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NEWSPAPER

ASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 5, 1962

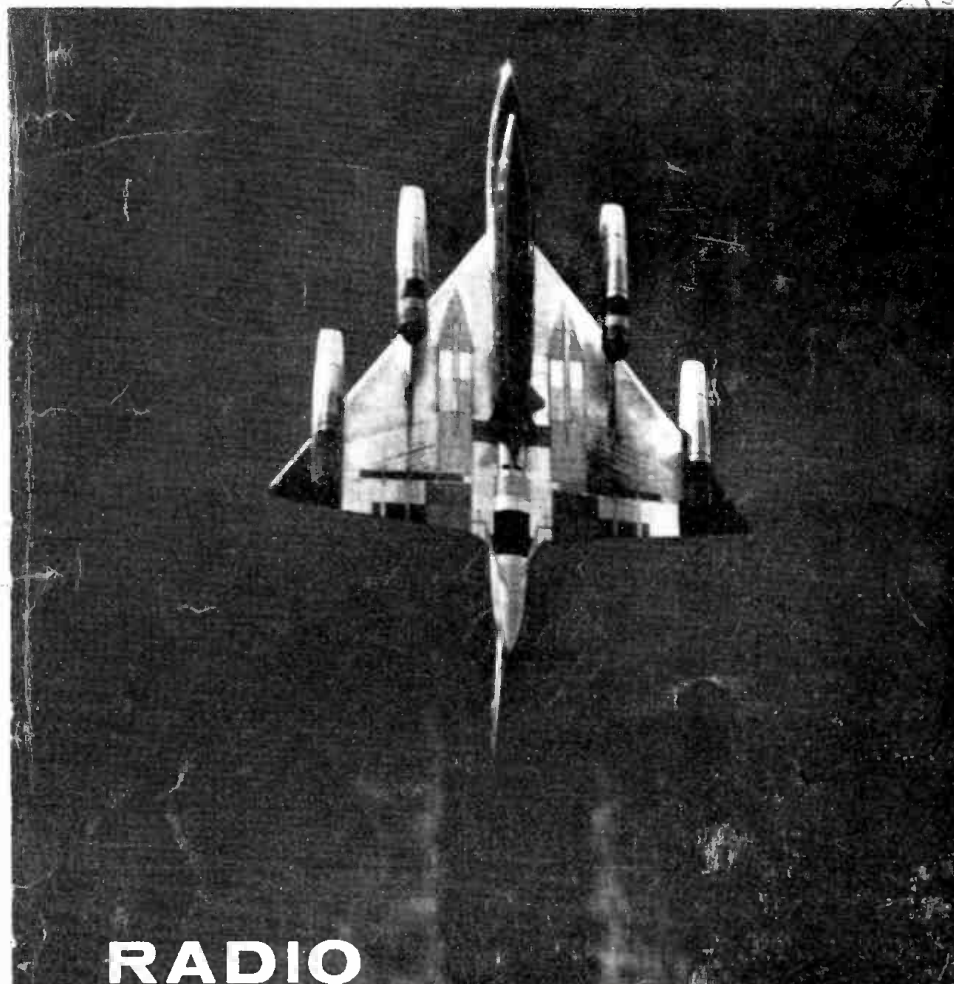
RAB's six-point plan to double radio's share of the advertising dollar 31

Y&R says exciting tv programs don't send viewers running for the products 48

Diamond's best friend: broadcast rights in '62 mean \$20 million to baseball 36

ANA proposes to put hand in negotiations for tv commercials talent 54

COMPLETE INDEX PAGE 7



RADIO



moves with a going America

Fast, faster, fastest! New horizons drop behind us every day and what's new now may be outmoded in a minute. Radio keeps up with the pace in this fast-moving age. And Spot Radio keeps your advertising on the move—where you must sell, when you've got to be there—with unparalleled speed and flexibility. These great stations *will sell* your product.

19 10 11 12
RECEIVED
35 352
MARCH 11 1962

- KOB Albuquerque
- WSB Atlanta
- WGR Buffalo
- WGN Chicago
- WFAA Dallas-Ft. Worth
- KDAL Duluth-Superior
- KPRC Houston
- WDAF Kansas City
- KARK Little Rock
- KLAC Los Angeles
- WINZ Miami
- WISN Milwaukee
- KSTP Minneapolis-St. Paul
- WTAR Norfolk-Tidewater
- KFAB Omaha
- KPOJ Portland
- WRNL Richmond
- WROC Rochester
- KCRA Sacramento
- WOAI San Antonio
- KFMB San Diego
- KMA Shenandoah
- KREM Spokane
- WGTO Tampa-Lakeland-Orlando
- KVOO Tulsa
- KIRL Wichita

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

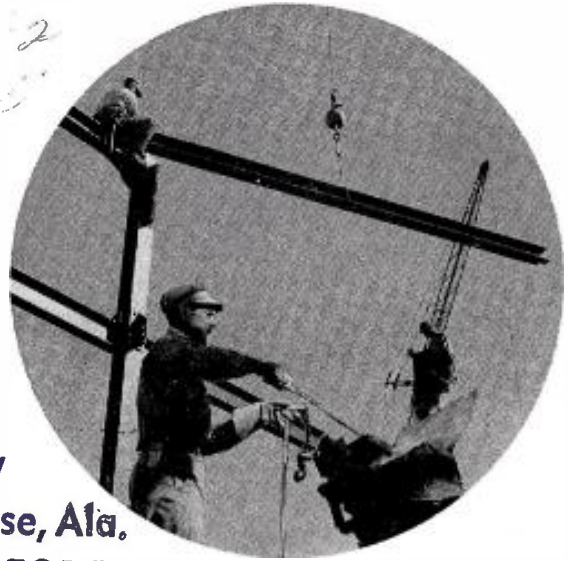
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

things are looking-up
IN THE JOHNSTOWN-ALTOONA MARKET

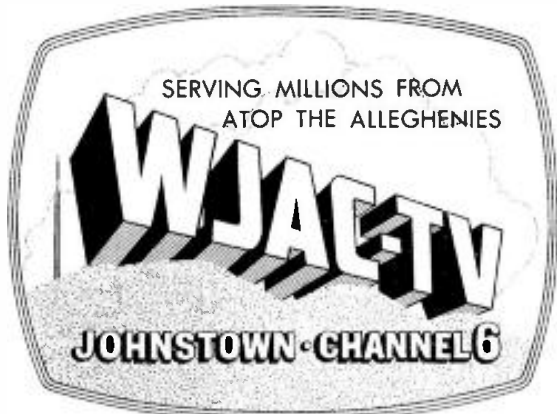
**INDUSTRIAL
CONSTRUCTION**

*7-11-62
Max
1950*

**Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE**



**WJAC-TV is
first where it
counts!** . . . **81½ MILLION
DOLLARS IN INDUSTRIAL
CONSTRUCTION AND MOD-
ERNIZATION** is scheduled for
1962 in the Johnstown-Altoona
market area alone . . . solid
proof of the vigor and vitality
in this heart of Pennsylvania.
These huge industrial invest-
ments mean jobs . . . payrolls
. . . and sales for your product
when you use WJAC-TV--the
station more people in South-
western Pennsylvania watch
most! Check the facts and fig-
ures. **WJAC-TV is first where it
counts** . . . in top shows, top
audience, total coverage.



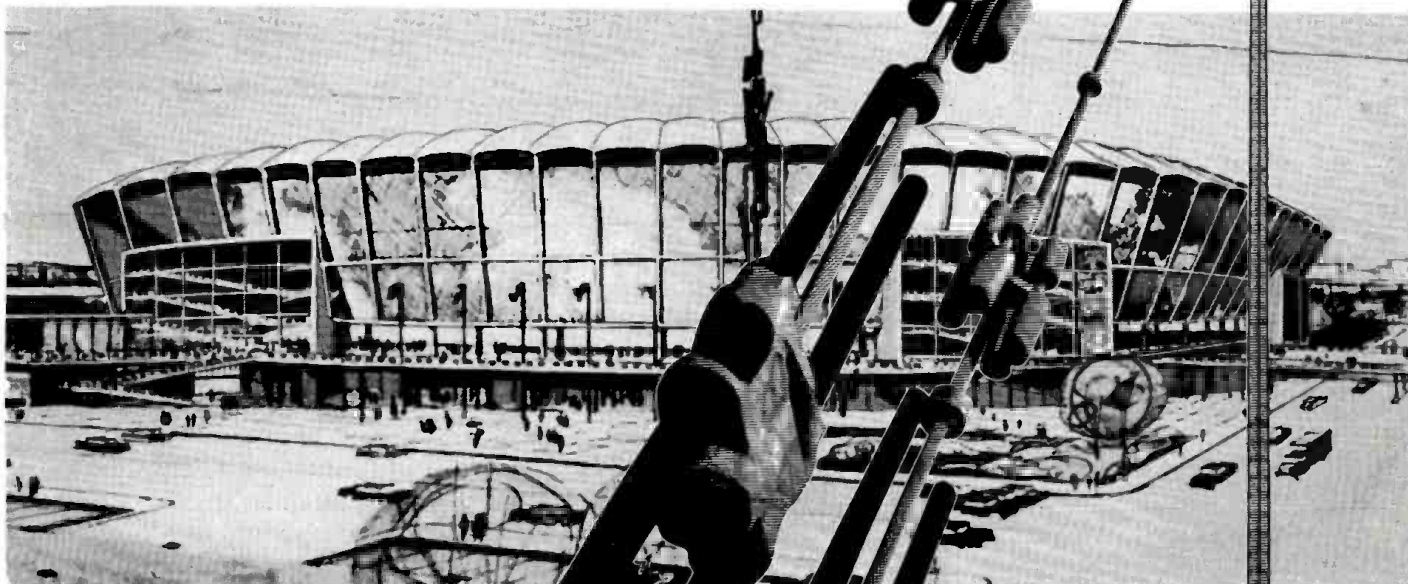
Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.

The NEW Spirit of St. Louis

STAN MUSIAL, a symbol of greatness both in athletic prowess and community leadership, spearheads the committee responsible for turning the dream of St. Louis' new stadium into a concrete-and-steel reality.

KTVI is proud to support this great enterprise; proud to be a continuing part of the New Spirit of St. Louis. Another reason why . . .

in St. Louis the quality buy is KTVI



New 50 million dollar all-sports stadium planned for St. Louis promises to be one of the finest in the United States.

KTVI
CHANNEL
2
ST. LOUIS



Represented nationally by





LASTING IMPACT

The impact your KRLD-TV sales message has on viewers in the Dallas-Fort Worth market area is both strong and lasting. Strong because Channel 4 consistently delivers more TV-Homes, more viewers, and higher ratings than any other outlet in the metropolitan area. Lasting because Channel 4 continues this lead, rating period after rating period.* For a schedule of lasting impact, designed expressly for you, see your Advertising Time Sales representative.

*See Nielsen, Jan. 62.

KRLD-TV

REPRESENTED NATIONALLY BY ADVERTISING TIME
SALES—FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS



Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

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

Moratorium on v's?

With prospect of all-channel receiver legislation regarded as nil unless FCC forsakes its eight-market deintermixture plan, talk of compromise was in air in Washington last week. FCC wants to avoid freeze on existing vhf assignments but apparently would consider moratorium under which it would retain *status quo* for at least five and possibly even 10 years. Proposal could arise during hearings this week before House Commerce Committee at which FCC will testify.

House Committee is even more vehement in its opposition to deintermixture than was Senate Committee which fortnight ago all but gave FCC's bill for all-channel receivers coup de grace (see page 74) after FCC resisted proposals to forego deintermixture. Full freeze on vhf assignments under grandfather provisions would tie FCC's allocation hands and legislative view is that Congress shouldn't preempt allocations powers but must have protection against summary FCC action. Moratorium is seen as likely course until Congress can get its bearings on complex problem.

Local option time?

New wrinkle is being discussed unofficially in FCC consideration of network option time practice (CLOSED CIRCUIT, Dec. 25, 1961). Move may be made to add one-hour of local "option time" during prime hours and at same time retain 2½-hour network figure. During this hour, station would be required to program with locally produced shows. No decision on option time has been reached by FCC, which is reconsidering 1960 order (on 4-3 vote) that practice is necessary for network operations.

Dead target

Some in audience were puzzled by one part of speech that LeRoy Collins, NAB president, made to state broadcaster association presidents last week (story page 62). Gov. Collins took strong position against legislation to license networks but said not a word about bill, now pending, to regulate them without licensing. Licensing legislation is all but dead. Regulation bill—introduced by Sen. John O. Pastore and drafted by FCC under chairmanship of Newton Minow—is still very much alive and was big issue in recent FCC-network hearings.

As it happened, Messrs. Pastore

CLOSED CIRCUIT[®]

and Minow were major performers at NAB's state association-editorializing conferences last week. Sen. Pastore blistered network programming, with special blast at ABC-TV's BUS STOP; Mr. Minow told broadcasters to start editorializing. NAB officials said reason Gov. Collins said nothing about Pastore-Minow bill to regulate networks was that too little was known about it for NAB to take stand. Bill was introduced almost year ago.

Code squeeze play

Heavy pressure is being put on television networks to submit their programs to NAB Tv Code Authority for review, procedure networks have avoided on grounds their own standards are at least as high as code authority's. To bring networks under tight code control has been stated goal of LeRoy Collins, NAB president, and recent uproar over ABC-TV *Bus Stop* episode (see above) has played into his hand. Two Senate subcommittee chairmen, Dodd of Juvenile Delinquency and Pastore of Communications, have made pointed references to need for networks to cooperate with code, and hints have been made that action on network regulation bill might be postponed if networks made appropriate concessions to Collins plan for strengthened code authority.

FTC breathes hot on ratings

Federal Trade Commission investigation of program rating services has heated up. Principals of several national rating services have received subpoenas to appear at investigatory hearing at FTC in Washington on Friday. FTC seems to be preparing purported mislabeling base or antitrust prosecution based on collusion among companies if their demands for documents are any indication. Pace at FTC seems to have quickened because of reports House Commerce Committee staff has prepared case on small midwestern survey organization which allegedly failed to make full and honest survey (CLOSED CIRCUIT, Jan. 29).

FCC pay boosts

Reversing earlier action, FCC last week approved pay grade increases for seven key employes whose promotions had been approved by Civil Service Commission (CLOSED CIRCUIT, Jan. 8). General Counsel Max Paglin becomes only Super Grade 18

(\$18,500), Civil Service having turned down similar grades for chief engineer and chief of Broadcast Bureau. Promotion to Grade 17 for Executive Officer Robert Cox was held up by Chairman Minow because his post would be affected by executive director proposed for agency by Booz, Allen, Hamilton survey.

Receiving promotions to Grade 16 (\$15,255 minimum) were Daniel Ohlbaum, assistant general counsel; Gerard Cahill, assistant general counsel; Joe Nelson, chief of renewals and transfers; Jim Juntilla, assistant to Broadcast Bureau Chief; William Watkins, frequency allocations, and Mari-on Woodward, international division.

Free time specter

Within next couple of months broadcasters may have new problems in political broadcasting when President's Commission on Campaign Costs submits report. Commission has solicited suggestions on how campaign expenses can be reduced and has received some for legislation requiring broadcasters to give free time to candidates. Walter Reuther, president of United Auto Workers, expressed that view in urging that grant of free time for candidates to use as they wished was "small enough price for the networks and stations to pay for their exclusive franchise to use the public airways." Commission will hold meeting sometime this month to review staff work and may complete report next month.

Nielsens in newspapers?

Because of great reader interest in television programming, one large metropolitan newspaper in midwest is contemplating use of Nielsen and ARB ratings as regular feature.

Support for RAB

RAB's stretch drive to line up support for its Radio Test Plan not only succeeded in getting enough commitments to permit go-ahead with RTP (see page 31) but also added substantially to RAB's membership roster. Officials say that in terms of new members added, past month was one of biggest in recent RAB history. Though not necessarily attributable to RTP in all cases, month's new-member signings exceeded 40, bringing total station membership close to 1,100.

No. 4 of a series

Nightwatch Theater*, Sun.-Sat. Avg.

110,000 DETROIT HOMES STARRY EYED

Most nighttime viewers! Pick of the packages . . . Seven Arts, Paramount, United Artists, RKO, 61 for '61, Sunset.

Top stars . . . top titles.

THE NO.1 BUY IN DETROIT IS



*NSI, Jan. 21, 1962, 7 day avg.

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

WEEK IN BRIEF

Maybe 1972 seems a long way off, but Radio Advertising Bureau doesn't feel that way. RAB has devised a plan to double radio's share of the national advertising dollar and boost spot. See lead story . . .

DRIVE TO DOUBLE RADIO . . . 31

Batter up! That's an \$83 million term for broadcasters as sponsors line up their radio-tv plans for the season. An exclusive BROADCASTING study shows 1962's billings will set an alltime record. See . . .

\$83 MILLION FOR BASEBALL . . . 36

Does an exciting program make you jump up and run out to the drug store to buy an advertised product? Young & Rubicam finds no evidence that the type or mood of a tv program affects sales results. See . . .

Y&R REFUTES MOOD VALUE . . . 48

There's one topic advertisers always talk about when they hold a meeting—the high cost of talent. Now the ANA proposes that agencies conduct talent negotiations for their tv commercials. See . . .

NEW PITCH TO TV TALENT . . . 54

The nation's advertisers are concerned also about public service programming, believing the trend will grow. And the Assn. of National Advertisers also is worried about cluttering of station breaks. See . . .

TV'S QUIET REVOLUTION . . . 52

Chicago's a month away but NAB had a sort of two-ply warmup session in Washington last week—state presidents' meeting and editorializing clinic. Sen. Pastore administered a sound spanking to tv networks. See . . .

NAB WASHINGTON SESSIONS . . . 62

And now American Research Bureau comes up with a new way of rating metropolitan markets—total homes delivered during network option time. The results are intriguing and they're laid out in detail. See . . .

TV MARKETS RE-RANKED . . . 44

Space problems are here to stay, it became evident last week as the FCC and administration disagreed on who's to operate a satellite communications system. Senate committee explores future of skyways. See . . .

JFK'S SPACE PLAN HIT . . . 70b

The FCC's convinced Westinghouse Broadcasting Co. has an outstanding record and shouldn't be punished for any antitrust sins of its parent company. Fourteen of 15 WBC licenses were renewed by commission. See . . .

PROGRAMS PAID OFF . . . 78

Rate cards will rise. Interpublic Inc., major agency firm, makes this prediction in one of its series of studies of the U. S. economy and markets. Drop in tv's cost-per-thousand is noted by agency. See . . .

TV RATE RISE SEEN . . . 56

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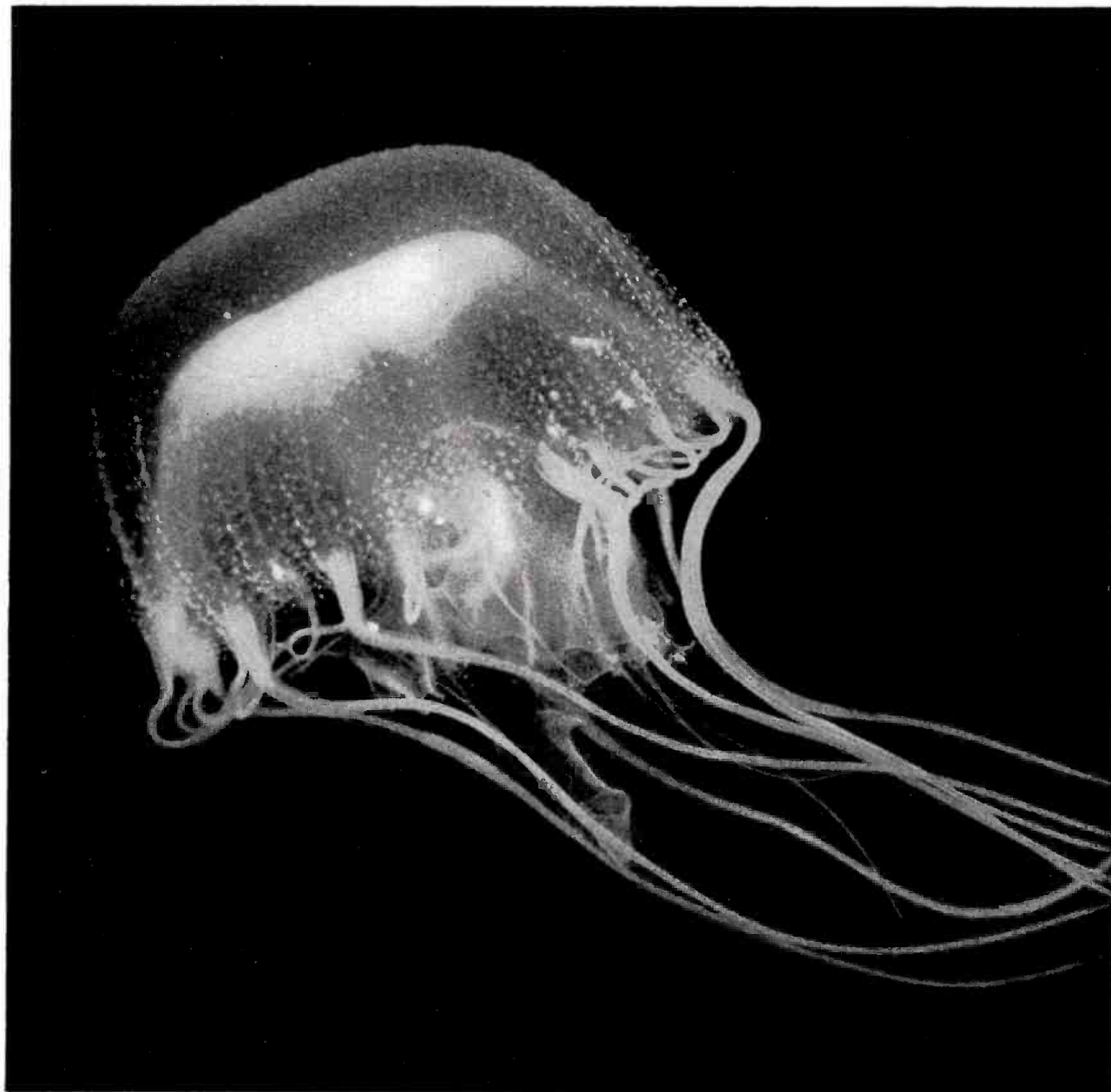
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**He may be a spineless jellyfish to kids,
but he's a great salesman for you.**

Discovery—a new world of television for curious kids and ambitious sponsors.

Discovery is for kids. Every waking minute of their lives is a search for the *hows* and *whys* of this world.

Discovery is the first kid's show to satisfy their restless, eager minds. To entertain as it educates, to stimulate as it informs.

Discovery is created and guided by Jules Power—winner of Peabody and Thomas Alva Edison Awards for outstanding children's television programs. With Power at the helm, *Discovery* will travel the entire range of a youngster's interests—from what makes a jellyfish transparent to what takes a space craft into space.

Discovery is scheduled for peak daytime viewing—at 4:30 PM every

weekday. Its available audience numbers some 13½ million children and teens, plus as many adults.

Discovery combines the two most necessary elements for sponsor success—certain acceptance by kids. Certain endorsement by parents.

Learn how you can earn while they learn.

Call SU 7-5000 (Collect).

"DISCOVERY" STARTS OCT. 1 ON ABC-TV-DAYTIME

Political editorials occupy NAB panel

Confusion on fairness responsibilities of station which editorializes in favor of candidate engulfed panel at NAB Public Affairs and Editorializing Conference in Washington, Friday March 2.

Some 300 broadcasters heard panel of four discuss "Politics, Candidates & the Broadcasters" later most of audience vied for right to ask questions.

FCC Commissioner Frederick W. Ford said preparations by broadcaster to editorialize is one of best ways station can determine needs of audience. He said it's broadcaster's duty to editorialize on all subjects, including endorsement of political candidates.

Douglas Anello, NAB general counsel, thought it good broadcasters have unanimous FCC support on editorializing but said many congressmen have reservations. He advised stations to make sure they're factually correct before drawing public conclusions.

Confusion came when Mr. Anello said station editorial endorsing candidate does not require equal time to opponent under Sec. 315 of Communications Act. Misunderstanding of this fact and fear of FCC has curtailed broadcast editorials by many stations, he said. Messrs. Ford and Anello stressed that stations must adhere to fairness doctrine, however.

Questions on Sec. 315 and fairness were numerous, one Louisiana broadcaster asking about situation where station endorses 1 of 12 candidates. When Commissioner Ford said all kinds of imaginary situations could be raised, former Louisiana Gov. James Noe (KNOE-TV Monroe) said he had been one of dozen candidates involved. Mr. Noe asked if broadcaster could endorse his own political candidacy editorially.

"You will be getting into trouble there," Commissioner Ford answered amid laughter.

Chicago outlets get quiz; FCC? No, AFTRA

Chicago local of American Federation of Television and Radio Artists wrote all five local tv stations Friday seeking detailed program, financial and staff information. Union said it needs data to give accurate and fair appraisal of stations' performance for FCC probe of local programming there starting March 19 (early story page 72).

AFTRA's 3½-year-old complaint

Borscht session?

Gordon B. McLendon, volcanic multiple station owner, whose journalistic exploits frequently have made page one, is out for another first—a personal interview with Soviet Party Chairman Nikita Khrushchev. He made request by radiogram last Friday and at weekend was awaiting reply. Anticipating approval, he has briefed himself on Soviet affairs. Recently, McLendon stations aroused comment here and abroad by broadcasting hourly pickups of Moscow propaganda broadcasts (BROADCASTING, Jan. 29).

against NBC-owned WMAQ-WNBQ (TV) Chicago is credited in part with helping cause FCC to call unusual inquiry as to how well city's four commercial outlets and educational stations are meeting audience needs.

AFTRA letters request for each of past ten years: program logs for composite week; gross profit and loss statement; number of performers, staff, freelance and contract; numbers engaged in program service jobs such as scenery, engineering, etc., and description of studio facilities available for local live programming. AFTRA assured stations information disclosed would never be used in any collective bargaining talks at later date.

Jones, O'Neill, Covino die in N. Y. air crash

Identified as victims of American Airlines crash Thursday (March 1) in New York, were W. Alton Jones, 70, chairman of executive committee of Cities Service Co.; Lawrence G. O'Neill, 34, vice president of Kenyon & Eckhardt, account executive on Pabst Brewing Co. account in K&E's Chicago office, and Isaac J. Covino, 33, art director at J. Walter Thompson, New York.

Mr. Jones was connected with Cities Service's former long-run radio series *Band of America* on NBC Radio.

Lynne C. Smeby, 57, dies

Funeral services were held Saturday in Bethesda, Md., for Lynne C. Smeby, 57, broadcast engineering consultant, who died Feb. 28. Mr. Smeby had been in consulting business over two decades

and had been engineering director of NAB in early World War II period. He was co-author of engineering textbook, *Fundamentals of Radio*, and member of board of editors of Institute of Radio Engineers. In 1959 he was cited by IRE for outstanding service.

50 witnesses expected on all-channel set bill

Some 50 witnesses will testify at House Commerce Committee hearings beginning today (Monday) on all-channel-receiver and anti-deintermixture legislation (see page 76).

List includes dozen congressmen from areas threatened by deintermixture, to state officials and representatives of affected vhf stations. Uhf stations will also have spokesmen.

FCC will testify Tuesday, but Commissioner Robert E. Lee, all-uhf advocate, will testify Wednesday. Other witnesses: Frank Stanton, CBS president, and Robert L. Coe, vice president, ABC TV station relations, Wednesday; NAB President LeRoy Collins, Friday.

FTC starts inquiry of cold remedy ads

Federal Trade Commission has begun all-industry investigation of cold remedies to determine whether advertising overstates effectiveness of medication. Cold and cough remedies are heavy users of tv and radio.

FTC said questionnaires were sent to 24 companies in cold remedy field concerning so-called scientific evidence claimed for medicinal preparations.

FTC said it has reason to believe some corporations "may be falsely advertised and misrepresented" efficacy of cold and cough remedies.

This is first FTC move to run industry-wide investigations on advertising claims.

Crest Consent = Consent order between FTC and Procter & Gamble was announced Friday. P&G agrees to cease contested claims on tests of Crest toothpaste.

Tax ruling announced on rentals of tv firm

Total rental costs of tv films are deductible in "aliquot amounts" or prorated over period of rental contract, Internal Revenue Service ruled Friday.

Revenue officials would not explain effect of ruling on tv industry, saying it affects particular set of facts. Ruling

WEEK'S HEADLINERS



Mr. Jameson

Edwin T. Jameson, former vp and general sales manager, ABC-TV National Station Sales Inc., New York, appointed general executive with Time-Life Broadcast Inc., owner of four radio and

four tv stations. Mr. Jameson joined ABC-TV National Sales in 1961 and earlier had been with NBC for eight years. From 1956-61 he was national director of NBC Television Sales. Previously, Mr. Jameson had been with sales staffs of Crosley Broadcasting Corp., Peters, Griffin, Woodward and WNEW and WCBS, both New York.

Hugh L. Lucas, vp in charge of radio and tv for Chevrolet Motor Division of General Motors Corp. at Campbell-Ewald, Detroit, elected vp and national director of radio and tv. He succeeds Philip L. McHugh who has resigned to form his own company (story, page 58). Mr. Lucas joined C-E in 1955, and has supervised such Chevrolet-sponsored shows as *Bonanza* (NBC-TV), *Route 66* (CBS-TV) and *My Three Sons* (ABC-TV) among others. He formerly was at Foote, Cone & Belding, Chicago, as vp and account

supervisor. Also resigning is Peter S. Hoffman, who was Mr. McHugh's assistant for past five years and who will be an associate in new McHugh & Hoffman Inc. Mr. McHugh was executive with C-E for past 8 years, and was with Tracy-Locke, Dallas, as director of radio and tv.



Mr. Lucas



Mr. McHugh

Joseph Herold, vp and general manager, Mullins Broadcasting Co. (KBTW [TV] and KBTR, both Denver), resigns, effective April 1, to join Hawaiian Broadcasting System Ltd., Honolulu, as general manager of radio-tv properties (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku and K70BW Lihue, all Hawaii). Mr. Herold began his broadcasting career in 1930 as engineer at WOW Omaha and was appointed station manager of WOW-TV when it went on air in July 1949. He left Omaha in 1950 to serve as tv consultant for Union Radio

& Television (CMUR-TV) Havana, Cuba's first tv station. In late 1951, Mr. Herold joined RCA as tv station planning consultant, where he assisted in design and organization of more than 20 tv stations in U. S. He then moved to Colorado Television Corp. (original licensee of KBTW) to help start station which went on air in 1952. He was elected to his present position in October 1961, when John Mullins purchased sole ownership of station.

Thomas C. Dillon, executive vp and treasurer, BBDO, New York, elected general manager, which is second-ranking position at agency.

Mr. Dillon joined BBDO's Minneapolis office in 1938 and transferred to San Francisco office as creative supervisor in 1942. In 1946 he moved to Los Angeles where he was named office manager in 1957. In 1958 Mr. Dillon transferred to New York as head of marketing research and media for entire agency. He was elected vp in 1948 and member of board of directors in 1957. He had served as executive vp and treasurer since November 1959.



Mr. Dillon

For other personnel changes of the week see FATES & FORTUNES

said in part: "With respect to those contracts limiting the number of showings, the number of showings in any taxable year does not exceed the number that would be properly allocable to such taxable year if the aggregate number of showings permitted under the contract were ratably allocated to the entire lease term."

One informal interpretation of IRS ruling suggested it rejects declining balance basis of deducting film rental costs.

Court blocks merger of Bartell, Macfadden

Order restraining Macfadden Publications Inc. and Bartell Broadcasting Corp. from combining their assets has been issued by New York state appellate division. Shareholders of both corporations approved merger of companies on Feb. 9.

Spokesman for Bartell denied reports last Friday (March 2) that court's decision would have effect of preventing merger until suits filed by stockholders who oppose consolidation can be heard.

He said court's decision is being analyzed to determine appropriate course of action.

Scope Tv to produce, distribute tv film

Elliott Abrams, formerly vice president for syndicated sales, Sterling Television Co., announces today (March 5) formation of Scope Television Inc., tv production and distribution firm.

Mr. Abrams, president of new firm, will offer complete program service with emphasis on syndication of new programs and he plans to acquire live and film packages recently produced for tv. He will continue Sterling association in special sales areas. Scope address: 161 W. 54 St., New York.

FCC hopes to acquire new Univac computer

New \$1 million Univac III computer will be installed by FCC to expedite processing of applications and to give quick information on existing and pend-

ing communications facilities.

Unanimous decision to install computer follows two-year study and is subject to approval of funds by Budget Bureau and Congress.

Machine will perform engineering computations, including automatic plotting of service and interference contours; it will also expedite legal and other considerations, FCC said.

"Significant savings" will result from use of computer and associated XY plotter which will handle both broadcast and nonbroadcast applications, FCC claimed.

RCA quarterly dividend

RCA announced quarterly dividend of 25 cents per share on common stock Friday. It is payable April 23 to holders of record at close of business on March 12. Dividend of 87½ cents per share on cumulative first preferred stock for period April 1-June 30, 1962, was also declared. It is payable July 2 to holders of record at close of business on June 4.

SECRETS TOLD

KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. A new January 1962 study confirms other studies that KRNT is the most believable station here. Here's the way all this comes about:

1. **We feature one** of the great news outfits in the nation. Every newscast on KRNT outrates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel!

2. **We feature highly publicized, highly trained, highly accepted adult personalities.** We have the advantage that all our people are **seen** on our television station; radio listeners really "know" the person that goes with the voice. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. **We feature music with melody.** Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. **We feature service** to the community. Last year we broadcast some 12,000 announcements for eleemosynary organizations and 500 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. **We publicize and advertise** our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (26 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

KRNT

"Total Radio" in Des Moines

REPRESENTED BY THE KATZ AGENCY



The Embassy of South Africa

His Excellency Dr. W. C. Naudé,
Ambassador of the Republic of South Africa
to the United States, and Mrs. Naudé,
on the balcony of the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

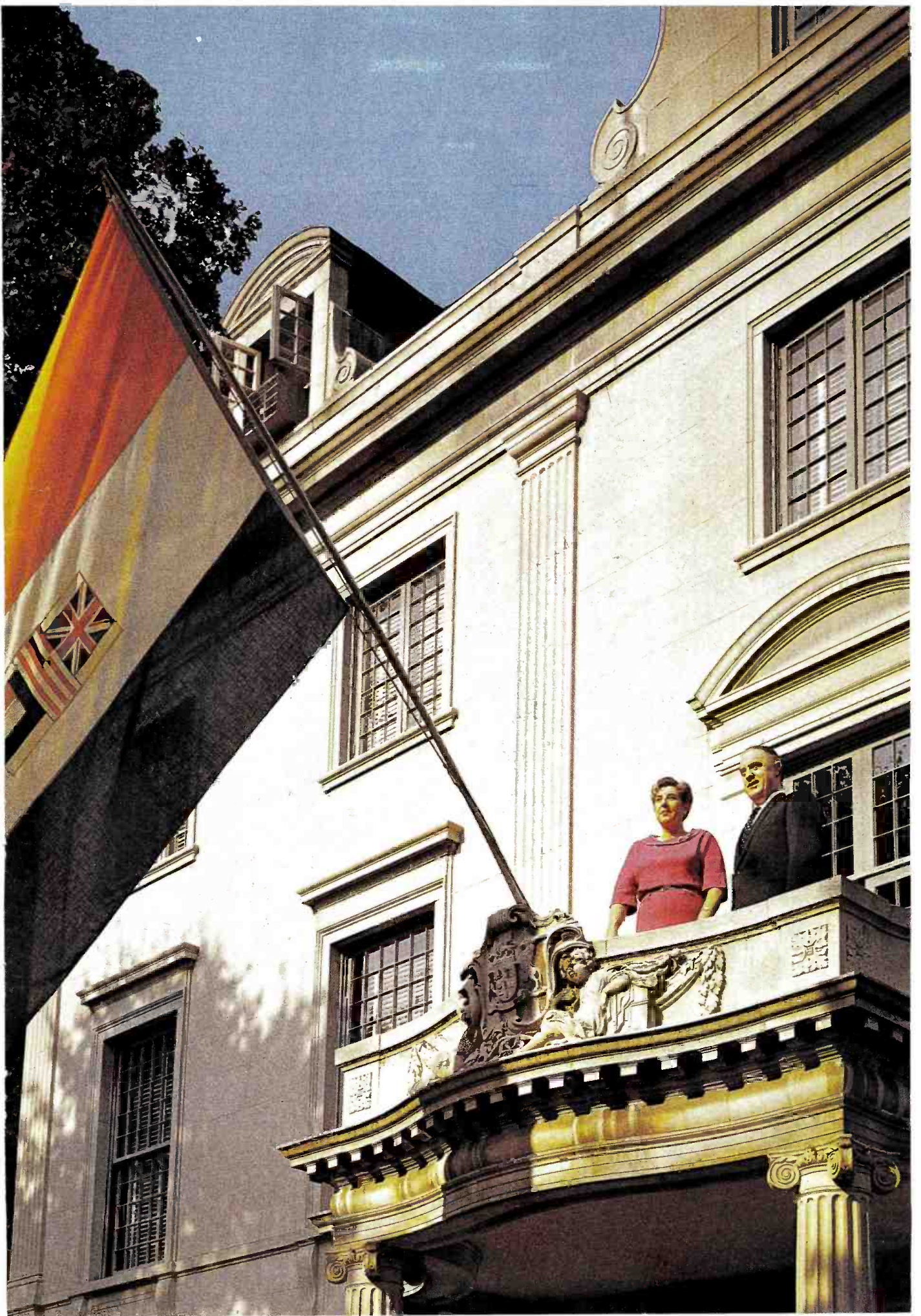
WTOP-TV
WASHINGTON, D. C.

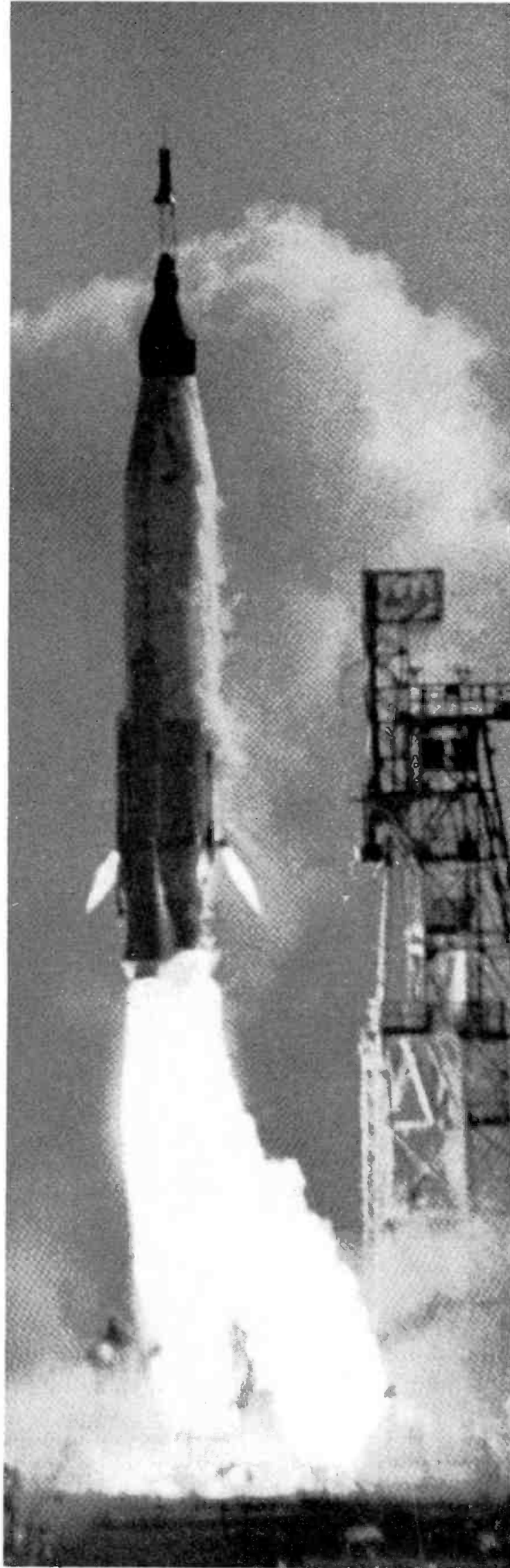


Represented by TVAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon





Space Day was UPI Day!

"Congratulations on the wonderful news coverage you gave us on the launching of Astronaut John Glenn into space."—*William S. Carter, Manager, KRUS, Ruston, La.*

"Excellent all the way."—*Cliff Engle, News Director, KFRC, San Francisco.*

"UPI started ahead and stayed ahead."—*John Wilson, News Director, KONO, San Antonio.*

"We moved the mike right beside the machine and fed the bulletins as they came off the printer. The takeoff and recovery were the very best."—*Jim Robbins, News Director, WKOX, Framingham, Mass.*

"The minute-by-minute, second-by-second coverage of every detail, no matter how small, was very good."—*Ed Blair, News Director, WAGA-TV, Atlanta.*

"Delighted, beautiful, very, very good. We broadcast everything—bells included."—*Robert Cain, Program Director, WHIM, Providence.*

"Fast, colorful, accurate and comprehensive."—*Larry West, News Director, KWKH, Shreveport.*

"UPI was excellent."—*Dennis Gagnon, News Director, WTWN, St. Johnsbury, Vt.*

"You were right on the split second with events. We were quite well pleased. The individual features were very useful."—*Aubrey Morris, News Director, WSB Radio, Atlanta.*

"You did a very good job all the way through. The color stories were very well done."—*Ray Butts, Operations Manager and News Director, WCOV Radio, Montgomery.*

"A tremendous job."—*Jim Drake, News Director, WSM-TV, Nashville.*

United
Press
International



DATEBOOK

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

*Indicates first or revised listing.

MARCH

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—Radio and Television Executives Society, Time Buying and Selling seminar: "A Look Behind the Media Plan." CBS Radio, 49 E. 52nd St., New York.

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—American Women in Radio & Television, Chicago chapter, monthly evening meeting. Kenneth Hurd, vice president of BBD&O, will be the speaker. Continental Club, Chicago.

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

March 8-10—Alabama Broadcasters Assn., 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 13—RTES, Time Buying and Selling seminar: "Introduction to Broadcast Research." CBS Radio, 49 E. 52nd St., New York.

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 Corin-

thian 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—RTES, Time Buying and Selling seminar: "When the Rep Answers His Phone." CBS Radio, 49 E. 52nd St., New York.

