASTING.

DJ—Announcer, first phone combo—young—single. Mature voice—adult music preferred—immediate. Will relocate. Box 992J, BROADCASTING.

Working morning man, northeast 1000 watter, seeks later shift, same area. Details, interview. Box 993J, BROADCASTING.

Announcer and d.j. Run a tight board. Good on news, commercials and interview. Age 31. Free to travel. Tape and picture on request. Box 998J, BROADCASTING.

The best—top dj-news-production at No. 1 swinger for 5 years—prefer west. If you can afford voice, personality, education, the works. You can't miss! Box 1K, BROADCASTING.

Announcer. Age 28. Married. 8 years experience with heavy news background. Also experienced with classical music. Please do not answer if you do not want a permanent employee or if you are not a metro station. Box 5K, BROADCASTING.

Have first phone—will travel, not much experience, but willing to learn. Decent voice, high I.Q. Veteran, 31, mature, no drifter. Keith N. Balfour, 6239 Stefani Dr., Dallas 25, Texas.

Educated, experienced, first phone announcer tired of bouncing around the east. Desires to locate permanently with progressive Western station with low turnover record. Call Pierce Burgess, Washington, D. C., JU 9-7652.

Am getting out of the Army the end of March. Have been school trained in radio. Have, also, been in Armed Forces radio. I would prefer station in New England area or middle west. No pictures (they might scare you) or tapes (that might really finish the job). Personal interviews only. A Hugh Downs I ain't. But a good worker I am. (Tight board—what else?) Pfc. Robert V. Bevk, Hq. & Hq. Co., 2d Inf. Bde., Fort Devins, Mass.

Professionally-experienced college student available full-time June-September. Strong on news, combo any music. Complete resume, references, tape to fit your sound. John Catlett, News Director, WPRB, Box 342, Princeton, New Jersey.

Presently employed as Operations Manager at network affiliate in Syracuse, N. Y. Vet—29, married—3 children—college! Five years experience programming, sales, traffic et al. \$100 minimum depending on available chances for adding to income! "Raybo," 118 Earl Avenue, Mattydale 11, N. Y. Code 315, GR 2-6313, GL 4-0388.

Seeks announcer and/or production man combination. Positive commercial delivery. Alert. Strong on news. Knows music. Family man. Conservative. Now in major southern market. Jack W. Hatcher, 808 Winthorne Court, Nashville, Tennessee.

TV/Radio. Available immediately. Extensive experience; dj, program director, news director—format or non-format, booth and on-camera. Apt., creative aggressive. Top rated personality, exceptional voice. Top references. Family. Veteran. Relocate permanently at good salary. Call Frank Malone, 7404 Rose Marie Ave., Norfolk 2, Virginia. Phone 497-7968.

Technical

Engineer—9 years experience in transmitter and studios; remote control, directional systems and some tv in switching and transmitter duty. Box 788J, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

TF (until forbid)

RATES

- Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)
- Help Wanted—25¢ per word—\$2.00 minimum
- Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)
 - 1" 2" 3" 4" other
- All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV

Radio TV

HELP WANTED

- management
- sales
- announcers
- technical
- production-programming

FOR SALE

- equipment

WANTED TO BUY

- stations
- equipment

SITUATIONS WANTED

- management
- sales
- announcers
- technical
- production-programming

ADDITIONAL CATEGORIES

- Instructions
- Business Opportunity
- Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

Bill

Situations Wanted—(Cont'd)

Technical

First phone—announcer, five years experience. Engineering preferred. Married. Desire Southwest or West Coast. To settle permanently. Box 824J, BROADCASTING.

Chief engineer, experienced in directional maintenance, will consider combo or tv maint. Will accept responsibility, dependable. Want stable operation will relocate if right position. Box 828J, BROADCASTING.

Experienced maintenance and installation, 1st phone, sober, hard worker. Age 38. Interested in becoming part owner am/fm station. Prefer southeast location, will consider any location if possibilities are good. Now employed overseas as field engineer. Box 840J, BROADCASTING.

Need Manager-Engineer: Chief Engineer? Chief wants to step up. Box 961J, BROADCASTING.

Transmitter position, 2 years transmitter experience, 1st radio telephone, available immediate. Box 975J, BROADCASTING.

First phone announcing school graduate. Want experience engineering and announcing. Box 982J, BROADCASTING.

Directional chief combo. \$125/wk. Freedom philosophy night show. No tapes. Paid interview. Immediate only. Tel. Tavares, Florida, DI 3-8201.