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

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-

TVB sales clinics

- May 2—Bond Hotel, Hartford
- May 8—Sheraton-Jefferson, St. Louis
- May 10—Mayo, Tulsa
- May 15—Sheraton-Dallas, Dallas
- May 15—Sheraton-Dallas, Dallas
- May 17—Roosevelt, New Orleans
- May 17—Sheraton-Gibson, Cincinnati
- May 29—Hillsboro, Tampa
- May 31—Dinkler Plaza, Atlanta
- June 5—Statler Hilton, Buffalo
- June 5—Sheraton-Belvedere, Baltimore
- June 7—Sheraton-Cleveland, Cleveland
- June 7—John Marshall, Richmond
- June 19—Fresno Hacienda, Fresno
- June 21—Benson, Portland, Ore.
- June 22—Vancouver, Vancouver
- June 26—Writers' Manor, Denver
- June 28—Sheraton-Fontenelle, Omaha

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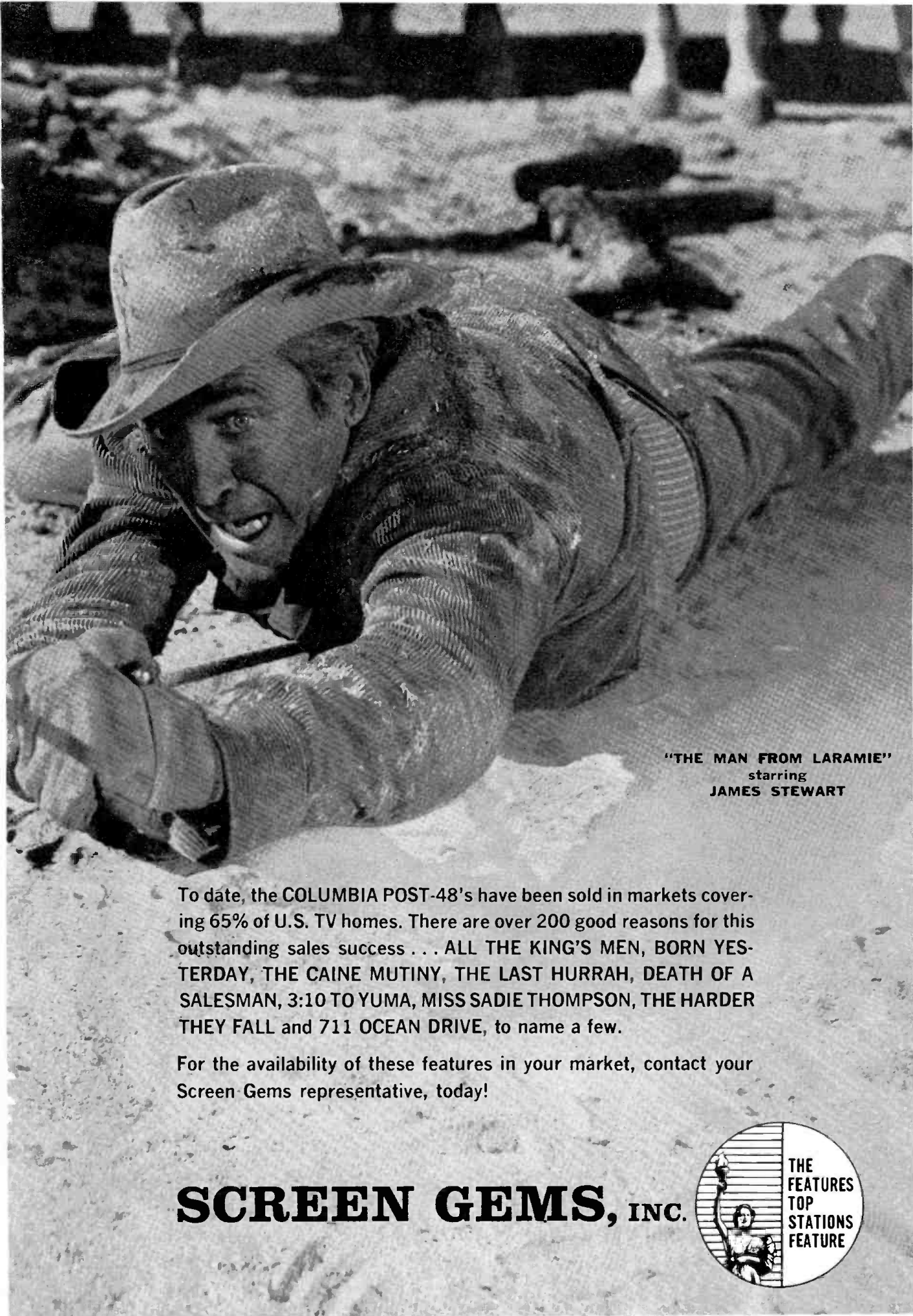
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Mobile • WGAN-TV Portland, Me. • W-TEN Albany, N.Y. • WTVD Durham-Raleigh • KLAS-TV Las Vegas
WTVJ Miami • WFGA-TV Jacksonville • WLOS-TV Asheville • KVOS-TV Bellingham • KMJ-TV Fresno
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Tulsa • KAVE-TV Carlsbad • WCCB-TV Montgomery • WREC-TV Memphis • WTVT Tampa • KCPX-TV
Salt Lake City • WTOP-TV Washington, D. C. • KPLC-TV Lake Charles • WITN-TV Washington, N. C.
KALB-TV Alexandria • KGGM-TV Albuquerque • WSAU-TV Wausau • KFVS-TV Cape Girardeau
WKYT Lexington • WEAU-TV Eau Claire • KCTV San Angelo • WJHG-TV Panama City, Fla. • WALB-TV
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Hummmmmmm)
you are
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hear the
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New York.
Listen...



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

*March 31-April 2—Assn. of Maximum Service Telecasters, annual membership convention and board of directors meetings. First meeting of directors will be held at the Blackstone Hotel at 6:30 p.m. on March 31. Subsequent meetings will be held next day in the Conrad Hilton Hotel. Meetings will be in 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 10—RTES, Time Buying and Selling seminar: "Using Research." CBS Radio, 49 E. 52nd St., New York.

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 21—UPI Broadcasters Assn. of Connecticut, annual convention, banquet and ball. Statler-Hilton, Hartford, Conn.

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 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 8, D.C. Convention will take place in the Capital.

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 Ad-

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BROADCASTING

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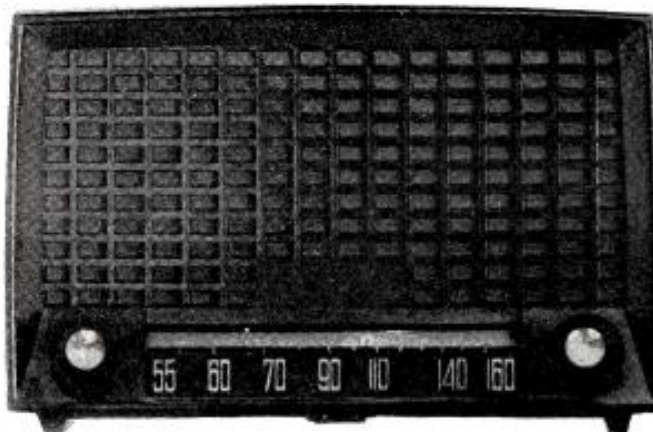
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BROADCASTING, March 5, 1962

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■ Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

982-22

*Average weekly cumulative adult audience

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MAY

vertisers, convention. Royal York Hotel, Toronto.

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

*May 10-12—U. of Wisconsin Journalism Institutes. Wisconsin Center, Madison.

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—California Associated Press Radio-TV Assn., annual meeting. Yosemite National Park.

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,

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big*

*beautiful
sound
in
New York*

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50,000 watts/1050 kc*

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LARGER DAYTIME
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*the voice of
 Long Island*

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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.

JULY

*July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass.

AUGUST

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

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

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

OPEN MIKE®

Program on Fiedler

EDITOR: Thank you very much indeed . . . for the very well-phrased item . . . concerning our program, "The World of Arthur Fiedler" [PROGRAMMING, Feb. 12]. It hit the nail on the head and I'm sure will be of benefit to us.

It has already elicited considerable comment up this way and it is good to be recognized by a publication such as yours with such high standing in the industry.—*G. Wright Briggs Jr., radio-tv director, BBDO, Boston.*

A rep's-eye view

EDITOR: The story on the representative business (SPECIAL REPORT, Feb. 26) is excellent. Your coverage was accurate and thorough. The piece is a major contribution to the knowledge of the industry.

All of us in the representative business are grateful, and we of the Petry Company are doubly thankful for the special feature which you incorporated on Ed Petry and the Petry Company.

I am putting a copy of this issue in my own private archives. . . .—*Robert L. Hutton Jr., vice president, Edward Petry & Co., New York.*

Money in Montana

EDITOR: I am sure that every broadcaster has read, with great interest, Mr. Fred G. Goddard's reply to Ed Craney [THE MEDIA, Feb. 19]. Mr. Goddard disputed Mr. Craney's figures.

In actuality, Mr. Craney's figures were conservative. If the reports of the Montana cable operators can be believed, there were 19,100 cable connec-

SEPTEMBER

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

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

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

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

Sept. 20-22—Advertising Federation of America, tenth district meeting. Shreveport, La.

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

OCTOBER

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

Oct. 16—Public hearings by the Canadian Board of Broadcast Governors. Ottawa.

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

tions in the state as of July 1, 1961, and approximately 21,000 at the present time. Montanans are paying more than \$1,250,000 annually to watch Salt Lake City and Spokane stations on cable tv.

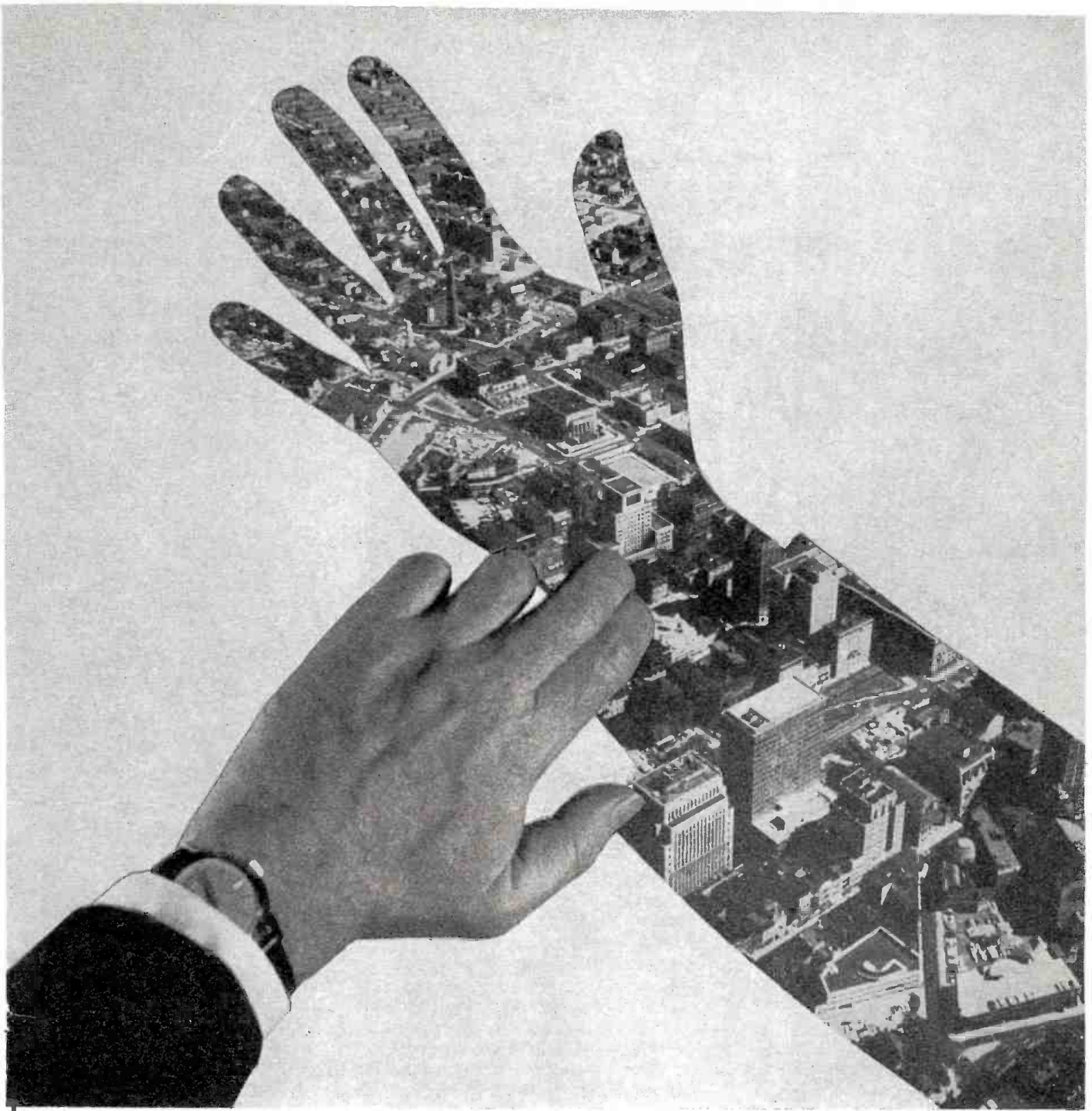
. . . Mr. Goddard neglects to mention that he has a connection charge of \$79.50, which presumably has brought him an additional \$715,000 to date. . . . [The cable operator] . . . creates no programming of any kind, buys no film and gets no letters from [the FCC]. . . . The only "injustice" in the Riverton decision [is] that it was so long in coming.—*Joseph S. Sample, KOOK-AM-TV Billings, Mont.*

Outnumbered

EDITOR: Mr. Minow's television statement about television's magnificent coverage of Project Mercury brings to mind some of the peculiarities of our business.

It was only last May, four days after Commander Shepard's flight, that Mr. Minow called television a "vast wasteland." In his FCC report to the Congress, Mr. Minow [reported] that while mail received during the last three months of 1960 by the Complaints and Compliance Division totaled nearly 1,150 pieces, for the first five months of 1961 it had jumped to about 4,300 letters—4,300 letters from 49 million television homes.

On Tuesday during the hours that KWTW was carrying CBS Television's account of Colonel Glenn's flight, this station received 15 telephone complaints about not carrying some of our



HEARTBEAT OF A GREAT CITY!

WMAR-TV plays a vital part in the affairs of the city and state . . . has its "fingers" on the pulse of the myriad of daily activities . . . and always programs to keep the citizenry better informed.

Ours is a tradition of service established by our parent organization—The A. S. Abell Company, which has served Maryland for 125 years as publisher of the Sunpapers of Baltimore.

Baltimore . . . industrial and cultural leader . . . a crossroad of the world . . . with its famed deepwater port and international airport . . . hub of a great state . . . is an important market for all types of goods and services.

The history and the spirit of our company make it an integral part of the culture, the society, the

heartbeat of Maryland. Ever since WMAR-TV went on the air as Baltimore's first television station . . . second in the CBS network and twelfth in the nation . . . WMAR-TV has been a community leader in public service, television "firsts" . . . and in audience. This is VIEWMANSHIP at its best in the nation's twelfth market!

No Wonder — In Maryland Most People Watch

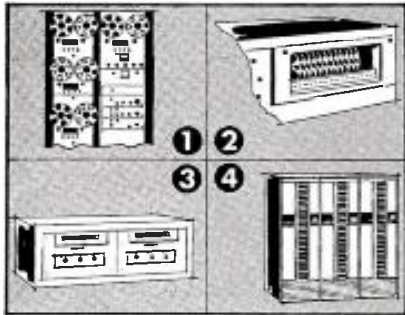
WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

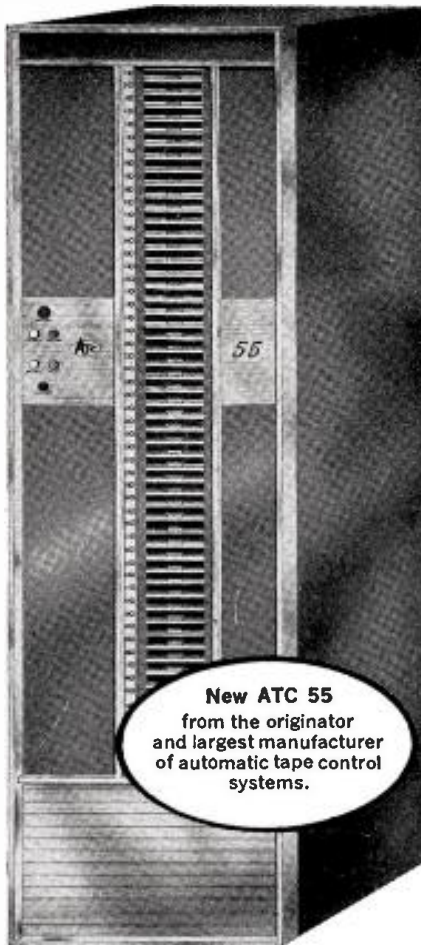
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The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations. The ATC 55 will automatically play back up to 55 magazine-loaded



New ATC 55
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taped spots, themes, and production aids; up to 165 full length musical selections, without resetting or re-loading. It is also designed to operate in conjunction with other broadcast equipment. A special 3200 cycle auxiliary control tone may be inserted at any point in the sequence to start (1) material recorded on reel-to-reel tapes, (2) a Seeburg record changer, or (3) the standard ATC units. Used in multiples of two or more (4), the ATC 55 may be programmed to play in any desired sequence automatically. It delivers the highest quality broadcast reproduction. And, best of all, it is so easy to operate that any of your personnel can run it. Write, wire or phone collect for complete information and literature today.

made by broadcasters for broadcasters



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viewers' favorite soap operas. . . . If each of CBS Television's 195 affiliates received 15 complaints, it would account for 2,925 at CBS stations only. If each of an estimated 450 network affiliates that probably carried network coverage from ABC, CBS or NBC received an average of even 10 calls, it would account for 4,500 complaints in one day, more than Mr. Minow says the FCC received in five months.

If these complaints were directed to Mr. Minow's office, would he want to consider the cancellation of television's coverage of space flights?—*Montez Tjaden, promotion manager, KWTW (TV) Oklahoma City.*

Gospel on gospel music

EDITOR: On page 106 ["FCC staffers become licensee pen pals," PERSPECTIVE '62, Feb. 19] . . . you say: ". . . programs of gospel music are not recognized by the FCC as qualifying for the religion category."

To the best of my knowledge, this is not an accomplished fact but is a definition currently under consideration by the FCC.

Would you please clarify?—*Walter B. Dunn, president, WFTL Fort Lauderdale, Fla.*

[Mr. Dunn is correct in his understanding of the present commission attitude. But the FCC proposes to revise its position by removing gospel music from the religious category when such music is not incidental to a religious program.]

WAPE's ch. 10 intentions

EDITOR: BROADCASTING was in error in stating [GOVERNMENT, Feb. 26] that WAPE Jacksonville "has not reached a final decision as to whether it will apply for the channel if it is dropped in." WAPE's comments state that it has a present intention of applying for the facility itself and that it also intends to apply for special temporary authorization.

Perhaps the misunderstanding arose because WAPE's comments also said that WAPE's survey of the area was not yet complete and would continue. But WAPE (Brennan Broadcasting Co.) has definitely decided that it will apply for ch. 10 in Jacksonville. . . .—*Eugene F. Mullin Jr., Mullin & Connor, attorneys, Washington.*

[BROADCASTING's reporter was in a hurry to get the essentials of a big stack of comments from many parties. Apparently, he was in too big a hurry in looking at the WAPE comments.]

Virginia market story

EDITOR: Please send us a copy of the issue containing material about the Tri-Cities area in the Virginia market study [SPECIAL REPORT, Dec. 4, 1961].—*C. R. Strouse, executive vice president, Johnson City (Tenn.) Chamber of Commerce.*

ARE FOOD FADS UNBALANCING YOUR DIET?

It's Time To Call A Halt To The
Spreading Of False Health Information

In most of the world today people are happy if they can find enough food simply to keep themselves alive for another day. In the United States, however, we witness the ironical situation in which many people are being misled into believing that they must buy many kinds of pills and potions because our abundance of foods does not satisfy health demands.

As dairy farmers, our business is to produce and sell milk. Because milk and products made from milk play a very important part in the good health of the American people, we work closely with public health authorities to offer to the American public milk that is a pure and wholesome food. We also finance independent scientific research to assist in expanding the nation's knowledge about the role of dairy foods in human nutrition.

Whenever scientists have agreed that we dairymen should take action that will benefit the people who consume the milk we produce, we have followed the advice. Thus, as one example, vitamin D is added to much of the milk sold in this country because nutrition scientists determined after many years of study that adding vitamin D to milk offers the most convenient means of assuring that children will have this essential food nutrient in their daily diets.

Milk has long been known as "nature's most nearly perfect food," and there are some very sound reasons behind this description. Because nutrition scientists have provided very good evidence to back this claim, it is, not surprisingly of course, somewhat irksome to us to be spending much of our time answering the sensationalized charges and false ideas propagated by the flood of food faddists and quacks.

THERE IS NO PERFECT FOOD FOR MAN

As one example of the kind of thing that disturbs us, we cite the often heard suggestion, usually coming from pill and potion peddlers, that man is the only mammal that consumes milk beyond infancy. Therefore, we are supposed to assume, milk is not intended as a food for man beyond infancy. This is a ridiculous charge, and there is no sound basis for keeping it alive.

Obviously, nature intends the human mother's milk for her infant, and this probably is the only stage in mammalian life where there is anything really close to a perfect food. Beyond this, however, there is no perfect food for man.

As a matter of fact, we don't need any particular kind or kinds of food *except in terms of the essential food nutrients which are provided*. The nutrition scientists don't profess to know all they would like to know about what nutrients we need to maintain the human machine at a peak of good health, but a great deal of progress has been made. The Food and Nutrition Board of the National Research Council has established "Recommended Daily Dietary Allowances" for food nutrients based on the current advanced knowledge derived from scientific research.

Thus, for an adult man (based on an age of 25 years, a weight of 154 lbs., height of 69 inches, and doing moderate physical activity) the Recommended Daily Dietary Allowances call for 3,200 calories; 70 grams of protein; .8 gram of calcium; 10 milligrams of iron; 5,000 international units of vitamin A; 1.6 milligrams of thiamine; 1.8 milligrams of riboflavin; 21 milligrams of niacin; 75 milligrams of ascorbic acid or vitamin C. These are the food nutrients which the National Research Council recognizes as essential and for which recommendations have been made. Nutritionists also recommend that we select our daily diet from the four basic food groups—milk, meats and fish, fruits-vegetables, grains and cereals—in order to meet all of the nutritional requirements known and any that might not yet be fully established.

THE CASE FOR MILK FOR ALL AGES IS STRONG

Let's look now at the reasons why milk is recommended by the nutritionists for people of all ages as part of the well balanced American diet. Two 8-ounce glasses of milk provide from 10 to 13% of the total daily calorie needs of this adult man described above; 25% of the protein; 71% of the calcium; 15% of the vitamin A; 46% of the riboflavin; and 10 to 12% of the thiamine. While milk also contains some iron, vitamin C, and niacin, other foods are far better sources of these nutrients.

It is because milk—in the quantities recommended at various age levels—provides such a large percentage of the essential food nutrients that milk is considered to be a "nearly perfect" food for people of all ages. Milk also provides a tremendous bonus in that all of these nutrients are available at a low "calorie cost." To obtain the essential nutrients provided by milk through other foods would require a higher calorie cost for most combinations available.

All of which adds up to this: the faddists and quacks who seek fame and fortune by confusing the American people about our food supply and about the way we should consume this food to build and to maintain good health ought to be called to task for the misinformation they peddle. The American food supply is the best in the world, providing an abundance and a variety of food that serves well to provide us a strong base for good health if we will follow the simple rules for good eating established by the nutrition scientists.



american dairy association

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

20 North Wacker Drive
Chicago 6, Illinois

Telling agencies about supplemental efforts is broadcaster's job

Several months ago a radio station offered me an excellent promotion package to support an advertising campaign for one of our clients. Naturally, I sent through a quick okay along with a request for a complete report and for follow-up information.

Several weeks passed.

I asked the station's national representative, finally, to get the information for me. I kept asking.

The representative fired letters and wires to the station. Nothing!

Yesterday I received a terse report: the promotion had been put into effect exactly three days after I had given my approval for it. Had been on ever since. It was working fine. Attached were photographs to prove it. End of report.

None of the other details that I had requested for the client were included in the report. It was totally devoid of elaboration.

Too Little, Too Late ■ Then there was the station in the Midwest on which I had bought a schedule for the first time. Because of certain client problems, I needed a report on the station's merchandising and promotion activities every month.

I got the first report four months after the campaign had ended and four months after I had submitted my own complete report to the client on merchandising. The station report obviously was too late to be of any value whatsoever.

Are these incidents typical of the normal station-agency relations? No, they are not. But there are times when I never get reports. At other times I may get answers only if I telephone the station manager personally.

I'll accuse him of having failed to deliver what he promised and—this always comes as a surprise to me—I'll get a shamefaced report proving to me that his station actually has done a good job. I'm very pleased, of course, and so I'll ask him to put it in a letter, which he promises to do, but the letter never seems to arrive.

Short-Change ■ When will you gentlemen in radio-television stations stop short-changing yourselves?

Please note that I am not talking about the two extremes in this business—the big, heavily manned stations which promise, perform and deliver, or the two-bit operators who are long on promises and exceptionally short on performance. I have nothing but praise for the first group and a stony silence for the second.

The people I am concerned about

are the great number of radio and television station operators around the country who are sincerely interested in our campaigns and who will go far out of their way to implement them but too often forget to tell us so.

I can cite case after case from agency after agency where stations have sent men out to interview dealers, put up point-of-sale pieces and built excellent promotions but somehow never got around to notifying the agency or the client that they had done anything. Meanwhile, needled by account executives and clients for not having delivered what was promised, we spend vengeful hours dreaming up new hells for station people who seemingly have fallen down on the job.

By this time I've heard all the excuses: how shorthanded you station men are; how little time you have because you're busy working overtime for me and, besides, the local dealers and the field men know all about these efforts and they're happy, aren't they? By the time the field reports filter back through the client's home office to the agency, the original schedule is very likely over and its successor is half way through.

Part of Whole ■ It should be obvious that the current campaign is only a part of the total marketing effort being expended at that particular time. To make the maximum use of the radio or television portion of the campaign, it is vital that we know how the campaign is going *now*.

This is why we analyze all the merchandising reports immediately and prepare interim analyses for the client. At the end of the campaign a final merchandising report is submitted to the advertiser to wrap up the entire operation.

The final report is prepared within a

week or two after the campaign has ended. If your report doesn't reach me until two or three months later, I can't issue a supplemental merchandising report. It's just too late and the client isn't interested.

Then what happens? You've knocked yourself out doing a good job and you feel mightily pleased with yourself, as you should. But instead of a renewal, the campaign suddenly switches to a rival station. Naturally, you jump on the phone to your representative, but you could have saved the effort. For the answer just look in your file and dig out the three or five or ten letters from the same rep, all pleading with you for a report to the agency and client on what you have done.

Act When Asked ■ It is quite true that only a fair percentage of campaigns are dependent on merchandising. But when this is part of the order, it's important and the job is not completed until you have sent a full report to the agency.

The solution to this problem is so obvious. Keep an open file on every campaign. Jot down everything you do for the client. Don't close out the file until you have sent out the complete report. It doesn't have to be elaborate. There are stations which do a masterful job with elaborately printed brochures. These are welcome, but a letter with all the pertinent details will be equally well received.

It's the information that the agency needs, reported as clearly, concisely and as quickly as possible. Some of you do this almost automatically. A number do a superb job of reporting. Occasionally a few send me a note on other local items of interest to the agency and client. Others forget.

Have you short-changed yourself lately?

Lee Randon worked at WPEN Philadelphia and CBS Chicago before World War II. After the war he was program director of WLIB New York and production manager of WKBW Buffalo. His Telespot Productions pioneered in commercial film production in Buffalo in 1948 and in 1949 he moved to Ruthrauff & Ryan, Chicago, as writer and later film director. He went to Henri, Hurst & McDonald in 1951, and became radio-tv manager in 1956 and audio-video director in 1959.



DON'T LET YOUR SOUND BE OLD-FASHIONED



It needn't be . . . not when you use

THE BIG SOUND

THE **BIG SOUND** gives you **MORE**
PROFIT-PRODUCING COMMERCIAL PROGRAMS

COMMERCIAL JINGLES

PRODUCTION AND PROGRAM AIDS

EXCLUSIVE MUSIC TRACKS AND THEMES

PRODUCED PUBLIC SERVICE SPOTS

COMMERCIAL UNDERSCORES

PLUS

THE EXCLUSIVE

SOUNDSMANSHIP MERCHANDISING PLAN

That's why **THE BIG SOUND**
gives you more audience, more sales
and is the most widely used
program service in the world.

Call your Ullman-Man or

SEND FOR YOUR DEMO TODAY

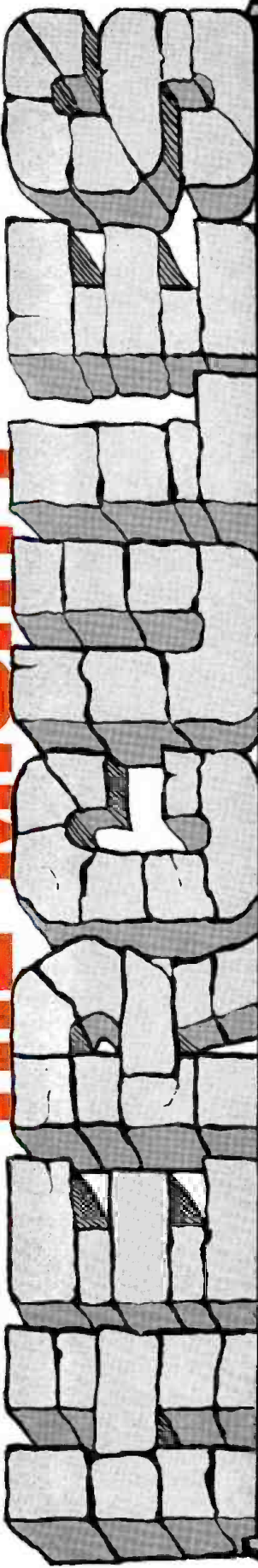
RICHARD ULLMAN, INC.

Marvin A. Kempner, Executive Vice President, 1271 Ave. of the Americas, N.Y. 20, PL 7-2197

Dick Morrison, Vice President, 3200 Maple Avenue, Dallas 4, Texas, RI 2-2651

A DIVISION OF  THE PETER FRANK ORGANIZATION, INC. HOLLYWOOD / NEW YORK / DALLAS

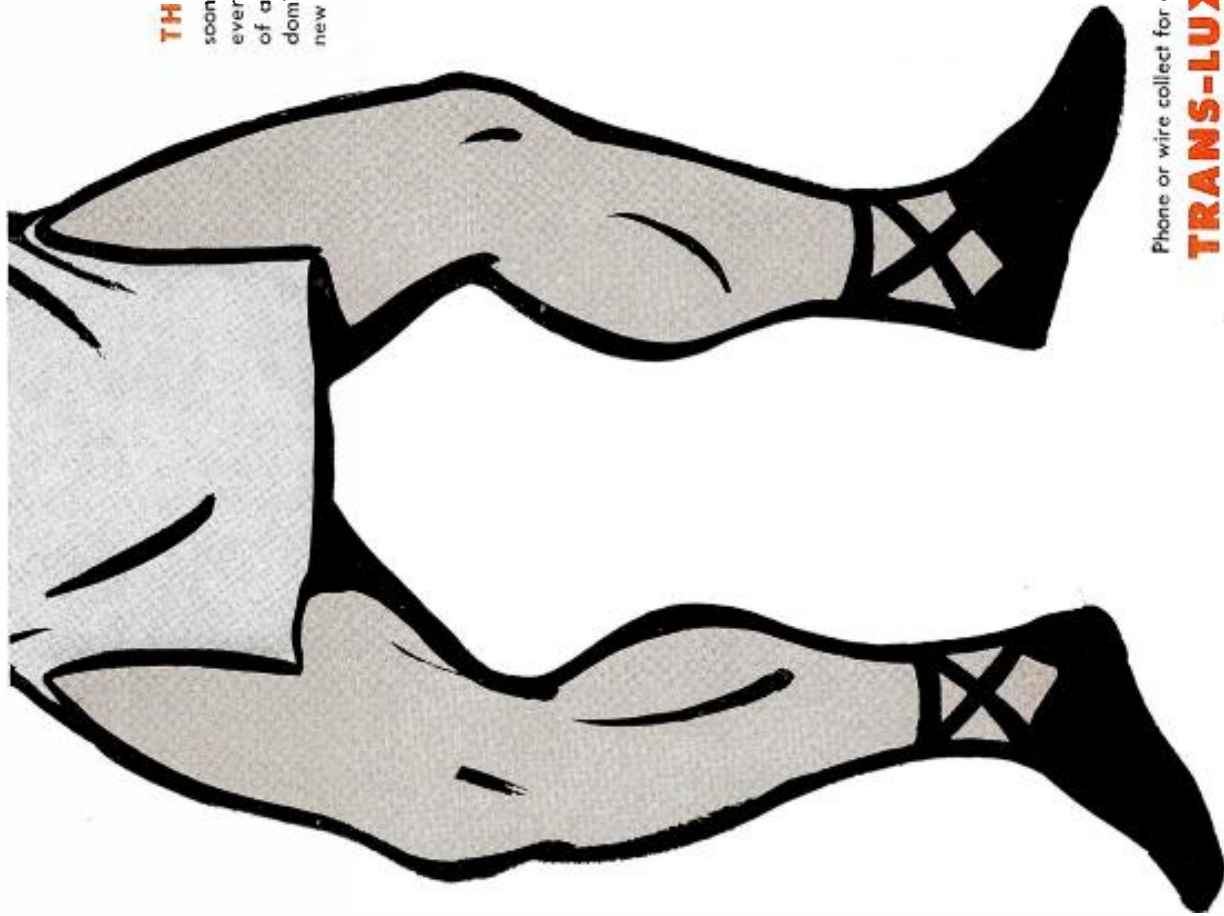
THE MIGHTY



TV's MIGHTIEST NEW

CARTOON SERIES!





THE MIGHTIEST MORTAL ON EARTH soon stars in the most powerful children's program ever created for television. HERCULES—the greatest hero of all times—the most imaginative character ever to dominate the TV screen—designed to become the new leader in the never ending battle for ratings!

IN PRODUCTION NOW!

—130 separate and complete stories (no cliff-hangers!)—each 5 ½ minutes in length. Color or black and white.

SEE IT NOW!

—and you'll see why "THE MIGHTY HERCULES" means a firm hold on #1 position in children's programming for years to come!

SIGN UP NOW!

—for programming in 1963—and know you can't miss the top spot in the more and more lucrative block of kid shows!

FIRST
to go with
"THE MIGHTY HERCULES"
WPIX-TV

New York, N. Y.
#1 Kid's station in the country!

Phone or wire collect for complete details • Richard Carlton, Vice President
TRANS-LUX TELEVISION CORP.

625 Madison Avenue, New York 22, New York • PL 1-3110

ENTERTAINMENT FOR MILLIONS — MILLIONS FOR ENTERTAINMENT!

TRIANGLE BROADCASTING CORPORATION
WSJS TELEVISION - CHANNEL 12
WINSTON-SALEM, NORTH CAROLINA

HAROLD ESSEX
PRESIDENT

AFFILIATED WITH
WSJS RADIO

March 5, 1962

March is another rating month.

This could be regarded as the time to orbit a whole string of razzle-dazzle promotions, gimmicks, vest-pocket spectaculars and clusters of blockbusters.

It is not so regarded by WSJS Television!

We believe that programming is a year 'round responsibility, and not just something to which we pay special attention only when a rating period comes around.

"Hypoed" programming helps no one. It serves only to create artificial ratings and to undermine the selling integrity of an industry which has enough problems already.

That's why, during rating month, we're programming - and promoting - as usual.



Harold Essex
President

DRIVE TO DOUBLE RADIO'S BILLINGS

- RAB launches two-front campaign with ten-year deadline
- Six-point plan hopes to make medium irresistible to agencies
- RTP proposal gives special inducements to top 100 advertisers

A two-front campaign designed to shake the lethargy out of the spot radio business and double its share of the national advertising dollar in less than ten years was launched last week by RAB.

A long-range, and in some ways revolutionary, "six-point plan" to make radio more attractive to big advertising agencies was circulated privately to RAB members as a companion project to RAB's Radio Test Plan, which meanwhile was officially set in motion among top 100 advertisers.

RAB is thus concentrating on two prime targets—big advertisers, via RTP and less formal approaches; and big agencies, via the six-point plan—in an effort to overcome the "sluggishness" which RAB and most other sales executives have noted in spot radio business generally.

If both drives succeed, RAB President Kevin Sweeney told RAB members in a detailed memo, "we can double radio's share of national advertising in seven to ten years." Spot radio's current share is about 3%, or approximately \$200 million a year.

Easier Radio Buying ■ But the six-point plan in particular will require broad support among stations and their national sales representatives, Mr. Sweeney's memo emphasizes. The plan is aimed at making radio buying easier and more profitable for agencies, and at making radio's "image" more attractive to agency creative people (CLOSED CIRCUIT, Feb. 26).

Among the most spectacular departures this plan suggests for station consideration are (1) combined national selling efforts by the secondary spot-advertising stations in major markets; (2) merger of the national selling efforts of all small-market stations into "no more than two or three organizations," and (3) reduction of the paperwork involved in spot buying to what would be essentially "one piece of paper."

Details of the six-point plan became known almost simultaneously with RAB's announcement that it had commitments from enough stations in enough markets to put the advertiser

phase of its campaign, the Radio Test Plan, into effect March 1 as scheduled (see story page 32). RTP calls for RAB to place and supervise major test campaigns for potentially big radio advertisers and for participating stations to contribute 10% of their test billings to help finance research to show that the tests proved radio's worth. RTP is slated to run for 18 months and in that period RAB officials hope it will add \$30 million to radio's national revenues (BROADCASTING, Dec. 4, 1961, et seq).

The six-point plan for making radio buying more attractive to agencies pinpoints six areas of broadcaster-agency

relations where, RAB contends, agency enthusiasm for radio currently tends to bog down. Here are the "problem areas" and some of the principle suggestions advanced by RAB for clearing them up:

- "Eliminate immediately the confusion about who is entitled to the 'retail' or 'local' rate, if you have such a rate."—RAB feels that a single rate covering both local and national business would be helpful but doubts that this is attainable, radio-wide, in the near future. As an immediate alternative it urges that stations having dual rates define them clearly and then stick to the definition, thus eliminating a substantial

Workshop tackles advertising's problems



It was a busy day at the Assn. of National Advertisers' Tv Workshop in New York last Wednesday. Here, Howard Eaton (r) of Lever Bros., chairman of ANA Broadcast Committee, takes a break with NBC's Don Durgin (l) and J. Walter Thompson Co.'s Tom McAvity between sessions which, among other things, discussed a new advertiser-agency approach to union negotiations for tv commercials; reviewed standards for cleaning up the "clutter" of promos, credits, billboards, titles, etc. within network programs; heard first-hand testimony on the ability of public affairs programs to sell products; got a look at new Young & Rubicam research on key elements of good commercials; heard reports on other studies of tv commercial effectiveness, and got the benefit of one agency user's answers to the tape-vs.-film question in commercial production (stories on pages 48, 50, 52, 54).

DRIVE TO DOUBLE RADIO'S BILLINGS *continued*

source of "irritation" among agencies. "If this irritation is eliminated," RAB asserts, "more radio recommendations would filter through."

▪ "Simplify rate cards and make them uniform."—Too often an agency buyer must "hack his way through a thicket" to find the information he needs from a rate card. "Several representatives and station groups are striding off in what is clearly the right direction—by making the rate cards of the properties they represent and own uniform from market to market . . . Radio must have shorter rate cards; we must have clearer rate cards; we must have more uniform rate cards to facilitate the buying process."

▪ "Simplify the selling-buying process."—This consists of two main areas, which RAB considers so important that it told its members: "If you forget every other problem and suggestion for solution of our agency problems in this memo, and act only on this section, it can be worth millions of dollars in national business because by itself it can restore profitability to agency handling of radio." These are the two subdivisions:

1. Traffic: Because radio stations so far outnumber other media, it's easier for many agencies to disregard radio than to maintain the manpower neces-

sary merely to see all the radio salesmen.

To minimize this problem, RAB suggests that in the 65 markets having eight or more stations, those with "marginal hopes for national business and with non-competitive program structures" should consider merging their national selling efforts along lines already being followed in some markets. In smaller markets RAB proposes that "national selling . . . be merged into no more than two or three organizations, each of whom could deliver 400, 500, 600 or even 700 small-market radio stations with one order."

2. Paperwork: A single piece of paper ought to be devised to replace the multiple exchanges now necessary between agency and rep in making a sale. Even if the paperwork can't be reduced quite that far, it ought to be minimized—and standardized—as much as possible. This probably will mean that the sellers must get together and work out simplifications for submission to agencies. RAB's board has instructed its staff to "proceed with a simplification plan," but this will require "the unflagging interest" of stations as well as their reps.

The Ultimate ▪ RAB sees "one-order, one-contract selling" as "the ultimate simplification": The agency would give

the rep a single order covering all his stations, thus reducing paperwork "by anywhere from 10 to 40 times." It also feels that stations should consider "putting the ROS back into ROS selling" by refusing to yield to competitive pressures which often cause stations to grant fixed positions for announcements sold as run-of-schedule.

In addition, RAB's plan suggests that ROS announcements might be billed as having been run "as ordered," rather than with the exact announcement times listed on the bill. "Such a procedure," according to RAB, "if widely adopted by sellers could save agencies thousands of dollars annually and mean many hundreds of thousands to radio without damaging the client. Will the agencies accept it? Possible not immediately, but eventually—and with a sigh of relief."

▪ "Clean up the performance, billing procedures."—Discrepancies in radio station bills "complicate things for the agencies . . . Aside from working out a standard make-good procedure as part of The Piece of Paper (above), the solution to this problem is to get announcers and engineers and billing clerks and traffic girls who don't goof, because their errors compound the reasons for not buying radio that exist in some agencies. The agencies pay for our errors."

▪ "Stir the agency's creative juices."

RAB advertiser sales plan gets underway in 24 markets

RAB's plan for selling big advertisers on radio's sales effectiveness, by letting them watch it sell their own products in scientifically designed test campaigns, was officially inaugurated last Thursday (March 1).

Officials announced on that date—the target date for the start—that they had commitments from enough stations in 24 markets to permit the project, called Radio Test Plan, to go into effect on schedule. It is slated to run for 18 months. RAB officials expect it to increase national radio sales by \$30 million within that period.

Under RTP, RAB will place and supervise radio test campaigns for major advertisers not currently heavy radio spenders. The tests will be designed to provide conclusive evidence of radio's sales effectiveness. Participating stations—those chosen for use in test campaigns—agree to pay 10% of such billings to RAB to help finance research to prove that the campaigns paid off in sales (BROADCASTING, Dec. 4, 1961, *et seq.*).

The 24 markets designated as RTP test markets are as follows, ranked in order of size as national radio markets: Chicago, Philadelphia, Boston, St. Louis, Cleveland, Washington, Baltimore, Atlanta, Seattle, Milwaukee, Columbus (Ohio), Portland (Ore.), Indianapolis, Rochester, New Orleans, San Diego, Omaha, Tampa-St. Petersburg, Richmond, Cedar Rapids, Fort Worth, Jacksonville, Oklahoma City and Norfolk-Newport News.

More Wanted ▪ RAB had hoped for a few more. Its original objective was at least 25 of the top 40 markets. But officials said last week it was "quite possible" additional station commitments would permit the addition of nine markets to the present 24 before summertime. Fifteen stations scattered through those nine markets could do the trick, they said.

RAB President Kelvin B. Sweeney, in announcing RTP's launching, said that "this is the first time in the history of media selling that an advertising medium has been bold enough

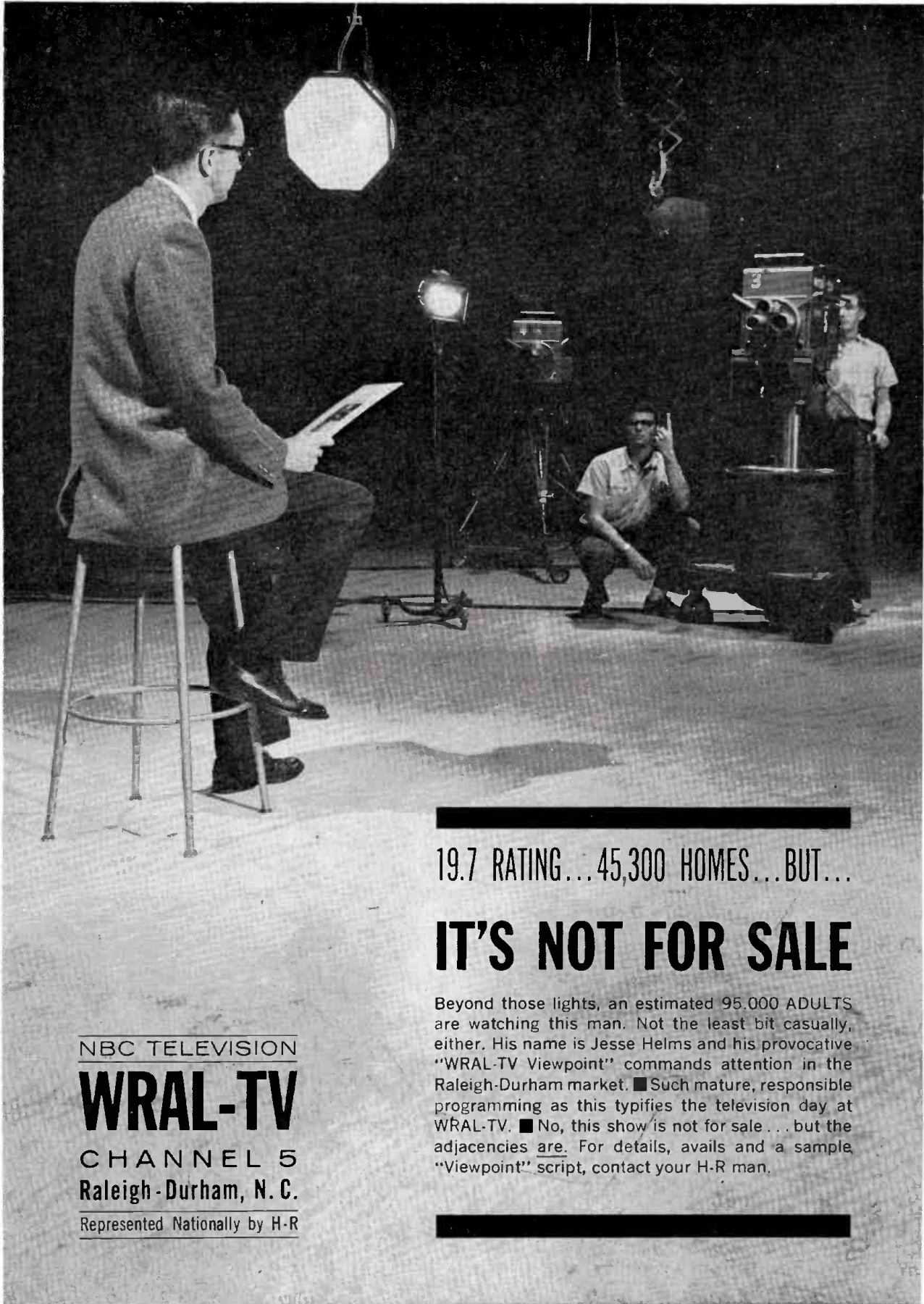
to issue a challenge like this.

"What we are saying with the radio test plan is this: We will increase an advertiser's brand share. We will increase that share proportionately better than other media, all other important factors being equal. But the radio campaign that will effect this increase must be designed scientifically.

"The radio industry in 24 cities now offers through RAB the research that will permit such specific designs and, even more important, offers the research which will make measurements of brand shifts in individual markets not only possible but conclusive."

RAB estimates RTP's cost for its 18-month duration will be between \$500,000 and \$850,000. This would permit 60 to 90 tests.

Plans for an RAB companion project, designed to make radio buying more attractive and profitable to big agencies, is currently being circulated among RAB members (see preceding story).



NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh - Durham, N. C.

Represented Nationally by H-R

19.7 RATING... 45,300 HOMES... BUT...

IT'S NOT FOR SALE

Beyond those lights, an estimated 95,000 ADULTS are watching this man. Not the least bit casually, either. His name is Jesse Helms and his provocative "WRAL-TV Viewpoint" commands attention in the Raleigh-Durham market. ■ Such mature, responsible programming as this typifies the television day at WRAL-TV. ■ No, this show is not for sale... but the agencies are. For details, avails and a sample "Viewpoint" script, contact your H-R man.

(Data based on March 1961 NSI)

BROADCASTING, March 5, 1962

DRIVE TO DOUBLE RADIO'S BILLINGS *continued*

—Creative heads of major agencies give “far less attention” to radio than to any other major medium. “An assignment to do a radio commercial is a sentence to Siberia in some agencies,” and top agency officials have been known to say that “our writers will quit if they are assigned to do radio.” Often big advertisers say they can’t get good creative radio ideas from their agencies for this reason.

To try to cure the problem RAB has been presenting plaques to agencies and advertisers for outstanding radio commercials, showing off good commercials to other agency creative people and giving cash prizes for the best new commercials each year.

But it’s a tough problem for which there is no quick or easy solution. RAB suggests broadcasters can help by writing the advertiser (and his agency) to commend any “particularly good commercial” they hear; by stressing the importance of creativity in direct pitches to advertisers and in top-level agency calls; by encouraging regular discussions of radio commercials in trade papers or by any other means that come to mind for “focusing agency attention on radio’s *unique* creative problems and rewards.”

“We must create a climate in which developing radio commercials is as rewarding, in both publicity and money, as creating any other type of advertising,” RAB maintains. “Unless that climate exists, many of the other steps we take will be futile.”

▪ “Find a system (or systems) of audience measurement that gives number-happy agencies the answers they want.”—This is a touchy subject which RAB says it mentions only because it is an area where radio has a problem with agencies.

RAB doesn’t think additional audience measurement is needed to sell big advertisers, but says agencies are “a cat of another stripe.” Radio stations apparently feel they must submit ratings to show they’re better than their competitors: yet existing ratings “understate radio’s audience” or aren’t as flexible as agencies would like, and when submitted for purely competitive radio purposes are often used by the agencies as evidence that radio’s reach is inferior to tv’s.

The solution, RAB says, would be to “perfect the present services or find a new one that gives us those competitive comparisons stations feel they must make but still properly reflects radio’s out-of-home and extra-set strengths and the fantastic total reach of the medium.” But RAB does not propose that this solution be attempted. Because the subject is so volatile, it suggests that, at least for the moment, “we list the

problem and forget it—to spare our time and energies to work on the other five aspects of the six-point plan for making radio selling simpler.”

Long Memo ■ The six-point plan is outlined in a 23-page confidential report to RAB members from President Kevin B. Sweeney, who says it is “the longest memo in RAB’s history” and contains “the most direct advice that we have ever given our members on any subject.”

“Both the length and directness grew from the serious nature of the problem,” the memo asserts.

About half of the 23 pages are devoted to a background report on current “sluggishness” in national spot radio business and why a concerted attack is needed to sell radio’s values both to big advertisers and to big agencies.

While radio may continue to hold its own and even grow slowly by following past patterns of selling, Mr. Sweeney asserts, “we can never build a big business nationally—a business that we deserve—by working the fringes and taking the leavings.”

Radio is not an important medium among most big advertisers, he emphasizes, and will not become important to them unless the big advertisers are sold on it either directly or through their agencies or by both routes. Thus he sees the six-point plan as a logical—and necessary—companion to the selling efforts being aimed directly at major advertisers through RAB’s Radio Test Plan.

In pointing up the need for concerted efforts among both advertisers and agencies, Mr. Sweeney’s memo specifically supports BROADCASTING’s detailed report, published last Oct. 30, which called attention to spot radio’s problems in “reaching the agency ear.” If anything, his memo asserts, BROADCASTING’s report understated radio’s problem in this regard.

“The timebuyers,” it says, “may be gracious to radio people in these big agencies, as one rep stoutly maintained in his answer to BROADCASTING, but they sure don’t say it with money except in a few cases.”

Complex Buying ■ The reasons, he explains, center around the complexity of buying radio, which makes it a relatively expensive and hence a low-profit or even unprofitable item in terms of agency operation, plus the unglamorous “image” that radio-commercial writing has developed among many agency creative people. These are the principal areas that the six-point plan is designed to clear up.

In addition to support of the six-point plan and such major advertiser-aimed projects as RTP, Mr. Sweeney’s

memo emphasizes, there is much that stations and their reps can and should do to promote radio among advertisers.

Stations, for example, should redouble their efforts among district managers and other local-level representatives of national advertisers: “Nobody can do this job for stations—not reps, not RAB. It has to be done by the stations themselves.

Stations don’t have to make this local-level effort cooperatively—and, if history is any clue, it will not be done that way, according to RAB. But “if you all work separately and selfishly on the problem—and continuously—that’s just as good.”

The local-level attack by stations, the memo continues, cannot succeed unless it is supported at the national level by “continuous, specific-presentation effort against the headquarters of national advertisers” by RAB, reps and networks:

“We doubt that the combined calls, outside of RAB’s, by all radio salesmen on all national advertisers in an average day for any purpose exceeds more than a dozen . . . we don’t even call on our *customers*. Radio lost one of its principal spot accounts this year largely because we did not call on the client to encourage him to continue. The name: Leeming and Pacquin.”

The Reps’ Load ■ Stations’ national representatives, according to RAB, must carry a “heavy” part of this load. Recognizing that this will require additional manpower at most rep companies, RAB suggests that “if present rep compensation schedules won’t permit this undertaking, then something ought to be done about changing the compensation.” The memo continues:

“If reps are hesitant, fear reprisals from media departments that are circumvented, then they should concentrate on agencies where radio doesn’t get enough budget to make reprisals important. (Don’t underestimate this problem. It’s a real one.)

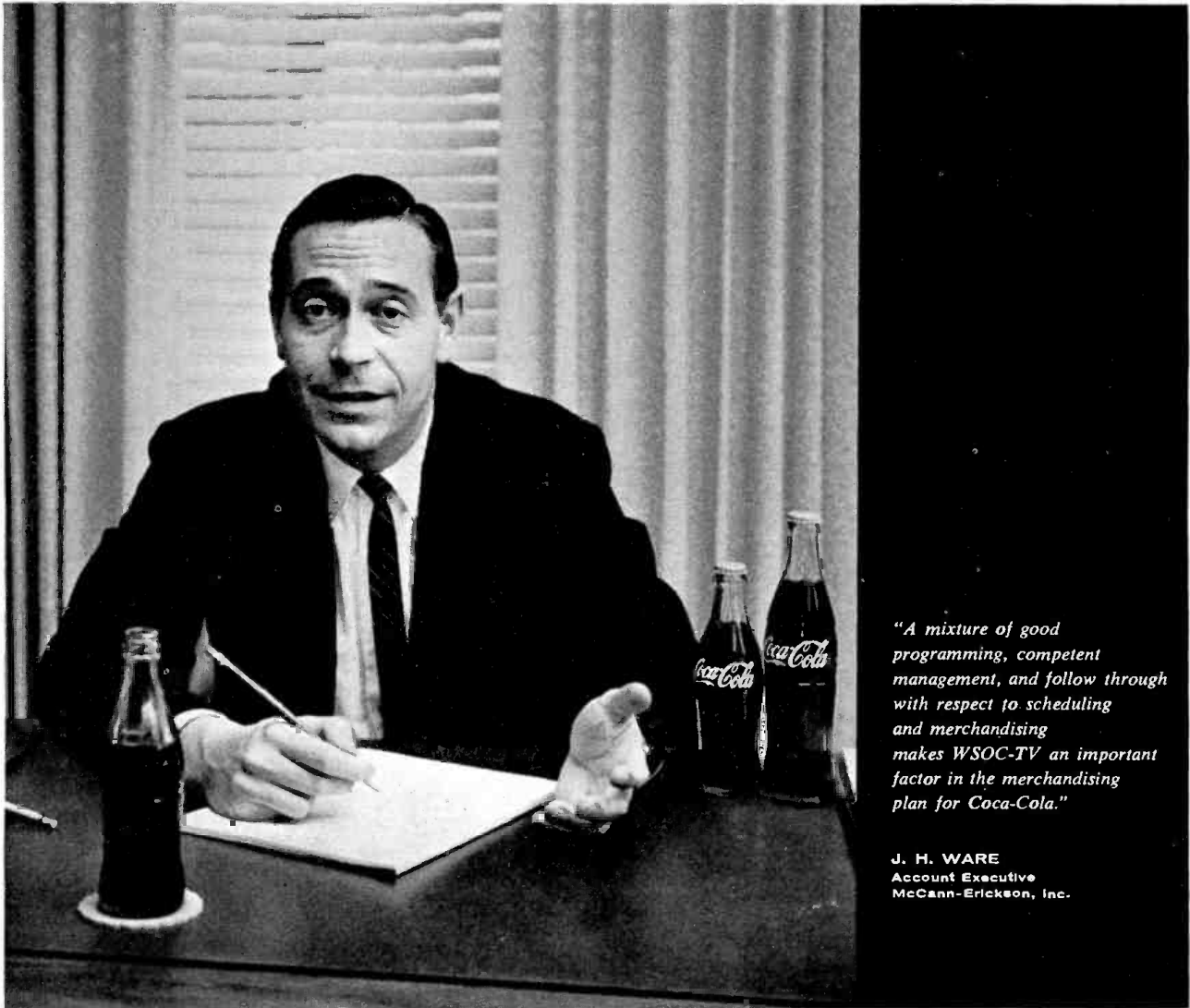
“If reps think that everything is OK, that this is a peachy world and national spot’s present problems will be gone by dawn and that there aren’t *really* agencies where radio is off limits, then they aren’t really in the radio business.

“What happens between stations and reps in order to accomplish full participation of the reps at the national level on a selfish, separate and continuous basis is none of RAB’s business. But *something* should happen.

“The reps must participate. And BIG.

“ . . . We do not favor big budgets for any of this activity. But if everyone with a stake is willing to absorb a few hundred dollars a year in extra costs for *speculative* selling and pay additional commissions on new business, the money should be sufficient to finance what is needed.”

**“Charlotte’s WSOC-TV...
an important factor in this market”
—Jim Ware, McCann-Erickson**



“A mixture of good programming, competent management, and follow through with respect to scheduling and merchandising makes WSOC-TV an important factor in the merchandising plan for Coca-Cola.”

J. H. WARE
Account Executive
McCann-Erickson, Inc.

Station follow through with respect to scheduling and merchandising is something that gives advertisers a refreshing new feeling. It's a trait we practice with zest at WSOC-TV. Team it with our good programming and you come up with a performance that gives everybody a lively lift. Put a special zing into your next Carolina schedule . . . put it on WSOC-TV. A great area station of the nation.

WSOC-TV

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

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

Baseball broadcast billings \$83 million

20 TEAMS IN TWO LEAGUES GET IN EXCESS OF \$20 MILLION FOR RIGHTS

The National League's invasion of New York and Houston, the biggest season in history in terms of teams and games, and increased "extras" are propelling major league baseball billings for 1962 to an all-time high of about \$83 million to advertisers, according to BROADCASTING's annual survey.

This buries last year's record of \$75 million (BROADCASTING, March 6, 1961), and represents one of the greatest strides in broadcast billings in a single season since television's emergence as a key factor of baseball income.

The 20 teams and the American and National Leagues will receive a total jackpot estimated to be in excess of \$20 million—\$6.7 million to the Americans, \$6.3 million to the Nationals, \$4 million plus for an All-Star Games-World Series package, \$2 million for CBS-TV and NBC-TV *Game of The Day* broadcasts and \$1 million plus for various pre- and post-game shows.

In turn, these broadcast rights have been re-sold to various sponsors with beer companies—as has been the pattern for many years—leading with sponsorship of 18 of the 20 teams. Only in Los Angeles (Angels and Dodgers) are the breweries blanketed.

But two tobacco companies—American Tobacco Co. through Lawrence Gumbinner, New York, and R. J. Reynolds Tobacco Co. through William Esty Co., New York—are the individual kingpins with sponsorships of six teams each. Estimated sale of all these contracts has been placed at \$83 million, up from last year's \$75 million record.

Steady Growth ■ The consecutive

SNI busy

Sports Network Inc. is in its sixth year of business as a supplier of radio-tv facilities and related services to baseball, football and other sports enterprises. SNI President Richard Bailey estimates that SNI crews will be handling more than 3,500 major league games on radio and 400 games on television. SNI handles remote radio-tv broadcasts for baseball clubs, arranging to feed road games back to the home territory. SNI has several mobile color tv units available this season and Mr. Bailey believes some teams may want some of their contests telecast in color.

boom seasons—1961 and 1962—are no particular indication that the national pastime is gaining popularity in the eyes of advertisers, agencies and broadcasters, but rather that baseball is growing. In those two years, four new teams have appeared in New York, Los Angeles, Houston, Minneapolis-St. Paul, and the idea of two All-Star Games has caught on.

Each National League team will increase its total number of games from 154 to 162 in 1962. The American League made a similar move last year when it expanded into Los Angeles and the Twin Cities. A record number of 1,620 games will be played, and more than half—between 860 and 900—will be televised, an all-time high.

But, while buying has been generally brisk on all fronts (some tv openings in Baltimore, Houston and Kansas City still remain as well as small radio segments in some cities) coverage prices are getting too high for many broadcasters.

Both CBS-TV and NBC-TV, hard-pressed for available stations, trimmed their respective *Game of the Day* telecasts to an estimated \$700,000 combined. And Mutual, which dropped its coverage activities after the 1960 season, has no intention of resuming them, according to President Robert Hurleigh.

"We've Had It!" ■ In a confidential report from all the radio-tv stations carrying major league games, prepared by Tom Haviland, WCFL Chicago, the broadcasters generally agreed that the teams were pricing themselves out of coverage. In the broadcasters' opinion, the report said . . . "they (the broadcasters) had had it."

The Kansas City Athletics, relatively new in town (1955) from Philadelphia and beset by administrative difficulties and a weak team, have so far not found a taker for their broadcast rights. Moreover, WDAF-AM-TV, that city, which carried the KC games last year, reported it will have to surrender its option for this season if no firm commitment is received by the middle of this week.

Agency opposition to the club's rights stems from talk, apparently beyond the rumor stage, that Kansas City will shift to Dallas in 1963. The Texas city, having proved its receptiveness to professional sports (it is supporting two somewhat unsuccessful professional football teams, the Texans and the Cowboys, in a combined attendance-financial effort second only to New York), is on the lips of most baseball

men—particularly those of K.C. president Charles O. Finley.

Broadcaster's Power ■ Events of the past decade have pointed up a close broadcaster-baseball relationship. Major league teams in 1952 received \$3,848,558 for their rights as compared with \$13 million they will get in 1962. In this period radio-tv money has surged from about 17% to an estimated 40-45% of the average team's total annual income (see chart, page 37).

But broadcasters feel they are in a position to throw some weight around, and the baseball people realize it.

To take the pressure off, inter-league play (Americans playing the Nationals in a limited number of contests) will be a reality by 1964—probably in 1963. Following this will come the emergence of a third major league, so that teams can more effectively and more profitably use current radio-tv activity which is operating at near peak performance.

Under this plan, the current 20 teams would take in four newcomers (Atlanta already is a certainty) and divide their ranks into three eight-team leagues with team location the major basis for which team goes into which league.

The Results? ■ This would reduce sharply an individual team's travel expenses (its largest single expenditure) and its operating costs. This would allow it to make its profit without taxing radio and television, who in turn could sell their rights to advertisers for a reasonable sum and thus end the inflation.

This is the theory.

Meanwhile, all involved are turning to the 1962 season. This is the season that Gillette's 5-year \$4 million-plus package for the All-Star Games and the World Series begins. It is a year, too, that might see the end of the Milwaukee Braves ban against tv (they are the lone holdout). Attendance in the beer capital has dwindled and only a sale of players to Houston and New York in the expansion draft enabled Milwaukee to make a profit in 1961. A tv move could bring in as much as \$400,000 more per year to the Braves.

Color television, tested in many markets last year—with success—gets more use this year, but little financial impact is expected, except in Cincinnati where color (night and day) has proved itself.

Pay tv appears to be inching closer. The Los Angeles Dodgers and San Francisco Giants, with provisional

Continued on page 38

What baseball gets from broadcasting

Rights figures for 1961 and 1962 are BROADCASTING estimates based on a survey of ball clubs and stations. 1952 rights were revealed at a congressional hearing. Originating stations for tv and radio are listed with number of stations in parentheses. Sponsors and agencies for radio and tv follow.

American League

Team	1962 Rights	1961 Rights	1952 Rights	Television	Radio	Sponsors
NEW YORK	\$1,200,000	\$1,000,000	\$ 475,000	WPIX (TV)	WCBS (40)	Ballantine and R. J. Reynolds (both Esty) ½ each radio and tv.
CHICAGO	850,000	800,000	261,202	WGN-TV (24)	WCFL (82)	Hamm (C-M) ½, Reynolds (Esty) ¼, ¼ tv open. Budweiser (D'Arcy) ¼, Gen. Fin. Post & Morr ¼, Gen. Cig. (Weiss) ¼.
LOS ANGELES	775,000	750,000	*	KHJ-TV	KMPC (16)	Standard Oil, Calif. (BBDO) and B&W (Bates) ½ radio-tv; Chev. Dealers (Eisaman) ½ tv, Folger Coffee (Fletcher Richards) ½ radio.
CLEVELAND	700,000	700,000	452,650	WJW-TV (1)	WERE (36)	Sohio (M-E) ½, Carling Brew. (Lang. Fisher) ½ radio-tv, Sugardale Prov. (LFS) ½. Soc. Bank (Griswold-Eshleman) ½ radio, Richman Bros. (LFS) ¼
DETROIT	625,000	600,000	400,000	WJBK-TV (10)	WKMH (60)	Stroh Brew. (Zimmer), Speedway Petrol (Doner), Amer. Tobacco (Gumbinner) each ½ radio-tv.
BALTIMORE	600,000	500,000	8,935 ¹	WBAL-TV	WBAL (52)	National Brew. (Doner) ½, radio-tv, R. J. Reynolds (Esty) ½ tv, ½ tv open. 6 local sponsors have ¾ radio.
MINNESOTA	600,000	600,000	169,905 ²	WTCN-TV	WCCO (40)	Hamm (C-M) ½ radio-tv, Reynolds (Esty) 2/9, Amer. Bakeries (Y&R) 1/9 Max House (Ogilvy) 1/9.
BOSTON	600,000	600,000	366,500	WHDH-TV (5)	WHDH (45)	American (BBDO), Narragansett (Doherty, Clifford) each ½ radio-tv; Atlantic (Ayer) ½ tv, ½ radio. Hood (K&E) ¼.
KANSAS CITY	400,000	400,000	168,595 ³	WDAF-TV	WDAF (7)	(still being negotiated)
WASHINGTON	350,000	250,000	**	WTOP-TV	WTOP (***)	Ballantine (Esty) ½ tv, 4/9 radio; R. J. Reynolds (Esty) ½, Gen. Mills Knox-Reeves and Socony Mobil (Bates) each ¼ tv, 5/9 radio sold to national and local spot.
A. L. TOTAL	\$6,710,000	\$6,200,000	\$1,906,787			

National League

NEW YORK	1,000,000	*	*	WOR-TV (5)	WABC (17)	Rheingold (JWT) ¾ tv and ¾ radio. B&W (Bates) ¼ each. Remaining radio open.
LOS ANGELES	1,000,000	1,000,000	580,227 ⁴	KTTV (TV)	KFI (21)	American Tobacco (Gumbinner) and Union Oil, Calif. (Y&R) share ½ of radio and tv.
SAN FRANCISCO	900,000	900,000	379,562 ⁵	KTVU (TV)	KSFO (16)	Folger Coffee (FR. C&H), American Tobacco (Gumbinner), Standard Oil of Calif. (BBDO), all ½ on both radio and tv.
PHILADELPHIA	650,000	500,000	178,333	WFIL-TV (3)	WFIL (22)	Atlantic Ref. (Ayer), Ballantine (Esty) both ½ radio-tv; Tasty Bread (A-K) Phillies Cig. (W-S) each ¼ radio-tv.
CINCINNATI	525,000	480,000	109,054	WLWT (TV) (5)	WKRC (50)	Burger Beer 100% radio; Hudepohl Brew. and Sohio (both Stockton) each ½; B&W (Bates) ¼.
CHICAGO	500,000	500,000	166,027	WGN-TV	WGN	Hamm Beer (C-M) ½, R. J. Reynolds (Esty) ¼ on tv, rest open. Oak Park Bank (Connor) ½, Old Style Beer (M-E) ¼, Gen. Cig. (Y&R) ¼ radio.
HOUSTON	500,000	*	*	KTRK-TV	KPRC	American Tobacco (Gumbinner) ½ radio and tv. Rest open.
PITTSBURGH	450,000	450,000	110,000	KDKA-TV (4)	KDKA (30)	Atlantic Ref. (Ayer), Mellon Bank (F&S&R), Pittsburgh Brew. (Ketchum) all ½ on radio and tv.
ST. LOUIS	425,000	400,000	102,250	KSD-TV	KMOX (60)	Busch Bavarian (Gardner) and American Tobacco (Gumbinner) each ½ radio-tv.
MILWAUKEE	375,000	350,000	316,324 ⁶	None	WEMP (31)	Miller Brew. (Mathisson), Clark Oil (Greenfield), American Tobacco (Gumbinner) each ½ radio. No tv.
N. L. TOTAL	\$6,325,000	\$4,580,000	\$1,941,777			

*No franchise. **See Minnesota Twins listing. ***Senators have own special network of about 100 stations operated and administered separately from WTOP-AM-FM-TV which owns team's broadcast rights. 1. Figure for St. Louis Browns who transferred to Baltimore in 1954. 2. Figure for Washington Senators, switched to Minnesota in 1961. 3. Figure paid to

Philadelphia Athletics which moved to KC in '55. 4. Rights to Dodgers before move from Brooklyn to Los Angeles in 1958. 5. Radio-tv rights paid Giants when team was in N. Y. prior to '58. 6. Figure is payment to Boston Braves before 1953 transfer to Milwaukee.

commitments, will be the first to experiment when it comes. Both are televising games from each other's parks.

Coverage Helps ■ The relatively quick buying on the part of advertisers in 1962 is attributed mainly to the National League's expansion program. In addition, the folding of the Class AA Southern Association with teams in eight southern and southeastern markets has stimulated regional networks.

Not content with the standard pre-and post-game shows, a number of broadcasters are introducing such shows as *Tell it to the (baseball) Manager* where the fans soundoff, *The Manager Speaks* and several others starring team stars in various cities.

The lineups as of last Friday:

AMERICAN LEAGUE

New York Yankees ■ WPIX (TV) will telecast the Yankee games for the 11th consecutive year. Radio broadcasts will be carried by WCBS-AM-FM New York. P. Ballantine & Sons and R. J. Reynolds Tobacco Co. through William Esty Co., New York, will repeat co-sponsorship of radio-tv coverage. Tv schedule: 81 home games, 46 road games, three exhibition games. The first pre-season telecast is set for March 25. Regulation games begin April 10 and end Sept. 30. WCBS-AM-FM will carry the entire 162 game schedule. All the exhibition games will be broadcast over fm while the am station will carry only the weekend pre-season contests. A 40-station "Home of Champions" radio network in New York, Pennsylvania, Connecticut and Massachusetts will also carry the Yankee games. Mel Allen, Red Barber and Phil Rizzuto are the sportscasters.

Chicago White Sox ■ Daytime home games for the third year will be colorcast by WGN-TV Chicago which also is colorcasting home games of the Chicago Cubs (see page 42) and carrying in black-and-white 18 night games away of both teams for a season total of 143 games. Season starts April 10 at Chicago with Los Angeles playing Sox. There is no extra charge for color which is included in package to WGN-TV sponsors. Signed to date: One-half sponsorship renewal, Theo. Hamm Brewing Co., St. Paul, Minn., through Campbell-Mithun, Minneapolis; one-quarter sponsorship renewal, R. J. Reynolds Tobacco Co. for Camel cigarettes through William Esty Co., New York. One quarter is still open. With both Sox and Cubs on its schedule, WGN-TV comes up with a poser July 14 with both teams playing at home. One possible solution under consideration is a dual pickup. Jack Brickhouse and Vince Lloyd again will do play-by-play on tv. White Sox radio network again will be fed by WCFL Chicago be-

ginning with exhibition games from Sarasota March 10. Radio network presently includes 73 stations in 11 states, up from last year, with more to be added. Still unclear are some Texas outlets because of Houston Colts plans. WCFL will feed 162 Sox season games plus 29 exhibition games and one game with Cubs at home. WCFL also will feed 45 ticker recreations of other American League games to same group. Anheuser-Busch through D'Arcy Adv., St. Louis, has renewed one-quarter radio sponsorship as has General Finance Co. through Post & Morr, Chicago. One-sixth sponsorship has been picked up by General Cigar Co. for Corina cigars through Edward H. Weiss & Co., Chicago, and one-third sponsorship is still open. Bob Elson again will do play-by-play with newcomer Milo Hamilton. He succeeds Ralph Kiner, ex-Pittsburgh Pirates star, who moves to New York to handle telecasts of new Mets.

Los Angeles Angels ■ The Angels' surprising surge during the last half of the 1961 season likely is the reason they are getting an estimated \$25,000 more for their broadcast rights in 1962. Standard Oil of California (BBDO), Brown & Williamson Tobacco Co. for Viceroy cigarettes (Ted Bates) and J. A. Folger & Co. (Fletcher Richards, Calkins & Holden) each will sponsor one third of the Angels' games on radio (162 regular season and 16 pre-season). Standard Oil, Brown & Williamson and Chevrolet Dealers of Southern California (Eisaman, Johns & Laws) will share sponsorship of 26 games on television (six pre-season and 20 regular season, including one each from every American League park). KMPC Los Angeles will feed radio accounts to a special Angels network consisting of 16 other stations: KERN Bakersfield, KWTC Barstow, KXO El Centro, KNGS Hanford, KCHV Indio, KENO Las Vegas, Nev., KSFE Needles, KPRL Paso Robles, KXIV Phoenix, Ariz., KTIP Poterville, KCKC San Bernardino, KIST Santa Barbara, KSMA Santa Maria, KCUB Tucson, Ariz., KVOY Yuma, Ariz., KSly San Luis Obispo. KHJ-TV Los Angeles will televise the games. Buddy Blattner joins Don Wells and Steve Bailey on the Angels' play-by-play team.

Trade

Don Owens, defensive tackle for the St. Louis Cardinals of the National Football League, has joined KWK, that city, as sports director, replacing Ken Boyer, third baseman of the St. Louis Cardinals (baseball) who has reported for spring training with the team.

Cleveland Indians ■ As last year, WJW-TV Cleveland will telecast 56 Indian games and WERE there will originate for a radio network covering 35 cities in four states. Carling Brewing Co. through Lang, Fisher & Stashower has renewed one-third sponsorships of both tv and radio and Standard Oil of Ohio through McCann-Marschalk has renewed one-third tv sponsorship. New one-third sponsor on tv is Sugardale Provision Co. (meats) through LSF. Society National Bank through Griswold-Eshelman Adv. has signed for one-third radio and Richman Bros. Clothes through LFS has taken one-sixth with another one-sixth still open. Ken Coleman and Bob Neal will do tv play-by-play with Jim Dudley and Harry Jones doing radio. Messrs. Neal and Jones swapped assignments this season.

Detroit Tigers ■ Last year's three co-sponsors have renewed both radio and television packages: Stroh Brewery Co. through Zimmer, Keller & Calvert; Speedway Petroleum Corp. through W. B. Doner Co., and American Tobacco Co. through Gumbinner Adv. WKMH Dearborn, Mich., will originate the radio network of more than 50 stations, including WJW Detroit (afternoon games) and WJR Detroit (night games). Season opens April 9 with Washington Senators in the nation's capital. WKMH itself also will carry weekend pre-season Grapefruit League games from Miami starting March 10. George Kell and Ernie Harwell again will do play-by-play. WJBK-TV Detroit will feed a total of 41 games to a network of seven tv stations again this season.

Boston Red Sox ■ WHDH-TV will televise 35 home and 21 road games of the Red Sox. The complete schedule of 162 games will be carried by WHDH Boston. A tv network consisting of WMTW-TV Poland Springs; WABI-TV Bangor; WAGM-TV Presque Isle, all Maine; WPRO-TV Providence and WTIC-TV Hartford, will be fed the tv coverage. Between 40 to 45 stations in New England will comprise the radio network. Sponsors of the Red Sox games are Atlantic Refining Co. through N. W. Ayer & Son, New York; Narraganset Brewing Co. through Doherty, Clifford, Steers & Shenfield, New York, American Tobacco Co. through BBDO and H. P. Hood & Sons. Sportscasters will be Curt Gowdy, Ned Martin and Art Gleeson.

Kansas City Athletics ■ As of late Friday, broadcast plans of the Athletics continued unsettled but packager Majestic Adv., Milwaukee, still was hopeful to announce momentarily that WDAF-AM-TV Kansas City would carry games again for Joseph Schlitz Brewing Co. and other sponsors with WDAF feeding a radio network of

when you think

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RADIO

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WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV
Channel 8

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



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

about a half dozen stations. Last season, WDAF-TV carried 30 games with WDAF broadcasting the full card plus exhibition games.

Washington Senators ■ Although tied for last place (with Kansas City) in 1961's expanded American League, the lowly Senators have made giant gains in the billings league during the off season. They have hired Bob Best, a former radio man, as their radio-tv director (the only one in the majors) who promptly has set up a special radio network of more than 100 stations from Pennsylvania to Florida and a tentative 10-station television network to be handled by Sports Programs Inc., wholly-owned subsidiary of ABC. This is in addition to WTOP-AM-FM-TV which will carry the Senators games in a 50-mile radius. Result: About an additional \$100,000 for the team.

WTOP-TV will carry 30 games (same as last year), 11 at home and 19 on the road. Almost all games (25) will be on weekends. Ballantine and R. J. Reynolds (both Esty) each will sponsor 1/3 with General Mills (Knox-Reeves) and Socony Mobil (Bates) sharing 1/6 each. On radio, WTOP-AM-FM will carry 162 regular season games and most weekend exhibition games. Ballantine will sponsor 4/9 with the remaining time sold on a local-national spot basis. Dan Daniels and John MacLean will call the play-by-play and Nat Allbright and Mr. Best will call the plays on the special network airing 158 games.

NATIONAL LEAGUE

New York Mets ■ The entire schedule of 192 games including 30 exhibition contests of New York's new team will be broadcast by WABC-AM-FM New York. WOR-TV New York will carry the full home season of 83 games as well as 50 road games and three exhibition games. A radio network will include 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. On the tv network will be WNHC-TV New Haven, WRGB (TV) Albany-Schenectady, WPTZ (TV) Plattsburg, WBNF-TV Binghamton and WSyr-TV Syracuse. Games will be sponsored by Liebmann Brewery (Rheingold Beer) through J. W. Thompson, New York, and Brown & Williamson Tobacco Corp. through Ted Bates & Co., New York, and Keyes, Madden & Jones, Chicago. Lindsey Nelson, Bob Murphy and Ralph Kiner will do the play-by-play commentary.

Los Angeles Dodgers ■ The Los Angeles baseball scene for 1962 climaxes

NIELSEN

First report for February, 1962
(Based on two weeks ending Feb. 4, 1962)
NIELSEN TOTAL AUDIENCE (†)

Rank	Program	Rating	
		% U.S. TV Homes	No. Homes (000)
1	Bob Hope Christmas Show	40.9	20,041
2	Wagon Train	39.7	19,453
3	Bonanza	37.2	18,228
4	Garry Moore Show	35.2	17,248
5	Walt Disney's World-Color	33.0	16,170
6	Dr. Kildare	32.7	16,023
7	Rawhide	32.6	15,974
8	Perry Mason	32.3	15,827
9	Hazel	31.9	15,631
10	Red Skelton Show	31.4	15,386

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Walt Disney's World-Color (NBC-182); RCA (JWt), Eastman Kodak (JWt), Sun. 7:30-8:30 p.m.

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

Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

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

Bob Hope Christmas Show (NBC-182); Chrysler (Burnett), Wed., Jan. 24, 9-10 p.m.

NIELSEN AVERAGE AUDIENCE (‡)

Rank	Program	Rating	
		% U.S. TV Homes	No. Homes (000)
1	Bob Hope Christmas Show	35.2	17,248
2	Wagon Train	33.9	16,611
3	Bonanza	32.7	16,023
4	Garry Moore Show	30.1	14,749
5	Hazel	29.5	14,455
6	Red Skelton Show	28.8	14,112
7	Dr. Kildare	28.6	14,014
8	Andy Griffith Show	28.3	13,867
9	Rawhide	27.7	13,573
10	Perry Mason	27.6	13,524

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

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

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

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

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

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

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

club president Walter O'Malley's long-awaited dream—a new stadium—and a boost in games from 154 to 162 in relation to the National League's expansion into New York and Houston. Financially, the picture should be a carbon of 1961. Union Oil (Young & Rubicam) and American Tobacco Co. for Tareyton cigarettes and Roi-Tan cigars (Gumbinner Adv.) will co-sponsor all Dodger radio games on KFI (162 regular season and 29 exhibitions) and on television (nine, all at San Francisco against the Giants). The Dodger baseball network is made up of 21 stations—7 in California, 6 in Arizona and one in Las Vegas, Nev. KTTV (TV) Los Angeles will telecast the games. Vin Scully and Jerry Dogget are the play-by-play broadcasters for the Dodgers.

San Francisco Giants ■ Little change from last year is in store for the Giants in radio and television for 1962. J. A. Folger Co. (Fletcher Richards, Calkins & Holden), Standard Oil of California (BBDO) and American Tobacco Co. for Tareyton cigarettes (Gumbinner Adv.) will co-sponsor all Giant games on radio (162 regular and 11 pre-season) and television (nine against the Dodgers from Los Angeles and two

pre-season games). A special Golden West radio network of 16 stations with KSFO San Francisco as the flagship will carry the Giant games on radio. They are: KSFO, KFBK Sacramento, KBEE Modesto, KMJ Fresno, KOH Reno, Nev., KSBW Salinas, KVCV Redding, KINS Eureka, KSYC Yreka, Calif., KWSD Mount Shasta, KUKI Ukiah, Calif., KDAC Ft. Bragg, KIBS Bishop, Calif., KCNO Alturas, KOOL Phoenix, KOLD Tucson, KIKI Honolulu (not firmed up).

Philadelphia Phillies ■ WFIL-AM-TV will carry the Phillies games. Radio schedule includes all regulation games plus exhibition contests. Tv schedule consists of 20 home games, and 36 road games. About 22 stations in eastern Pennsylvania, New Jersey and Delaware will form a Phillies radio network. Stations picking up the telecasts are WGAL-TV Lancaster and WNEP-TV Scranton. Sponsors are Atlantic Refining Co. through N. W. Ayer & Son, Philadelphia, P. Ballantine & Sons through William Esty Co., New York; Bayuk Cigars through Werman & Schorr, Philadelphia and Tasty Baking through Aitkin-Kynett, Philadelphia. Play-by-play commentary will be handled by Byrum Saam, Frank Sims and

Claude Haring.

Chicago Cubs ■ Just like the White Sox, daytime home games of the Cubs will be aired in color by WGN-TV Chicago for two-team total of 125 colorcasts. Night games in monochrome also are scheduled (see page 38). Theo. Hamm Brewing Co., St. Paul, through Campbell-Mithun, Minneapolis, renews one-half sponsorship and R. J. Reynolds Tobacco Co. Camel cigarettes through William Esty Co., New York, renews one-quarter. One-quarter is open. Jack Brickhouse and Vince Lloyd will do play-by-play. WGN Radio will broadcast full 162-game Cub schedule plus seven exhibition games starting March 18 with Cubs vs. Boston at Scottsdale, Ariz. Jack Quinlan and Lou Boudreau again will handle play-by-play. Oak Park Federal Savings & Loan for fifth year has renewed one-third radio sponsorship through Roy Connor & Assoc., Aurora, Ill. G. Heileman Brewing Co., Lacrosse, Wis., through McCann-Erickson and General Cigar Co. (White Owl) through Young & Rubicam each have signed for one-sixth. One-third is still open.

Pittsburgh Pirates ■ KDKA Pittsburgh will carry the entire Pirate schedule with 33 road games presented on KDKA-TV. On radio the coverage will be provided to a network of about 30 stations in Pennsylvania, Ohio and West Virginia. Sponsorship this year will be by Atlantic Refining Co. through N.W. Ayer & Son, Philadelphia; Pittsburgh Brewing Co. through Ketchum, MacLeod & Grove, Pittsburgh; and the Mellon Bank, Pittsburgh. Sportscasters will be Bob Prince, Jim Woods and Paul Long.

Houston Colt .45s ■ Baseball's invasion into the Southwest gives the Colt .45s a wide open opportunity to sell the team in a heretofore unexplored territory in baseball circles. KPRC will air the team's complete 162 schedule plus some exhibition games and will feed 14 other stations, including KCOR San Antonio which originate a special Spanish language network. The emergence of Houston bites into the Chicago White Sox network which had extended into Houston and in other parts of Texas. KTRK-TV will telecast 14 road games with American Tobacco Co. (Gumbinner) picking up half of the tab on both radio and tv. At press time (last Friday), the other half of the sponsorship was still open for grabs.

Milwaukee Braves ■ It is still doubtful whether television will have a chance to expose the Braves this season although the club and the sponsors reportedly are interested; they just haven't been able to get together on fine points. Tv is considered very likely next season when all broadcast rights, now in last year under second five-year contract to

Picked for 'Paks'

Anheuser-Busch, St. Louis, through D'Arcy Adv., there, announced last week that its annual "Pick-a-Pair of 6-Paks" promotion for Budweiser will run in June and July this year with the broadcast media once again getting the major portion of the advertising. Nearly \$2.5 million will be spent in radio-tv this year as last, it was estimated, representing about 55% of the all-media budget. Event last year sold record high of more than 21 million six-packs. Successful "Pick-a-Pair" theme gives retailers free hand to tie-in other product promotions with the Budweiser push. Marketing teams from the brewing firm and D'Arcy will meet with broadcast sales representatives in Tampa March 14-16 to discuss radio-tv strategy.

Miller Brewing Co., will be up for grabs. WEMP Milwaukee will originate coverage on a 31-station network in four states, including WTMJ Milwaukee, with all sponsors renewing: Miller Brewing through Mathisson & Assoc., Clark Oil through subsidiary Greenfield Adv. and American Tobacco Co. for Tareyton through Gumbinner Adv. Network lineup is cut from 50 stations last year but addition of bigger stations this season keeps coverage area the same. Braves coverage starts March 10 for 15 pre-season games from Florida and Arizona with regular season underway April 10 for 162 games. Earl Gillespie and Blaine Walsh will handle the play-by-play.