Production-Programming, Others

Aggressive young man with experience as record librarian and production assistant seeks employment in Florida. Plans permanent return to sunshine state. Good background, can show excellent references. Anxious to advance with adult music operation. Box 385J, BROADCASTING.

News editor, journalism graduate, no air work. Box 774J, BROADCASTING.

Program Director. Competent, mature, family man, 39, 15 years experience, seeks challenging opportunity. Salary, station and market size, less important. Box 832J, BROADCASTING.

Qualified news and sports man—8 years experience. Can handle any size market. References, tape. Box 914J, BROADCASTING.

Experienced male copywriter . . . Canadian . . . seeks senior copywriting position in the U. S. No bells or sirens. Listenable, sellable copy for station with discriminating audience. Salary open. Box 932J, BROADCASTING.

Aggressive, capable newsmen. Two years experience plus AFRS, newspapers, magazines. Interesting, authoritative delivery. Write lively copy, handle all phases. Want news conscious metropolitan station. Harvard graduate, married, 30. Available immediately. Let's arrange interview. Box 938J, BROADCASTING.

Versatile, hardworking, Eastern newsmen anxious relocate California, Arizona, New Mexico. Box 939J, BROADCASTING.

Experienced first phone pd desires continuity, production position with radio or agency. Southwest preferred. Box 942J, BROADCASTING.

Qualifications—considerable; ambition unlimited. Dedicated, young radio pro seeks major market assignment with administrative challenge now or near future possibility. 2 years successful programming experience. Currently in 5th year as air personality at Cleveland quality station, earning \$10,000 base. Extensive local tv and network radio sports background. Family man, University graduate. 29. Excellent references including present employer. Tape and specifics on request. Box 944J, BROADCASTING.

Health forces the pride of the Midwest to find Pacific or Atlantic pastures. No bull! Get your ticket to first-class copy and production. Will also do part-time air work. Box 953J, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman-Announcer—young, married, all phases newwork. Seeking modern news-minded station. Fair d.j. Presently at 5 kw station, medium market. Prefer north-east. State starting minimum salary. Box 978J, BROADCASTING.

"Experienced" Girl Friday — combination traffic co-ordinator, receptionist & copywriter—some sales—desires position with more challenge. Box 980J, BROADCASTING.

Recent announcing school graduate interested in radio news, first phone. Box 983J, BROADCASTING.

Writer, director-producer wants responsible position overseas. Box 999J, BROADCASTING.

Need PD—Manager for country music operation? Top rated dj—news—sales. Box 4K, BROADCASTING.

TELEVISION**Help Wanted—Management**

If you have proven sales record and are ready for management, send salary requirements, picture and resume. Multiple ownership midwest network affiliate. Box 996J, BROADCASTING.

Sales

Rocky Mountain West TV station needs young alert salesman for medium market. Active accounts plus guarantee . . . No. 1 station in a boom area. Send pic and resume to Box 986J, BROADCASTING.

Announcers

TV newsmen for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Excellent opportunity in good climate for versatile announcer—sports, news and some directing. Permanent job. Must be cooperative and willing to work. Send tape, snapshot and complete application by airmail to: Manager, KSWs-TV, Roswell, New Mexico.

Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirement to Box 226J, BROADCASTING.

Help wanted: Experienced transmitter man capable of maintenance and installation work—wire or call W. L. Evenden, TE 3-2471, WPTV, Palm Beach, Florida.

Assistant Chief Engineer, major Northeastern am-tv operation. Send detailed broadcasting experience, education and salary requirements for immediate consideration. Box 863J, BROADCASTING.

Help wanted: Video operator with VTR experience. Wire or call W. L. Evenden, WPTV, TE 3-2471—Palm Beach, Florida.

TELEVISION**Situations Wanted—Management**

Director of creative operations. Extensive background in all aspects of television programming and production. Nine years local and network experience in Canada and USA. Planning, budgeting and co-ordination of your creative and production operations, including design concepts, direction and promotion. Presently design consultant NYC—will relocate. 34, married, family. Excellent references. Box 3K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-salesmanager, small market television, looking for bigger mountains. Seven years comprehensive experience every phase this business. Fully capable improving your profit picture. Box 933J, BROADCASTING.

Sales

Sales, combined experience twenty years, television production manager, agency executive and sales. Sober, hard worker, married, creative. Box 885J, BROADCASTING.