Minnesota Twins ■ WTCN-TV Minneapolis will telecast 50 Twins games (eight home and 42 road) with WCCO, that city, broadcasting the team's complete 162-game regular season schedule plus some exhibition games on a 40-station network outside a 150-mile protected WCCO territory. Theo. Hamm Brewing, St. Paul, through Campbell-Mithun, Minneapolis, will sponsor 1/3 each on radio and tv. Other tv sponsors; R. J. Reynolds Tobacco Co. through William Esty, New York, 2/9; American Bakeries through Young & Rubicam, New York, 1/9 and Maxwell House Coffee through Ogilvy, Benson & Mather, 1/9. Radio sponsorship will be picked up by Twin City Federal through Vance-Pidgeon, 1/3; General Mills through Knox-Reeves, Minneapolis, 1/6; and Western Oil through Forney, 1/6. Herb Carneal and Ray Scott will call the play-by-play, the former replacing Bob Wolf who has joined NBC-TV's broadcast team for its *Game of The Day* telecasts.

Baltimore Orioles ■ WBAL-TV Baltimore replaces WJZ-TV, that city, as the Orioles' television station under a new two year contract. National Brewing Co. through W. B. Doner, Baltimore, will sponsor 1/3 of both radio and television and has an option to increase its tv purchase to 1/2 if the time is not sold. As of Friday it wasn't. R. J. Reynolds Tobacco Co. through William Esty Co., New York, is the other television sponsor. The remaining 2/3 radio sponsorship has been sold to six local sponsors with WBAL Baltimore feeding some 50 stations 162 regular season and additional exhibition games. WBAL-TV will telecast 50 games (11 home, 39 away). The Orioles also will have a new broadcast team with the switch from Hamm's Beer (1961) to National this season. It will consist of Chuck Thompson and Bailey Goss, veteran Baltimore broadcasters, and Jack Dunn III, who was last year's Oriole public relations director.

Cincinnati Reds ■ Although the ball club's new management has been taking its time deciding how many and which games it will release to tv this season, WLWT (TV) Cincinnati expects to air as many games in color as possible and feed in color to Crosley's owned stations WLWC (TV) Columbus and WLWD (TV) Dayton. WLWT also is expected again to feed WSAZ-TV Huntington, W. Va., and WLEX-TV Lexington, Ky. Hudepohl Brewing through Stockton-West-Burkhart, Cincinnati, has renewed one-half tv sponsorship with Standard Oil of Ohio through McCann-Marschall renewing one-third. Brown & Williamson Tobacco through Ted Bates has signed for one-sixth tv. On the radio side, for the 21st consecutive year, Burger Brewing Co. through Midland Adv., Cincinnati, has renewed a five-state network to be fed by WKRC Cincinnati, including 20 pre-season games starting March 10. Network already includes 55 stations, up from last year, and is still growing. Waite Hoyt and Gene Kelly will do radio play-by-play.

St. Louis Cardinals ■ The Cardinal radio network is growing again, this season already including 60 stations in about a dozen states with KMOX St. Louis as the key. Spring training games hit the air March 12 with regular season opening April 10. Anheuser-Busch for Busch Bavarian Beer through Gardner Adv., St. Louis, renews one-quarter sponsorship on the radio network. Quarter sponsorships also have been taken by General Finance Corp. through Post & Morr and American Tobacco Co. (Tareyton) through Gumbinner Adv. with a fourth sponsor to be signed momentarily. Tv schedule moves from KPLR-TV St. Louis to KSD-TV there this season with number of games cut

VOL. 3—"FILMS OF THE 50's"—NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS

SHELLEY WINTERS JACK PALANCE
LEE MARVIN GONZALEZ GONZALEZ



**SEVEN ARTS
ASSOCIATED
CORP.**

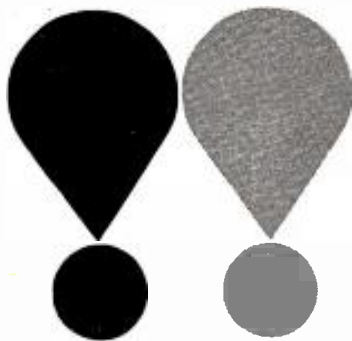
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

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

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

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

I DIED A THOUSAND TIMES!



The pros with their dash and élan—Warriors basketball and Eagles football • Masters golf • horse racing's Triple Crown • six CBS Radio sports specials including Indianapolis '500' and big league baseball reports. WCAU and CBS Radio set the pace in reporting the frenetic, kaleidoscopic world of sports. It's the thorough coverage of champions by champions.

SOUND OF SPORTS WCAU RADIO



THE CBS OWNED STATION IN PHILADELPHIA REPRESENTED BY CBS RADIO SPOT SALES

44 (BROADCAST ADVERTISING)

from 45 to only 20, but significant new sponsor for one-third share is Shell Oil Co. through Ogilvy, Benson & Mather. Busch Bavarian and American Tobacco each renew one-third tv sponsorships. Announcing on both radio and tv will be done through combinations of Harry Caray, Joe Garagiola and Jack Buck. Several pre-game and post-game features also are planned on radio with Mr. Garagiola doing tape feature on tv.

NETWORKS

CBS-TV ■ About 165 stations will carry CBS-TV's *Baseball Game of the Week*. The contests scheduled on 25 Saturdays and 23 Sundays, will begin April 14-15. Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, New York, is leading sponsor with one-half participation in both days. Other advertisers are Philip Morris through Benton & Bowles, New York; General Mills through Knox Reeves-Fitzgerald, New Orleans; Rise through Sullivan, Stuafter, Colwell & Bayles, New York; Colgate through

Ted Bates, New York; Vitalis through Doherty, Clifford, Steers & Shenfield, New York; Simoniz through Dancer-Fitzgerald-Sample; and J. B. Williams through Parkson Adv. Agency, New York. Former major league stars Dizzy Dean and Pee Wee Reese will handle the announcing chores.

NBC-TV A 50-game weekend schedule beginning April 14-15 will be covered on NBC-TV's major league baseball *Game of the Day*. The ball games will be carried on 150 stations. Joe Garagiola and Bob Wolff will do the play-by-play. Advertisers signed by the network are Anheuser-Busch (Busch Bavarian Beer), one-half sponsorship on Saturday and one-quarter sponsorship on Sunday in 33 markets; and Sunray Oil Co., one-quarter participation on both days in 36 markets, both via Gardner Adv. Co., St. Louis. The rest of the schedule will be offered for local co-op sponsorship. The games will not be seen in any major league market. No colorcasts have been planned.

ARB RE-RANKS TV MARKETS

New system rates areas by total homes delivered during network option time hours, not on numbers

A new method for determining tv market rank has been developed—and it plays some funny tricks with existing markets figured the old way.

Proposed by the American Research Bureau, the key change is the base for determining a market: Total homes delivered during network option time.

Market rankings generally have been based on standard reference points—population, retail sales—and in tv by coverage area set count, net weekly circulation of strongest-station-in-market or tv market revenue.

Because of weaknesses in each of the present systems, ARB feels that the most equal of all measurements is the network option time hours. At this time (7:30-11 p.m. EST and corresponding times in the central, mountain and west coast time zones), all stations have similar programs and viewers have tuned to their habitually viewed stations, ARB believes. The viewing element is thus fairly well stabilized.

A factor in ARB's decision to rank markets by this new criterion is the fact that television time now is primarily purchased on the basis of audience delivered.

By the Quarter-Hour ■ What ARB statisticians do is to take the quarter hour viewing, as reported in ARB diaries, during the network option time of the stations, and then average these out for all stations in a market. This determines the average audience de-

livered by all tv stations in the market for the entire network option time.

Some startling differences result in ranking markets. Ranking by total tv market revenue for 1960 (based on FCC financial reports) puts Seattle-Tacoma in 22nd place nationally; based on net weekly circulation of the strongest station (ARB 1960), Seattle-Tacoma ranks 20th. When, however, this market is rated on total homes delivered, it jumps to 14th.

Charleston-Huntington, W. Va., also takes on a new look via the new concept. By net weekly circulation it ranks 36th, by tv market revenue, 40th—but by total homes delivered it ranks 30th.

Albany-Schenectady-Troy, N. Y., ranks 40th by tv homes potential, 37th by net weekly circulation and 29th by total homes delivered.

Salt Lake City ranks 67th on circulation, moves up to 61st by ARB count.

ARB plans to provide the full market rankings in its *Market Digest*, to be released this summer. Current information will be provided in ARB's 1962 *Station Management Analysis*.

Following is the list of the current top 100 markets in the nation ranked according to total homes delivered. Source of the basic data is ARB's November 1961 Nationwide Sweep measurement:

Rank A—Total Homes Delivered by all stations in the market combined, ARB, November 1961, 7:30-11:00

BROADCASTING, March 5, 1962

happy Competitors!

HERE'S WHY:



DES MOINES

PHOENIX

SPOKANE

NORFOLK

Our Salt Lake City Market is now ranked **51st** in prime time circulation*!

* Re-evaluated by ARB, Nov. 61 SURVEY FOR ALL TV MARKETS

To help you better spend your advertising dollars
find out the in-depth market information
available IN THE NEW 51st MARKET.

Contact:

KSL-TV

BLAIR TV Associates

KUTV

AVERY-KNODEL, Inc.

KCPX-TV

KATZ Agency Inc. or ARB.

PM Eastern and Pacific time: 6:30
—10:00 PM Central and Mountain
time.

Rank B—Net weekly circulation of strong-
est-station-in-market, ARB, 1960
Television Coverage Study.

Rank A	Rank B	Market
1	1	New York
2	2	Los Angeles
3	3	Chicago
4	4	Philadelphia
5	5	Boston
6	6	Detroit
7	8	Cleveland
8	7	San Francisco
9	9	Pittsburgh
10	11	St. Louis
11	10	Washington
12	12	Dallas-Ft. Worth
13	17	Indianapolis
14	20	Seattle-Tacoma
15	14	Minneapolis-St. Paul
16	15	Baltimore
17	18	Cincinnati
18	19	Buffalo
19	13	Hartford-New Haven
20	22	Kansas City
21	21	Milwaukee
22	28	Houston
23	23	Atlanta
24	31	Columbus, Ohio
25	30	Miami
26	34	Memphis
27	26	Portland, Ore.
28	41	New Orleans
29	37	Albany-Schenectady-Troy
30	36	Charleston-Huntington
31	46	Denver
32	24	Grand Rapids-Kalamazoo
33	45	Tampa-St. Petersburg

Rank A	Rank B	Market
34	44	Sacramento-Stockton
35	32	Dayton
36	35	Syracuse
37	47	Nashville
38	40	Birmingham
39	39	Louisville
40	27	Charlotte, N. C.
41	52	Oklahoma City
42	16	Providence
43	58	San Antonio
44	50	Omaha
45	60	Tulsa
46	54	San Diego
47	62	Wilkes-Barre-Scranton
48	33	Harrisburg-Lancaster-Lebanon- York
49	25	Johnstown-Altoona
50	38	Toledo
51	67	Salt Lake-Ogden-Provo
52	63	Des Moines
53	43	Saginaw-Bay City-Flint
54	48	Greenville-Asheville-Spartanburg
55	53	Norfolk
56	55	Quad City
57	77	Phoenix
58	57	Cedar Rapids-Waterloo
59	68	Spokane
60	76	Orlando-Daytona Beach
61	56	Champaign-Decatur-Springfield
62	59	Green Bay
63	73	Wichita, Kansas
64	51	Rochester, N. Y.
65	82	Little Rock
66	69	Shreveport
67	79	Mobile-Mpensacola
68	66	Richmond
69	49	Greensboro-Winston-Salem
70	29	Wheeling-Steubenville

Rank A	Rank B	Market
71	75	Portland-Mt. Washington
72	74	Fresno
73	61	Roanoke
74	91	Cape Girardeau-Paducah- Harrisburg
75	65	Jacksonville
76	97	Hastings-Kearney-Lincoln
77	87	Peoria
78	64	Raleigh-Durham
79	78	Jackson, Miss.
80	70	Baton Rouge
81	83	Knoxville
82	81	Evansville
83	42	Lansing
84	99	Duluth-Superior
85	93	Ft. Wayne
86	102	South Bend-Elkhart
87	107	Albuquerque
88	101	Youngstown
89	84	Sioux Falls, S. D.
90	100	Beaumont-Pt. Arthur
91	71	Binghamton
92	80	Madison
93	90	Chattanooga
94	89	Greenville-Washington
95	106	Hannibal-Quincy
96	94	Sioux City
97	92	Rockford
98	121	Monroe-El Dorado
99	130	Amarillo
100	105	Hawaii

NBC-TV buys Pulse-TV

Pulse Inc. has come up with its first network contract—NBC-TV—for its new tv audience profile, to be out three times each year.

SPOT TV BUYING REPORT: JAN.-NOV. 1961 & NOV. 1961

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

	November 1961	January- November 1961	January- November 1961
Agriculture & farming	\$ —	\$ 1,821,084	\$ 1,793,557
Apparel, footwear & access.	1,113,814	9,427,289	8,012,996
Automotive, automotive access. & equipment	5,126,709	43,610,074	50,465,581
Beer, wine	582,696	5,678,210	7,540,461
Building materials, equipment & fixtures	549,766	4,060,485	2,039,545
Confectionery & soft drinks	1,907,853	17,400,648	13,070,225
Consumer services	481,377	5,208,943	3,436,875
Drugs & remedies	9,383,324	84,250,405	75,910,863
Entertainment & amusement	19,065	1,086,757	897,963
Food & food products	12,140,264	126,602,872	104,359,303
Freight, industrial & agricultural development	—	270,010	350,270
Gasoline, lubricants & other fuels	1,745,340	16,342,152	14,051,495
Horticulture	—	179,857	371,250
Household equipment & supplies	2,800,116	27,161,933	28,427,728
Household furnishings	485,630	3,633,276	5,411,304
Industrial materials	2,006,624	17,808,995	21,470,865
Insurance	1,005,518	10,095,617	11,555,104
Jewelry, optical goods & cameras	2,187,941	11,955,234	11,904,481
Office equipment, stationery & writing supplies	543,795	3,463,345	3,454,798
Political	—	—	2,501,857
Publishing & media	184,860	1,740,044	2,140,677
Radio, tv sets, phono-musical instrmts, access.	341,551	2,221,466	4,964,706
Retail or direct by mail	—	145,164	124,126
Smoking materials	7,189,094	77,814,061	69,872,450
Soaps, cleansers & polishes	6,659,435	78,785,067	64,073,235
Sporting goods & toys	1,312,137	4,842,738	2,856,368
Toiletries & toilet goods	11,324,464	115,109,258	101,902,747
Travel hotels & resorts	120,950	422,495	765,173
Miscellaneous	658,917	7,930,658	7,960,244
TOTAL	\$69,871,240	\$679,068,137	\$621,686,247

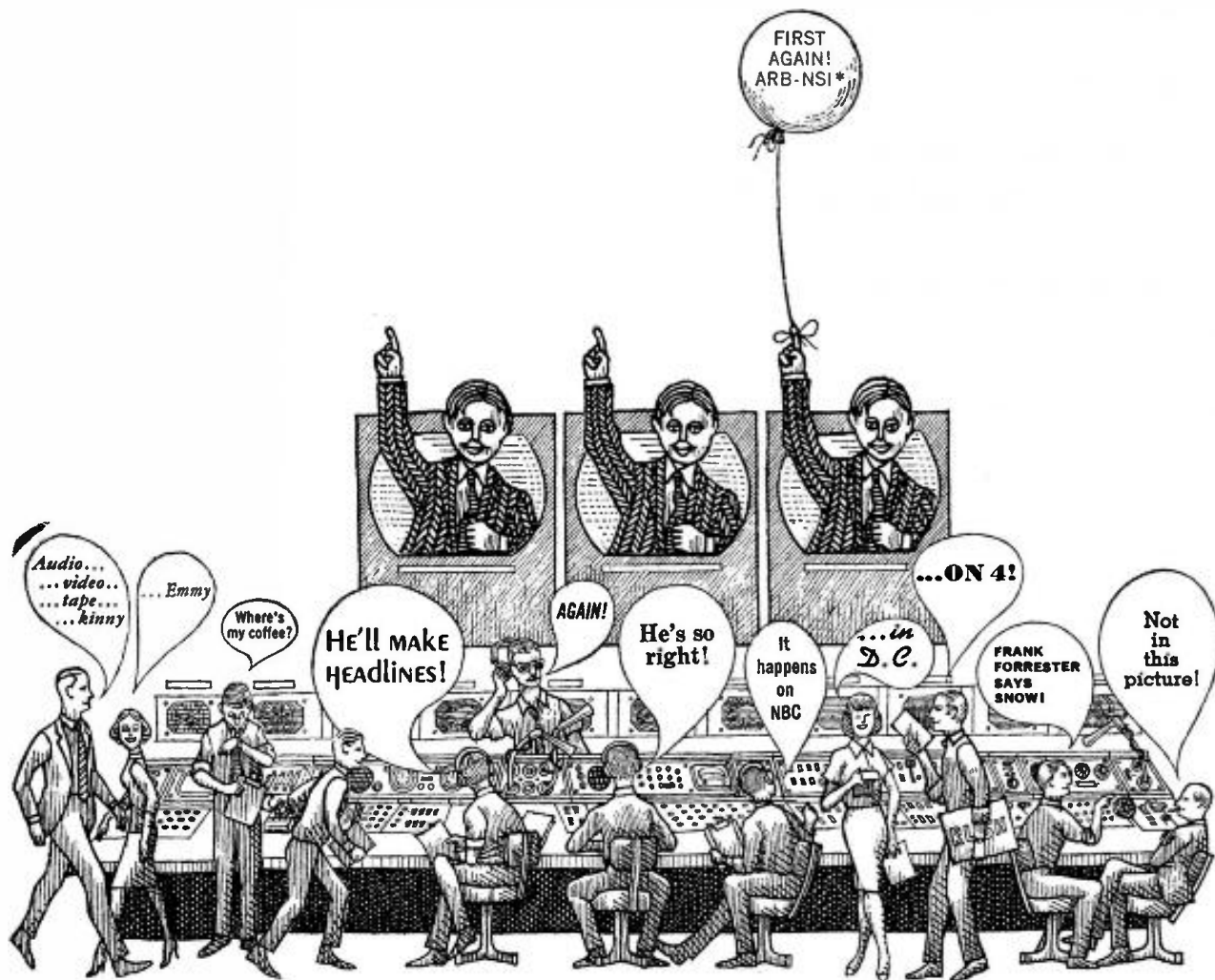
ESTIMATED EXPENDITURES OF
TOP 15 NETWORK COMPANY ADVERTISERS

November 1961		
1. Procter & Gamble		\$4,056,004
2. American Home Products		2,825,247
3. General Motors		2,638,665
4. R. J. Reynolds		2,034,798
5. Colgate-Palmolive		1,971,866
6. Lever Brothers		1,929,388
7. General Foods		1,926,831
8. Bristol-Myers		1,579,620
9. Ford Motor		1,525,567
10. General Mills		1,362,464
11. Gillette		1,149,111
12. Miles Labs		1,058,454
13. Brown & Williamson		1,058,166
14. Alberto-Culver		1,006,004
15. J. B. Williams		1,001,102

TOP 15 NETWORK BRAND ADVERTISERS

1. Anacin Tablets	\$973,930
2. Camel Cigarettes	771,086
3. Bufferin	697,449
4. Winston Cigarettes	693,716
5. Mercury & Comet Cars	655,638
6. Polaroid Land Camera	625,610
7. Mobilgas Gasoline	624,350
8. Ford Cars	624,158
9. Chevrolet Cars	610,457
10. Salem Cigarettes	535,924
11. Viceroy Cigarettes	530,723
12. L&M Filter Tips	528,338
13. Crest Tooth Paste	521,638
14. Dristan Tablets	485,020
15. Colgate Dental Cream	451,057

Source all tables: TvB/LNA; BAR



Viewpoints come to life on WRC-TV. The currents of the world cross in Washington. Nowhere else is there such a day to day flow of events, such a depth of newsworthy personalities. WRC-TV draws on these, and on the doings and ideas of the nation's leaders, to create Washington's widest range of informational programming. Programs like award-winning "Teen Talk," "Challenge," "Traffic Court," "A Moment With," "It's Academic"... and NBC Television's "Meet The Press" and "David Brinkley's Journal," both of which originate live from WRC-TV. This is the kind of programming, balanced by creative entertainment, that attracts Washington's discerning, adult audiences... and captures their attention for your commercials too.

WRC-TV 
 IN WASHINGTON CHANNEL 4
 NBC OWNED
 REPRESENTED BY NBC SPOT SALES

*1st in number of homes delivered all week long. (Sign on to sign off, Nielsen, Jan. '62)

Y&R refutes mood's commercial value

AGENCY STUDY DENIES PROGRAM CONTENT AFFECTS SALES APPEAL

A Young & Rubicam research study indicates there is no evidence that the type of television program or the mood of the program's content has any appreciable effect on commercial recall or sales points remembered from commercials.

This significant feature of the Y&R study was emphasized by Charles C. Barry, senior vice president and director of the agency's tv-radio department, during a talk last week before the ANA television workshop (see stories, following pages). Commercials also were discussed during the session by Newt Mitzman, vice president and director of commercial production for Ogilvy, Benson & Mather, and L. E. Purvis, board chairman-president of Gallup & Robinson Inc.

Mr. Barry prefaced his remarks on the Y&R study by pointing out that "there has been some fragmentary evidence that 'program climate' has an effect on advertising performance." The agency, he added, decided to probe deeply into the relationship between types of programs and commercial effectiveness, and the mood of a program and commercial effectiveness. Two years ago, he continued, Y&R originated its PAR score test, with a six-month pilot study. The full scale project was undertaken during the 1960-61 season.

The survey covered commercials in 280 different nighttime network program periods (it did not involve local spots or commercials between programs). One thousand commercials were studied and interviews were conducted with some 56,000 people. It took five months to organize and interpret the material assembled to date and, according to Mr. Barry, the agency expects to add to its findings through still further study of this data.

Among the findings of the study: A given commercial will attain the same level of recall and sales point scores in any program category; a given product category (such as tobacco) can be effective regardless of the type of program (western, variety or panel show) on which it is carried; an advertiser buying a program long associated with another sponsor "suffers no penalty from this fact"; commercials in half-hour programs scored higher than those in hour programs, apparently because the hour shows normally have a larger number and greater diversity of products.

The Atmosphere ■ The study shows, Mr. Barry said, that when the "commercial atmosphere" is eliminated as

a factor the effectiveness of a commercial is "due to the commercial itself . . . and not the television show."

The most effective commercial technique disclosed by PAR, Mr. Barry said, is the integration of commercial with program and star with commercials. Mr. Barry stressed that in this type of commercial, the star should be confined to his own show, should be kept in the role he portrays on the show and should never overshadow the product—"the true star of the commercial."

Mr. Mitzman offered a comparison of tape and film commercials and provided guidelines to make a decision between the two forms. He compared film and tape in terms of such factors as time, techniques, quality and costs.

Mr. Mitzman gave video tape the advantage as far as time is concerned. He said a commercial can be recorded and edited in a day of two while a comparable film commercial requires more than two weeks before it's ready for use.

Film, he indicated, is ahead of tape in technique. He noted that such film techniques as pure animation, time lapse, stop motion and complicated matting cannot be done on video tape.

In discussing quality, he stressed that tape and film achieve different effects. If a "live look" is required, a tape commercial can achieve this goal. But Mr. Mitzman stressed there are occasions when "a newsreel approach" is indicated in a commercial, and film alone can communicate this "window on the world" mood.

Hirshberg success

As an experiment, the James Hirshberg Co., McKeesport, Pa., distributor for Raydor Mfg. Co., decided to buy local cut-ins on *The Jack Paar Show* on WIIC (TV) Pittsburgh to advertise an automatic garage door opener. Hirshberg bought one spot a week for eight weeks on *Paar*, starting last November, stressing the convenience and safety of the Raydor product. Cost: a modest \$2,500. Results: sales soared 37%; Hirshberg hired two additional salesmen to handle sales leads and the advertiser decided to use television again. Through its agency, Rothman Adv., Pittsburgh, Hirshberg plans another television campaign to start this spring on WIIC.

Cost Differences ■ In the area of costs, Mr. Mitzman believes there is "little difference" between tap and film in the actual facilities cost. But in costs of film prints and tape dupes, shipping and roll-in charges, tape can be higher for a spot advertiser.

As a rule-of-thumb, Mr. Mitzman said he prefers tape for a live or tape network show and film for a spot buy, particularly if it's on many stations in many markets.

Mr. Purvis told the group that from an analysis of some 1,000 food commercials, Gallup-Robinson has found that in integrated commercials there is: (1) a "tremendous premium" for early and frequent product and/or package identification visually; (2) there is a "strong plus" in creating integrated situations that focus the viewer's attention on specific product ideas; (3) the situation often is made interesting and amusing but the product story is relegated to a minor position; and (4) there seems to be a "definite plus" when the star and/or members of the cast consume the product.

Mr. Purvis discussed the effectiveness of corporate tv commercials, based on measurements made by the company's television IMPACT techniques, and concluded that the successful corporate commercials answer these questions directly: "What are you trying to say?"; "Why should this be important to me?"; and "Why are you interested in telling me this?"

Media Differences ■ On a related topic, plans for a *Look* magazine research study of the relative communications levels of different media were outlined by Joel Harnett, assistant to the publisher of *Look*. The project is just past the pilot stage, he said, but its "most significant development may well be" to show "the communication of an integrated set of images, feelings and reasons—to buy a product through the combined use of different media."

He said in a pilot study of tv and print advertising for Chef-Boy-Ar-Dee spaghetti and meatballs, it was found that print left stronger impressions about the appetite appeal and the quality and nature of the product generally, while tv scored highest on the quickness of preparation of the food.

In a test of tv and print ads for Colgate's new Choice soap, he said, "print did better in the number of points about the product recalled," but "we were frankly surprised at the ability of the tv commercial to produce a color response."

The result of the 40-second break so

Southeaster Competition on Miami's Biscayne Bay by Frank Zagarino



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV



KVOS-TV
WEGA-TV
(Affiliate)

far as viewers are concerned, Mr. Burgard said, in most cases has been "the resurrection of that evil which had just about been stamped out—triple-spotting." He continued:

"Technically it is not triple-spotting since usually the station only gets paid for two commercials, but the station has the time to fill so it puts in a promo for another show, or their programming, or their station, and perhaps they say to an advertiser: 'Aren't we great? We're promoting your show.' Baloney!

"They are competing with adjacent commercials for viewer attention and vitiating the effectiveness of the paid commercials."

Mr. Burgard said the "suggested standards" for limiting non-commercial, non-entertainment matter already are being used by some advertisers.

Erosion In The Wasteland ■ His group's report said that monitoring had found an "absolutely shocking" erosion of the amount of program time actually devoted to entertainment:

"Not a single 'hour' show monitored had as much as 50 minutes entertainment even when 'scenes from next week's show' are included as entertainment. The average was 48.30. In half-hour shows, the entertainment time ran in the range of 22 to 23 minutes.

"As a result of this practice the interval between the end of the last act of one show and the beginning of the first act of the following show has become so great that the viewer is encouraged to leave his set or turn it off."

The group recommended that all network contracts guarantee a minimum of 25:30 minutes of entertainment time in any half-hour show and at least 51 minutes of entertainment time in any hour, with "entertainment time" being defined as "teaser and acts of the current week's episode plus time devoted to 'scenes from next week's show.'"

"The time, if any, devoted to teaser or

'scenes from next week's show' will vary depending on the nature of the show and should be determined by mutual agreement between sponsor, network and producer," the report continued. "All other material, specifically including titles which are not an integral part of the show, credits, bumpers

and promos for other shows are 'non-entertainment' elements."

Co-chairman of the ANA study group with Mr. Burgard is Kenneth Baum-busch of American Home Products. Other members are Robert Eskridge of Ralston Purina, Alfred Plant of Block Drug and John Tynner of Bristol-Myers.

CLEAN UP ON STATION BREAKS

Burgard flays present practices, gives report on ANA group's recommendations for correction

The nation's top advertisers were urged last week to put pressures on the tv networks to clean up the clutter in the "no man's land" around station breaks and thus assure more entertainment and less confusion for viewers.



Mr. Burgard

This admonition came from John Burgard, vice president and advertising director of Brown & Williamson Tobacco Corp. and co-chairman of an Assn. of National Advertisers study group seeking to standardize advertiser-network tv contracts. He gave a report on the group's activities at the ANA tv workshop in New York last Wednesday (also see stories pages 52, 54).

The study group's work thus far, Mr. Burgard said, has been concentrated on the first two of six points ultimately to be explored. The two are "total program time" and "time devoted to entertainment within program time." Current practices regarding these two, in the study group's opinion, are responsible

for "much of the criticism being leveled at television and the whole advertising business" and "affect the entire television industry and, we believe, its future."

Mr. Burgard, who for some time has been one of the most outspoken critics of what he considers time misspent on too many promos, over-long credits etc. offered a set of "suggested standards" developed by his study group for use by advertisers in their individual negotiations with tv networks.

One-Minute Limit ■ These standards, endorsed by the ANA broadcast committee and the ANA board of directors, are designed to limit to one minute per half-hour the amount of air-time spent on matter that is neither entertainment nor commercial (see text of suggested standards below.)

Mr. Burgard said that the networks are not wholly to blame for the present situation and would, as he was sure, "be delighted if the advertisers would agree on a practical set of standards."

The Burgard group's report has been discussed with the networks and they have indicated varying degrees of sympathy and agreement with its findings and recommendations, according to other advertiser sources. The networks

ANA's suggested standards for uncluttering tv

Here is the text of the "standards" which the Assn. of National Advertisers' special study group offered to ANA members last week as a means of cleaning up the "clutter" of credits, promos, etc. in tv programming.

Suggested standards to insure a maximum of 1 minute non-commercial, non-entertainment time in each 30 minute program:

CREDITS

1. Hold all credits to minimum union requirements effective at once. Make reduction of required credits an issue in future union negotiations.

2. Eliminate all studio credits.
3. Whenever possible, credits which precede the show (director, writer, etc.) should be over action which establishes the show plot. (see note under titling.)

TITLES

1. Whenever feasible, main titles should be over action which establishes the show plot. (This would be integrated with credits mentioned in paragraph 3 above.) When this is not feasible, main titles should not exceed 10 seconds.
2. Eliminate all titling except for

opening main title.

BUMPERS

1. Eliminate all bumpers. When it is desirable not to cut direct from show action to commercial, a fade to black not exceeding 3 seconds would be used.

PROMOS

1. Establish a maximum of one show promotion in any program. This normally would be voice over the credit crawl at the end of the program.
2. Establish a maximum of one public service announcement in any program.



THE RATINGS ARE SKY-HI FOR SCI-FI!

"SCI-FI" is the rocket-powered package of 20 science fiction full-length features that can orbit your ratings to new records!

The countdown is on! Now you can blast off with a complete program of excitement-toppers featuring big-name stars (like Zsa Zsa Gabor, Vincent Price, Boris Karloff, Lon Chaney Jr., John Carradine) and up-to-the-minute adventure stories!

Available Now, from



ALLIED ARTISTS TELEVISION CORP.

Also Available:
98 Episodes of
"I Married Joan"

NEW YORK CITY
Pete Jaeger
AA TV—PL 7-8530
165 W. 46 St.

DALLAS, Texas
Barney Broiles
AA TV—RI 7-1658
2204 Commerce St.

CHICAGO, Ill.
Jim Stern
AA TV—WA 2-7937
1232 So. Michigan Ave.

HOLLYWOOD, Calif.
Maurie Gresham
AA TV—NO 2-9181
4376 Sunset Drive

ATLANTA, Georgia
Fred Frank
AA TV—JA 2-3959
186 Luckie St., N.W.

have not yet submitted their formal comments on it, however.

The four other areas in which the group is seeking to develop standard clauses deal with (1) pre-emptions and withholdings; (2) product protection; (3) renewal rights and (4) protection against increased program costs during the initial term of the contract. The purpose is to standardize network-advertiser contracts as much as possible in order to avoid protracted negotiations which under present conditions, have occasionally not even been completed by the time the program has finished

its scheduled run on the air.

It was understood that the study group has drafted a report and recommendations covering these additional areas, but that the draft has not yet been reviewed by the ANA Broadcast Committee, a 34-man body headed by Howard Eaton of Lever Bros.

By standardizing as many provisions as possible, Mr. Burgard explained, the real negotiations could be limited to "those items which must always remain negotiable, such as price, program, station lineup, etc."

The 40-Second Break ■ The report

on practices regarding total program time and total entertainment time includes a recommendation that advertisers, in their individual negotiations with networks, seek to overthrow the 40-second nighttime station break which went into effect last fall. But other advertiser sources said this recommendation was included as a means of renewing ANA's opposition to the expansion of break time and that there was no realistic expectation that the break might, in fact, be cut back to its former 30-second length.

Tv's 'quiet revolution' investigated

ANA FINDS DOCUMENTARIES BRINGING PROFITS, PROBLEMS

Sponsorship of public affairs-documentary programming, a trend which one network executive calls a "quiet revolution," was subjected to close scrutiny at the Assn. of National Advertisers' workshop on tv advertising last week (also see page 50).

The consensus: The trend will continue to grow. But growth brings problems, too. And to at least one advertiser, Ralston Purina, the big problem now will be "getting the right time."

Robert L. Eskridge, director of advertising and promotion, Ralston Div., whose speech was delivered in his absence by Ernest J. Hodges, senior vice president of Guild, Bascom & Bonfigli, cited three reasons why his company's sponsorship of the public affairs-documentary has been "commercially successful."

Point one, he said, is "the right show," a wide area where "the right show for us may be wrong for someone else." Point two is the right time: "For several years we were able to get our documentaries placed on ABC-TV in early evening prime time." Point three is the right follow-through: the relatively few additional dollars spent in building audiences are more than worthwhile because of gains in audience and good will.

The Ralston spokesman said the company more is interested in net impact than in gross circulation. "Sponsors like us are caught in the circulation war among the three networks, and in each market . . . among individual stations. If we can sell 10% of four million homes we're a lot better off than we would be selling 2% of 12 million homes. But the broadcasters and the sponsors who buy adjacencies and leads and lead-outs would rather have the gross circulation than the net impact. Perhaps the reason is that gross circulation is easily measured and impact is not."

Mr. Eskridge expressed doubts about

continued success while this "circulation war" is still going on. He said that during six years of sponsorship (*Bold Journey*, *John Gunther's High Road* and *Expedition!*), more than one-half of Ralston's total number of cereal commercial minutes have been in this type of programming. "During that period our Chex cereals have grown in sales five times faster than the industry."

Contrast ■ A second major sponsor of public affairs-documentary programs offered contrast to Ralston's requirements. Leslie C. Bruce Jr., director of advertising, Purex Corp., told of his company's effective use of one-hour special telecasts in varying preempted time periods. He offered quantitative and qualitative results.

Based on Nielsen data, he said, Purex original special telecasts during 1961 reached an average of 27% more homes than all other specials of all varieties and lengths on the three networks combined in the like period. Also, the specials delivered Purex an average cost per thousand homes per commercial minute 53% below the average comparable cost of all prime-time network tv.

As further evidence that Purex brand advertising "got through," Mr. Bruce said the Gallup-Robinson service revealed that Purex product commercials covering five separate brands on as many different telecasts ranked on the average 5% greater than G&R's standard norms for straight recall and 13% greater for individual copy points played back.

Qualitatively, Purex specials were said to have brought new stature and prestige for Purex personnel as well as among customers; highly favorable publicity and recognition that would have cost \$1 million at spaces rates, and unsolicited personal viewer response from all quarters of the country that has demonstrated deep viewer interest in the programs.

Network Tv News ■ "Things are looking up for the network news departments," asserted Edgar J. Scherick, ABC vice president in charge of tv network sales. Past efforts of the three networks in the twin areas of news and public affairs have been only a beginning, he said.

In the months ahead, according to Mr. Scherick, ABC-TV "will step up its pace" in established programs with a five-minute news segment in *American Bandstand*, available for \$3,000; a quarter-hour of *Evening Report* with Ron Cochran, who has just joined the network, available for \$36,000 or \$14,000 per commercial minute, and regional sponsorships of *ABC News Final*. In addition, the news department plans a series of instant news specials at a price of \$30,000 net per telecast plus time charges; special documentary reports "of the kind that work so well for Bell & Howell"; a series on the "strengths of the free world," and in January 1963, *The Roosevelt Years*, a new series, replacing the re-runs of *The Valiant Years* in the 6:30-7 p.m. slot Sundays.

The flexibility of CBS-TV's public affairs-documentary offerings to advertisers was outlined by John Karol, vice president and director of special projects. The sponsorship range can range from complete underwriting of such programs as "Why Man in Space?" and "The Water Famine" by AT&T, to minute participations in various programs throughout the year. He said that in the case of full sponsorship, the program cost is \$50,000 gross for the hour "which, incidentally, is less than half the out-of-pocket cost for preparing such programs." He added that participation in various programs have been sold for time cost alone, when bought in conjunction with other network availabilities.

News Availabilities ■ Mr. Karol said the network's *Eyewitness* is available

for sponsorship at a total cost of about \$85,000 gross per half-hour, time and talent. There are current availabilities in the 11:55 a.m. weekday news at \$3,500 per five-minute segment as well as *Ned Calmer with the News* for five minutes at 12:55 p.m. on Saturday. The maximum cost for single sponsorship will be \$600,000 for the special Leonard Bernstein-New York Philharmonic two-hour concert in connection with the opening of the Lincoln Center on Sept. 23. Mr. Karol concluded: "There should be something to fit every advertiser's taste and pocketbook in the field of public affairs and documentary programs."

Program costs range from \$20,000 to perhaps \$100,000 for full-hour presentations. And these are often ideal vehicles for advertisers who have special seasonal problems or particular product or service messages that require a distinctive setting. In addition, he said, there are ways in which advertisers can take advantage of CBS-TV's 20 to 40 "news extras" broadcast in a given year.

Tv Revolt ■ Tv's "quiet revolution," the result of the decision on the part of a greater number and variety of advertisers to seek out news and actuality programs for sponsorship, evolved in three phases, according to Don Durgin, vice president, NBC-TV sales. Since its first phase began two years ago, he said, NBC-TV's regularly scheduled news programming has increased from four to 10 shows per week to a current total of 26 individual broadcasts weekly—all sponsored.

As an example of the "true dimensions of the audience revolution achieved by hard-news programming," Mr. Durgin said that the average audience per minute of some 9.5 million homes for the "Huntley-Brinkley report" is more audience than 80 prime-time entertainment programs enjoy.

He called NBC-TV's pioneering in the development and implementation of the "instant" news specials (under Gulf Oil sponsorship) the second phase in the "revolution." Phase no. three—the real revolution: the increase in sponsored actuality specials.

By June of this year, according to Mr. Durgin, NBC-TV will have presented some 65 actuality non-fiction specials. Of the 50 sold to date, 40 have been sold on a single-sponsor basis to a dozen advertisers. Eleven of these programs will be produced in color.

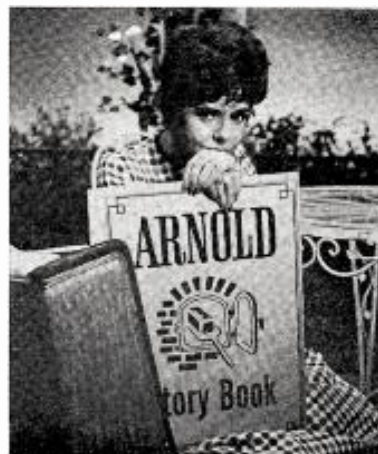
Advertising men have learned lately that programs of this kind do a great deal more than build respect for the sponsor as a far-sighted organization, Mr. Durgin continued. "They can move products off the shelf. They do reach vast numbers of people on a scale unattainable in any other medium

COMMERCIAL REVIEW: warbling wild

Arnold Bakeries Inc., Port Chester, is introducing two new products and is utilizing a tv spot campaign spotlighting its company "spokeswoman," Gloria Okon. Television commercials for the new products—Arnold Cookie Pops and Arnold's 100% Colombian Coffee—were started Feb. 19.

The one-minute commercial for the Cookie Pops (1.) includes a musical interlude in which Mrs. Okon, a former singer, warbles (to the tune of *Pop Goes The Weasel*): "Cookie Pops please everyone/Pop them in—and lookie!/Cookie Pops are brand new fun/Pop goes the Cookie." The commercial is carried in 12 eastern markets, in which Arnold's has distribution.

The setting for the coffee commercial is a patio on a South American plantation. Mrs. Okon makes the point that all Colombian coffees are not made entirely of Colombian beans, as is Arnold's 100% Colombian Coffee. This commercial is being carried initially in New York only—on WPIX (TV), WCBS-TV and WNBC-TV—but is expected to be moved to other markets as Arnold arranges distribution.



The commercials were produced on tape at MGM Telestudios in New York. Carl Rigrod, vice president in charge of production for Donahue & Co., New York, supervised the production. Joel Weisman served as director for MGM Telestudios. Mr. Rigrod noted that Arnold commercials in which Mrs. Okon is appearing are being shown "upwards of 150 times a week" not including her five-day-a-week weather show on WPIX (TV) New York, which Arnold sponsors.

—and they do so on a very economical basis," because they are less costly than entertainment programs.

Audience Trends ■ T. R. Shearer, vice president, A. C. Nielsen Co., spoke on audience trends based upon programs aired October 1961 through January 1962. He defined "public service programming" as being informational and educational in nature in contrast to regular entertainment programs. He said there was a total of 152 hours of such programming during the first four months of this season. This compares with 94 hours in 1958—an increase of 60%.

A breakdown for this season: Sponsored hours accounted for 55% of the total and sustaining, 45%; of the 152 hours, 54% are available during the evening hours and 46% on Sunday afternoon.

He pointed out that the rating level of the average sponsored public affairs program was 10% in 1958 and is 10% currently. But due to the increase in tv homes, the 1961 audience of 4.7 million is 400,000 larger than the public affairs program audience in 1958. During the period under study, the highest rated public service program reached 20% of all homes; the lowest-rated, 3%.

Mr. Shearer said it is "significant" that the 22 hours of public-service pro-

gramming aired during the November-December 1961 period reached 90% of all tv homes—42 million homes. The popular westerns totaled 44 hours and reached 44 million homes. The significant difference is the amount of time people devote to the two program types. The average home viewed 11% of the available public service hours and 21% of the westerns. Thus, he said, it nets down to the fact that almost all homes view public-service programming but they allocate more of their time to the entertainment type of program.

CCA signs tv group

Community Club Awards Inc., Westport, Conn., sponsor of radio and tv merchandising-promotion campaigns, last week announced it had signed its first tv station group, The Reeves Broadcasting & Development Corp., which owns and operates KBAK-TV Bakersfield, Calif.; WHTN-TV Huntington, W. Va.; and WUSN-TV Charleston, S. C., already a CCA participant. Other tv stations franchised independently by CCA are KSLA-TV Selma, Ala.; WLKY-TV Louisville; and WCCA-TV Columbia, S. C. According to CCA, it has conducted merchandising-promotion campaigns in more than 500 radio markets to date.

What a Report Card!

Variety-ARB chart shows that KELO-TV completely dominates the Sioux Falls-103 County Major Market!