After 5 years TV experience which included national selling for leading station representative, buying and producing for one of top ten advertising agencies, I would like to join a progressive station in a responsible sales position with emphasis on national and regional business. Well acquainted with top agencies. Married. One child. Age 29. University graduate with tv major. As Lieut. in Signal Corp, headed tv department of 50. Excellent references from agencies, station managers, reps and leading industry figures. Box 10K, BROADCASTING.

AGENCY-ADVERTISER

Media-Marketing Analyst. Experienced in handling problems of media research and coverage in relation to marketing and selling. Familiar with timebuying and media planning through considerable service with major national agency where now employed. Able to do work with EDP and computer systems. If you are a network, station group or research firm with a responsible place to fill find what I can contribute. Write Box 804J, BROADCASTING.

Announcers

TV announcer with 11 years radio/tv. Seeking major market. Professional on-camera, booth. Box 959J, BROADCASTING.

Technical

First phone engineer, one year training, plus one year experience in tv, station operations, seven years experience as licensed movie projectionist. Will relocate. Details, resume furnished. Box 854J, BROADCASTING.

Experienced, capable supervisor seeking permanent position with a future. Eight years experience all phases tv, installation, maintenance, video tape, proof of performance, color, etc. Excellent references, proof of a job well done. Box 940J, BROADCASTING.

Mr. CP holder! Are you looking for an experienced chief engineer to build your station? Now employed tv chief with 10 years tv all phases, desires greater potentials. Box 958J, BROADCASTING.

Production—Programming, Others

Wanted: Commercial television continuity writer. Excellent working conditions and fringe benefits. Progressive Wisconsin station. Box 880J, BROADCASTING.

Artist, southern VHF, seeks man experienced in tv art to assume responsibilities for art work, scenic design and printing layout. Attractive company benefits, pleasant working conditions. Please submit resume and recent photo, references, salary requirements to Box 923J, BROADCASTING.

Cameraman—3½ years in commercial station—experienced in all phases of production. Best of references upon request. Box 924J, BROADCASTING.

Programming-Production—eleven years television experience, all phases. Strong on community relations and live programming. Seeking permanent position, excellent references. Family man, mid-thirties, University graduate. Box 946J, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Resourceful, experienced, "shirtsleeve" type. Production manager seeks greater opportunities. Solid background. Excellent references. Veteran, married, journalism degree. Box 948J, BROADCASTING.

Sports Director. TV and/or radio. Top rated radio and tv shows several years in multiple station market. Play-by-play. Presently employed. Box 954J, BROADCASTING.

Program/Production manager—Seeking relocation East, Masters Degree, five years ETV, commercial. Now supervising VHF-ETV. On-camera daily program. Strong sports, pr, management. Family, 27. Box 979J, BROADCASTING.

9 years major market tv experience, all phases. Stable, hard working, family man. Seeking position of responsibility. Details Box 991J, BROADCASTING.

Director-Producer: 5 years experience. All phases tv. Married. Strong on live commercial programs. Box 2K, BROADCASTING.

TV-Radio newsmen. College education preferred. Good general reporter with air potential. Willing to train for air work. Salary \$100 plus benefits including profit sharing. Send resume, photo, tape, sample news copy, professional and credit references to J. A. Sullivan, WCAX-TV, Box 608, Burlington, Vermont.

FOR SALE

Equipment

Remote pickup equipment—Here's base station with remote operation, two mobile units, gain antennae, etc. Everything you need, nothing else to buy! Brand new G.E., unpacked, tuned 168.25 mc. All for \$2,950.00. KCEY, Turlock, California.

Auxiliary generator, gas driven, A.C., 110/220V, 1 and 3 PH., 5000 watts-continuous \$395. Excellent condition. Harry's, 8701-18 Avenue, Brooklyn 14, N. Y.

Complete equipment for 1000 watt FM station available soon. Available piecemeal or as a package. KJAZ, Berkeley 5, California.

Phaser—designed for 1480 kc 2-tower & 3-tower DA-2. Some components removed. Write for details. WAGR, Lumberton, N.C.

Rek-O-Cut Model B-16-H turntable. Gates Studio console model 30. Presto 6N Cutting table recording amplifier. Presto model T-2. GE model BC-3-A transmitter console. Auto Dryaire pump model 45. Western Electric 506B-2 10,000 watt FM transmitter. Blaw Knox FM 54A 8 Bay Clover Leaf antenna. Discount on package. Chief Engineer, WNEK, Macon, Georgia.