RK	PROGRAM	STA.	RTG.
1.	I've Got a Secret	KELO	53
2.	Garry Moore	KELO	49
2.	Sing Along With *	KSO	49
3.	Red Skelton	KELO	48
4.	Lawrence Welk	KELO	47
5.	Lassie	KELO	46
6.	Dick Van Dyke	KELO	45
6.	Perry Mason	KELO	45
6.	Real McCoys	KELO	45
7.	Andy Griffith; Kaye	KELO	44
7.	Chevy Show; Route 66	KELO	44
7.	Danny Thomas; Kaye	KELO	44

*Shame on him. The precocious rascal spoiled an otherwise perfect report card.

(From Variety, February 1, 1962)

CBS • ABC

KELO tv LAND

KELO-TV SIOUX FALLS; and interconnected
KDLO-TV and KPLO-TV

JOE FLOYD, Pres. • Evans Nord, Executive Vice
Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by H-R in Minneapolis by
Wayne Evans & Associates



MIDCO

Midcontinent
Broadcasting Group

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

NEW PITCH TO TV TALENT?

Report to ANA suggests agencies do the talking with SAG, AFTRA where commercials are concerned

Widespread concern by advertisers and agencies over spiraling costs for talent appearing in tape and film commercials prompted a proposal last week that would delegate to advertising agencies the task of negotiating the tv commercials code with the broadcast talent unions.

Guy Farmer, Assn. of National Advertisers consultant on broadcast union relations, presented a report to the ANA workshop on tv advertising in New York last Wednesday (Feb. 28). The report offered these recommendations:

- Separation of negotiations of tv commercials from the network (program) negotiations. These were carried on jointly in 1960.

- The establishment of an advertiser-agency policy committee to keep in close touch with the negotiations and give policy guidance to the negotiating team.

- The policy committee would delegate responsibility for negotiating the tv commercial code to agency representatives. In those negotiations, other interested groups, such as advertisers, film producers and networks, could participate in an observer capacity.

The background to this move by advertisers-agencies to assume direct responsibility for negotiations in the commercials area is this: in 1960, when the most recent contract was devised, the networks negotiated both the commercial and the program codes with the two unions involved—the Screen Actors Guild for film and the American Federation of Television & Radio Artists for tape. During these talks, agencies participated as observers.

The resultant codes touched off a bitter controversy with advertiser-agency sources charging that networks had settled for modest increases in talent costs on network programs, while agreeing to substantial hikes in the spot area (BROADCASTING, Dec. 12, 1960). They argued that network program costs would rise only 3% to 5% and network commercial costs about 20%, while spot costs would rise at least 30% and could jump up as much as 100%, depending on the number of markets used in a campaign under the SAG unit formula.

Agencies and advertisers began to explore this talent cost area in earnest early last year, though this condition had concerned them for several years. The consensus was that talent costs had been rising appreciably over the years

and the latest commercial code only brought the problem more sharply into focus. A study by BROADCASTING revealed that while station time costs had risen by an average of 37% during the 1956-61 period, talent costs had jumped by an average of 120% during the five years (BROADCASTING, Dec. 12, 1960). The 1961 figures were based on estimates from various sources.

ANA-AAAA Agree ▪ The proposal outlined by Mr. Farmer has been agreed to in principle by ANA and American Assn. of Advertising Agencies. Mr. Farmer added that the ANA-AAAA plan has been discussed with the talent unions in a preliminary way and the networks and the Film Producers Assn. also have been consulted "with a view to working out an arrangement mutually acceptable to all industry groups."

Mr. Farmer told the ANA meeting that the association during 1961 had set up various advertiser meetings to discuss "various proposals for strengthening and improving the negotiating meeting." He continued:

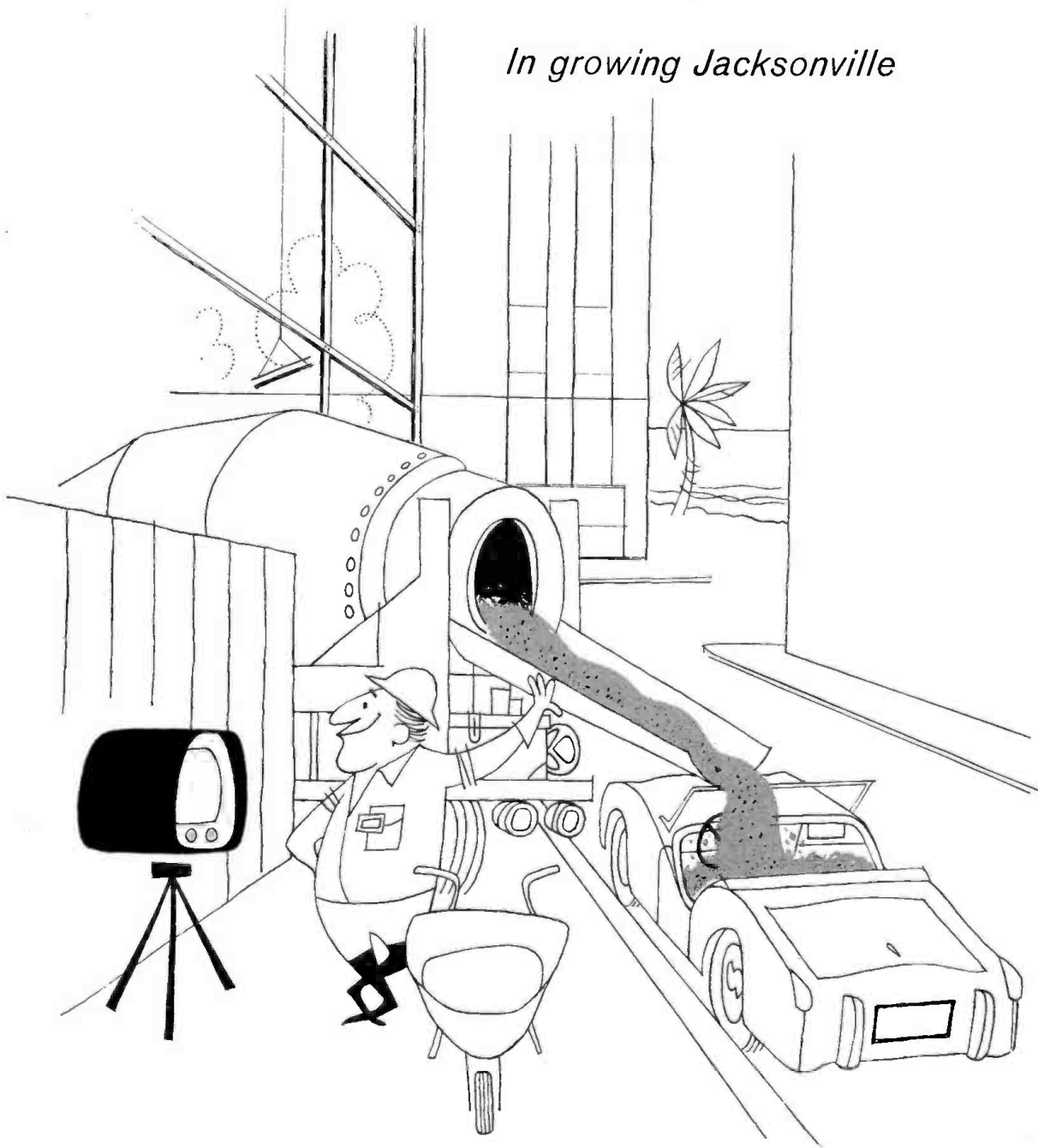
"The consensus arrived at from the meeting was strongly in favor of revising the negotiating procedures to the extent practicable with a view of placing greater authority and responsibility in the advertising agencies. This was in recognition of the fact that the agencies have the closest continuing relationship to the production and use of commercials and the most direct relationship to the performers and the daily application of the commercial codes. Therefore, the agencies appeared to be the appropriate focal point around which the negotiation and interpretation procedures could be established."

Who Signs? ▪ The ANA-AAAA proposal would leave the question of who should sign the codes open to further exploration. It recommended that a professional negotiator be employed on a per diem basis when and if needed to work with the negotiating team.

Under the ANA-AAAA blueprint, negotiations for tv commercial codes would be centered around an agency committee, while the networks would continue to be responsible for talent contracts for live-tape programs. (Negotiations for film programs are between SAG and various producer association groups in Hollywood.)

Though neither network nor union officials would comment officially on the ANA-AAAA plan, it is known that industry sources have no objection to

In growing Jacksonville



WFGA-TV IS THE STATION TO WATCH



Newsfilm Station of the Year!

In growing metropolitan Jacksonville, most viewers are making WFGA-TV the station to watch for news. For example, WFGA-TV's 6:30 p.m. Monday-thru-Friday news program with Harold Baker delivers a 27* average rating as compared to a 21 for the competition news program. See your PGW Colonel for the complete WFGA-TV story... the station for advertisers to watch in growing Jacksonville.

*ARB-November 1961



JACKSONVILLE



Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.

WTMJ

WLOS-TV



KVOS-TV

WFGA-TV

WFTS-TV

agencies assuming control of the commercials negotiations. The network attitude, according to one executive speaking unofficially, is that "it means we have one less headache to contend with and we can't be blamed if the unions gain concessions that are questionable."

The Opposition — Opposition to the ANA-AAAA proposal is likely to originate with the talent unions, particularly AFTRA. That union is involved in negotiations for both live and taped commercials and programs. The plan, if implemented, would entail separate negotiations by AFTRA with the agen-

cies on spot commercials, and with networks on programs and commercials used on the networks. This would mean, according to one source, that AFTRA will "lose a bargaining weapon, because in the past the union has refused to sign with the networks until agreement also was reached on the commercials codes." Separate negotiations, he pointed out, would "divide its bargaining strength."

SAG has no such problem. Its code in film commercials covers spot use in markets throughout the country, and, in the implementing of the complex re-

use formula for talent fees, the costs are borne by the advertisers through their agencies. SAG has no direct relationship with the networks. It is possible that SAG, which has been on more cordial terms with AFTRA after years of feuding over jurisdiction, will join with AFTRA in erecting a united labor front against the ANA-AAAA plan.

The agency-advertiser proposal notes that the question of who signs the codes can be held in abeyance. Traditionally, neither advertisers nor agencies have signed union contracts. Agencies have signed letters of adherence to the pact.

Increase in basic tv rates is forecast

NETWORK AND SPOT CHARGES WILL BE HIGHER, AGENCY STUDY REPORTS

Both network and spot television basic rates will increase this year. That's the prediction made by Interpublic Inc., the corporate umbrella including McCann-Erickson and McCann-Marshall

advertising agencies. Interpublic last week released the latest in a series of "The Decade of Incentive" reports which reviews from a marketing standpoint the U. S. econ-

omy for last year and treats prospects for the remainder of 1962.

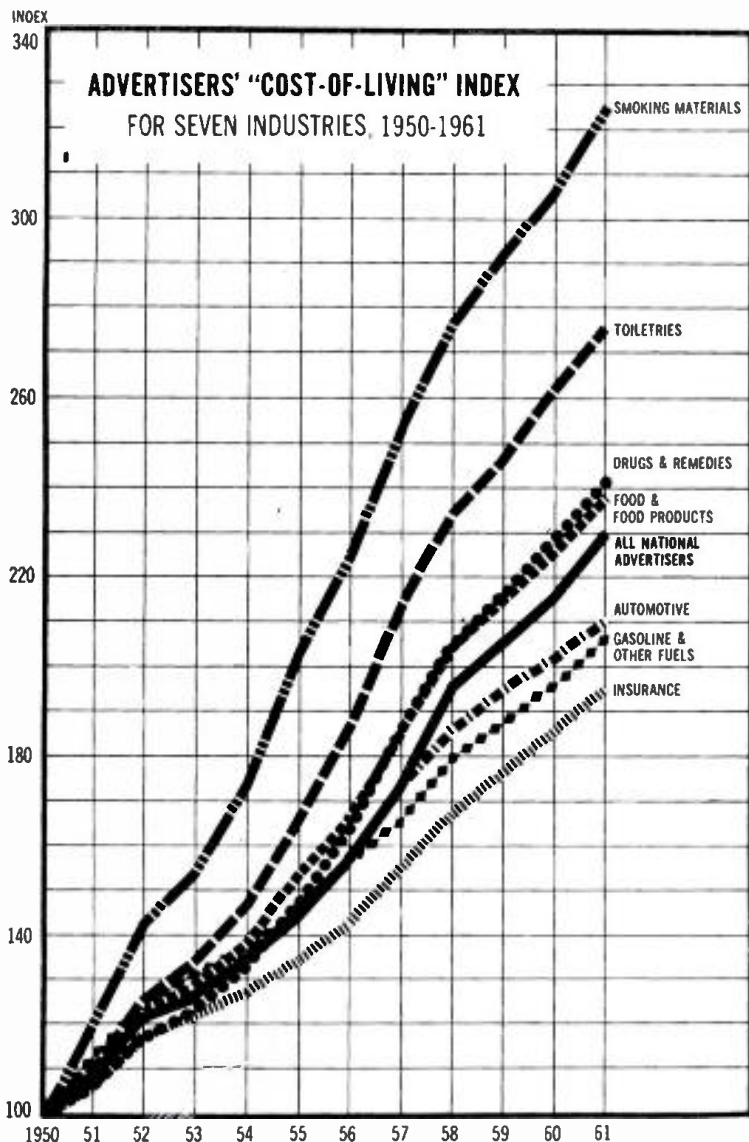
The report, based on studies made by the Marplan division (marketing research) of Interpublic, sees network tv "basic" rates increasing 8% and spot tv going up 7%. Spot radio's rise is put at 2% and network radio rates are expected to remain stable. (Newspapers and supplements will climb 4% and magazines 8%, according to the Marplan studies.)

Tv's Lower C-P-M — Though television's rates may be going up, Marplan, in summarizing the cumulative extent of cost changes from the period 1950-61, indicates television—network and spot—has a cost-per-thousand that has been reduced over the past 10 years.

The compilations show that increased audience circulation has more than countered the spectacular rise in tv's basic rates. In that time, network tv's rates went up 396% but circulation rose 529% and its c-p-m went down 21%. Similarly spot tv's rates climbed 552% but circulation spiraled 605% for a c-p-m decline of 8%.

But in each of the other media listed—newspapers, magazines, supplements, network and spot radio, outdoor—the cost-per-thousand increased. (See table.)

The report suggests these indices on media rate increases be considered by the individual advertiser in terms of advertisers' "cost-of-living" index re-



Interpublic's chart of advertisers' "cost-of-living" index over the last decade shows effects of rising costs and advertisers' competition "to be heard." It reflects different patterns of media usage by different industries, with some media developing more rapid growth and higher basic rates than other media. The index for all national advertisers has reached 230.

CHANGES IN MEDIA COSTS AND COVERAGE (1950-1961)

MEDIUM	CHANGE IN BASIC RATES	CHANGE IN CIRCULATION	CHANGE IN COST-PER-THOUSAND
Magazines	+ 90%	+ 33%	+ 43%
Newspapers	+ 49%	+ 8%	+ 38%
Supplements	+ 80%	+ 26%	+ 43%
Network Tv	+396%	+529%	- 21%
Spot Tv	+552%	+605%	- 8%
Network Radio	- 43%	- 46%	+ 6%
Spot Radio	- 5%	- 31%	+ 38%
Outdoor	+ 82%	+ 49%	+ 22%

flecting not only the changes above but also increases "in competitive pressures and differences in the typical patterns of media usage in various industries."

The Interpublic-Marplan study points up that in the cigarette field, "the proliferation of new brands, fierce competition, and large-scale use of television through its growth period are some of the reasons behind the more than three-fold increase" in the advertisers' "cost-of living."

Ad Volume ■ The study estimates that in 1962 advertising volume in the U. S. will total more than \$12.5 billion, an increase over last year of about 5%.

The continued rise in media rates in 1962, the study emphasizes, will pose a problem in projecting advertising budgets for companies sharing in an expected \$27 billion expansion of consumer markets.

The year will be one of price rigidity and of new challenges from overseas, and it's implied that advertisers might turn to stricter measures of advertising effectiveness to offset media rate rises.

Three problem areas for economic growth are listed: (1) cost of advertising and an increasing volume, (2) the need to re-examine the nation's tax structure (thus freeing private purchasing power and stimulating private activity through greater reward), and (3) reappraisal of the trade picture because of the international situation.

Consumer Goods Gain ■ The general outlook, however, is favorable for 1962. Economic indicators cited in the study point to solid gains in the consumer goods market. The report finds that the increase in demand for goods this year "is thus likely to be the equivalent of adding an entire new industry the size of the automobile industry to the national economy."

The study's implication: an opportunity in the consumer market on a selective basis. Firms most adept at managing marketing activities will best overcome strongly competitive situations and despite higher advertising costs, will gain in its growth larger shares of a market.

Agency appointments...

■ Rylee Mortgage & Investment Co., Oakland, Calif., appoints Resor-Anderson-Knapper, that city.

■ Parfums Marcel Rochas Inc. appoints Smith-Greenland Co., New York, as advertising agency for Femme, Madame Rochas and La Rose perfumes in the U. S. and Canada.

■ McCann-Erickson, New York, appointed agency for Ocean Spray Cranberries, Inc., Hanson, Mass., effective April 23. Billing is approximately \$1 million, of which 70% is in spot television. Current agency is BBDO.

D-F-S STRIKES CAMP IN CHICAGO

Clients to be serviced from New York; Gardner to P&M

Dancer-Fitzgerald-Sample is closing up shop in Chicago and the agency explains it's doing so because of the trend of advertisers to demand "headquarters treatment" from their agencies and the jet plane transportation that's now available to bring major cities closer together and make such treatment possible.

After April 30 national clients will be served from the agency's head office in New York and from San Francisco, D-F-S said, although special local accounts will continue to be handled by the agency's Dayton, Ohio, and Toronto offices and television production will continue to be coordinated through Hollywood. D-F-S originally had headquarters in Chicago and shifted to New York in 1948. D-F-S ranks No. 8 among top broadcast agencies and has a combined billing of \$69.3 million in radio-tv, which represents 66% of the agency's total billing.

F. Sewall Gardner, senior vice president of the D-F-S Chicago office for the past eight years and with that agency for a total of 24 years, about May 1 will move to Post & Morr, Chicago, as chairman of the board, succeeding Gordon Best, now retired.

Post & Morr is successor to Gordon Best Co. and is currently undertaking a major expansion in quarters and staff to accommodate its growing client list. P&M last week said it also is hiring some two dozen D-F-S people, including three vice presidents in addition to Mr. Gardner. These are Charles Conrad, Harry Cordesman and Raymond Dau.

Mr. Gardner said his decision to join P&M came after the decision by D-F-S to close its Chicago office. He explained that he feels that the jet age of transportation "is tending to eliminate agency branch offices in Chicago. The discerning advertiser increasingly wants his business handled from 'headquarters' where he can get service in depth from every department. This obviously means that the demand for aggressive Chicago-based agencies is increasing."

Carl M. Post, president of Post & Morr, said his agency has not contacted any of the Chicago accounts of D-F-S and does not plan to do so. There appeared to be speculation last week about whether Swift & Co., Fritos Co. and F. E. Compton & Co. would move to New York with D-F-S. These and the other Chicago-based D-F-S accounts bill a total of about \$6 million. P&M presently bills about \$16 million and has a Chicago staff of about 120. D-F-S said some of its Chicago staff which doesn't choose to remain in that city will be transferred to New York.

In a memo to clients last week, Mr. Post explained that P&M is expanding to another floor in Chicago's Palmolive Bldg. and that effective April 1 the agency will open a new office in San Francisco in the Crown Zellerbach Building under the management of Les Mullins. He also announced that Jack Seehof, formerly with William Esty Co., Foote, Cone & Belding and BBDO, New York, will join P&M as vice president and creative group supervisor, and Marilyn Hart, previously with Kenyon & Eckhardt and Tatham-Laird on the West Coast, will join the Chicago staff.

The overall billings of D-F-S have grown from \$51 million in 1955 to an estimated \$103 million in 1962.

Swift & Co., handled by D-F-S out of Chicago will decide in the next two weeks whether to stay with the agency, according to Ray Weber, advertising manager. The agency handles Swift's Pard dog food products, Swiftning shortening and canned meats.

A Fritos Co. spokesman said his company has not made a decision. D-F-S handles national advertising for Fritos corn chips.

Nestle goes all out for 'housewife tv'

The Nestle Co. is exposing its advertising to the largest buying audience in the company's history through daytime television. Horace R. Barry, Nestle advertising and sales promotion man-

ager, said the company is participating in seven daytime CBS-TV programs (on 150 stations) directed to the "all-important women's audience" and three programs for the juvenile audience.

Mr. Barry said: "Daytime television—or as we like to call it, 'Housewife Television, offers frequency throughout the day and week so that women can be reached immediately before they go shopping."

Products advertised are Nescafe, De-caffe, Nestea, Quik, Nestle chocolate bars, Nestle Morsels and the cookie mixes.

Nestle agencies are McCann-Erickson Inc. and William Esty Co., both New York.

McHugh, Hoffman form tv consultancy

Two key Campbell-Ewald broadcast executives—Philip L. McHugh, vice president and director of tv-radio, and Peter S. Hoffman, his assistant—have resigned and formed a new tv consultancy firm called McHugh & Hoffman Inc. with headquarters at Birmingham, a suburb of Detroit.

The new company will specialize in analyzing tv programs, commercials and other advertising "from a completely unbiased point of view directly for advertisers, agencies (and in the case of tv programs) program packagers, networks and film companies."

Mr. McHugh said that a half-hour prime tv show costs the advertiser about \$6 million (on a 52-week basis) for time and talent, and so he "must rely on more than just statistical analysis to determine the value of his expenditures."

Mr. McHugh also thought increased selectivity of the tv audience will make tv advertising itself more selective in the next few years. He said the "mood and atmosphere" created by program material is directly related to the commercials' effectiveness.

A year ago, an exhaustive study of the television audience, conceived by Mr. McHugh with the assistance of Mr. Hoffman, was presented in detail by BROADCASTING and *Television* magazines (BROADCASTING, May 1, 1961, and *Television*, May issue). Further work of this kind will be formulated for McHugh & Hoffman clients.

Both men have been primarily involved at Campbell-Ewald with the development of Chevrolet tv strategy, along with the servicing of other divisions of General Motors. Mr. McHugh also was active on the Firestone Tire & Rubber account's programs (also see WEEK'S HEADLINERS, page 10).

The new firm has offices at 470 North Woodward Ave. in Birmingham, Mich.

Agency head blasts FTC, FCC policing

Attacks by, government agencies on advertising, tv and business in general present a damaging picture of the American business community to people in this country, M. Belmont Ver Standig, president of the Washington agency bearing his name, told a meeting of the American Marketing Assn. in Washington last week.

"... Our government, which spends billions to build the American image abroad, also is ... smearing that image at home," he said.

Mr. Ver Standig blasted the Federal Trade Commission decision (on Colgate Rapid-Shave) which drew a broad prohibition against visual rep-

resentations which are not accurate as presented as typical of how governmental "policing zeal" has grown. He contended a certain amount of drama or "witchery" is necessary to present products in a manner that will fire the customer's imagination and desire for a product.

The FCC probes into radio-tv were cited by Mr. Ver Standig as "another example of government striving to dictate public tastes."

"Government should work with business and not against it, he declared. "And, unless this climate is created, the future for the American way of life is grim," he warned.

Nearly million color homes, ARB reports

The latest estimate of the number of homes with color tv sets in use is 973,000. This is as of last December, the result of a sampling by the American Research Bureau.

Coincident with release of the report, ARB issued a "Top 10" list of color programs according to color tv homes "reached" the weeks of Dec. 1-4, 1961, showing *Bonanza*, *Sing Along With Mitch* and *Disney* in that order of rank.

The ARB estimate shows an increase of more than 300,000 sets in a single year (a similar sampling in 1960 indicated a total of some 600,000 color "homes").

Industry color set counts are hard to come by. Last fall, industry "estimates" placed the number of color sets in use at about 700,000 (BROADCASTING, Oct. 30, 1961) but this figure actually covered little of the color set increase in the latter part of 1961.

The information for the top 10 was contained for the first time in ARB's tv national report for December (though the total U. S. sets-in-use figure was not). The percentage of homes reported with color was provided in the audience composition compiled for each network program. ARB plans to tabulate the color tv information from time to time. The top 10 color tv shows, according to ARB, follows:

WEEKS OF DECEMBER 1-14, 1961	
PROGRAM	COLOR HOMES
1. Bonanza	494,600
2. Sing Along With Mitch	478,400
3. Disney's World of Color	438,300
4. Laramie	363,400
5. Bell Telephone	332,680
6. Wells Fargo	316,400
7. Price Is Right	293,300
8. Bullwinkle	201,700
9. Bob Newhart	195,300
10. Dinah Shore	175,500

Business briefly...

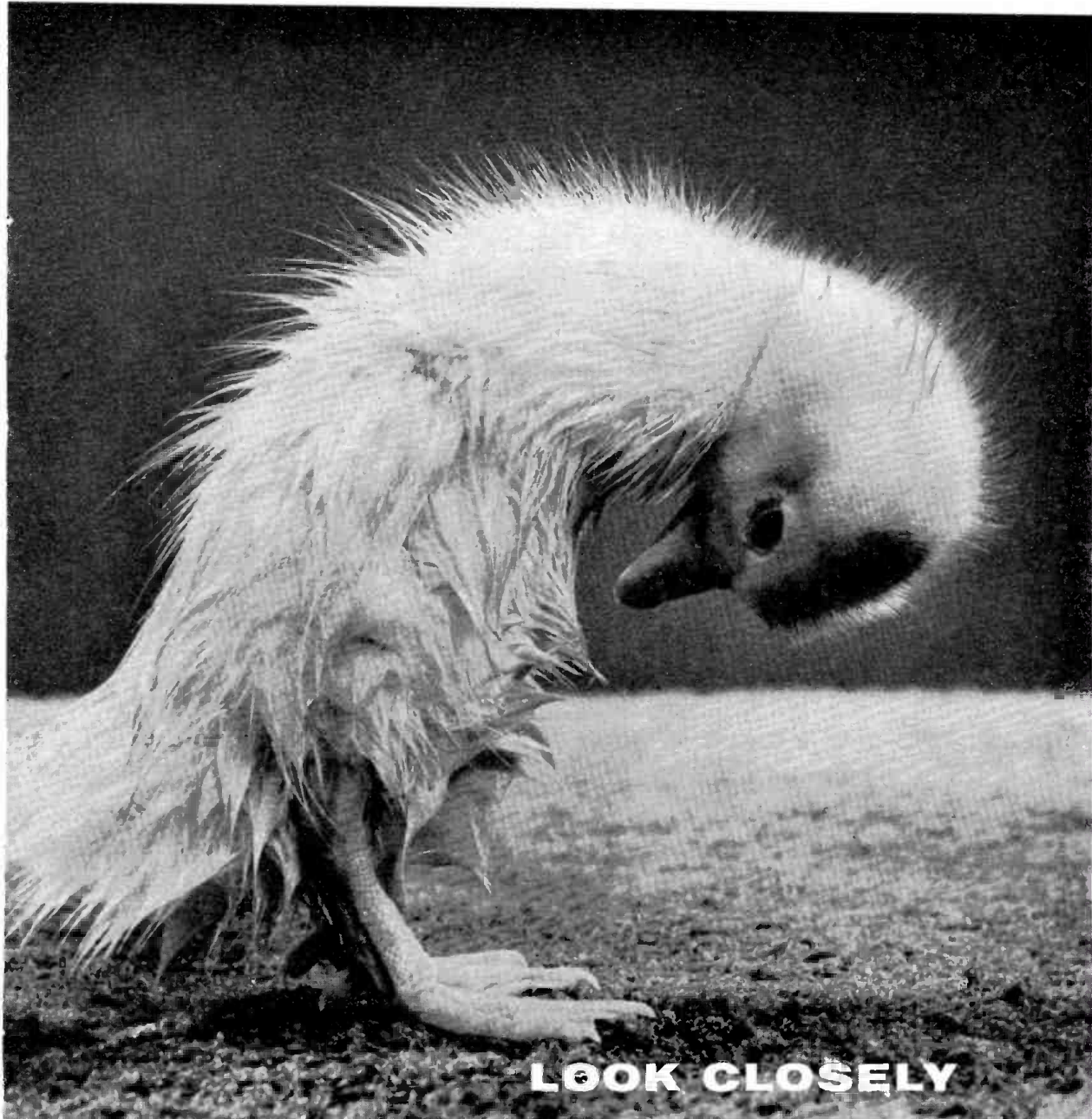
Cycleweld Chemical Products Div., of Chrysler Corp., Detroit, has launched a major marketing campaign using radio spots and newspapers for car-care products such as Moto-Prep oil conditioner, Keen Site windshield washer solvent and Cyclelox radiator leak inhibitor. Drive starts in Cincinnati, will expand to Rochester, Detroit, New York, Cleveland, Pittsburgh, Indianapolis, Memphis and other cities as marketing channels are set. Rossi Co., Detroit, is agency.

American Oil Co., Chicago, for new premium grade automobile tire, Amoco 120 Super, is undertaking new marketing campaign in selected markets of the Midwest using radio-tv spots and magazines. Drive will run all year. Copy is being prepared by MacManus, John & Adams with placement through D'Arcy, Chicago.

Scott Paper Co., Chester, Pa., will return to NBC-TV next season for the first time in four years, with alternate week sponsorship of the new comedy series, *Vive Judson McKay* (Fri. 9:30-10 p.m.) starting Sept. 14 (BROADCASTING, Feb. 26). An NBC-TV daytime schedule also is expected to be announced shortly. Agency: J. Walter Thompson, New York.

Chrysler Corp. will sponsor an NBC-TV color special, *Rainbow of Stars*, on Tuesday, April 17 (9-10 p.m. EST). The show stars Robert Goulet, Nancy Walker, Dick Button and Carol Lawrence, among others. Agency: Leo Burnett Co., Chicago.

B. F. Goodrich Co. has signed for participations in eight ABC-TV nighttime programs during the summer, including *Hollywood Special*, *Cheyenne*, *Target: The Corruptors*, *Room for One More*, *Hawaiian Eye*, *Ben Casey*, *Ozzie & Harriet* and *77 Sunset Strip*. Agency: BBDO, New York.



LOOK CLOSELY

Take a close look at the new TV market rankings. In one short year, according to Television Magazine, the Asheville — Greenville — Spartanburg Carolina Triad market hopped from 45th to 37th position! In the Carolina Triad, WLOS-TV covers more homes than any other station.

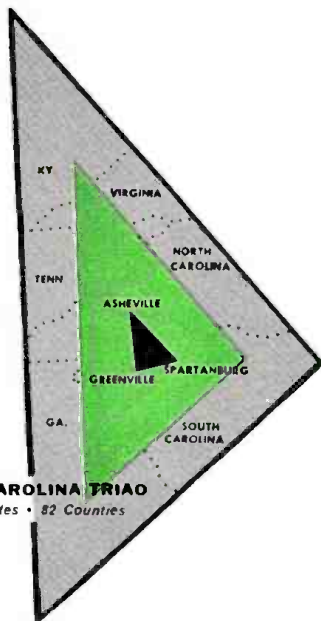
Audience studies? All material prior to 7:58 a.m. February 13, is outdated! WLOS-TV's brand-new "Traveling Wave" antenna brings a completely new competitive situation to the Carolina Triad!

Dominant in The Carolina Triad

WLOS-TV 

A Wometco Enterprises Inc. Station Serving
GREENVILLE • ASHEVILLE • SPARTANBURG

Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.



WTN

WLOS-TV

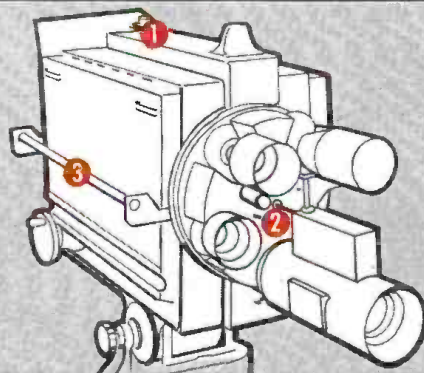
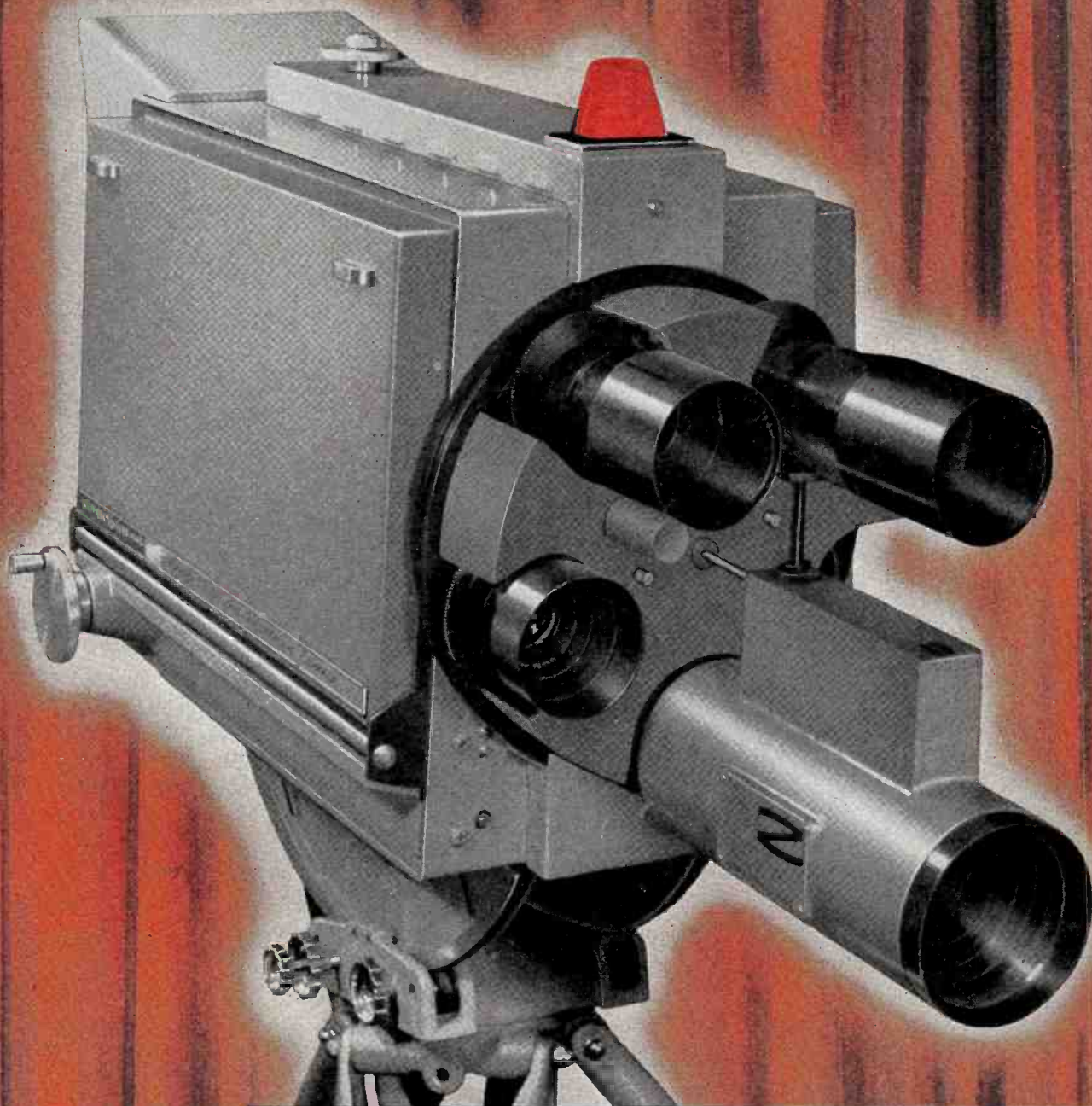


KVOS-TV

WFGA-TV
(Affiliate)



PIONEERS IN TELEVISION PROGRESS



EASE OF OPERATION—Top-mounted control knob (1) facilitates changing of the neutral density filter disk and lens cap. Center-shaft zoom lens control (2) permits rotating the five-lens turret with zoom lens installed. Handle positioned (3) for ease in handling camera.



CONVENIENCE—Viewfinder operating controls, zoom lens handle, and lens selection handle are located for maximum convenience. Other camera controls are fully protected behind swing-down door.

NEW GENERAL ELECTRIC CAMERA CONVERTS FROM 3" TO 4 1/2" I.O.

PE-20-A/B CHANNEL INCREASES FLEXIBILITY; BRINGS GREATER PICTURE STABILITY AND EASIER OPERATION TO LIVE TELECASTING

Now General Electric offers an advanced studio camera channel that can utilize either a 3-inch or 4 1/2-inch image orthicon through a relatively simple and inexpensive conversion process. This design provides either the operational economy of a 3-inch I.O. camera or the optimum video quality of a 4 1/2-inch I.O. camera in one channel.

Designated the type PE-20-A (3") and the type PE-20-B (4 1/2"), the new General Electric camera channel also provides operational control of the image orthicon at the console as well as at the camera. After initial line-up at the camera, any touch-up required, such as target, and all electronic focus control adjustments, can be performed at the console. This dual control feature allows for operational flexibility using standard camera cable.

Other features of the PE-20-A/B include:

- *Stability*—Transistorized circuitry and regulated voltages assure maximum stability and reliability.
- *Self contained meter*—Built-in, switchable meter

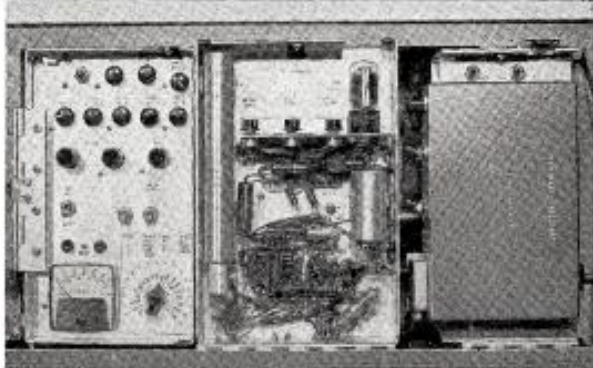
provides monitoring of all important camera voltages including H & V sweep.

- *Electronic lens cap*—New electronic lens cap can be operated at either camera or console without need of delegation switches.
- *Built-in I.O. Guard*—Self contained I.O. Guard assures prolonged I.O. tube life.
- *Improved turret design*—Center shaft zoom lens control permits rotation of 5-lens turret with zoom lens installed and with remote iris control operating.
- *Ease of maintenance*—Plug in circuits mounted on swing out chassis allow quick accessibility for ease in servicing.
- *Improved 8-inch Viewfinder*—Integrated viewfinder with 8" rectangular tube provides sharper, brighter picture. Switchable input permits either preamp output or camera channel output to appear on viewfinder.
- *Retractable handles*—Handles swing out for ease in handling camera.

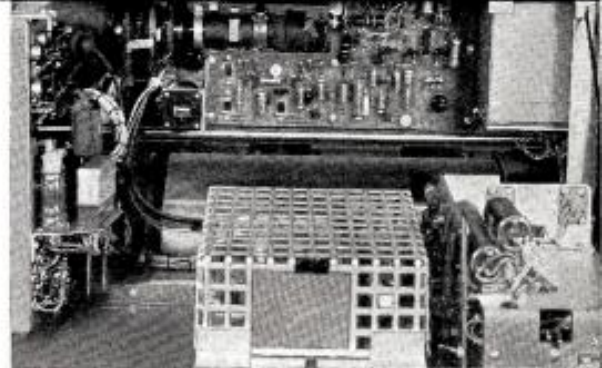
FOR MORE INFORMATION on the new PE-20-A/B Camera Channel, contact your nearest G-E Broadcast Equipment Representative; or write to Section 551-01, General Electric Co., Schenectady, N. Y. In Canada, contact Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Elsewhere: International General Electric Co., Inc., 150 East 42nd St., New York 17, N. Y.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



COMPACT DESIGN—Right side of camera with swing-out chassis in closed position shows (l to r) built-in switchable voltmeter, vertical sweep chassis with corona regulator and built-in I.O. Guard.



ACCESSIBILITY—Swing-out chassis, shown in open position provide maximum accessibility for ease of maintenance. Behind the center chassis is the transistorized viewfinder video circuitry.

NAB meets enjoy balanced programming

M. C. COLLINS PRODUCES VILLAIN (PASTORE), PRODIGAL SON (MINOW)

A Washington spectacular staged last week before several hundred broadcasters sent them back home at week's end with a first-hand report about what's going on around the seat of government.

Delegates attending (1) an NAB conference of state broadcaster association presidents, and (2) NAB's first editorializing-public affairs clinic, heard television whipped for its programming by Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee (see page 66) and then praised in glowing terms for its editorializing progress by FCC Chairman Newton N. Minow (see page 65).

The three days of meetings were regarded by many broadcasters as a warmup for the April 1-4 NAB convention, and perhaps more exciting from an agenda standpoint.

With fire in his eyes, Sen. Pastore shouted one of the most bitter denunciations of network programming ever heard in Washington. It was delivered at the Wednesday state presidents' luncheon.

"Unclean" ■ His stern lecture came as he rebounded from a showing of the ABC-TV *Bus Stop* episode involving Fabian.

"I haven't felt clean since," Sen. Pastore said.

He denounced network programming in general, and picked ABC for particular treatment for its refusal to cooperate with the NAB TV Code office in advance of the network presentation

of the Fabian program.

Mr. Minow heard Chairman Pastore's speech from a luncheon table, and he heard the senator pay him a glowing tribute. "The Senate Commerce Committee stands solidly behind Chairman Minow," Sen. Pastore said. And he heard Sen. Pastore say that if broadcasters don't serve the public interest "some adjusting must be done by others."

Collins Responds ■ NAB President LeRoy Collins thanked Senator Pastore for his candor and invited him back at a future date to observe the progress broadcasters are making in their self-improvement program.

"Under the free enterprise system we have developed the greatest programming in the world," Gov. Collins said. "We are taking a close look at that programming. No one wants to improve broadcasting more than the broadcasters themselves.

"We are developing a strengthened code structure and have set up a research and training program to improve the quality of programming. We are conferring with the networks. These discussions portend tremendous progress in that area. The research program will tell us more about the effect of the programs we broadcast. It's alive and active."

Gov. Collins gave a detailed account of his administration in opening the state presidents' conference and noted the increase from 13 regional associations in 1945, to 49 today. He recalled

his unified program for the industry—improvement of broadcasting's relations with the government and with the people, as well as improvement of the broadcasting profession itself. He reviewed progress in government relations, including the FCC, the White House and Capitol Hill.

Things Are Brighter ■ Gov. Collins said NAB's image has improved as public relations activities keep the public informed of association work as well as the role of broadcasters in community life. He cited engineering activities in automatic logging, fm standards, tv remote control and recording-reproducing standards; wage-hour relief for small-market broadcasters; secondary boycott prevention; and FCC reporting requirements.

Code progress under Robert D. Swezey, code authority director, and the NAB research-training program developed under leadership of Donald McGannon, Westinghouse Broadcasting Co., were cited. He mentioned also the drive to obtain repeal of Sec. 315 of the Communications Act and the American Bar Assn. ban on courtroom broadcasts.

NAB, Gov. Collins added, has supported legislation to require all tv sets for interstate commerce to have all-channel tuning and to prevent elimination of existing vhf channels.