For Sale: Collins DWW-1 desk wing console walnut for three PB-150 units and storage for 120 cartridges. Original cost \$250.00. Brand name . . . still crated. Written offers only. WONW, Defiance, Ohio.

Am, fm, tv equipment including transmitters, tubes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 7/8" ditto, .90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Ampex Recorders in excellent condition: Make me an offer for Ampex 351 Stereo portable, Ampex 350 FW console, Ampex 601 and amplifier. Presto 6N cutting lathe & accessories. Wabash Valley Radio, Inc., 2018 Stevens Avenue, Elkhart, Indiana. Phone JA 2-1124, Brooks Dawson.

WANTED TO BUY

Equipment

Want good used equipment for new kilowatt southern station from mike to antenna. Write to Box 936J, BROADCASTING.

Need General Electric GL-7D21 power tubes. State quantity and price. Box 947J, BROADCASTING.

Interested in used tower approximately 900 ft. Must support six-bay Channel 5 turnstile antenna. Need immediately. Box 957J, BROADCASTING.

Used heavy-duty support tower, 360 to 450 feet, guyed or bottom portion of self supporting. Box 971J, BROADCASTING.

Wanted: Approved 250 watt transmitter, frequency monitor, and modulation monitor. KVOP, Plainview, Texas.

Wanted 3 1/2" co-axial Line 20' sections, also 45° and 90° angles. Martin Williams, WFMS, Indianapolis.

Short-range wireless microphone, lavalier supported or similar. Receiver. Noll, Box 23, Chalfont, Pa.

WANTED TO BUY

Stations

Team of fully experienced radio men looking for fed up absentee owner who wants out. Prefer Michigan or upper midwest. Box 667J, BROADCASTING.

Radio property or construction permit in Southeast. Will consider other locations. Please justify asking price. No brokers, please. Box 955J, BROADCASTING.

Prospective owner desires small station. Prefer daytime single market. P.O. Box 411, Hollywood, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Instructions—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Promoters-professional-amateur. Need quick sales. West coast major. You sell for 50%. Send details, references. No P.I.'s. Box 755J, BROADCASTING.

28,000 Professional Comedy Lines: Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Surviving fallout—12 shortie taped features—for \$28.00. Boost ratings and billing. Other feature available. MD Productions, 11911 High Meadow Drive, Dallas 34, Texas.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

COMPETENT MANAGER with strong sales background wanted for new am-fm station in dynamic west coast market of 100,000. Profitable and secure opportunity for a proven sales producer. 1st phone required. Send complete resume to Box 752J, BROADCASTING.

Sales

AT LAST—An opening for one creative, high powered salesman. Top rated station in top rated market. \$15,000.00 a year plus, to the right married man. Prefer background to include small station experience, agency experience, and at least two years of college. Send everything in first letter. Box 899J, BROADCASTING.

Announcers

Experienced staff announcer for summer replacement (April 2-September 23). In major eastern market radio station. Salary—\$116 per week, plus talent. Send tape, picture and resume to:

Box 926J, BROADCASTING

No tapes returned.

Production-Programming, Others

WANTED

Highly creative male Continuity Director with *gung-ho* production. Must be available mid-March. Rush scripts, tapes, resume to John Gibbs, KQV, Pittsburgh 19, Pa.

Help Wanted—(Cont'd)

Technical

PROJECT ENGINEER for NETWORK BROADCASTING

We have an opening in our Radio Network Engineering Dept. for project engineer experienced in RF systems design. Candidates should possess EE degree (Communications Major), have several years experience in broadcast engineering, be familiar with FCC procedures and have an interest in performing systems design work in the New York City area.

We offer good starting salary, comprehensive benefits program including stock purchase plan & excellent advancement opportunity in this expanding operation. Submit resume to: Personnel Dept.

CBS

485 Madison Avenue
New York 22, N. Y.

RADIO

Situations Wanted—Management

STATION MANAGER TOP MARKET

—Currently successful AM or FM Manager

—Willing to make direct calls

—Like and believe in Classical music

FOR THE RIGHT MAN

- *Salary
- *Big Commissions
- *Stock Option

YOUR OPPORTUNITY IS NOW

Box 976J, BROADCASTING

TELEVISION

Situations Wanted

Management

SWITCH HITTER AVAILABLE

Looking for a young but experienced TV man who can be an assistant to the manager and handle the detail? Or do you need a man who can assist the national sales manager, help the program director, double in brass in other areas? I can wear two hats as my TV experience includes national selling for a leading station representative, buying and producing for one of the top ten advertising agencies, budget man for national film-tape company. Married. One child. College graduate. Excellent references from agencies, managers, reps, networks. Have good Washington contacts. Box 9K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

MAN WITH FRESH IDEAS—diligent—hard worker—ambitious—experience in all phases of Television production, including writing—have received recognition for producing unusual documentary—College Grad—Seeking position as Man-Friday to Director and/or Producer. Resume, ready to Roll. Box 966J, BROADCASTING.

INSTRUCTIONS

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

FOR SALE

Stations

"500-watt, single-market daytimer for sale. New Studios, excellent equipment, good town. Single unit operation. \$45,000, terms to good operator. Located Mississippi." Box 845J, BROADCASTING.

FOR SALE

Florida. 5 KW. Full details first letter. No broker. \$75,000 down will handle. Full time. No lease arrangements.

Box 896J, BROADCASTING

Ind	single	daytimer	\$ 78M	\$28dn
Gulf	small	fulltime	120M	terms
Cal	medium	daytimer	80M	\$15dn
N Eng	medium	regional	200M	cash
La	metro	daytimer	135M	29%
NY	metro	fulltime	300M	29%

and others; also newspapers & trade journals.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

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.

Continued from page 137

lete it from Columbia, S. C.

WUTV(TV) (ch. 36) Charlotte, N. C.—Supported the assignment of ch. 6 to Charlotte as an effective way to ensure three-station competition, and proposed to apply for the vhf's license if the drop-in is approved.

Charlotte Telecasters Inc.—Supported the drop-in, and maintained that uhf was dead as a competitive tv method in Charlotte. If the ch. 6 drop-in is approved, Charlotte Telecasters proposes to apply for it.

WGIV Charlotte—Supported the drop-in of ch. 6 as economically feasible and sound from an engineering standpoint, and announced its intention to apply for the license if the drop-in is approved.

WHIS-TV (ch. 6) Bluefield, W. Va.—Opposed the assignment of ch. 6 to Charlotte on the grounds that the drop-in would cause interference with the WHIS-TV signal, and would be, generally, an "inefficient assignment."

WECT(TV) (ch. 6) Wilmington, N. C.—Opposed the drop-in in Charlotte on the grounds that the assignment would cause "more than minimal dislocation to four existing stations," that resulting loss in service would not be outweighed by the new station, and that Charlotte is not a major enough market to support three competitive vhf channels.

WATE-TV (ch. 6) Knoxville, Tenn.—Opposed the reassignment on engineering grounds, arguing that more harm than good would be done by the allocation in terms of technical interference.

For Sale—(Cont'd)

Stations

FOR SALE

500 Watt Da. Combined operation. Real estate included. No broker or lease arrangements. \$75,000 down will handle. Middle Atlantic.

Box 897J, BROADCASTING

First time offered: Tex. single regional \$49,500—Ga. single regional \$75,000 only \$15,000 down—Ky. major regional \$475,000—Fla. medium regional \$375,000—Colo. single regional \$55,000—Other excellent buys: Fla. fulltime single \$45,000 with \$10,000 down.—Fla. medium 5 kw. \$100,000 incl. acct. receiv.—Ark. medium regional \$150,000—Colo. fulltimer \$75,000—Ala. medium regional ft. \$42,500—Ind. single regional \$70,000—Tex. metro. 1961 cash-flow \$60,000. Valuable real estate. \$250,000 with 29% down.—Tex. major regional \$200,000 with 12½% down, bal. 10 yrs., no interest—Tenn. major power fulltime. Billed ¼ million annually past few yrs. \$350,000 with 23% down.—Okla. medium. \$100,000—Tex. single regional \$70,000—Miss. single ft. \$45,000—Southwest 50,000 watts. \$385,000. Others.

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

NEW ENGLAND. Regional daytimer. Asking \$50,000 with 29% down.

EAST SOUTH CENTRAL. Top market. Gross \$108,000. Asking \$200,000 with \$30,000 down to qualified buyer.

ROCKY MOUNTAIN. Full time. Gross \$42,000. Asking \$55,000 with \$16,000 down.