As to Chairman Minow, Gov. Collins said, "Mr. Minow has extended to us an extraordinary amount of cooperation. He has openly lauded our NAB efforts and urged the cooperation of the whole industry with our code program. He meets with our staff members and committees when we seek his help. He speaks before our meetings when we invite him. This does not mean we have relaxed our vigilance or that we will."

La Rapprochement ■ Several times, the three-day twin conference series showed signs of turning into an NAB-FCC mutual admiration festival. Both Chairman Minow and Gov. Collins spoke in glowing terms of each other and the common effort to provide the public with better programming.

Gov. Collins said Thursday in introducing Chairman Minow that so much attention has been given to controversial Minow statements "that many (broadcasters) have tended to overlook the many things he has done, and positions he has taken, wherein we all happily stand with him."

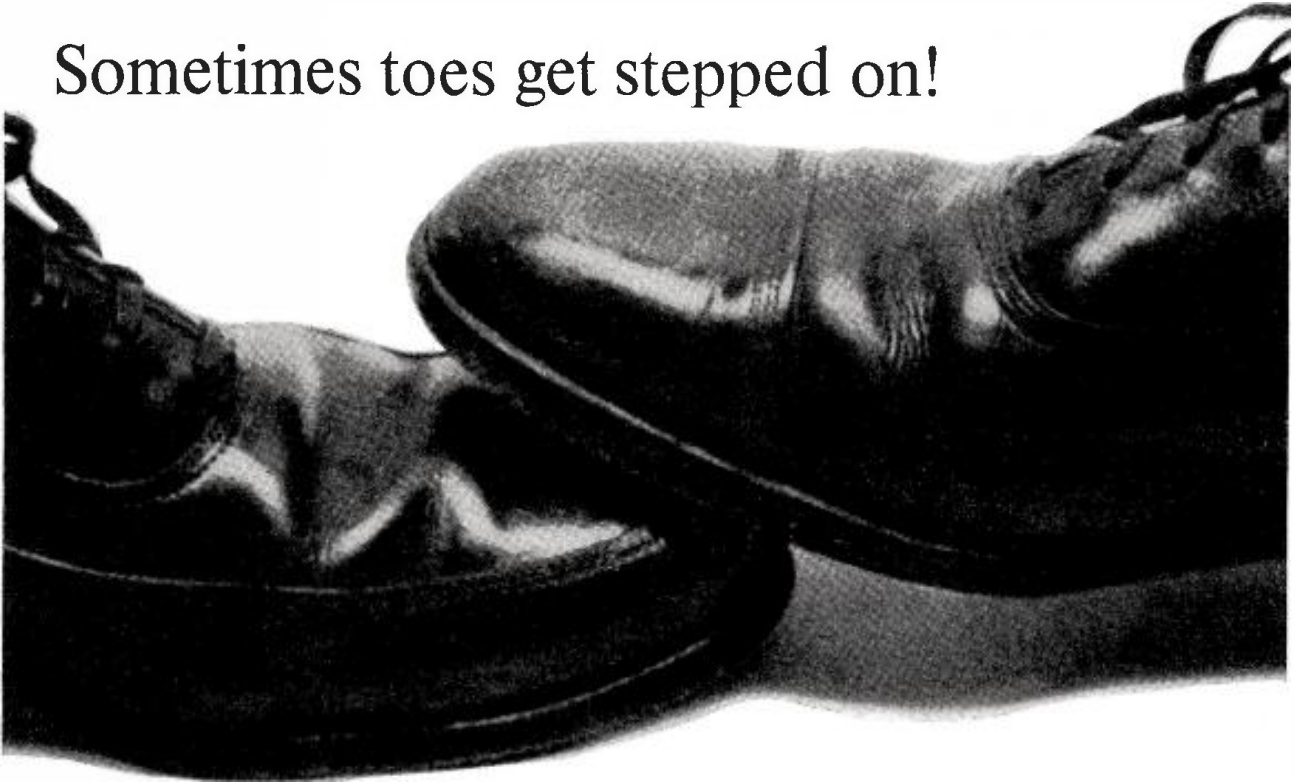
NAB's president said no prior FCC



Luncheon group at NAB joint state presidents' editorializing sessions in Washington last week (seated, l to r): Ben West, KOCO-TV Oklahoma City; Mike Shapiro, WFAA-TV Dallas; George Whitney, KFMB-TV San Diego, Calif.; Mrs. Arden E. Swisher, KMTV(TV)

Omaha, Neb.; Mr. Swisher. Standing: Earl Hickerson, KOCO-TV; Edward V. Cheviot, WOAI-TV San Antonio; Harold P. See, KRON-TV San Francisco; Herb Carl Skoog, KENS San Antonio; William D. Pabst, KTVU(TV) San Francisco-Oakland.

Sometimes toes get stepped on!



It's inevitable. WNBQ's straightforward examinations of Chicago's municipal problems and public issues leave no room for dodging. For example, sensitive toes had no way out in a program exposing the structure, operations and personnel of Chicago's Crime Syndicate. Variety called it "a great public service."

And WNBQ did no sidestepping in provocative news documentaries about the Black Muslim movement in Chicago, the re-organization of Chicago's Police Department, Chicago's Public School System. These news documentaries are one of three different program series alternating in WNBQ's Monday night, 6:30-7:00 prime time slot. The others: "Your Man In Washington"—

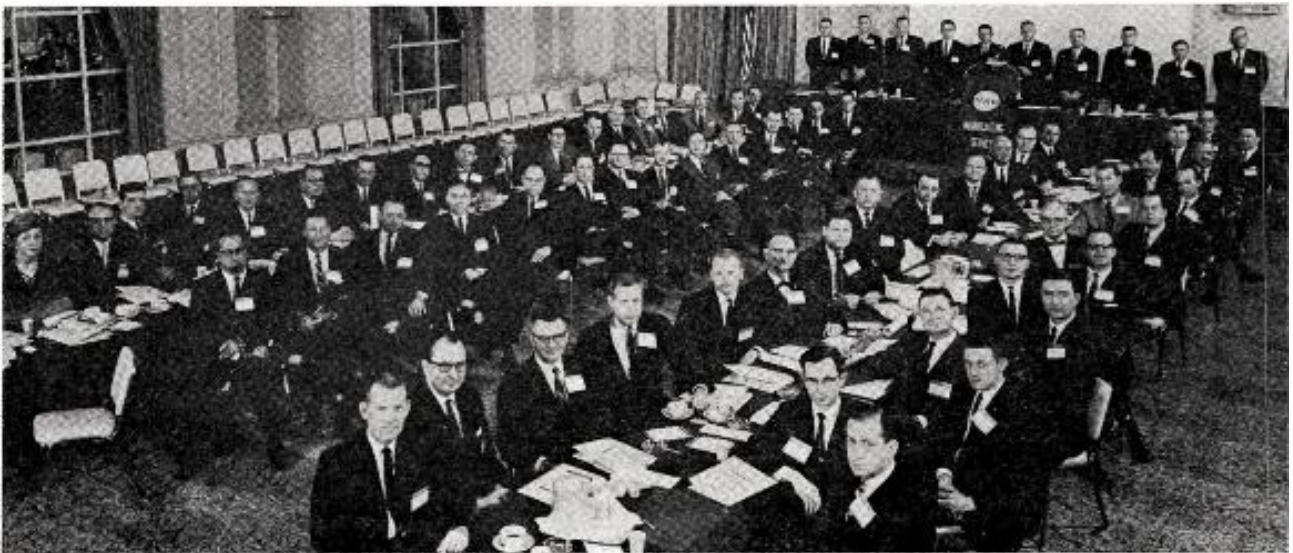
free-speaking interviews with such in-the-news figures as Senators Dirksen and Douglas of Illinois. And "Artists' Showcase" which brings America's young professional talent in classical music to Chicago.

All this—plus "Len O'Connor Comments"—hard-hitting critiques on the local political and social scene . . . plus "City Desk"—right-to-the-point interrogations of prominent people by leading local newsmen . . . plus more news more times daily than any other Chicago station—all adds up to one obvious fact: Chicago's Leadership Station in Community Affairs is

WNBQ



NBC owned—Represented by NBC Spot Sales



Forty-five state broadcasters associations were represented in Washington Feb. 28-March 1 at a two-day conference of association presidents and NAB.

Taking part were: Row nearest camera (l to r): Al King, NAB; Charles L. Scofield, KEYZ Williston, N. D.; Paul R. Huber, WRKD Rockland, Me.; J. C. Willis, KVOM Morrilton, Ark.; W. H. Mayo, KBR1 Brinkley, Ark.; Duane Wolfe, KCID Caldwell, Idaho; H. Randolph Holder, WGAU Athens, Ga.; Jack Williams, executive secretary, Georgia Assn. of Broadcasters; Jack E. Douglas, WCSI, Columbus, Ind.; Paul Crain, KRTV (TV) Great Falls, Mont.; James A. Murphy, executive vice president, Washington State Assn. of Broadcasters; Paul Adanti, WHEN-TV Syracuse, N. Y.; Ventura Lamas Jr., WKAQ San Juan, P. R.; Ted Smith, KUMA Pendleton, Ore.; John F. Screen, WDSU New Orleans; Robert B. Jones Jr., WFBR Baltimore.

Second row: Ray Van Hooser, KNED McAlester, Okla.; Otis L. Echols Jr., KCLV Clovis, N. M.; N. Wilbur Kidd, WAYB Waynesboro, Va.; James M. Caldwell, WAVE Louisville; Sherman K. Headley, WCCO-TV Minneapolis; Mason Dixon, KFTM Fort Morgan, Colo.; Charles W. Brewer, WHIN Gallatin, Tenn.; O. Wayne Rollins, WAMS Wilmington, Del.; Sydney E. Byrnes, WADS Ansonia, Conn.; Fred L. Beard Jr., WJDX Jackson, Miss.; George Whitney, KFMB-TV San Diego, Calif.; John L. Slatton, WJBB Haleyville, Ala.; John Perry, NAB.

Third row: Joseph S. Sinclair, WJAR-TV Providence, R. I.;

Lee Ruwitch, WTVJ(TV) Miami; Sheldon A. Engel, KXIV Phoenix, Ariz.; Arden E. Swisher, KMTV(TV) Omaha, Neb.; Cletus O. Brazzell, WELP Easley, S. C.; W. Frank Harden, WIS Columbia, S. C.; E. L. Rankin Jr., executive secretary, North Carolina Assn. of Broadcasters; R. A. Dunlea Jr., WMFD Wilmington, N. C.; Richard E. Adams, WKOX Framingham, Mass.; Max Falkenstien, WREN Topeka, Kan.; Sam A. Burk, KIRX Kirksville, Mo.; Jerome McGranaghan, Charles Stone, Arthur Stamler, NAB.

Fourth row: Mrs. Helen S. Duhamel, KOTA Rapid City, S. D.; J. Robert Gulick, WGAL-TV Lancaster, Pa.; Robert H. Maurer, executive secretary, Pennsylvania Assn. of Broadcasters; Robert Cahill, George Bartlett, NAB; Don C. Wirth, WNAM Neenah, Wis.; Robert S. Greenhoe, WBCH Hastings, Mich.; Mel Burka, WTIP Charleston, W. Va.; Carlton S. Dargush Jr., secretary-treasurer, Ohio Assn. of Broadcasters; Joseph D. Bradshaw, WRFD Columbus, Ohio; Glenn C. Jackson, WTTM Trenton, N. J.; Robert W. Erickson, KOKX Keokuk, Iowa; Glenn C. Shaw, KOVO Provo, Utah; Joseph Dougherty, WPRO Providence, R. I.; Edward H. Bronson, Robert D. Swezey, William Carlisle, Milton Magruder, NAB.

Head Table: Vincent T. Wasilewski, Dan W. Shields, John F. Meagher, John M. Couric, Howard H. Bell, LeRoy Collins, NAB; Clair R. McCollough, Steinman Stations, NAB joint board chairman; James H. Hulbert, Douglas A. Anello, Hollis Seavey, NAB.

chairman has done as much to champion the right of broadcasters to editorialize. He noted Mr. Minow had sat with the NAB editorializing committee in planning the conference. He commended the chairman's argument to the American Bar Assn. in favor of removing ABA's ban on court broadcasts and recalled that he has praised "the great job broadcasters throughout the land are doing in the area of public affairs and news programming."

Gov. Collins called the chairman "a man of extraordinary dedication and competence, who believes deeply in our free system of broadcasting."

Editorializing Clinic ■ Chairman Minow made a major address Thursday as the state presidents concluded their two-day session with a joint luncheon which opened the two-day public affairs-

editorializing clinic. This clinic drew a surprising 300-odd delegates.

Following the chairman's speech (see story page 65), Daniel W. Kops, WAVZ New Haven, Conn., chairman of the NAB editorializing committee, told the editorial clinic that there is "an urgent need for loud and clear editorial voices from broadcasters in every U.S. community." He warned, however, that on-air opinions should be expressed only by radio and tv stations with the "temperament and will" to seek the truth and base opinions on fact-finding. Mr. Kops presided at the public affairs-editorializing conference, the first ever held by the industry.

Mr. Kops said the conference "begins a significant chapter in the history of broadcasting and its service to the American people and reflects the grow-

ing journalistic maturity of broadcasting."

An NAB survey shows, he said, that of 1,723 replies from radio-tv stations, 1053 (61%) said they editorialize; 237 (35%) plan to begin within the year. Twenty-seven percent of those editorializing do so daily; 12% weekly and 65% intermittently. Only 11% editorialize in support of or in opposition to political candidates.

Participating in a Thursday afternoon panel were Richard Cheverton, WOOD-TV Grand Rapids, Mich., president of Radio-Television News Directors Assn.; John Corporan, WDSU-AM-TV New Orleans; John F. Dille Jr., Truth Publishing Co. (WSJV-TV Elkhart, Ind.); Eugene Dodson, WTVT (TV) Miami, Fla.; Simon Goldman, WJTN Jamestown, N.Y.; Frederick Houwink,

WMAL-AM-FM-TV Washington; Jack Jurey, WTOP-AM-TV Washington. The panelists cited experiences in editorializing, with demonstrations of techniques. Dean Rusk, Secretary of State, gave a background briefing on international problems.

Collins Comments ■ Gov. Collins called on radio-tv stations to do more editorializing, and avoid "wishy-washy, innocuous pieces of cat-purring." Newspapers doing the best job of gathering and reporting the news, he said, "are generally recognized as having truly outstanding and courageous editorial policies." Otherwise the daily press "offers little to be envied or emulated," he said.

Gov. Collins criticized the "barroom-haymaker" editorial that disregards facts and an editorial policy "which stands astride the road of progress and fights off all efforts to improve on the status quo."

Code Director Swezey said the radio code structure now includes 1,155 am and 320 fm or 55% of NAB members and 32% of the radio industry. Tv subscribers comprise 94% of NAB members and 70% of all tv stations. He said headway is being made with the networks and syndicated film companies in working out satisfactory cooperative arrangements for code observance, but conceded there is a long way to go. No understanding has been reached with feature film producers, he said, but discussions will be opened shortly.

The contract with Broadcast Advertising Reports, the code monitor, is in the renegotiation stage, he said; but he may have to ask stations from time to time to furnish master logs for review.

"An additional code pitch state by state" is planned, he said, opening in Arkansas. A new sound symbol is being prepared for radio code subscribers.

Questions on Codes ■ In a question-answer session Sydney E. Byrnes, WADS Ansonia, Conn., president of the Connecticut association, said some stations fearful of FCC regulation believe the NAB code means submission to even more controls. Others mentioned the economic problem of living under the code and the possibility of including code costs in NAB dues. Glenn C. Shaw, KOVO Provo, Utah, said some broadcasters in his state wonder "if two versus three announcements are that important."

John F. Meagher, NAB radio vice president, detailed the economic hardship caused by overpopulation of radio in many areas. Douglas A. Anello, general counsel, drew applause by challenging the oft-heard statement that "the airways belong to the people." He added, "The airways are not owned by anybody. They have no physical exist-



ence; they're activities. A radio channel is a valuable property because of the ingenious equipment and the service provided by enterprising businessmen." He said NAB will oppose legislation proposing an FCC scale of fees. "FCC is not a taxing organization," he said.

Principals at NAB editorializing-public affairs session in Washington last week were (top photo, l to r): Clair R. McCollough, Steinman Stations, NAB joint board chairman; Rev. John Robert Jones, associate rector, St. Albans Episcopal Cathedral, Washington; Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N. Y.; Jack Jurey, WTOP-AM-TV Washington; Eugene Dodston, WTVT (TV) Tampa, Fla.; Frank P. Fogarty,

WOW-TV Omaha, Neb.

Bottom: Richard Cheverton, WOOD-TV Grand Rapids, Mich.; John F. Dille Jr., WSJV-TV Elkhart, Ind.; Frederick S. Houwink, WMAL-TV Washington; Paul Visser, director of technical operations, civil defense; FCC Commissioner Robert T. Bartley; NAB President LeRoy Collins; FCC Chairman Newton N. Minow; Howard H. Bell, NAB vice president for industry affairs.

ence; they're activities. A radio channel is a valuable property because of the ingenious equipment and the service provided by enterprising businessmen." He said NAB will oppose legislation proposing an FCC scale of fees. "FCC is not a taxing organization," he said.

"If the FCC charges fees, the principle should be applied to other business."

Mr. Shaw asked if an FCC freeze on radio would be appropriate while the question of overpopulation is being studied. Mr. Anello said a freeze is a serious matter.

Editorializing is a moral obligation—Minow

ASSURES THAT FCC WILL CHEER THE 'FAIR' STATION

The day is coming when the broadcaster "will have to see, hear and speak about evil," FCC Chairman Newton N. Minow said last Thursday in urging stations, which do not already do so, to editorialize.

Broadcasters have little moral choice in the matter, he told the NAB Conference on Public Affairs & Editorializing. "Though they can legally evade their responsibility to provide second and third choices to their people, morally they are compelled to answer the need for more information, more opinions and, of grave import, more courage," the chairman said.

And, he promised, the commission will stand behind the right of its licensees to express opinions.

If broadcasting is to take its rightful place, it should be willing to express a point of view about the news it provides, Chairman Minow told his audience.

Broadcasting has the "inescapable

duty to make its voice ring with intelligence and leadership," he continued.

It is up to America's broadcasters, at a time when competition among newspapers is declining, to fulfill the country's need for many voices, and many viewpoints, he said. With news developing all over the world over a period of weeks and month, the job of reporting is inadequate and incomplete until the "jig-saw pieces" of news are put together, he said.

He commended the networks for their efforts in documentaries.

Mayflower Revoked ■ Noting that there was a "period of time when the climate was not favorable to editorializing" the chairman pointed out that the FCC, via the Mayflower decision, told the industry in 1941 that "the broadcaster cannot be an advocate." The redlight turned to green, however, in 1949 when the commission released its report on editorializing.

In that report, the FCC said the

broadcaster has as much right—and often is much better prepared to do so—to express his views as any other member of the public, the chairman said.

Broadcasting has come a long way since a sponsor complained that Alexander Woolcott's *Town Crier* had criticized Hitler and Mussolini and thus might offend some listeners, he said. "Mr. Woolcott was found guilty of editorializing—and now, some 27 years later—what broadcaster would not be proud to have similar 'guilt' on his record," Chairman Minow asked.

Only a small number of stations saw the "green light blinking" in 1949 and began expressing their opinions, he said. "Each year a few more gingerly start moving. But the majority still are negative or undecided." He expressed an estimate that only one-third of the stations are "exercising either their rights or their courage" to editorialize today.

Stations are no longer simply purveyors of news and entertainment, he said. They are becoming journalists with a keen awareness of the relationship between editorial expression and the obligation to present opposing viewpoints, the chairman stated.

Responsible Men ■ Broadcasters are men of responsibility and good will with character and integrity the basic criterion in the awarding of a license, he said. "In the almost sacred field of news and public affairs, we do not have to concern ourselves with hidden persuaders or men who would put their convictions up for sale," he continued. "If we did, the news would have been slanted, the documentaries would have been distorted and editorializing would be fated for disaster."

Chairman Minow told the broadcasters that the FCC is not going to "bush-whack" a station which becomes involved in local controversy through editorializing. "We recognize that a station with a strong voice can be a prime target for pressure groups and that the pressure groups may try to put the squeeze on through the FCC," he said. "I suggest that the absence of such a pressure group squeeze may indicate that your editorials are milk toast.

"So, if you get a letter from the commission asking about a complaint, don't panic. If you have a fair and equitable position, then state it and don't be intimidated. You'll find us cheering you on, not heading you off. . . . If the will is there, you'll be fair."

During the past November, December and January, he said the FCC received 156 complaints relating to fairness by licensees and that over 90% were disposed of by statements filed by stations in answer to commission inquiries. The fair and honest broad-

caster may have to answer letters from the commission "but he will never get into serious trouble," the chairman said.

Valuable Conference ■ Pointing out that many of the pioneers in broadcast editorials were present for last week's conference, Mr. Minow said that both the FCC and other stations must find a way "to tap into the hard-won experience of the broadcasters who have already taken a plunge into the sea of controversy."

He singled out for special praise on their editorials WAVZ New Haven, Conn. (which began editorializing in 1949) and its president, Daniel Kops

(chairman of the NAB Committee on Editorializing); WTVJ (TV) Miami; WMCA New York; WDSU-AM-TV New Orleans and Westinghouse Broadcasting Co.

While the FCC wants to encourage editorializing, it does not say that shall, Chairman Minow said. But, he asked, what about the majority of broadcasters who say they are "not yet ready to accept editorial responsibility." The commission accepts their judgment, he said, and the station which does not have a good reporter and research man is wise not to express an opinion.

Pastore pours it on for NAB luncheon hosts

'BUS STOP', PROGRAMMING'S CLICHE, UPSETS SENATOR

Television had one of its darkest hours last week as Chairman John O. Pastore (D-R.I.), of the Senate Commerce Committee publicly rebuked its programming at the NAB state president's conference in Washington (see conference story page 62).

The focal point of his attack was the now notorious ABC-TV *Bus Stop* episode featuring Fabian. Still angry from a look at the film Tuesday, the day before his NAB address, Sen. Pastore observed, "I haven't felt clean since. This is a harvest of shame for the broadcasting industry."

After warning the industry "to take a new, long, hard look at itself and at its practices, particularly in programming," he delineated a moral code for the industry that went like this:

"The broadcaster cannot afford to be complacent. He should remember that morality and responsibility in the broadcast field is not just the duty of avoiding a conflict with the letter of the law, rule and policy of the FCC. The broadcaster has a greater duty—one to stimulate, to inform and to bring to the general public informational programming that can help the people in these difficult and trying days to formulate judgments that will assist our leadership."

Sen. Pastore quoted criticism of the *Bus Stop* episode by Jack Gould of the *New York Times*. He praised the 25 affiliates and two sponsors who wanted no part of the episode and emphasized that ABC rejected the request of the NAB tv code authority to screen the episode in advance.

"You'll Hear More" ■ "Is this co-operative self-regulation?" he asked. "I cannot but remind myself of the numerous appearances before Congress of various industry representatives who claimed no new laws or regulations were needed because they were in a position to regulate themselves; that they had a code for tv and radio and

that this was sufficient. I wonder how the performance of *Bus Stop* squares with this assertion, or is this a patent deficiency in the network and code relationship? You will hear more from me on this subject of the tv code and the industry at a later date."

Sen. Pastore apologized for his dual role as sharp critic and guest. He said the Senate subcommittee never hunts headlines. He said he has no desire to harm the networks but wants to know their purposes, principles and performances. "This industry can't rest on laurels of the past," he said. "That doesn't excuse laxities of the present." He added that "a few misdeameanors are not a crime wave."

He offered words of praise for FCC Chairman Newton N. Minow and said the chairman "has the support of the Senate committee." He recalled a recent talk with Frank Stanton, CBS president in which he emphasized to the network official his responsibility in programming "of distinguishing between the real and fantasy."

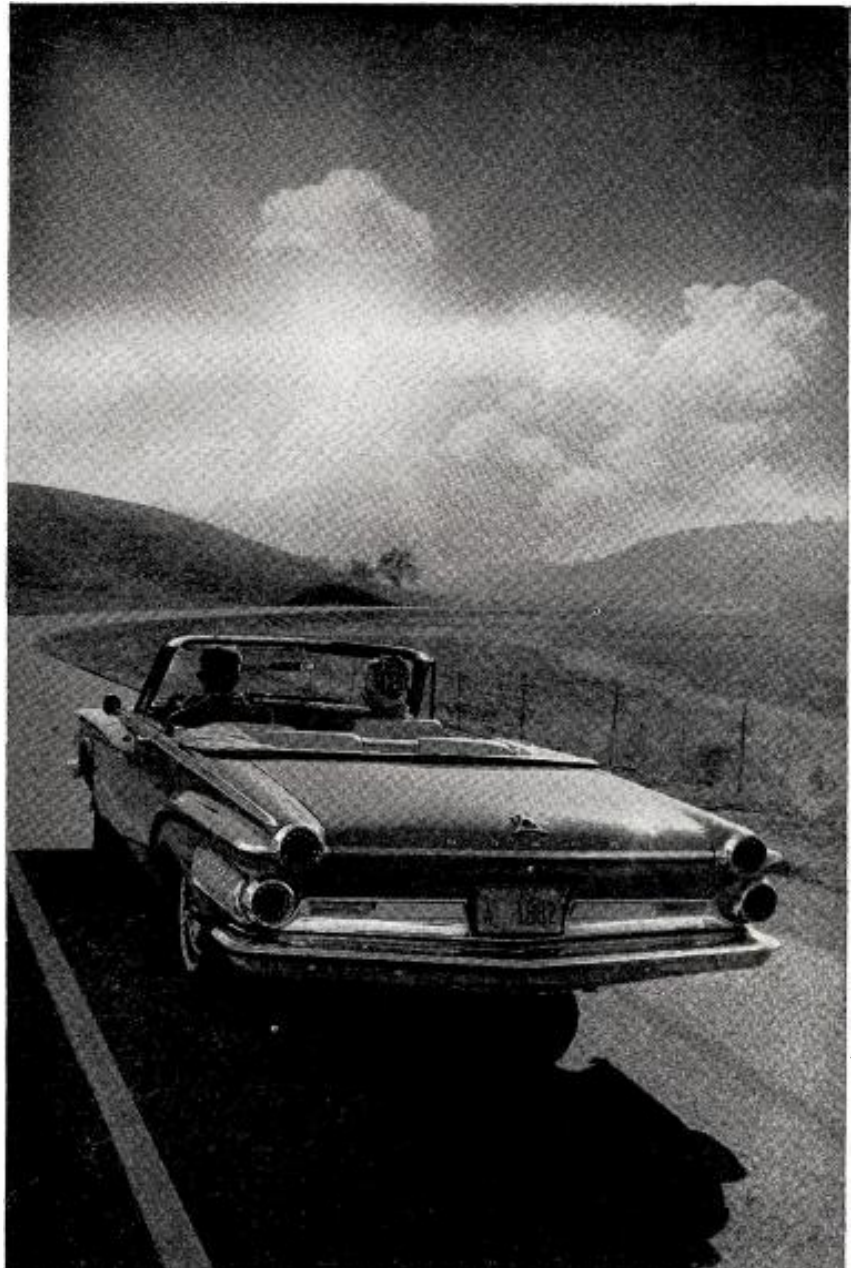
Echoes Collins ■ Sen. Pastore praised Gov. Collins' definition of public interest programming which in essence said that serving the public means doing that which advances the general welfare.

In his opening remarks, Sen. Pastore praised broadcasting's coverage of the orbital flight of Col. John Glenn. "The part that this industry played in bringing this saga of human endurance and scientific progress to the attention of the people of our nation and, indeed, the entire world through radio and television is a milestone for which the industry has every right to be proud," he said. "This is one of the industry's finest hours."

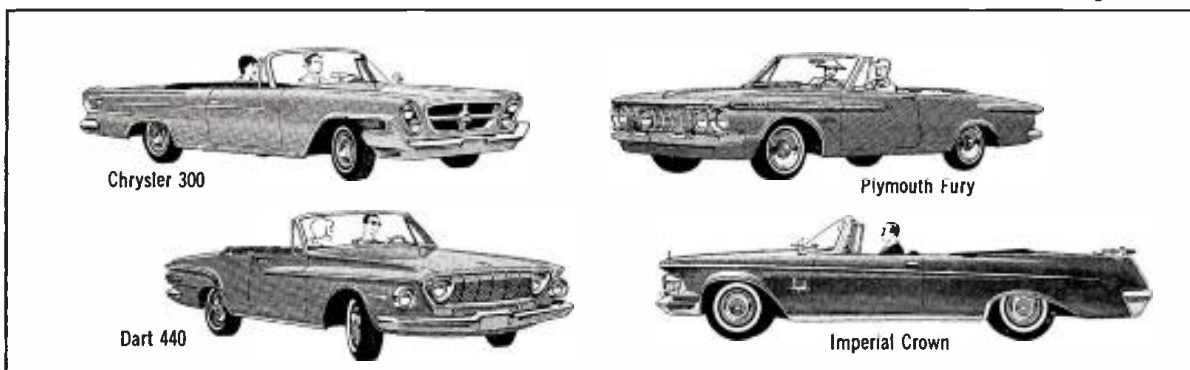
He said all broadcasters should be proud of the industry's record in the 1960 Presidential campaign, adding that some feel the result of the election might have been different but for the tv debates.

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BROADCASTING, March 5, 1962

NBC REPORTS PROFITS SOARED IN '61

Network accounts for 22% of RCA's \$1.5 billion sales

NBC's radio-tv sales accounted for a 22% share of RCA's sales record of more than \$1.5 billion in 1961.

RCA's annual report, announced Feb. 27 by RCA Chairman David Sarnoff and President Elmer W. Engstrom, showed NBC sales were \$340,691,000 out of the company's total sales of \$1,545,912,000. RCA sales in 1960: \$1,494,896,000.

Profits in 1961, after federal income taxes, increased to \$35,511,000 from \$35,117,000 in the previous year. Earnings per share of common stock fell to \$1.95, from \$2.10 in 1960, since a larger average number of shares was outstanding in 1961.

The report said that NBC last year, achieved the highest profits in its 35-year history. NBC-TV raised its gross billings markedly above 1960, and set an all-time record for the number of advertisers using its facilities. NBC Radio, with some 100 different advertisers, accounted for nearly 40% of all sponsored network radio time. NBC-owned stations also established record profits.

Highlights Noted ■ Among the highlights in 1961 listed in RCA's report: The most profitable year since 1955 for consumer products; a doubling of color tv profits over 1960; NBC's highest profits; deliveries of electronic data processing equipment at a rate 2½ times greater than in 1960; RCA Communications Inc.'s new record in both volume and profit in international communications.

Color tv provided one of the year's outstanding industrial success stories, according to the report: "Its overall industry volume is expected to reach \$200 million in 1962. It has drawn the manufacturing or marketing support of nearly every important receiving set maker, and it has brought to its pioneering parent, RCA, profitable manufacturing operations with unusual opportunities for growth and profits."

RCA's other new industry front, electronic data processing, can rival color tv in terms of growth and profitability in this decade, the report said.

Three basic movements are said to figure in RCA's earnings picture in 1962: The continuing growth of and increased profits from the company's established businesses; color tv as a profit contributor of such proportions that the investment in color appears to be one of the soundest the company has ever made; and the reduction of data processing costs and the growth of that business into a major activity that promises substantial profit.

Storer 1961 net down, but fourth quarter's up

Storer Broadcasting Co. reported 1961 net income after taxes of \$4,453,682 (\$1.80 per share, compared to the previous year's \$5,062,658 (\$2.05). The 1961 earnings were based on 2,473,917 shares outstanding.

For the fourth quarter of last year, Storer net earnings after taxes were

\$1,718,597 (70 cents) compared to the 1960 final quarter's \$1,508,657 (61 cents). In the 1961 fourth quarter, gross revenues from radio and tv sales were 7% higher than in the 1960 period. Net earnings after taxes were 13.9% higher.

Dividends were paid during 1961 at the annual rate of \$1.80 per share on common stock, and 50 cents per share on the Class B common stock. The 1961 stock figures reflect the company's purchase in December of 37,500 shares of Class B stock from the estate of the late J. Harold Ryan.

CBS tv outlets set public affairs swap

The five CBS-owned tv stations will present their fourth annual public affairs program exchange starting April 14 in New York and Los Angeles, Craig Lawrence, vice president, CBS Television Stations, has announced. The 20-week exchange period will start April 21 in Chicago and Philadelphia and April 28 in St. Louis.

The program exchange, in which each station contributes a series of 20 half-hour public-affairs programs for showing on the other four stations, started in three markets in 1959 for a 13-week period. It was expanded to include all five stations in 1960 and was increased to 20 weeks in 1961. Through this concept, each station supplements its public-affairs schedule with 80 half-hour programs.

The five series and the producing stations that will make up the 1962 exchange are: *The American Musical Theatre*, WCBS-TV New York; *The Touch of Fame*, KNXT (TV) Los Angeles; *Repertoire Theatre*, WBBM-TV Chicago; *Tottle*, WCAU-TV Philadelphia, and *Wildlife*, KMOX-TV St. Louis.

NABET rejected at KXTV

National Assn. of Broadcast Employees and Technicians has been rejected as the representative of technical employes at KXTV (TV) Sacramento, Calif., according to a Feb. 20 announcement by National Labor Relations Board. NABET had struck the Corinthian 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 employes' votes. "No labor organization is the exclusive representative of all the employes in the unit involved," Mr. Hoffman said. Because of a typographical error, a report of the NLRB action in BROADCASTING Feb. 26 was garbled. Corinthian requested the election.

Broadcast Pioneers' 'Mike' goes to WGN Inc.

The second annual "Mike Award" of the New York chapter of Broadcast Pioneers was presented to WGN Inc., Chicago, Sunday, Feb. 25.

The award, a gold-plated "ribbon" microphone of radio's early days was presented to Ward L. Quaal (r), executive vice president and general manager of WGN Inc., by Phil Edwards, president of the New York chapter of Broadcast Pioneers, "for distinguished contribution to the art of broadcasting."

Among the 650 in attendance at New York's Latin Quarter were five members of the FCC, Commissioners Robert Bartley, John Cross, Rosel Hyde, Fred Ford, Robert E. Lee and LeRoy Collins, president of NAB.

On WGN-AM-TV's home grounds, Illinois Gov. Otto Kerner



and Chicago Mayor Richard Daley wrapped up the honors by proclaiming Feb. 25 as "WGN Radio and Television Day," for service to the state and the Midwest.

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U.S., Latin radio-tv urged to fight Reds

U. S. broadcasters should strengthen their journalistic efforts to combat Communist propaganda by closer contacts with Latin American broadcasters, an NAB delegation agreed after a 20,000-mile tour of six Latin American nations. The delegation (BROADCASTING, Jan. 29) met with Latin broadcasters by invitation of the Inter-American Assn. of Broadcasters.

Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio, who headed the delegation, said a full report on the trip will be made to President Kennedy and interested federal agencies. Tapes of interviews will be made available to NAB member stations. Mr. Evans is NAB's representative on IAAB and is a member of its directive council.

The touring group observed that the orbital flight by John H. Glenn Jr. was greeted with enthusiasm in Latin America. Howard H. Bell, NAB vice president who represented President LeRoy Collins, said complete exposure of every phase of the flight by radio and tv is regarded as an example of the frankness that marks democracy in the U. S.

Many Latin stations editorialize with



Touring broadcasters last month completed a six-country journey visiting Latin American radio-tv and government officials. Three members of the group were photographed leaving Palacio Nacional after visiting the

President of Chile. L to r: Philip G. Lasky, KPIX (TV) San Francisco; Herbert E. Evans, Peoples Broadcasting Co., head of tour group, and John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich.

freedom to criticize their own governmental policies, the delegation observed. The members were impressed by the need of fostering better relations among the peoples of the Americas through

non-government contacts and exchange of information.

The tour was arranged by the NAB board at the invitation of Raul Fontaina, president of IAAB.

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Changing hands

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

■ WMRT-AM-FM Lansing, Mich.: Sold by Herbert Graham to Metropolitan Radio Corp. of Indianapolis for \$210,000. Metropolitan Radio is headed by Stokes Gresham, former Indiana broadcaster and president of Mercury Consultants in Indianapolis, and Luke Walton, Indianapolis advertising agency executive and sportscaster. WMRT is a 500 w daytimer on 1010 kc; WMRT-FM operates with 91.2 kw on 100.7 mc. Broker was Hamilton-Landis & Assoc.

■ WWCC Bremen, Ga.: Sold by Jimmy Faulkner to James H. Shedd and Ross W. Long for \$70,000. Mr. Shedd is a former Georgia broadcaster. Mr. Ross is associated with an Atlanta manufacturer. WWCC is a 1 kw daytimer on 1440 kc. Broker was Blackburn & Co.

APPROVED ■ The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 94).

■ WOWI New Albany, Ind.: Sold by Morris and Orville Brown and J. William Frenz to Allen H. Embury and associates for \$210,000 and agreement not to compete. Mr. Embury is former

general manager of WHYN Springfield, Mass.

■ WOMP-AM-FM Bellaire, Ohio: Sold by Donald J. Horton to Howard C. Weiss for \$125,000 including \$47,000 consultancy. Mr. Weiss, a Mexico City business man (mining), is a former executive with WCAN-TV Milwaukee, WPAW Chester (Pa.) and WARL Arlington (Va.).

Storer's WHN starts with pop music, news

WHN New York started broadcasting last Wednesday (Feb. 28) at 6 p.m. with a new format emphasizing popular album music and an expanded schedule of news, informational and public affairs programs. The revamped format coincided with a change of call letters from WMGM.

George B. Storer Jr., president of Storer Broadcasting Co., owner of the station, noted that WHN was the original call, dating back to March 18, 1922, when the station went on the air. In 1948, it was renamed WMGM by its then new owner, Metro-Goldwyn-Mayer Corp. Storer bought the station for \$10,950,000 from Loew's Theatre Corp. last January.

WHN's program format, according to John Moler, president and general manager, will spotlight popular album music by the "best orchestras and performers" and news and public affairs shows. He said WHN's local desk in New York will have 11 radio news writers and 50 correspondents on assignment in major centers of the world to provide coverage for 281 scheduled weekly news broadcasts. (WMGM had been described as essentially a "top 40" station).

In addition to regular news programs, WHN will present a special group of informational programs several times a day, including *Comment*, a five-minute show of news and commentary of interest to various segments of the audience; *Issue*, a five-minute broadcast centering around letters from listeners on controversial subjects and *Information From A to Z*, a five-minute show on educational topics.

A schedule of public-affairs shows is planned from 6:15-8:30 p.m. each Sunday and religious programs from 7-9 a.m. on that day.

Coinciding with the change in call letters, Storer was host to a party at the Waldorf-Astoria attended by an estimated 1,500 persons from agencies, advertisers, station representatives, local stations and other companies associated with the broadcasting business. Entertainment was provided by Hugo Winterhalter and his 40-piece orchestra, the Ray Charles Singers and the Kirby Stone Four.

New directors elected to NAB's radio board

TWELVE BROADCASTERS TO BEGIN TERMS IN APRIL

Twelve broadcasters were elected to the NAB Radio Board of Directors at elections conducted in February. Ballots were counted March 1 at NAB Washington headquarters. They will serve two-year terms beginning April 5 at the close of the NAB convention in Chicago.

Those elected were:

District 2—John R. Henzel, WHDL Olean, N. Y., over Michael R. Hanna, WHCU Ithaca, N. Y.

District 4—Harold Essex, WSJS Winston-Salem, N. C., over Charles P. Blackley, WTON Staunton, Va.; Charles H. Crutchfield, WBT Charlotte, N. C.; Boyce Hanna, WADA Shelby, N. C., and Frederick S. Houwink, WMAL Washington.

District 6—Julian F. Haas, KAGH Crossett, Ark., over Carter M. Parham, WDEF Chattanooga, Tenn.

District 8—Lester G. Spencer, WKBV Richmond, Ind., over Robert D. Enoch, WXLW Indianapolis.

District 10—Richard W. Chapin, KFOR Lincoln, Neb. (incumbent), over Eugene T. Flaherty, KSCJ Sioux City, Iowa.

District 12—Allan Page, KGWA Enid, Okla. (incumbent) over Thad M. Sandstrom, WIBW Topeka, Kan., and Robert E. Schmidt, KAYS Hays, Kan.

District 14—Rex G. Howell, KREX Grand Junction, Colo., over Ken Nybo, KBYM Billings, Mont.

District 16—Lloyd C. Sigmon, KMPC Hollywood, Calif., over Calvin J. Smith, KFAC Los Angeles.

Large Stations—John F. Patt, WJR Detroit (incumbent) over Frank Gaither, WSB Atlanta.

Medium Stations—John F. Box Jr., WIL St. Louis, over Daniel W. Kops, WAVZ New Haven, Conn.

Small Stations—Robert T. Mason, WMRN Marion, Ohio (incumbent) over Don Olson, KTRF Thief River Falls, Minn.

Fm Stations—Fred Rabell, KITT (FM) San Diego, Calif., over J. R. Livesay, WLBH-FM Mattoon, Ill.

Ballots were counted by an elections committee comprising Joseph Goodfellow, WRC Washington; Everett L. Dillard, WASH (FM) Washington, and Arthur W. Arundel, WAVA Arlington.

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SOUTH —Absentee-owned fulltimer. Priced at 1½ times gross with \$35,000 down.

MIDWEST —Single station fulltimer. Grossed \$172,000 last year. Priced at \$260,000 on terms.

NORTHWEST—Fulltimer grossing \$5-6,000 monthly. High fixed assets. Priced at \$95,000—29% down, long terms.

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FCC spurns JFK's space satellite bill

MINOW URGES OWNERSHIP BY INTERNATIONAL CARRIERS, NOT PUBLIC

The administration's proposal for a satellite corporation to operate the proposed U.S. space communications system ran into trouble last week on Capitol Hill, where its chances of eventual adoption were hurt by friend and foe alike. And, at hearings of the Senate Space Committee, the sharpest cut of all was inflicted by the FCC.

FCC Chairman Newton N. Minow, presenting a statement he said had the unanimous approval of his colleagues, urged rejection of the key proposal in the administration bill (S 2814), that ownership of the corporation be opened to international common carriers, non-carriers and the public (CLOSED CIRCUIT, Feb. 26).

He said ownership should be limited to international common carriers who, "by reason of their experience and responsibility for furnishing communication service," are well qualified "to determine the facilities best suited to their needs and those of their foreign counterparts."

Such a limited ownership plan, which reflects the thinking of the commission's *ad hoc* committee of industry representatives, is in line with the communications corporation bill (S 2650) introduced by Sen. Robert S. Kerr (R-Okla.), chairman of the Space Committee.

RCA Declines Commitment ■ Earlier, Dr. Elmer W. Engstrom, president of Radio Corp. of America, endorsed the administration bill, subject to several proposed amendments. But his endorsement lost much of its impact when, in response to questions from committee members, he said RCA would not, at this time, commit itself investment in the proposed \$1 billion corporation.

He said RCA would need more information on the type of satellite system to be adopted before deciding on how much of the corporation's stock it would buy. The corporation would issue 1,000 shares at \$1,000 each.

A number of committee members criticized him sharply for this stand. Sen. Stuart Symington (D-Mo.) said a free-enterprise exponent should be prepared to risk capital, and Sen. Spessard Holland (D-Fla.) remarked that, "unless it's shown private companies are going to invest in this corporation, we may be wasting our time passing this bill."