SOUTH WEST CENTRAL. Excellent profits. Top market in region. Asking \$250,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

EXPERIENCE...and the world's largest airline




***More people have flown Air France
to Paris than any other airline!***

The place: Idlewild. The plane: An Air France Boeing 707 Intercontinental Jet. The flight: The 20,000th Air France flight across the North Atlantic—between Paris and the North America gateways of New York, Chicago, Los Angeles, Anchorage, Montreal, Mexico City (Air France will fly from Houston to Paris beginning April 25). Why do more

people choose Air France than any other airline? Service is one reason. Experience and dependability are even more important. All of these qualities are to be found in every jet pilot who meets the demanding requirements of Air France. Air France pilots, for example, are 6-million-mile pilots. They speak English as well as French. They have a

thorough knowledge of the flight regulations of the 76 countries into which they fly. Their training is truly formidable—and it never ends. Refresher courses and rigorous flight exams continue throughout an Air France pilot's career. And you find qualities like these in every phase of the operation of Air France, the world's largest airline.

AIR  FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

OUR RESPECTS to Jeffrey Arthur Abel, Henry J. Kaufman & Assoc., Washington

He took to radio selling like a duck takes to quacking

If any broadcasting practitioner could ever be excusably spoiled by success, it's Jeff Abel who has been smothered by it for 30 years.

Mr. Abel is Jeffrey Arthur Abel, radio-tv director and associate in Henry J. Kaufman & Assoc., Washington, D. C. advertising and public relations agency.

Jeff Abel's string of successes dates back to the early days of the agency when he was hired to set up the first agency radio-tv department in Washington. And for many years he was the department.

It was Jeff Abel who discovered that Arthur Godfrey could sell products on radio and thus started the Redhead on his road to broadcasting fame on WJSV (now WTOP) Washington.

As Mr. Abel recalls, Mr. Godfrey's sponsor was the Cherner Motor Co. (still a big radio-tv spender).

"He sure could sell cars," Mr. Abel says, crediting Cherner's ensuing prominence in the Washington area to the Godfrey sales touch and radio's ability to put across the message.

It was one of Jeff Abel's earliest successes because, as he admits now, all he knew about radio then was how fix one if it broke down—a knack he acquired in a class at Tech High School in Washington.

"Back in the thirties," Mr. Abel recalls, "you had to have more strength in your feet than your head. We'd sell radio spots to the retail merchants, run down the street to the station, sprint upstairs, type out the stuff at 5:30 and hand it to the announcer for delivery at 6. You might say it was sort of a hand-to-mike existence."

Born Seller ■ But that's the real Jeff Abel in action—then as now. He was born in Washington, D. C., August 16, 1906, and attended local elementary schools. He later studied at the U. of Maryland in nearby College Park.

He has a colorful personality, stands out in almost any crowd and has retained his athletic figure fairly well though he has not been an active participant in athletics for about 37 years.

The former Maryland U. lacrosse goalie ("I quit because I got the hell beat out of me") now confines his sporting activities to golf (trying to beat his older son, Syd, 23) and boating (showing his younger son, Jay, 14, how to operate one).

Sporting blood, however, has had an important part in Jeff Abel's talent for selling radio and television in a market that was hard to sell and one that still presents sales problems.

Realizing the growing popularity of

sports, Jeff Abel put the first sports show on the air in Washington, a 15-minute program on WOL featuring Ted Ostenkamp.

Big Steal ■ Not long afterward (1937) when professional football's Redskins transferred to Washington from Boston, it was Jeff Abel, then a "veteran," who moved in to "steal" the Redskins' broadcasting rights for \$1,000 from George Preston Marshall, the present owner of the team and who is considered a pretty foxy operator himself.

(Under the terms of a new package contract recently signed between the National Football League, to which the Redskins belong, and CBS-TV, the Redskins will get about \$320,000 for broadcasting rights in 1962).

"It was one of the best moves—if not the best move—I ever made," Mr. Abel said. "That year was one of the greatest in the team's history (they were world champions) and my client (Dr. Pepper Bottling Co.) couldn't have been happier."

But stealing the broadcasting rights and actually broadcasting the games were two different things, according to Mr. Abel. No one in the area had ever broadcast a football game and there weren't many experienced hands anywhere else. He managed to get Tony Wakeman to announce the play-by-play and ended up doing the "color" himself. "Who else was there to get? Anyway it was fun," Mr. Abel explained.

All of Mr. Abel's time during the radio-tv department's infancy was not dedicated to the sports world. For the local power company he put on the air a show called *Home Service Daly*

which starred a local personality named Charlie Daly.

None Other Than ■ The same personality later changed his name to the more formal John Charles and he is known today as John Charles Daly, host of *What's My Line* on CBS-TV.

The emergence of television in the late 1940s failed to dent Mr. Abel's respect and feeling for radio. For about 16 years, his radio budget has absorbed the lion's share of the overall radio-tv spending at Kaufman. And he believes radio has yet to reach its peak.

Radio is and has (since the advent of television) been vastly underrated, Mr. Abel said.

"It (radio) has, for example, the capacity of entertaining a housewife without interfering with her chores. It's a powerful selling influence in the automobile, at the beach, on picnics and at bedtime. It's the only mobile air medium and it's become more so with the perfection of the transistor radio.

"The only real change in radio lies in its shift from network to almost purely local origin throughout the country.

"It doesn't substitute for another advertising medium and it doesn't replace any. It's the only completely aural medium, as television is the only medium which can take you some place visually."

Mr. Abel at one time was part owner of WHBG Harrisonburg, Va., and took an active part in the station's operation.

On Wasteland & Sheep ■ About television's current problems, Mr. Abel agrees in part with FCC Chairman Newton N. Minow that some shows that are on shouldn't be, but he thinks the medium is anything but a "vast wasteland."

"The trouble is that most television men are sheep. One guy comes up with a successful format and everybody else follows suit. Nobody seems to want to take the lead—be a gambler—in anything. They are suffering from 'sameness,'" he said.

The coming "power" and a buy he'd recommend to any client on both radio and tv: sports.

Why? Because women are interested in sports. Television has made fans of the ladies. It is as simple as that, Mr. Abel says, recalling his past successes with sports broadcasting.

And his success appears never-ending. At this very moment Mr. Abel and his wife, Leah, are enjoying a European trip—first prize in a Valentine Day contest conducted by the *Washington Daily News*.



Jeffrey Arthur Abel
Radio's peak is yet to come

Tuesday, Feb. 20, 1962

TUESDAY, Feb. 20 will be recorded as the day the world tuned in on America's first orbital flight.

Radio told the story to an enraptured world. Television had the whole nation transfixed for four hours, 56 minutes and 34 seconds—probably the largest audience in history.

There was a sense of participation in an adventure of unparalleled excitement. The President watched and listened. Congress interrupted its hearings, and chambers were practically empty during the tense hours from blast-off until the capsule containing Astronaut John H. Glenn Jr. was plucked from the sea.

Col. Glenn's exploit wasn't the first multiple orbit. The Soviet had accomplished this twice, but in utmost secrecy—lest there be a failure. Col. Glenn's orbital flight plan had been in the news for months. Failure would have meant an appalling loss of prestige.

Justly deserved praise is being heaped upon the networks and their television and radio affiliates for the magnificent performances in presenting one of the most significant dramatic events of all time.

A week earlier there was copious praise from the critics on the hour-long presentation of Mrs. John F. Kennedy's tour of the White House. This too was characterized as "television at its best."

These events were covered but not because of recent criticism of the broadcast media. Every happening of importance since the advents of radio and television has been given extraordinary coverage because that is the tradition of broadcast journalism.

Wasteland indeed!

Forty years hath radio

FORTY years ago radio passed from fad to fruition. In 1922 some 470 stations took to the "ether" (to supplement the 30 then operating). It was the era of the cat's whisker and the earphone. And it was the year in which Secretary of Commerce Herbert Hoover called the first of a series of radio conferences that were to set the pattern for broadcasting.

1922 also was the year that saw the emergence of the superheterodyne radio receiver, invented by the late Dr. E. H. Armstrong. And it saw the first "sponsored" program on WEAF New York—by a real estate firm, the Queensborough Corp.

In those days gadgeteers, tinkerers, electricians, component manufacturers and newspapers simply notified the then Ship Inspection Service of the Department of Commerce that they wanted on. They were told to operate on one or the other of two frequencies in the long-wave band into which such operations were dumped.

This was after such pioneers as KDKA Pittsburgh and WWJ Detroit had shown the way two years earlier. Stations operated at will. There was no Federal Radio Commission (which came into being five years later and was succeeded in 1934 by the FCC).

Of those 500-odd stations, according to our preliminary research, some 130 still are on the air. Most have changed call letters and ownership. Some have moved to new locations. But others are still operating under the same ownerships and in the same cities.

BROADCASTING, in its May 14 issue, will commemorate the 40th anniversary of those pioneer stations (as well as the 30 stations which preceded them in 1920-21). There will

be vignettes and pictures of those antediluvian baling wire and chewing gum transmitters. The oldtimers will have their say, not only on where radio has been but also where it's headed.