Dr. Engstrom finally suggested it might be better to delay action on legislation until a decision has been made on the type of space communications system to be adopted. "It might be more

important to develop a system than to freeze a system at this time," he said.

NASA Urges Action ■ Dr. Hugh L. Dryden, deputy director of the National Aeronautics and Space Administration, however, urged a prompt decision on the type of corporation to be established. He said such a step is needed to facilitate the creation of a space communications system.

Yet another approach to the ownership question—one providing for outright government ownership—has been advanced by Sens. Estes Kefauver (D-Tenn.) and Wayne Morse (D-Ore.), and it may be considered by the committee this week. Sens. Kefauver and Morse have introduced legislation (S 2890) to create a government-owned corporation that would in turn own and operate the communications system.

Sen. Kefauver is tentatively scheduled to appear before the Space Committee on Tuesday.

In advocating a corporation owned solely by international carriers, Mr. Minow said this would assure that the corporation's operations would be responsive to the public's communications needs, facilitate the integration of the satellite facilities into existing communications networks, simplify participation by foreign governments in the system, and expedite maximum use of the space system on a world-wide basis.

Mr. Minow said he was aware of—and appreciated—the concern expressed that limited ownership might open the way to such abuses as domination of the corporation by a single company (AT&T is the one generally mentioned). But, he said, safeguards already in both



Astronauts support full coverage of shots

America's astronauts have become as accustomed to television cameras, microphones and popping flashbulbs as they are to their Mercury capsules. But it wasn't always thus, Lt. Col. John Glenn Jr. told the Senate Space Committee last week. When Project Mercury got underway three years ago, he said, "we had some misgivings" about exposing the space effort to the full glare of publicity.

Col. Glenn (right) appeared with fellow astronauts Cmdr. Alan B. Shepard (left) and Capt. Virgil I. (Gus) Grissom before the Senate committee during their triumphant tour of Washington. The committee interrupted its hearings on space communications to heap praise on the trio and hear, as if for the first time, their comments on America's space program.

Asked his view on the kind of all-out news coverage to which the

Project Mercury has been subjected, Col. Glenn said: "Frankly, when the program started, we had some misgivings about full coverage. We had no flights behind us, as the Russians had behind them. We felt it unwise and feared we might be dramatizing failure as well as success."

"But," he added, "the decision for full coverage was a wise one." It was in keeping with "the American tradition of being open and honest with all countries," he said, in contrast to the Soviet Union, which has barred coverage of its space efforts.

He indicated he has no fears now about the effect a failure—instantly reported by television, radio and the press—would have on the public. "We're not looking forward to failures," he said. "Realistically, we know they'll occur," but they won't dim the public's "enthusiasm" for achieving the objectives.

bills, as well as others that could be added, could prevent such abuses.

Sen. Kerr Delighted ■ Sen. Kerr, obviously pleased with the commission's testimony, called the statement "frank, forthright, lucid and logical." He requested further comments from the commission, and asked that its staff be made available to his committee in its study of the space communications matter.

Although the FCC's split with the administration was plain enough, Mr. Minow spelled it out for the record, declaring that the Budget Bureau had advised the commission "that while there is no objection to presentation of this testimony, the enactment of S 2814 would be in accord with the President's program."

Mr. Minow spoke after a State Dept. spokesman urged adoption of the administration bill during this session. George C. McGhee, undersecretary for political affairs, said the creation of a communications satellite system under U.S. leadership at the earliest possible date is essential.

And the corporation envisioned in the administration bill, he said, would provide a focal point for the increased U.S. research and planning that is required, as well as an inducement to industry to contribute its knowledge in communications and space technology.

Additional support came from Dr. Allen E. Puckett, vice president of Hughes Aircraft Co., Culver City, Calif. He said his company would like to participate in ownership of the corporation, as well as sell it equipment and facilities. "We feel that public ownership will result in a single-minded interest on the part of the owners in providing efficient and economical service," he said, "as distinct from the divided interest if the corporation were a captive of the common carriers."

Hughes' Syncom Satellite ■ Dr. Puckett also told the committee that an advanced version of the Syncom (synchronous communications) satellite Hughes is developing under contract to NASA could be launched by July 1963, carrying both telephone messages and television signals. He said the system, which involves putting a satellite into a 22,000-mile-high orbit, would cost about \$100 million. Such a project would be in operation much sooner, and at much less cost, than any other system being planned.

Dr. Dryden said five years would be a "conservative estimate" for the length of time it would take to put up a space communications system, and Commissioner T. A. M. Craven, the FCC's expert in space matters, agreed it would require "a long, long time" to develop a system capable of direct intercontinental broadcast.

Dr. Engstrom said RCA, also, is



Dr. Elmer W. Engstrom, president of Radio Corp. of America, (right) shows Chairman Robert S. Kerr (D-Okla.) of the Senate Space Committee a model

of the atomic-powered synchronous satellite being developed by the company. The satellite would be 51 feet long and weigh about 6,000 pounds.

working on plans for a synchronous satellite. The type RCA is developing, he said, would be atomic powered, capable of providing up to eight times more communications channel capacity than is contemplated for first-generation low-altitude systems.

Low-Altitude Systems ■ RCA and AT&T are building low-altitude communications satellites, both of which are scheduled for launching later this year. RCA is developing Relay under contract to NASA, and AT&T is building Telstar, which NASA has agreed to put into orbit on a reimbursable basis.

Dr. Engstrom said it is important to proceed with such experimental satellites to demonstrate satellite communications as soon as possible. But he agreed that synchronous satellites have "great potential advantages."

In addition to Sen. Kefauver, witnesses expected to testify when the hearings resume this week are representatives of AT&T, International Telephone & Telegraph, the Justice Dept., Americans for Democratic Action, the Defense Dept. and the Communications Workers of America.

JFK nominates Stewart

Dr. Irvin Stewart, West Virginia U. professor and ex-FCC member was institution as well as of the FCC, was nominated last week to be assistant di-

rector of the Office of Emergency Planning in the Executive Department (BROADCASTING, Feb. 26). The appointment, submitted March 1 to the Senate by President Kennedy, was referred to the Senate Commerce Committee and hearings will be held, it is believed, on March 20. When Dr. Stewart is confirmed in his \$20,000 a year job as assistant director of OEP, he will be named by the President as Director of Telecommunications Management to act for the President on telecommunications policy and government frequency allocation matters.

It's back to Bangor for Maine's ch. 7

FCC is having hard time deciding where to allocate ch. 7 in Maine. The agency has reversed its field for third time, and invited comments on proposal to shift ch. 7 to Bangor and add ch. 3 to Calais, a move which would require approval of Canadian government.

In earlier actions, FCC had (1) moved ch. 7 from Calais to Bangor and (2) rescinded that action and shifted channel back to Calais (BROADCASTING, Jan. 15). Reassignment to Calais was stayed by order so channel technically now belongs to Bangor. Commissioner Newton N. Minow dissented.

FCC on uhf-vhf quality: difference not significant

Preliminary first returns in the New York uhf experiment, based on 200 measurements at 100 receiving locations, have been submitted to the FCC.

The gist of the report: "There is

a slight difference between vhf and uhf picture quality at the average locations, but this difference is not significant considering the limited amount of sample measurements completed at this time."

The report, signed by George W. Waldo, FCC engineer, stated there was no significant advantage discernible between horizontal and circular polarization.

The measurements follow:

EFFECTIVE FIELD STRENGTH				Picture Grade	ch. 2		ch. 7		ch. 31		
		ch. 2	ch. 7		ch. 31	Indoor	Roof-top	Indoor	Roof-top	Indoor	Roof-top
Measured field strength, median on roof-tops		91 dbu	93 dbu	98 dbu	3	96	100	94	100	87	99
Transmitter ERP, estimated		16 dbk	20 dbk	29 dbk	4	97	100	99	100	94	100
Field strength for 1 kw		75 dbu	73 dbu	69 dbu	5	100	100	100	100	99	100
Measured field strength, median indoors		73 dbu	72 dbu	71 dbu	6	100	100	100	100	100	100
Field strength for 1 kw "Building loss"		57 dbu	52 dbu	42 dbu							
		18 db	21 db	27 db							

ON PICTURE QUALITY OBSERVATIONS				Picture Grade	ch. 2		ch. 7		ch. 31		
		ch. 2	ch. 7		ch. 31	Indoor	Roof-top	Indoor	Roof-top	Indoor	Roof-top
(1) Degradation due to thermal noise											
Percentage of locations where grade is equal or better					1	31%	71%	32%	77%	32%	69%
Picture Grade					2	77	96	68	94	68	94
					3	95	97	91	97	86	98
					4	97	99	96	99	93	99
					5	100	100	99	100	98	100
					6	100	100	100	100	100	100

(2) Degradation due to ghosting				Picture Grade	ch. 2		ch. 7		ch. 31		
		ch. 2	ch. 7		ch. 31	Indoor	Roof-top	Indoor	Roof-top	Indoor	Roof-top
Percentage of locations where grade is equal or better					1	31%	71%	32%	77%	32%	69%
Picture Grade					2	77	96	68	94	68	94
					3	95	97	91	97	86	98
					4	97	99	96	99	93	99
					5	100	100	99	100	98	100
					6	100	100	100	100	100	100

ETV MONEY BILL TO HOUSE FLOOR

Supporters hopeful of passage; Senate version differs

Backers of federal aid to educational television are holding their breath this week, to see whether the project can clear its last major test—on the House floor.

The way to such a decision was opened last week when the House Rules Committee approved the bill (HR 132), which would provide \$25,500,000 in federal aid to states and non-profit groups for etv equipment and construction.

In eight years of trying, etv supporters have never got so far. The Senate in the last three Congresses, and again last year, approved etv legislation. But similar bills in the House never reached the floor. Two years ago, the rules group pigeon-holed an etv bill. Before that, the proposal had never got out of the Commerce Committee.

The Rules Committee action came on a voice vote after Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, urged approval to end "the greatest waste of any single resource in this country."

He noted that of 263 channels set aside for etv, only 62 have been assigned. The principal reason, according to the bill's supporters, is lack of funds on the state and local level to activate etv stations.

"This is the kind of program people all over the country can support," he said. "This is one of the greatest potential uses of television we have." He reported that a majority of the 50 state

governors have approved the bill, as well as President Kennedy, the Dept. of Health, Education and Welfare and most of the House Commerce Committee.

Provisions ■ The bill would provide \$500,000 for making etv surveys and \$25,000,000 for buying and installing television equipment. The program would be administered by the U.S. Commissioner of Education, but federal control over the educational programs televised is expressly prohibited.

The proposal requires that federal funds be matched by the local authority. No state would be entitled to more than \$1 million in federal money, nor could more than \$250,000 go to any one facility.

The measure was criticized by only two Rules Committee members, Reps. Clarence Brown (R-Ohio) and William Avery (R-Kan.).

Rep. Brown said the bill lacks safeguards against a federally financed etv system being used to "teach false doctrines."

Rep. Avery said he's afraid the \$25,000,000 would be only a starter—that once etv facilities are built, demands would be made for federal subsidies to keep them going. If a state can't raise \$500,000 to build a station, he said, it can't afford "the \$250,000 a year it costs to operate them."

If the House approves the bill, a number of differences between it and the Senate bill (S 205) must be recon-

ciled. The Senate bill, introduced by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, provides for federal aid of up to \$52 million, does not require matching funds, and does not earmark assistance for etv surveys.

Hershey run Hershey? FCC plans to find out

A hearing for a Pennsylvania fm station took on a chocolate hue last week when the FCC expanded the issues to cover the extent if any that the Hershey Estates dominates the city of Hershey, Pa., economically and whether a grant to Hershey would intensify such dominance.

The issues were requested by Reading Radio Inc., applicant for a mutually exclusive fm authorization in Reading, Pa. That company said that Hershey Estates, sole stockholder of Hershey Broadcasting Co., controls or owns almost all property in the town where the chocolate company is located. Reading cited ownership by Hershey of the sewerage, electric, water and telephone companies, two hotels, an amusement park and golf course, a hospital, several farms and other properties.

As precedent Reading cited a 1948 FCC hearing on an application by Midland Broadcasting Co. to determine whether its principal, Dow Chemical Corp., dominated community economics, in which the FCC found economic influence to be relevant to the case.

Commissioners Rosel Hyde, T. A. M. Craven and John S. Cross dissented to exploration of the economic issue.

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Fallout protection plan for broadcasters revealed; WGBB, WNBF, WSB, KMAN to be pilot stations in 1962

The federal government is going to build fallout shelters for key radio stations and if all goes well (meaning if Congress appropriates the money) over 800 am stations in the next three years will be protected against nuclear war.

The news was announced last week by Paul S. Visher, director of civilian defense technical operations, Department of Defense, in a talk to state broadcasters association presidents in Washington.

The Pentagon plans to install fallout shelters in four prototype standard broadcast stations this year, in 100 next year and in 700 the year after, Mr. Visher reported. There is already \$700,000 set aside for this purpose, he said, and an additional \$7 million has been requested from Congress for the following two years.

The first four stations: WGBB Freeport, N. Y.; WNBF Binghamton, N. Y.; WSB Atlanta, Ga., and KMAN Manhattan, Kan.

In establishing and stocking fallout

shelters for radio stations, Mr. Visher emphasized, it may not be necessary to engage in any new construction; many existing structures are suitable for this purpose with slight modification.

The four were picked from a list of a dozen stations proposed by the National Industry Advisory Committee (NIAC), a group of broadcast and communications specialists established two years ago to advise the FCC on defense matters.

Conelrad Future ■ There is no word on the future of Conelrad, FCC Commissioner Robert T. Bartley told the state presidents.

He intimated that reports about the demise of Conelrad are erroneous; that what is expected is a revision of Conelrad so that its basic mission, denial of navigation aid to enemy airplanes, is no longer necessary. But some form of emergency communications is still necessary, Commissioner Bartley said. He said civil defense requirements, White House needs and military necessities

make it obvious that some form of broadcast control in the event of a national emergency still must be effected.

Even if Conelrad is relaxed to the point that the present strict controls are unnecessary, Mr. Bartley said, the present system must continue until a new system is "engineered" by the FCC.

Whatever the new system, Mr. Bartley emphasized, it will be "privately" owned.

NAB Radio Vice President John Meagher announced the establishment of an industry civil defense committee. John S. Hayes of the Post-Newsweek stations has been named chairman, Mr. Meagher said, and its first meeting will be March 21 in Washington.

NIAC Meeting ■ Earlier in the week, members of NIAC met in Washington and heard reports on White House and civil defense requirements, including the need for making sure that the President can talk to the public as quickly as possible from wherever he may be. A final decision on Conelrad should be forthcoming in a few weeks, a Defense Department spokesman said.

Among other subjects handled by NIAC: (1) A standby script has been prepared for all broadcasters to use in the event of an emergency. This was

Lull before a storm off Lake Michigan?

It was all quiet on the Chicago local tv programming front last week as the FCC and Chicagoans prepared for hearings scheduled to begin there March 19 (BROADCASTING, Feb. 26).

At the close of business Thursday (March 1), the commission had received notices of appearances from five parties—not counting the Chicago tv stations which were made parties to the hearing. It was scheduled to determine efforts made by the five Chicago stations to determine and meet the local programming needs of their community.

But FCC Chairman Newton N. Minow added a more direct object to the hearings during recent speaking engagements there. He emphasized the multi-million dollar profits the networks take from their Chicago stations, and asked his audiences why the networks should not be expected to return at least some of these profits to the local scene for program and talent development.

Commissioner Robert E. Lee, who will conduct the hearing, said he hoped to begin on the scheduled date but that a request for more time probably would be granted. FCC staffers to assist Commissioner Lee in Chicago include Arthur Glad-

stone, the commissioner's legal assistant, and James Juntilla, assistant to the chief of the broadcast bureau.

Stations' Side ■ Chicago's stations have contended repeatedly that they provide their audiences with sufficient local programming to meet its needs, and challenge comparisons with stations elsewhere. Those with the higher percentages of local live offerings appear disturbed that the FCC staff has so broadly lumped all Chicago stations in its "undistinguished record" list.

Some broadcasters fear that the general inquiry may build up into a major "circus" for hometown cranks and self-made critics. But so far, the least rational Chicagoans have not registered to testify.

Telling the commission of their intent to testify were William L. Morrison (no further identification), Rev. John S. Banahan, director of radio-tv, Archdiocese of Chicago; Robert Ahrens, executive director, Adult Educational Council for Greater Chicago; William J. Thomas, coordinator for Community Civic Leaders of Northern Illinois and Greater Chicago, and William Castleman, American Federation of Senior Citizens.

A confident prediction the probe

would reveal the stations program shows of good quality and variety was made by three members of the Illinois congressional delegation that represent districts in the city.

Station Support ■ Reps. Roman Pucinski, Dan Rostenkowski, both Democrats, and Harold R. Collier, Republican, agreed the stations had made considerable progress in the last three years, and now program a generous amount of public service, as well as good entertainment.

Reps. Pucinski and Rostenkowski, in fact, welcomed the probe. Rep. Pucinski said the commission should "get out into the field to see what's going on." But the Chicago stations, he said, may be "an eye-opener." The commission will "see the tremendous amount of time and money spent to bring good local programming to Chicago," he said.

Rep. Rostenkowski said he didn't know why Chicago was picked, but he's "happy it was—a lot can be learned there" that could be put to worthwhile use elsewhere.

Chicago's tv stations are WBBM-TV (CBS-owned), WBKB (TV) (ABC-owned), WNBQ (TV) (NBC-owned) WGN-TV (an independent owned by the *Chicago Tribune*) and educational WTTW (TV).

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Problem was the popular 6U8A, as good as it is, was not specifically designed to fill the stiff requirements of broadcasters.

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Here are some of the improved features of GB-1252/6U8A: tighter specifications on Gm and plate current spread; stringent controls on grid emission; longer life tests; severe interface life tests; and gold-plated pins for improved electrical contact.

GB-1252/6U8A—a specific design for a specific job—is typical of the Sylvania Gold Brand Tube program. Ask your Sylvania Industrial Tube Distributor about Gold Brand types for broadcasting such as: GB-5814A and GB-6189, medium-mu double triodes; GB-5725, dual-control pentode; GB-6201, high-mu double triode.

For technical data on a specific type, write Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main Street, Buffalo 9, New York.

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drafted by an NIAC committee and cleared with civil defense authorities. It was submitted to the FCC for distribution to all broadcasters. (2) NIAC recommended that the FCC approve the use of the audio facilities of tv stations to be used in existing state emergency fm nets. Tv's aural broadcasts use fm. (3) NIAC is studying the best use of remote broadcast channels for use as communications links in emergency broadcast networks.

Tedescos to be heard on trafficking issue

Nicholas and Victor J. Tedesco, principals of Tedesco Inc., will have an opportunity to attempt to clear themselves of trafficking charges before the FCC.

Their application for an am station in Chisholm, Minn., has been set for hearing on several issues, among them the extent of and motivation for their trading in broadcast properties. The brothers Tedesco had requested the FCC to issue a declaratory ruling that they were not guilty of trafficking after a hearing in which the issue was raised failed to materialize. The commission refused (BROADCASTING, Jan. 15).

The trafficking issue was raised initially when the Tedescos applied to buy WMIN Minneapolis from Franklin Broadcasting Co. (BROADCASTING, July 3, 1961). Franklin asked the FCC to approve the sale without hearing or dismiss the application. The commission dismissed the application, and later refused to rescind questions on the trafficking issue alone. Chairman Newton N. Minow dissented to this refusal, saying that since the issue was raised, the Tedescos should have the right to resolve it in hearing.

HARRIS AGAINST VHF PLAN

Other congressmen would kill deintermixture move as quid pro quo for requiring all-channel tv set

The FCC, whose deintermixture proposal ran into considerable criticism during a Senate Communications Subcommittee hearing two weeks ago (BROADCASTING, Feb. 26), is due to hear more of the same when the agency goes before the House Commerce Committee this week.

Rep. Oren Harris (D-Ark.), committee chairman, has notified the commission he feels its proposal to deintermix eight markets is "an unsatisfactory solution" to the vhf-uhf problem. The commission's all-channel-receiver legislation offers a better answer, he said.

The committee starts a five-day hearing today (Monday) on the bill (HR 8031) which would empower the FCC to require set manufacturers to produce only 82-channel receivers. The Senate version of the bill (S 2109) was the subject of the Senate subcommittee hearings.

But it will also consider nine bills introduced by congressmen whose districts would be affected by the commission's proposal to substitute uhf channels for existing vhf channels. All nine would block the commission, temporarily or permanently, from implementing its proposal. Five of the bills, as a concession to the FCC's hopes to boost uhf television, provide for all-channel sets.

A number of the sponsors are expected to make the same argument made to the Senate subcommittee—that all-channel set legislation is fine, if guarantees are included to preserve

existing vhf assignments.

Harris Agrees ■ Rep. Harris indicated he shares this view while testifying before the House Rules Committee on educational television legislation (see story, page 70-D). He said many uhf channels are going to waste. Then he said: "A big drive is on in a program to obtain greater use of channels through deintermixture. . . . This is a very unsatisfactory solution in my judgment. Many of us feel that one solution is the all-channel set."

Arkansas court order again favors pay tv

Closed-circuit pay tv last week won a second round in Arkansas' Pulaski County Circuit Court. The court issued a decree reaffirming its earlier opinion which upheld the unanimous decision of the Arkansas Public Service Commission ordering Southwestern Bell Telephone Co. to provide necessary facilities for a pay tv system to Midwest Video Corp., which holds Paramount Pictures' Telemeter franchise agreement.

The order, signed by Judge Guy Amsler on Feb. 27, came after the filing of an application by the intervenors for a rehearing of an appeal which sought to have the Public Service Commission's ruling vacated (BROADCASTING, Jan. 29).

The court, in denying the petition of the intervenors (Independent Theatre Owners of Arkansas, United Theatres Corp. and Rowley United Theatres)

Kennedy defends Voice against congressional critics

The Voice of America celebrated its 20th birthday last week (Feb. 26) and received congratulations from President Kennedy, who exhorted the international radio service to continue in the future what it has sometimes been criticized for in the past—telling the world the bad as well as the good about America.

VOA's job, he acknowledged, is to present the United States and democracy in the most favorable light. But, he added, the Voice is also "obliged to tell our story in a truthful way, to tell it, as Oliver Cromwell said when sitting for his portrait: Paint us with all our blemishes and warts!"

This was the standard VOA line

when it first went on the air, as the official voice of the U. S., on Feb. 24, 1942, with the promise: "We shall tell the truth."

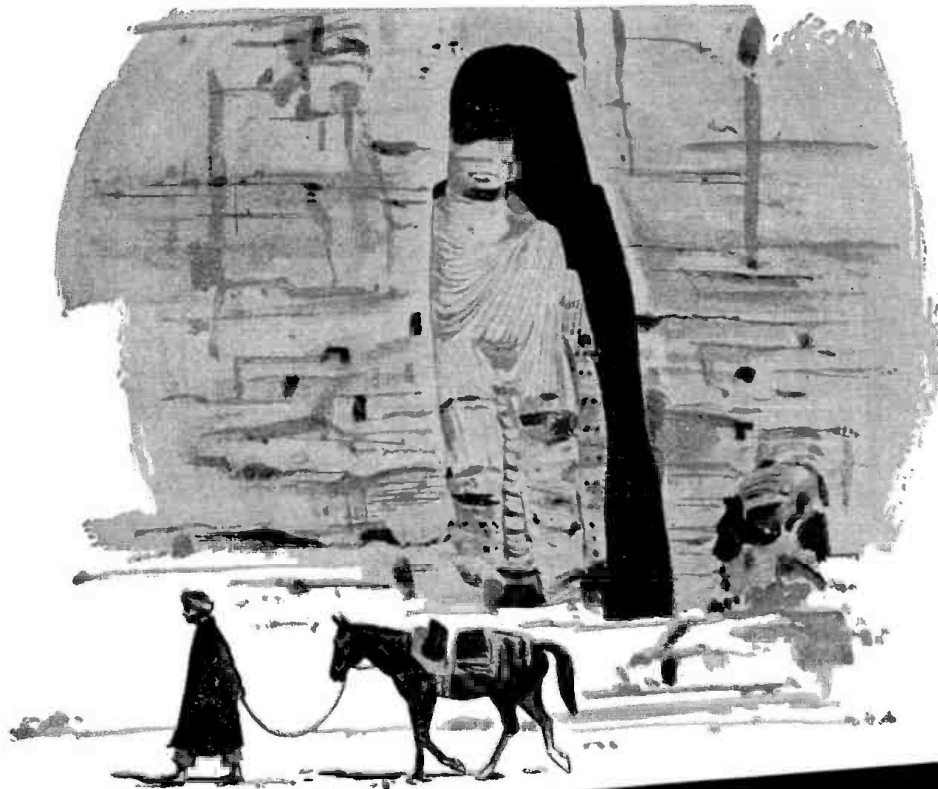
The Voice has been criticized since then by some members of Congress who felt the service should emphasize the positive aspects of American life, and ignore the negative. Edward R. Murrow, the present director of the VOA's parent organization, the U. S. Information Agency, heard these sentiments expressed at his Senate confirmation hearing last year, and again at a hearing on his agency's appropriation.

Indispensable ■ President Kennedy spoke at ceremonies in the Health, Education and Welfare Building,

which houses the VOA. Secretary of State Dean Rusk, also attending, said the service is "an indispensable dimension in American diplomacy."

The President, whose remarks were carried by the VOA in 35 foreign languages, called for "a free flow of information across national boundaries and oceans, across iron curtains and stone walls."

"We are not afraid to entrust the American people with unpleasant facts, foreign ideas, alien philosophies and competitive values," he said. "For a nation that is afraid to let its people judge the truth and falsehood in an open market is a nation that is afraid of its own people."



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

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

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

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

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

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13



The Feltzer Stations

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

WKZO

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

directed them to pay "all costs of this action. . . ." In upholding the commission's decision, according to Paramount, the court made "a broad and sweeping finding" to the effect that the order of the commission violates no rights of intervenors under any acts of Congress, the Federal Constitution or the Constitution of the State of Arkansas.

CELLER LIKES ALL-UHF

Congressman would move all 1 to that band in 6-year period

Rep. Emanuel Celler (D-N. Y.) last week offered his opinion on the vhf-uhf controversy—move all television to the uhf band. And he introduced legislation (HR 10385) to accomplish this transition in an "orderly" manner over the next six years.

Under his proposal, the change-over would be effected this way:

1. The FCC would stop granting any further vhf channel assignments and would assign a uhf frequency to every vhf licensee.

2. Licensees would be authorized immediately to broadcast over both bands.

3. After two years, or on the expiration of his present license, whichever is later, a licensee would be required to broadcast over both bands.

4. At the expiration of six years, all vhf broadcasting would cease.

Rep. Celler, chairman of the House Judiciary Committee and its Antitrust Subcommittee, has been interested in the vhf-uhf problem since 1957. In that year, his subcommittee issued a report noting that a scarcity of operating uhf television outlets was a major factor in preventing the development of a truly nationwide communications service.

Since 1957, Rep. Celler said, "the situation has steadily worsened." He noted that of 2,227 tv assignments authorized, more than 1,600 are unused, 1,441 of them in the uhf band.

FCC lawyer would flunk all ch. 12 applicants

"A pox on all your houses," the FCC general counsel's office said in essence last week in proposed findings that all participants in the 1957 contest for ch. 12 Jacksonville, Fla., made or encouraged *ex parte* contacts with the FCC and that all three parties should be disqualified and the grant voided. Counsel also claimed that former Commissioner Richard A. Mack, the member allegedly contacted, should have disqualified himself from voting.

The applicants for ch. 12 were Florida-Georgia Tv Co. (which won the grant), Jacksonville Broadcasting Co. and the City of Jacksonville (which

withdrew from the contest and no longer would accept a grant). The FCC reopened the case last year to take evidence on alleged off-the-record representations to the commission (BROADCASTING, Sept. 11, 1961).

Florida-Georgia (WFGA-TV) said that the record is closed, that the grant is neither void nor voidable and that there was no evidence to indicate Florida-Georgia knew of any contacts allegedly made on that applicant's behalf. The company also said that no commissioner involved in the grant was obliged to disqualify himself.

Florida-Georgia rebutted as hearsay much of the evidence the general counsel termed disqualifying. Entries from Commissioner Mack's diary are hearsay not open to cross-examination, the company said.

The City of Jacksonville said no stigma should be attached to the city's record before the FCC. If *ex parte* approaches were made on its behalf, the governing board, representing 200,000 persons, knew nothing about them. The city said the evidence does not prove that anyone was hired to influence the FCC on behalf of its application, but that in any case, the city commissioner who, FCC counsel said, did hire a lawyer to exert influence, was not a party to the proceeding. The city is licensee of WJAX Jacksonville.

Jacksonville Broadcasting Co. said Florida-Georgia should be disqualified and its grant set aside. *Ex parte* contacts were made with the knowledge of and at the direction of Florida-Georgia and the hearing record contains "clear evidence" to that effect, JBC said.

Actions by JBC to influence the commission were taken merely to counteract political pressures exerted by rivals and were not disqualifying, that company claimed. JBC principals acted only after FCC staff instructions

were issued and it came to their attention that other parties were trying to discredit them with political propaganda, JBC said. Mr. Mack should have disqualified himself but no present member of the commission should be disqualified, the company claimed.

Petty cases waste FTC's time—Elman

Government agencies waste too much time on petty, individual cases and don't have time for the larger policy-making issues. That was the indictment made last week by an FTC commissioner against his own agency.

But it has portents for all other federal regulatory agencies, including the FCC.

The charge was made by FTC Commissioner Philip Elman, one of the New Frontier appointments to the trade commission. It came about in a complaint of misrepresentation against Gimbel Bros. department store in Philadelphia. The FTC majority, with only Commissioner Elman dissenting, found that Gimbel Bros. in 1959 had deceptively advertised fur coats as to content and pricing. In so doing, the FTC overruled a hearing examiner who had recommended that the complaint be dismissed for lack of evidence.

A federal regulatory agency is not a court, Mr. Elman emphasized. Whereas a court waits for cases to come to it, a regulatory agency initiates cases which have policy objectives. He said:

"Congress did not contemplate that the commission would function, like a court, as a passive arbiter of controversies. It was not created merely to apply specific legal standards to isolated commercial acts . . . Congress gave the commission a most challenging assignment, expecting that it would be met by planned affirmative action."

FCC fails to see need for new duopoly rule

The FCC frowned Friday at a new interpretation of its duopoly rule, proposed by the Broadcast Bureau as grounds to disapprove sale of KGMS Sacramento. FCC proposed to adopt an examiner's recommendation favoring approval of the station sale from Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Aiassa and Abraham R. Ellman to Capitol Broadcasting Co. for \$577,500.

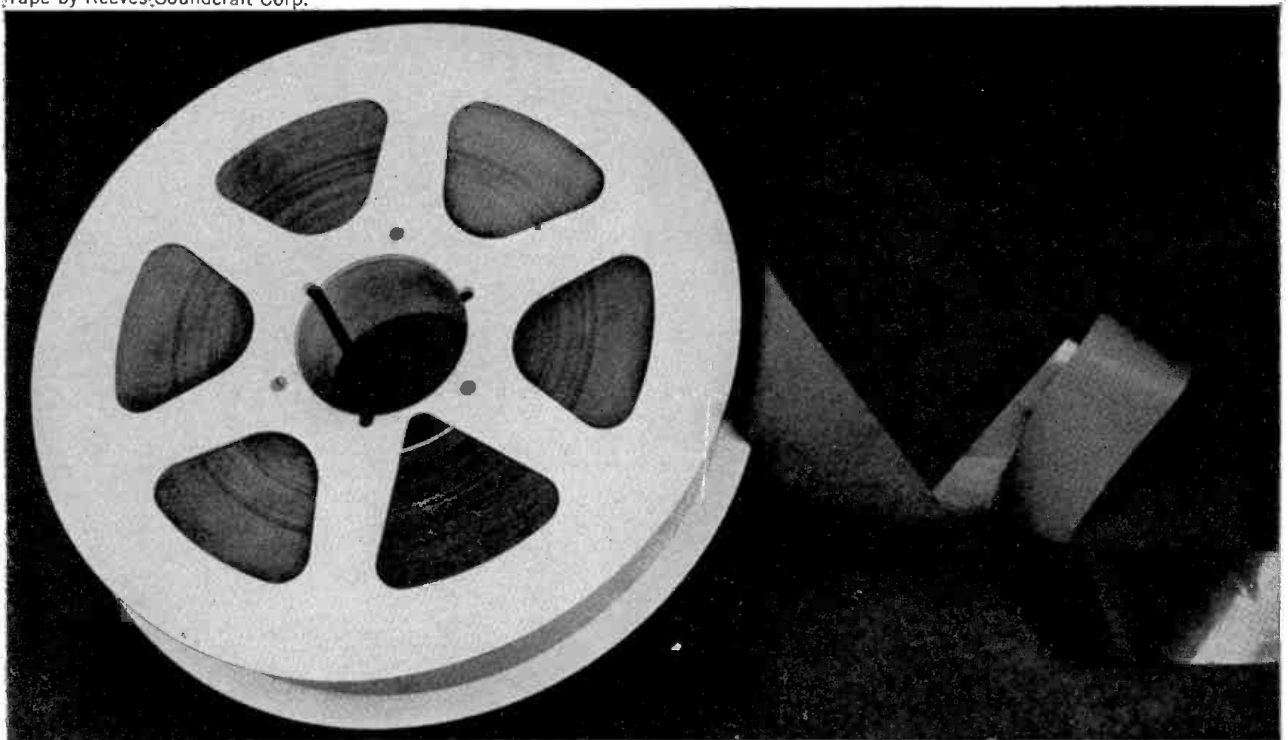
Capitol principals A. J. Krisek, Theodore Wolf, A. Judson Sturtevant Jr. and Herbert W. Dustin also have interests in KFIV Modesto and KFAX San Francisco.

The bureau in oral argument Thursday suggested the FCC consider the number of people receiving

overlapped service instead of percentage of overlap in a certain power range.

The FCC should not approve the sale because 57,127 persons would be receiving signals from three stations partly owned by the proposed purchasers of KGMS. This would lead to a concentration of media control, the bureau said.

Capitol said the FCC's interpretation of its overlap rule has been that the 2 millivolt contours of the stations must overlap for duopoly to exist; that the would-be purchaser is being used as the "guinea pig" in attempts to change an interpretation of 20 years standing—without rulemaking.



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THE PROGRAMMING PAID OFF

**WBC's past performance outshines parent's sins;
FCC renews 14 licenses, but issues a warning**

The past performance of Westinghouse Broadcasting Co. has been "uncommonly good," the FCC said last week in renewing the licenses of 14 of WBC's 15 broadcast stations.

At the same time, the commission waved a club over the corporate head of WBC and the parent Westinghouse Electric Co., warning that any future antitrust violations by the parent company will raise "grave questions."

Last week's FCC action renews WBC's licenses without reservation and technically they are good for three years. They are not considered short term licenses, although WBC stations in Oregon will be up for renewal again in 11 months and Boston stations in April 1963.

Commissioner Robert T. Bartley dissented and voted for a hearing. Chairman Newton N. Minow and Commissioner Frederick W. Ford favored renewals but for one year only.

The WBC stations fell under an official FCC cloud after the conviction a year ago of Westinghouse Electric

Corp. and certain of its officers for criminal antitrust violations. Westinghouse and several other companies, including General Electric Co., were found guilty of conspiring to rig prices on heavy electrical equipment.

How They Stack ■ As noted by the commission, the antitrust conduct involved a product not related to broadcasting and executives in an organizational line different from that controlling the broadcast stations. The highest placed official convicted was a divisional vice president, three organizational tiers below the president of Westinghouse Electric, the FCC said, and WBC has its own board and officers at a level two tiers below the president of the parent company.

The broadcast operations and personnel were not involved in the antitrust cases and neither was the management of the parent company, the FCC noted.

The commission spared few adjectives in its praise of the past broadcast record of Westinghouse, beginning with KDKA Pittsburgh in 1920. The FCC's review of the pending applications revealed the following: WBC devotes a larger percentage of total expenses to programming than most stations; overall programming shows balance, and there are some programs in every category type; promises have been substantially met through performance.

"The inquiry has gone beyond conventional processing [of renewal applications] and marks the Westinghouse broadcast performance as uncommonly good," the FCC said. Especially praised by the commission were WBC programming efforts relating to quality, encouragement of new talent, education, editorializing, public affairs and news.

The Dark View ■ On the debit side, the FCC said "Westinghouse has a long history of antitrust involvement." Misconduct outside the broadcast field is weighed against an applicant according to a commission policy statement in March 1951. Pointing to previous antitrust and monopoly investigations of WBC by the FCC in 1952 and 1955, the commission said its "concern with the meaning of this policy in relation to Westinghouse punctuates broadcast history."

On the other hand, the commission said, past violation of antitrust laws is not absolutely disqualifying. In WBC's case, there were found to be other favorable facts and considerations which outweigh the record of unlawful con-

duct in non-broadcast matters. "Having deliberated at considerable length, we are moved to leave undisturbed the broadcast status of Westinghouse," the commission said.

After describing Westinghouse Electric's background at length and the promises made in the renewal proceeding, the FCC said: "If . . . Westinghouse again engages in such significant, widespread antitrust violations, in spite of . . . the new programs and new assurances, then obviously a grave question would arise whether Westinghouse's most important and most seriously undertaken commitments can be credited. The judgment for renewal . . . would have to be re-evaluated in the light of this serious question."

The Dissenters ■ In voting for a hearing on the renewal applications, Commissioner Bartley said that a determination should be made as to who has ultimate and definitive responsibility for the broadcast stations—Westinghouse Electric or Westinghouse Broadcasting. If the parent company does have this obligation, than antitrust activities may creep into broadcast operations, he said. If not, then serious questions are raised as to the extent of delegation of power to subordinate operating officials, Commissioner Bartley said.

"Accordingly, I believe the record should include a searching inquiry into what extent decisions by officials of WBC are, or have been, changed or over-ruled by Westinghouse Electric," he concluded.

Chairman Minow agreed the WBC stations should be renewed, but thought it should be only for 12 months. "We face a fundamental problem of corporate schizophrenia—a large, respected American corporation found guilty of serious crimes in a non-broadcast area of activity, yet possessing a solid record of broadcasting in the public interest. . . . In its devotion to public service in broadcasting, Westinghouse has few peers and no superiors."

But, Chairman Minow continued, WBC cannot be thought of apart from its own parent. The questions posed turn on the meaning of licensee responsibility in the case of a large, publicly held corporation operating different businesses, he said. "We can draw little comfort from the character of those who operate such a company's broadcasting stations if the actions of their superiors in non-broadcasting fields show them to be basically unreliable," he stated.

He said the FCC has reasons to both trust and at the same time doubt Westinghouse and, therefore, WBC should not get off with a warning. The commission should review WBC's licenses on its own motion in 12 months "to test our present conclusions as to the company's responsibility against further



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Year after year, our sales grow, and grow,—and there's every indication that, like Tennyson's famous "brook," they'll continue to "go on forever."

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Our sales success is caused by a number of things. Prominent among these are: the strength and variety of our basic CBS programming; our amazingly resourceful, complete and well-manned News Department; our highly informative public service programs; our imaginative and skillful local program productions; and our continuous station and program promotion.

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Your schedule on WHEC-TV provides an open doorway to continuity of successful sales for your products.

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WHEC-TV



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experience," he said.

The majority decision, he said, does not provide the FCC with the opportunity to make an overall review of Westinghouse because license periods are staggered geographically.

The Westinghouse stations renewed include WBZ-AM-FM-TV Boston; KYW-AM-FM-TV Cleveland; KDKA-AM-FM-TV Pittsburgh; WJZ-TV Baltimore; WOWO Ft. Wayne, Ind.; KEX-AM-FM Portland, Ore., and WIND Chicago. Not renewed was WBZA Springfield, Mass., which duplicates the programs of WBZ. That operation is under study because of questions raised when WBC contracted to purchase KLAC Los Angeles.

The KLAC purchase proposal has been canceled but the FCC is still looking into charges that WBZA is a mere satellite of WBZ and provides no local service for Springfield.

Still pending at the commission are renewal applications for General Electric's WGY-WGFM (FM) and WRGB (TV) Schenectady, N. Y. (BROADCASTING, Feb. 12). GE, which is the direct licensee of its stations, was found guilty in the same antitrust conspiracy as Westinghouse.

'Gentleman's agreement' cited

A Puerto Rico radio station last week asked the FCC to enforce a "gentlemen's agreement" which its four owners claim was part of the purchase of 50% interest in the station.

WMNT Manati, P. R., asked the

FCC to deny the application of Raul Santiago Roman for a new radio station in nearby Vega Baja, P. R. The four co-owners of WMWT submitted affidavits claiming that when they paid Mr. Roman \$40,000 for his 50% interest in WMNT, each of them had the understanding that \$20,000 was for the radio property and another \$20,000 was for Mr. Roman's agreement not to compete in the Manati area for five years. The transfer of control was approved in August 1961, but the FCC's sale approval quoted by WMNT in its petition, makes no reference to an agreement not to compete.

Hayes urges raising of 50 kw ceiling

CBS Radio has urged the House of Representatives to free the FCC from the inhibiting effect of a 24-year-old Senate resolution that requested the commission to limit radio stations to 50 kw power.

Network president Arthur Hull Hayes said that the House, through a resolution, could also recommend that the commission reconsider its decision to duplicate 13 of the 25 clear channels.

Higher power for the clears would be better than duplication as a solution to the problem of expanding nighttime service to rural areas, Mr. Hayes said. But, he added, the commission has been reluctant to consider it be-

cause of the resolution passed by the Senate in 1938.

Mr. Hayes expressed his views in a letter to Rep. Morgan Moulder (D-Mo.), chairman of the House Communications Subcommittee, which is considering legislation that would bar the commission from implementing its clear-channel decision (BROADCASTING, Feb. 19, Feb. 5).

In contending the 1938 Senate resolution played a part in the FCC's clear channel decision, Mr. Hayes quoted several of the commissioners who referred to that resolution in their testimony before the House subcommittee. And he noted that FCC Chairman Newton N. Minow had said that the commission would welcome an expression of congressional opinion on the question of higher power.

Mr. Hayes said the economic, social and political considerations that may have prompted the Senate to request a 50 kw power limit in 1938 no longer prevail, and "the unnecessary limitation" should be removed.

He suggested that this be done through a resolution. But although the inhibiting resolution was passed by the Senate, he submitted draft language for one to be acted on by the House. The resolution would put that body on record not only as favoring higher power, where deemed desirable by the FCC, but as suggesting that the commission reconsider its clear-channel decision in light of the removal of the 50 kw ceiling.

PROGRAMMING

'Your opinions count' women's group told

BROADCASTERS URGE CRITICISM FROM PUBLIC

If the American public is dissatisfied with programming, why doesn't it let broadcasters know?

Members of the National Council of Women of the United States, meeting at an all-day conference on broadcasting in New York, Feb. 27, were urged by radio-tv spokesmen to write or call the nearest station with constructive suggestions for the improvement of programming standards.

A speakers' panel agreed the public must lend a hand if program quality is to be uplifted. It included Louis Hausman, director, Television Information Office; James Hagerty, ABC vice president for news, special events and public affairs; Frank J. Shakespeare Jr., vice president and assistant to the president of CBS-TV, and Irving Gitlin, executive producer, creative projects, NBC-TV.