Our editors soon will dispatch to the stations on the list, whatever their present ownership, questionnaires eliciting their stories, together with any of the old-time pictures they have in their scrapbooks. This, then, is fair warning to get set. And to all of our loyal subscribers we promise an interesting, nostalgic issue of BROADCASTING next May 14.

Pay the piper

THE schedule of filing fees proposed by a bare 4-3 majority of the FCC bears only faintest resemblance to the plans offered in Congress or by FCC in the past decade.

For one thing, the plan proposes filing fees as opposed to franchise taxes or fixed percentages of station incomes. For another, it doesn't seek to recoup all of the FCC's appropriation—just about half, or some \$6,750,000.

Obviously, the three dissenters had misgivings about what kind of rights licensees would receive if they paid any kind of a fee over and above their normal income taxes which the government collects to run the government. Would a \$150 fee for a license or renewal or transfer of a radio station (\$250 for tv) impart to the licensee a continuing or vested right in his three-year license?

If that is so (and there are lawyers who argue it is) then broadcasters should welcome it, even though it is double-taxation, discriminatory and obviously would impose a hardship on those least able to pay—the smaller stations and the amateurs who work their rigs for fun.

If broadcasters pay such special imposts do they have a right to expect service in return? Commissioner Robert T. Bartley, who documented his dissent, must wonder about this too because he said that regulation of communications is "for the benefit of the public, and not for the benefit of the industry which is regulated."

We almost hate to see the plan fail. If broadcasters paid the piper we assume they could call the tune. The first instruction, by popular demand, would be to have the FCC pipe down.



Drawn for BROADCASTING by Sid Hix
 "He was working in that rent-a-car commercial, and they dropped him in front of the car instead of in it!"

NOW IN ITS **SEVENTH**
SUCCESSFUL YEAR

Here's what advertisers say* about KSTP Radio-TV FEATURE FOODS MERCHANDISING SERVICE...

We consider this an extremely valuable service. In fact, we would say that your merchandising service, including your Bargain Bar operation, is the best merchandising support we have ever received from any advertising medium we have used, and this covers quite a number of them.

Your complete documentation of activities not only gives us an exact idea of the broad scope of your service, but from our own periodic store checks, we are aware how accurate your material is.

We have gone over in detail your recent merchandising report... we wish more stations were as aggressive and intelligent about this vital part of an advertising program as you folks are.

...let me say that we know of no station in the United States which offers better merchandising than does KSTP.

***NAMES
ON REQUEST**

Your Field Service Report is one of the most comprehensive I have ever seen submitted by a media to an advertiser. So often the media promise merchandising which we, as an advertiser, know is impossible for them to accomplish and it is, indeed, "heart-warming" to see a station follow through with this type of service.



Represented by



The Original Station Representative

The comments above—and we have many more of them—prove that media merchandising can be effective, efficient and dependable.

For seven years, KSTP's full-time FEATURE FOODS Staff has worked in 200 top-volume supermarkets in the Twin Cities area, gaining the cooperation and respect of store personnel and the confidence of KSTP advertisers.

Bargain Bars, the newly-added End-of-Aisle Displays, the complete reporting of in-store activities . . . these and many other services have combined to provide the *finest* merchandising program available to a food-store-product advertiser in the Northwest.

For information on how you may put this program to work for you, call a KSTP Radio or TV representative today.

RADIO **KSTP** TELEVISION
1500 ON YOUR DIAL CHANNEL 5
MINNEAPOLIS — ST. PAUL



RCA-4401-V1 Image Orthicon

**PICKS UP
ACTION-PACKED
SCENE IN
NEAR DARKNESS**



High-sensitivity RCA-4401-V1's recently tele-vised "live" a record-breaking nighttime para-chute jump in Phoenix, Arizona. Starlight and ground-based searchlights provided the only scene illumination.

TV cameras in a helicopter and on the ground picked up the jump team as they parachuted from the aircraft at 5,000 feet. The RCA-4401-V1's pierced the darkness...and a nation-wide TV audience watched the parachutists jump.

then land upon a designated target.

A specially processed photocathode and high multiplier gain give these Image Orthicons the high sensitivity to "see" objects in near dark-ness.

In addition to the RCA-4401-V1, your RCA Industrial Tube Distributor carries a complete line of Image Orthicons, as well as other tubes for virtually every station application—whether it's for video, audio, or RF service.

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.



The Most Trusted Name in Television