Other conference speakers were Ralf Brent, president of WRUL Scituate,

Mass., international short-wave station; William G. Harley, president, National Assn. of Educational Broadcasters, and Dr. S. Franklin Mack, executive director of the Broadcasting & Film Commission of the National Council of Churches of Christ, U.S.A. Moderators were Frank Blair, NBC News, and Harry Reasoner, CBS News.

Leadership ■ In an address during the morning session, Mr. Hausman said: "In your positions of leadership and influence, you can encourage and stimulate your constituents to a steady and increasing demand for excellence." He suggested the council might list and recommend programs of special interest to members through organization bulletins. He also urged the women to be selective in tv viewing for themselves and their families.

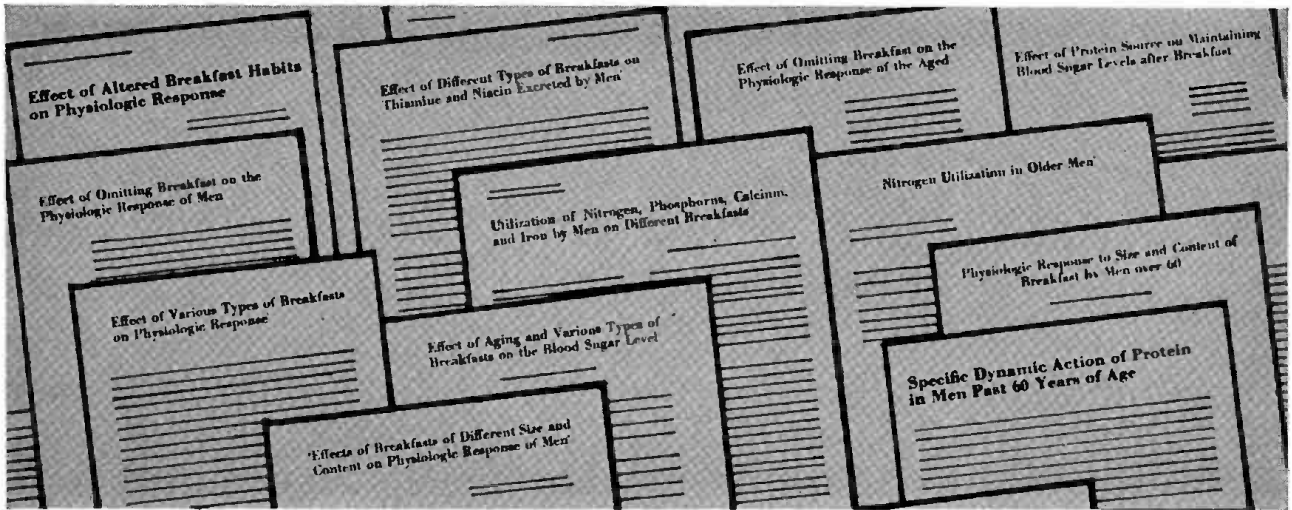
Mr. Hausman also expressed his belief that the broadcaster must serve all the people. Since it is a medium that

everyone can share, broadcasting must "interest the uninterested, as well as serve those already interested," he declared. But revolutionary change in tv programming content is impossible, he said, because of the diversity of public tastes, freedom to choose and the natural limitations of creativity. Fundamental to long-range improvement of tv is the need for a more discriminating audience. Mr. Hausman felt, however, that as society in general progresses toward excellence, so will tv.

Ralf Brent offered the facilities of WRUL to the women to implement a program to educate and inform people throughout the world.

Irresponsibility ■ Dr. Mack said he feels the viewing public is "guilty of irresponsibility" when it does not demand better programming and does not applaud the good shows it has seen. He said the public must "mobilize discriminative support for as well as against." More public concern and balanced criticism are prerequisites to better programming, he said.

While on the subject of the use of communications satellites in broadcast-

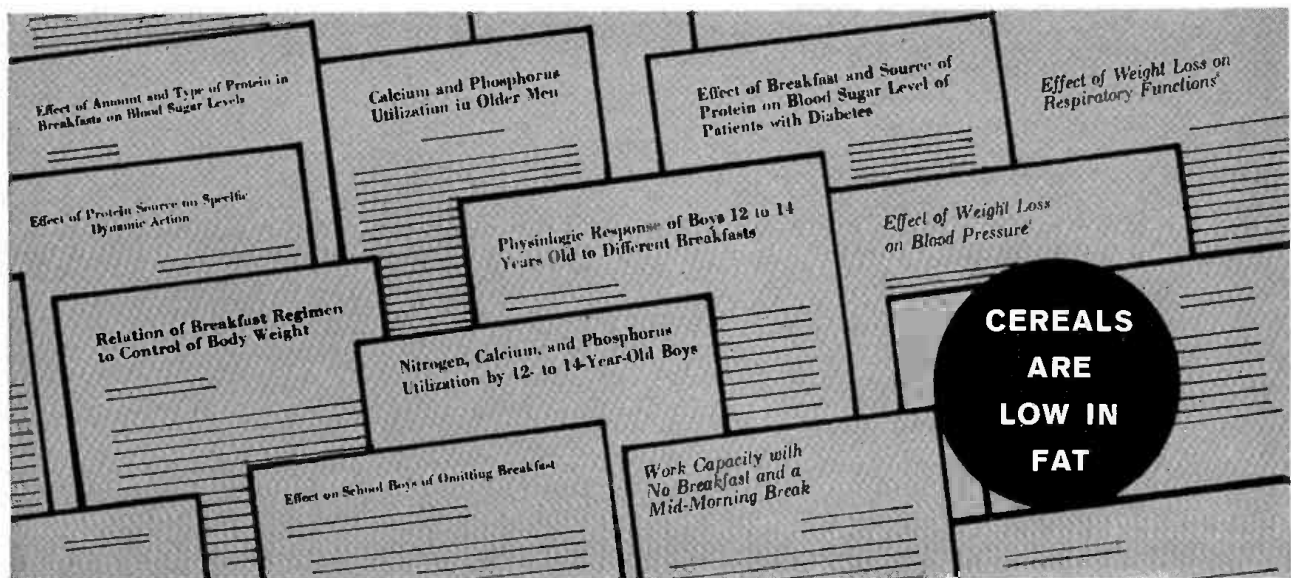


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ing, Dr. Mack mused: "May it not be that these all-out efforts to improve the means of communications are covering up an unconscious desire to put off . . . the moment of truth when we must face the question, "For what purpose are these improved means to be used?"

During an afternoon question-and-answer session, Mr. Gitlin urged members of the audience to write their local station managers if they expect to see more cultural programming in small-market tv. "You'll be surprised at the response," he said.

Intelligent Letters Few = Underlining Mr. Gitlin's observation, Mr. Shakespeare, until recently vice president and general manager of WCBS-TV New York, said that while he was with the station he received no more than 12 "intelligent, constructive" letters a week from viewers. "Send more. Encourage people to write. . . . It would have a sweeping effect," he declared.

The same goes for commercials, Mr. Shakespeare said—viewers should write the station if a commercial offends them. "Advertising agencies want to tell you about the product so you'll buy it, not so you won't buy it."

Mr. Shakespeare also expressed concern over possible government control of tv. He said there must always be a balance between the government's power and tv's power if we are to live in a democratic society. "Keep the broadcaster responsible to the community he serves. It is the slow way, the democratic way, the sure way."

Wrather earnings hit \$310,504 for half year

The consolidated net earnings of Wrather Corp. for the first half of fiscal 1962 (ended Dec. 31, 1961) were \$310,504, equal to \$0.18 per share. Comparable figures for the like period of the previous fiscal year are not available because of a realignment of the corporate structure prior to the initial

public offering in June 1961.

The figures do not include those of A. C. Gilbert, toy manufacturer, of which Wrather acquired 52% in December 1961.

Other Wrather properties include the Disneyland Hotel, Muzak Corp., Stephens Marine and the *Lassie*, *Lone Ranger* and *Sergeant Preston of the Yukon* tv series. *The Lone Ranger* tv series, after 14 continuous years of network exhibition, is now in syndication through Wrather's Telesynd Div., and results to date are encouraging Jack Wrather, president, said in his report to stockholders.

Mr. Wrather also noted that *Lassie*, now in its eighth year on CBS-TV for Campbell Soup, "has maintained its position as one of the most consistently successful television shows."

SAG, AMG extend pact during negotiations

For the convenience of both parties, the franchise agreement between the Screen Actors Guild and the Artists' Managers Guild, talent agency association, has been extended until April 30. The former extension expired Feb. 28. A major item in the negotiations is SAG's insistence that actors working for minimum scale not be required to pay agents' commissions. Another is the withdrawal of all permissions for talent agents to act also as program producers, effective next September.

WPIX signs for 'Paris' film

Granada Television Network Ltd. of England and WPIX (TV) New York have completed an arrangement for broadcasting and syndication in the U. S. of "Paris—the Cancer Within," a one-hour program from a series of Granada documentaries.

Produced in Paris, Granada's special report outlines the French-Algerian crisis and its effect on Paris. WPIX has not set a date for its first telecast of the program.

ASCAP's '61 gross \$33.1 million

American Society of Composers, Authors & Publishers took in \$33,191,987 during 1961, George Hoffman, controller, told the society's west coast membership meeting Tuesday (Feb. 27).

This was an increase of 2.7% over the 1960 gross of \$32,344,135. Virtually all of the ASCAP revenue came from license fees paid by broadcasters and others for the use of music owned by ASCAP members, this part accounting for \$32,891,095 in 1961.

Of the total revenue, 19.88% went for operating costs, divided just about equally between salaries and home and branch office expenses, leaving \$26,592,240 for distribution to members, Mr. Hoffman reported.

Stanley Adams, ASCAP president, said the organization's membership now includes 5,679 active writer members and 1,902 publishers, plus 766 non-participating writers. Defending the society's legal expenses, particularly those resulting from hiring outside counsel for special assignments such as the tv rate dispute, Mr. Adams told the western members that in this case "our adversaries are the most powerful interests in America and we need the best to meet them."

Educational outlets, WBC request series

A half-hour radio documentary series, based on a study of America in 1831 by Alexis de Tocqueville and carried on NBC Radio since mid-January (Wed., 8:30-9 p.m.), has gained "such critical acceptance and audience approval" that the Westinghouse Broadcasting Co. and more than 100 educational radio stations have requested permission to carry the 14-part series after NBC completes its cycle in April.

Dr. George E. Probst, director of the Tocqueville Project, last week revealed that Westinghouse and the educational stations have been granted rights to the series, *Democracy in America*, and added: "We must give credit for the growing interest in the series to the extensive promotional effort exerted by NBC and its local stations as well as the intrinsic value of the programs." Dr. Probst said approximately 130 NBC Radio outlets originally cleared the series for a mid-January start but in ensuing weeks additional stations requested the programs and presently 168 stations are scheduling *Democracy*.

Both the network and affiliates, Dr. Probst said, have been "extremely cooperative" in promoting the program to local institutions, such as schools and

Top ten evening programs from February report by age

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience	6-11	12-17	18-34	35-49	50+
		TvQ	TvQ	TvQ	TvQ	TvQ	TvQ
1	Ben Casey	56	48	62	56	57	53
2	Bonanza	52	48	61	57	46	52
3	Saturday Night Movies	50	63	61	49	45	39
4	Disney World of Color	49	79	55	40	36	46
4	Doctor Kildare	49	49	62	54	40	46
6	Hazel	44	61	45	34	39	47
6	Red Skelton	44	71	48	38	36	42
8	Andy Griffith Show	43	60	52	40	34	42
8	International Showtime	43	56	36	39	35	50
10	Wagon Train	42	42	38	38	38	50

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colleges, libraries, military installations, educational and civic organizations.

The 14-episode series was financed by a grant from the Fund for Adult Education. Dr. Probst, who is adjunct associate professor of history at New York U., conducted the research for the programs and directed the project. Lister Sinclair, a Canadian radio dramatist, collaborated with Dr. Probst on the scripts. The Canadian Broadcasting Corp.'s repertory group of 87 actors, participated in the programs, which were produced on records.

Screen Gems net income sets half-year record

Screen Gems Inc., New York, announced last week that its net income for the first half of the current fiscal year, ended last Dec. 31, amounted to a record-breaking \$1,372,327, equal to 54 cents a share, as compared with \$972,592 or 38 cents a share for the previous corresponding period.

Jerome Hyams, vice president and general manager of Screen Gems, reported that in fiscal 1960, the company's net income amounted to \$2,665,371. He added that traditionally the third and fourth quarters of the year account for more than half of the annual earnings, presaging another banner year for SG in fiscal 1961.

SG's increase in net income during the current period was accomplished despite a dip in gross income from \$23,512,281 for the six months ended Dec. 31, 1960, to \$22,803,213 for the period ended last December. The rise in net income, a company spokesman said, is attributable to "a more efficient and therefore more profitable method of operation in all areas of the company."

Film sales...

The Lone Ranger (TeleSynd): Sold to WFIL-TV Philadelphia; WABC-TV New York; WHDH-TV Boston; KRLD-TV Dallas; WBAL-TV Baltimore; WTAR-TV Norfolk, Va.; WLWC (TV) Columbus, Ohio; KFRE-TV Fresno, Calif.; WFBG-TV Altoona, Pa.; WNEM-TV Saginaw-Bay City, Mich., and WLYH-TV Lebanon, Pa. Now in about 35 markets.

Expedition (ABC Films): Sold to eight stations of Canadian Broadcasting Corp.

Casper the Friendly Ghost and Company (ABC Films): Sold to WTCN-TV Minneapolis-St. Paul; WDAF-TV Kansas City, Mo.; KGMB-TV Honolulu, and KXTV (TV) Sacramento-Stockton, Calif. Now in 47 markets.

MGM post-'48 features (MGM-TV): "30/61" and "30/62" packages total-

COLORCASTING

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

NBC-TV:

March 5-9, 12-14 (6-6:30 a.m.) *Continental Classroom*, probability and statistics.

March 5-9, 12-14 (6:30-7 a.m.) *Continental Classroom*, American government.

March 5-9, 12-14 (11:30-11 a.m.) *Play Your Hunch*, part.

March 5-9, 12-14 (11-11:30 a.m.) *The Price Is Right*, part.

March 5-9, 12-14 (12-12:30 p.m.) *Your First Impression*, part.

March 5-9, 12-14 (2-2:30 p.m.) *Jan Murray Show*, part.

March 5-9, 12 (11:15 p.m.- 1 a.m.) *Jack Paar Show*, part.

March 5, 12 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

March 6, 13 (7:30-8:30 p.m.) *Laramie*, part.

March 7, 14 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

March 7, 14 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

March 7, 14 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

March 8 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

March 9 (9:30-10:30 p.m.) *The Milton Berle Show*, Chrysler through Leo Burnett.

March 10 (9:30-10 a.m.) *Pip The Piper*, General Mills through Dancer-Fitzgerald-Sample.

March 10 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

March 10 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

March 10 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

March 10 (9-11:20 p.m.) *Saturday Night at the Movies*, part.

March 11 (4:30-5 p.m.) *Patterns in Music*, sust.

March 11 (6-6:30 p.m.) *Meet the Press*, co-op.

March 11 (7-7:30 p.m.) *The Bullwinkle Show*, part.

March 11 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, RCA and Eastman Kodak through J. Walter Thompson.

March 11 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

March 11 (10-11 p.m.) *Theatre '62*, sust.

March 14 (10-10:30 a.m.) *Say When*, part.

March 14 (11:30 a.m.-12 noon) *Concentration*, part.

March 14 (12:30-12:55 p.m.) *Truth or Consequences*, part.

March 14 (3-4 p.m.) *Purex Special for Women*, Purex through Foote, Cone & Belding.

March 14 (4:30-4:55 p.m.) *Here's Hollywood*, part.

March 14 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit Co. through McCann-Erickson; R. J. Reynolds through William Esty Co.

March 14 (8:30-9 p.m.) *Joey Bishop Show*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

60 feature films sold to KTTV (TV) Los Angeles. The 30/62 group is now in 23 markets, the 30/61 group is in 50 markets.

Cavalcade of the 60's (Allied Artist Television Corp.): Package of 40 post-'48 feature films sold to WCCO-TV Minneapolis-St. Paul and KMBC-TV Kansas City. Now in over 20 markets.

People Are Funny (NBC Films): Sold to WPIX (TV) New York; KPHO-TV Phoenix, Ariz.; WUSN-TV Charleston, S.C.; WNBQ (TV) Chicago; WBRE-TV Wilkes-Barre, Pa.; WWJ-TV Detroit; KMSP-TV Minneapolis-St. Paul; KVOS-TV Bellingham, Wash.; KGO-TV San Francisco; WFBG-TV Greenville, S.C.; KPTV (TV) Portland, Ore.; WPSD-TV Paducah, Ky.; WLBZ-TV Bangor, Me., and KCPX-TV Salt Lake City. Now in 14 markets.

Keyhole (Ziv-UA): Sold to WLOF-TV Orlando, Fla.; WROC-TV Rochester, N.Y.; WFIE-TV Evansville, Ind.; WATE-TV Knoxville, Tenn.; KALB-TV Alexandria, La.; RCA distributors for KYTV (TV) Springfield, Mo.; and Texas State Optical for KTRK-TV Houston. Now in about 37 markets.

Films of the Fifties (Seven Arts

Assoc.): Vol. 3 of Warner Bros. features sold to WSB-TV Atlanta, Ga.; KVAL-TV Eugene, Ore.; WJAC-TV Johnstown, Pa.; KOLO-TV Reno, Nev.; KENS-TV San Antonio, Tex., and WDAU-TV Scranton, Pa. Now in 22 markets.

Program notes...

Bob and Ray = Three transcontinent radio stations have purchased 260 vignettes in the *Bob and Ray* radio comedy library produced by Graybar Theatrical Productions, New York. The stations are KFMB-AM-FM San Diego, WDAF-AM-FM Kansas City, Mo., and WGR-AM-FM Buffalo, N. Y.

Repeat? = CBS-TV officials are reported to be negotiating with Judy Garland's managers, David Begelman and Freddie Fields, about scheduling a repeat performance of her special, originally broadcast Feb. 25, 9-10 p.m. on the network.

Science fiction = Allied Artists Television Corp., New York, has organized a group of 20 post '48 feature films packaged as "Science Fiction for the 60's." This is the first such group of strictly science-fiction feature films to be offered to television, according to the company.

BROADCAST ADVERTISING



Mr. Jones

Jack Jones, tv advertising manager, Mattel Inc., Hawthorne, Calif., toy-makers, promoted to general advertising manager in charge of company's entire advertising activities.

Mr. Jones will also direct Mattel's licensing program for the toys and characters appearing on the toymaker's sponsored tv shows. He will report to Clifford W. Jacobs, vp for marketing. **Janet Saylor**, associate publicity director, KTLA (TV) Los Angeles, joins Mattel as assistant advertising manager.

Richard B. Eldridge, president, Eldridge Inc., Trenton, N. J., advertising agency, elected chairman of board of directors. **David R. Eldridge**, executive vp, elected agency's president. **Glenn H. Cox** elected executive vp and secretary.

Edward G. Wilson, vp and treasurer, J. Walter Thompson Co., New York, elected executive vp of agency's international subsidiaries. **Howard D. Brundage**, who until recently was partner in

J. H. Whitney & Co., with which he has been associated since 1952, elected treasurer and vp for finance, succeeding Mr. Wilson as senior financial officer of company. Mr. Wilson joined JWT in 1930. He has been director since 1957 and member of agency's executive committee since 1959.

Alva C. Cuddeback, account executive, and **Leslie H. Goldberg**, who joined agency in 1958 as management trainee, elected vps of Benton & Bowles, New York. **Alfred L. Goldman**, B&B's vp and associate creative director, elected to board of directors. **Art Heller**, manager of media analysis, promoted to associate media director.



Mr. Edens

Robert L. Edens Jr., vp and copy chief, Warwick & Legler Inc., New York, joins Leo Burnett Co., Chicago, as vp and associate copy director. Mr. Eden, who has been with W&L for last eight years, had earlier served as copy supervisor at Hicks & Greist Inc., New York.

Walter Lurie, executive vp, Grant International and senior vp, Grant Domestic, New York, resigns to become

executive vp, Don Kemper Co., that city. In his new position, Mr. Lurie will be in charge of New York office.



Mr. Levenson

Theodore C. Levenson joins Papert, Koenig, Lois Inc., New York, as director of marketing development. Mr. Levenson, who will also have account management responsibilities at PKL, was, from 1956 to 62, management supervisor, Maxwell House Div., General Foods Corp., at Benton & Bowles Inc., New York. Prior to that, he was account supervisor for Procter & Gamble and account executive of Parliament cigarettes and Bellows whiskies, also at Benton & Bowles. Before joining B&B in 1953, Mr. Levenson was account executive of Burlington Mills at Hirschon-Garfield Adv., New York.

Lloyd A. Hatch, vp, new product development, Minnesota Mining & Manufacturing Co., St. Paul, named vp for long range planning, newly created post. Mr. Hatch's responsibilities will center around search for and investigation of technological advances for investment of 3M's manpower and funds. **Dr. C. W. Walton**, vp for research, will assume Mr. Hatch's former duties of new product development. **Roy W. Keeley**, 3M's vp in charge of sales, International Div., named to newly created post of divisional vp, European area, with headquarters in St. Paul. **R. S. Priebe**, managing director of 3M's Brazilian subsidiary, named general sales manager of International Div., succeeding Mr. Keeley. **Lester M. Johnson**, export manager in New York, succeeds Mr. Priebe in Brazil.

Gerald Light, vp in charge of marketing, Schick Inc., New York, joins Landers, Frary & Clark, New York, manufacturers of Universal electrical appliances, as vp of advertising and market planning. Before joining Schick, Mr. Light was vp and account supervisor at McCann-Erickson.

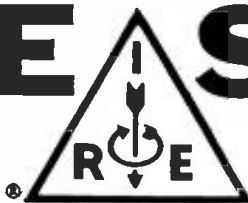


Mr. Light

Bruce H. Boyers and **Howard Marowitz**, account executives, Ted Mender-son Co., Cincinnati advertising and pr agency, elected vps.

Jerome Patterson has retired as president of Morse International Adv. Agency, New York. Among future activities, Mr. Patterson will be consultant to president of Vick Chemical Co.

IRE SHOW



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"THE GOLDEN AGE OF ELECTRONICS"

March 26-29, 1962

The New York Coliseum

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The Institute of Radio Engineers

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Members \$1.00. Non-members \$3.00. Age limit: over 18

OK, camera 2,
hold that.
Adjust your beam, 2.
Pan left, 2.
Hold it. Camera 2,
adjust your shading.
A wide angle, 2.
Pull back.
Re-set your target,
camera 2!

Give me another pair of hands —
get me an EMI/US 203 camera — or
just quit rattling my cage, Sam!

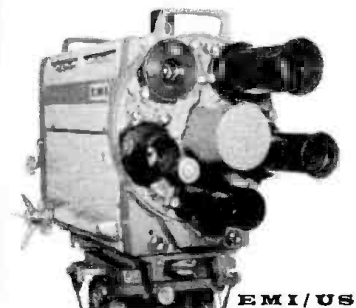
This TV camera has no electrical operating controls. EMI/US puts these where they belong: in the control room. So, the operator is free to concentrate on just one thing — picture composition. This operating concept, proven by almost two hundred 203s in daily use the world over, is just the first reason the 203 by EMI/US delivers the finest TV pictures you've ever seen—or sold.

Others: Smooth-operating, positive-positioning 5-position turret permits easy, through-turret pick-up tube removal. Built-in test sawtooth generator facilitates setting-up and checking circuits. Extensive use of rugged magnesium castings keep camera weight to a minimum, while plug-in printed

circuit modules ease maintenance. Remote servo control of all lens apertures can be readily disengaged. Geometric distortion is less than 1%. Separate camera control has no tubes. Power supply has built-in meters.

Add 'em all up and you get this: higher quality pictures—pictures that better sell your clients' products—pictures that better sell your product to clients.

For full details on the EMI/US 203, and on the complete EMI/US line of camera chains, solid-state switching systems, terminal equipment and video recording tape — call your EMI/US representative or contact: EMI/US General Communications Division L. A. 28: 1750 No. Vine St. • HO 2-4909 N. Y. 36: 151 West 46th Street • JU 2-8040





Mr. Fechheimer

Richard M. Fechheimer, vp and account supervisor, North Adv., Chicago, since 1955, joins Olian & Bronner Inc., that city, as vp and executive secretary. Previously, Mr. Fechheimer was vp and director, Aubrey, Finlay, Marley & Hodgson, Chicago, with whom he had been associated for ten years.

Richard C. Roth, BBDO, New York, joins Block Drug Co., Jersey City, N. J., as advertising manager on Nytol and Pycopay. **David Miller**, Block media manager, named advertising manager for Poli-Grip and C.D. 60.

U. Sykes Mozneck, account supervisor, Parkson Adv., New York, for Landers, Frary & Clark, New Britain (Conn.) electrical appliance manufacturer, resigns. No future plans are announced.

Donald Scandlin, media supervisor for six years at Erwin Wasey, Ruthrauff & Ryan, New York, joins Fuller & Smith & Ross, that city, as media buyer.

Allan Aalgaard named research director, Campbell-Mithun, Minneapolis, succeeding **Wesley Booman**, who joins Johnson Wax Co., Racine, Wis., in sim-

PGW elects three new vice presidents

Arthur E. Muth, **William G. Walters** and **Charles R. Kinney** have been elected vps of Peters, Griffin, Woodward Inc., New York. Mr. Muth serves as western sales manager for tv; Mr. Walters as eastern sales manager for tv, and Mr. Kinney as assistant vp for tv.



Mr. Muth

Mr. Walters

Mr. Kinney

Lloyd Griffin, PGW vp and director, who announced elections at annual stockholders meeting, said responsibilities will remain the same, but that the new titles of the three men are more "reflective" of their

positions with PGW and their contributions to the growth of PGW-Television.

The three executives have a combined service of 22 years with the rep firm.

ilar capacity. **Mr. Aalgaard**, who joined C-M in 1959, previously served as account executive at Young & Rubicam, Chicago, and Knox-Reeves Adv., Minneapolis.

Dulany S. Smith, vp in charge of product development, Whitehall Laboratories, appointed vp in charge of merchandising, Boyle-Midway, both divisions of American Home Products Inc., New York.



Mr. Smith

Lynn Fairweather, former field representative, National Outdoor Advertising Bureau, joins Post & Morr Inc., Chicago, as media group supervisor on Burgermeister beer account.

Robert Raymond joins Street & Finney Inc., New York advertising agency, as executive on Colgate-Palmolive account.

John E. Hambleton and **Donald R. Allen** join Edward H. Weiss & Co., Chicago advertising agency, as executives on Kings Men toiletries and Helene Curtis accounts, respectively.

Thomas F. Garbett, account executive, Doyle Dane Bernbach, New York, joins Morse International Inc., that city, as account executive for Vicks Vapo-Rub and VapoSteam.

Charles Shaffran, former account executive, Lavenson Bureau of Advertising, joins sales staff of Broadcast Billing Co., New York.

Arnold N. Fujita, art director, Johnson & Lewis Inc., San Francisco advertising agency, joins Donahue & Coe, Los Angeles, in similar capacity, succeeding **Joseph Forrester**, who moves to Foote, Cone & Belding, that city.

Ernest E. Siegel, member of pr and sales promotion department, Philco Corp., subsidiary of Ford Motor Co., joins creative department, Weightman Inc., Philadelphia advertising agency.

Florence Bloch Farkas, named pr director, Weiss & Geller Inc., New York. Mrs. Farkas was formerly assistant director of appliances and home care at *Good Housekeeping*.

William F. Brown, agency producer, BBDO, New York, on *U. S. Steel Hour* and *Armstrong Circle Theatre* has resigned to free lance.

THE MEDIA

Ralph Hansen, program manager, WJW-TV Cleveland, elected vp and program manager, effective March 19, of KTVI (TV) St. Louis. From 1949 to 1957 he served as program manager of WHAS-TV Louisville. Mr. Hansen joined Westinghouse Cleveland outlet, KQWY-TV, for next three years in similar capacity, then moved to Storer Broadcasting Co. as program director for WJBK-TV Detroit. He was transferred to WJW-TV in 1961 in present capacity.



Mr. Hansen

Edmund W. Waller, WTOR Torrington, and **Richard L. Chalmers**, WNHC-AM-FM New Haven, elected president and vp, respectively, The Connecticut State Network. New directors are: **Samuel R. Elman**, WATR-AM-FM Waterbury and WNAB Bridgeport; **Charles Bell Jr.**, WHAY New Britain; **Richard P. Reed**, WICH Norwich, and **Julian Schwartz**, WSTC-AM-FM Stamford.

William T. Haig elected vp and general manager, WIGL Superior, Wis.

Luxury Living! Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

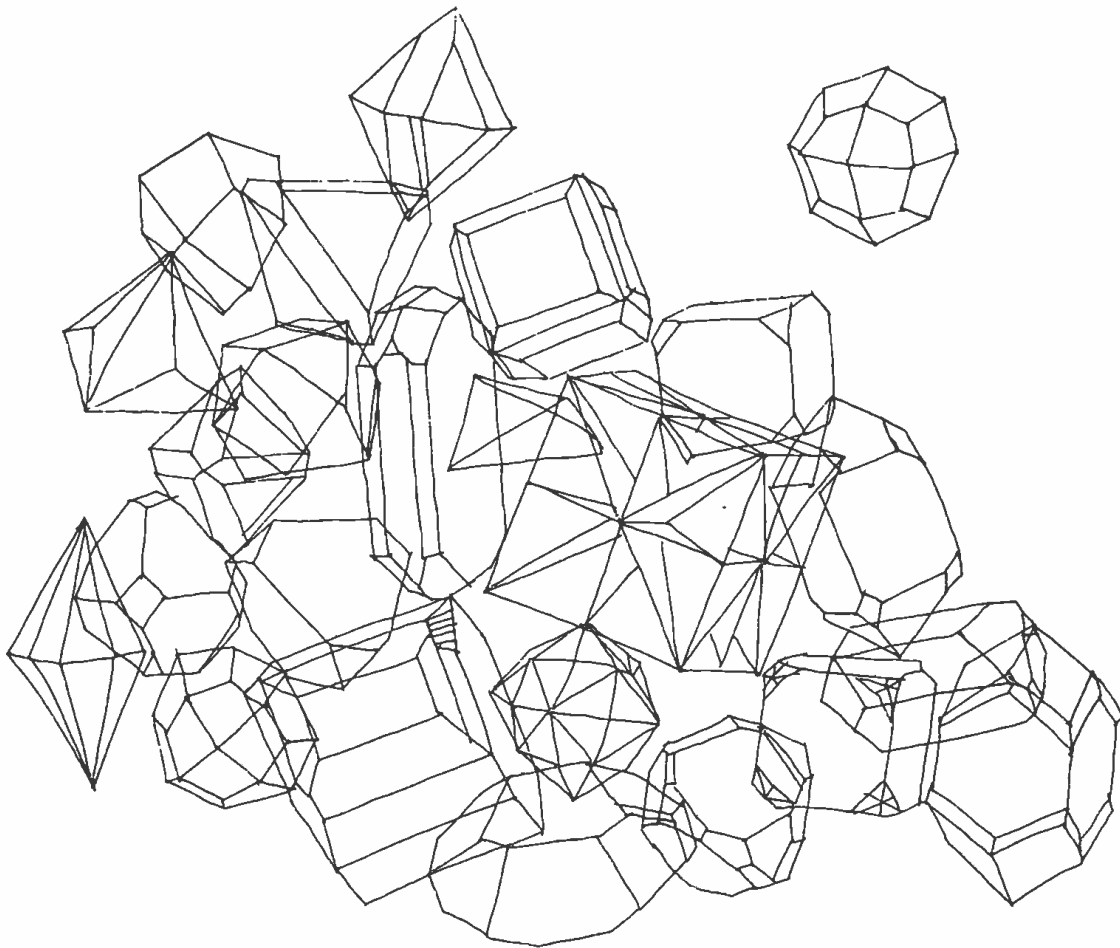


World-Famous NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

A cure for uncommon cold

Dunk an orange into liquid oxygen, then drop it on the floor and it will shatter like glass. A vital component of missile propulsion, liquid oxygen is so cold that it crystallizes many substances on contact, and embrittles some metals used for normal liquid storage vessels. But because both industry and national defense are using more and more liquified gases at hundreds of degrees below zero, there was an urgent need for a constructional alloy steel that would retain its strength at extremely low temperatures. United States Steel worked with Chicago Bridge & Iron Company and The International Nickel Company to demonstrate the suitability of a remarkable new steel for cryogenic applications. Developed by International Nickel, it's called 9% Nickel Steel and is the most economical material available for pressure vessels that hold liquified gas as cold as minus 320°F. It is easily fabricated into the storage vessels, intermediate containers, pipes and production equipment for America's growing industrial requirements. *America grows with steel.*



United States Steel



Randall Kaler, program director, WFAS White Plains, N. Y., for past 25 years, elected vp of Westchester Broadcasting Corp. (WFAS-AM-FM).

Frederick P. Reynolds, chief owner and general manager, KUSN St. Joseph, Mo., assumes active management of newly acquired property, KJAY Topeka, Kan. **Warren F. Rhyner**, program director, KUSN, and vp, KUSN Corp., appointed station manager of St. Joseph outlet.

Lee G. Stevens, formerly with Stevens-Wismer Broadcasting Co., Port Huron, named managing director, WWUP (TV) Sault Ste. Marie, new tv station (ch. 10) of which John E. Fetzer Television Inc. is permittee. Expectant target date is August 1.

Herbert J. Mendelsohn, sales manager, WABC-AM-FM New York, named general manager, WKBW Buffalo.



Mr. Sherman

who joined WWDC as announcer in 1945, and has served as account executive since 1946, promoted to local sales manager. Mr. Sherman joined WWDC in 1947 as account executive. As general sales manager, he will have direct supervision over all national and local sales activities for station.

Bernard Mann, sales manager, WTRY Troy, appointed general manager, WEAV-AM-FM Plattsburgh, both New York.

Robert W. Saxvik, sales manager, KBAR Burley, Idaho, promoted to gen-

Max Sherman, vp in charge of local sales, WWDC-AM-FM Washington, elected vp and general sales manager, succeeding Herman M. Paris, deceased (BROADCASTING, Feb. 12).

eral manager, succeeding **Charles T. Brownlow**, and elected vp and director of Mini-Cassia Broadcasting Inc. (KBAR). **Cleo K. Cheney** appointed KBAR's sales manager succeeding Mr. Saxvik.

Dan and Mike McKinnon, upon purchase of KSON San Diego last month, assume duties as general manager and operations manager, respectively. **Bill Grey** and **Don Beck** join station as program director and sales manager.

Dwight L. Case, former general sales manager, KKHI-AM-FM (formerly KQBY) San Francisco, named station manager, KSDO San Diego. Mr. Case will supervise all sales activities for KSDO and KBUZ-AM-FM Mesa, Ariz., which are both owned by Gordon Broadcasting Co.

C. Dale Spangler, farm director, KXGI Fort Madison, Iowa, promoted to assistant manager.

Gerald S. Blum, general sales manager, WLEE Richmond, Va., joins WQXI Atlanta, Ga., in similar capacity.

George D. Lilly, local sales manager, WGAN-TV Portland, Me., promoted to national sales manager.

William Murray, eastern tv sales manager, Crosley Broadcasting Corp., named sales development manager for Crosley's eastern division. **P. Scott McLean**, general sales manager, WLW Cincinnati, succeeds Mr. Murray as eastern tv sales manager. **James J. Crane**, sales manager, WLWT (TV) Cincinnati, to general sales manager, WLW, succeeding Mr. McLean. **Tony Kraemer** appointed CBC's sales research and analysis manager. **Ted Kluszewski**, former Cincinnati Reds baseball player, joins Crosley Broadcasting Corp. as on-the-air sports personality. Crosley Stations are: WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga., and WLWI (TV) Indianapolis.

Douglas Campbell, account executive, KABC-AM-FM Los Angeles, promoted to national sales manager. Mr. Campbell has served as sales executive with various ABC owned and operated stations since 1950.

Robert J. Horen, radio account executive, Daren F. McGavren Co., Chicago, joins radio sales staff of Advertising Time Sales Inc., that city. **R. M. Hetherington**, account executive, KWK St. Louis, appointed manager of ATS St. Louis office.

Bert Files, general sales manager, WCHS Charleston, W. Va., named general manager, succeeding **Robert M. Sinclair** who resigned to enter restaurant business.



Fondren recipient of 'Torch of Truth' award

Lee Fondren (r), station manager and director of sales, KLZ Denver, is shown being congratulated by KLZ-AM-TV president and general manager, **Hugh B. Terry**, after being presented the Indianapolis Advertising Club's annual "Torch of Truth" award. The award is given by the club each year to the person voted by its members as being the most outstanding in promoting truth in advertising throughout the nation.

As president of the Advertising Assn. of the West, Mr. Fondren has

delivered his address, "Advertising—1980" to over 60 audiences ranging from advertising clubs and journalism classes, to chambers of commerce and vertical trade groups in more than 30 cities across the country.

Mr. Fondren's "Advertising—1980" manuscript is now being used as classroom material in advertising, marketing and journalism classes at U. of Missouri, U. of Houston, U. of Denver, U. of Colorado and Oakland U.

**WJXT-TV PRODUCES
PRIZE-WINNING
"PROJECT 4"
DOCUMENTARIES
ON DU PONT FILM...**



Robert R. Favorite (above) uses Du Pont 931 as he shoots a scene for "The Second Heart," one of the "Project 4" documentary series that has won wide response and acclaim for WJXT-TV, Jacksonville, Florida.

This half-hour film earned an award from the American Heart Association for distinguished service and leadership in contributing to public understanding of progress in the field of circulatory diseases. Other shows in the series have awards from TV-Radio Mirror magazine, National Education Association, Better Homes & Gardens, Sigma Delta Chi and many local organizations.

WJXT-TV uses Du Pont 931 because of its speed and latitude which make good documentaries possible. It also has another advantage particularly important in news work—it can be hot processed easily.

Du Pont 931 and technical data on this film are readily available from any of the Du Pont sales offices shown here.



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

ATLANTA 18, GA., 1737 Ellsworth Ind. Dr., N. W.; CHICAGO 46, ILL., 4560 Touhy Ave., Edgebrook Station; CLEVELAND 16, OHIO, 20575 Center Ridge Road; DALLAS 7, TEXAS, 1628 Oak Lawn Ave.; LOS ANGELES 38, CALIF., 7051 Santa Monica Blvd.; NEW YORK 11, N. Y., 248 West 18th St.; WALTHAM 54, MASS., 45-4th Ave. (Boston); WYNNWOOD, PA., 308 E. Lancaster Ave. (Phila.); EXPORT, Nemours Bldg., Wilmington 98, Del. IN CANADA, Du Pont of Canada, Ltd., Toronto.



Mr. Eyrl

Frank Eyrl, assistant business manager, United Press International, New York, since March 1960, named general manager of UPI for Canada with headquarters in Montreal. He will be in charge of all

UPI services in Canada, as well as British United Press operation in United Kingdom. In addition, Mr. Eyrl will be member of board of directors and managing director of British United Press. He succeeds **Robert W. Keyserlinck** who retires March 1. Mr. Keyserlinck will remain as member of board of British UPI. Mr. Eyrl joined UPI (then United Press) in 1941 after serving in news and special events division of NBC.

Fred Neuberth, with Avery-Knodel Inc., New York, since 1948, joins sales department, John Blair & Co., that city. In addition to sales activities, Mr. Neuberth has handled special areas of research and promotion. Previously he was on executive staff of Trans World Airlines.

M. H. Yoeman, formerly with WSFA-TV Montgomery, joins sales department of Montgomery's new tv station,

WCCB-TV (ch. 32), which has scheduled target date of March 17.

Harold F. Walker, vp in charge of sales, Rounsaville Radio Stations, Atlanta, joins The Bolling Co., as manager of rep firm's Atlanta office.

William R. McAndrew, executive vp in charge of NBC News, is recuperating from virus hepatitis, which has confined him to his home for past three weeks, and is expected to return to his office next week. **Julian Goodman**, vp for news and public affairs, has been acting head of news division in Mr. McAndrew's absence.

William Eames, assistant assignment manager, CBS News, and **Robert Wusler**, manager of live and video tape production, CBS News for television, named associate producers of CBS News' permanent election and political reporting unit. Other additions to unit are: **Stanford Mirkin**, who has been engaged with CBS News political convention and election coverage since 1940, has been named research director, and **Alvin Thaler**, production supervisor in operations department, has been named production manager. **Marshall (Casey) Davidson**, executive news editor, Hearst Metrotone News, replaces Mr. Eames as assistant assignment manager.

Thomas C. J. Prior, chief engineer, for 38 years, WJAR-AM-TV Providence, R. I., retired March 1. He is succeeded by **William L. Patton** who has served as assistant chief engineer since 1948. Mr. Prior will continue in consulting capacity.

Harry Z. Shoubin, assistant program manager, WJZ-TV Baltimore, appointed program manager, WNHC-TV New Haven, Conn.

Robert R. Guy, program director, WWL-TV New Orleans, appointed program director and film buyer for KCOP (TV) Los Angeles.

John W. Goodman appointed program director, KIMA Yakima, Wash., succeeding **Cliff Zauner** who moves to station's sales department.

Chuck Glance, production manager, and **Kay Shake**, continuity chief, KPHO-TV Phoenix, promoted to program director and operations director, respectively. **Frank Benedict**, formerly with KBEA Mission, Kan., joins KPHO as announcer.

Jack Gold, program supervisor, WEBR Buffalo, N. Y., named program director.

Marcia Hiber, promotion manager, KENI-TV Anchorage, Alaska, appointed program director, succeeding **Gerry H. Brown**, resigned. **Jay Perry**, commercial manager, KBYR-AM-FM Anchorage, to KENI in similar capacity.

J. Garrison Stradling, with United Nations for past five years in various informational capacities, joins WNBC-AM-FM New York, as director in program department.

John Barry, account executive, AM Radio Sales Inc., New York, promoted to eastern sales manager. Before joining rep firm, Mr. Barry was exclusive representative for KYA San Francisco.

Robert W. Mazur, account executive, WMCA New York, promoted to sales manager. He joined station in April 1951 after four years as executive buyer for R. H. Macy & Co., New York.

Philip L. Gore, account executive in Chicago office of ABC-TV National Station Sales Inc., transfers to New York office, and **Grant Norlin**, account executive in San Francisco office has moved to Chicago.

Richard Calkins, for eight years with A. E. Curtis Publishing Co., joins KABC-TV Los Angeles as account executive.

David H. Meltzer, general manager, WNBH-AM-FM New Bedford, Mass., joins WHIM-AM-FM Providence, R.I., as account executive.



Mr. Levin

Sidney Levin elected vp and general manager, WKAT-AM-FM Miami Beach, Fla. **William Smith**, WKAT's program director, elected vp in charge of programming. Mr. Levin joined WKAT in 1957

as account executive and has served successively as program director, director of merchandising and sales promotion, sales manager and assistant general manager. Mr. Smith came to station in his present post as program director in 1958.

Joseph A. Love, advertising manager, Hale-Halsell wholesale grocers, joins KVOO-TV Tulsa as account executive. **Ted Biggs** and **John A. Phillips** to station as news editor and staff artist, respectively.



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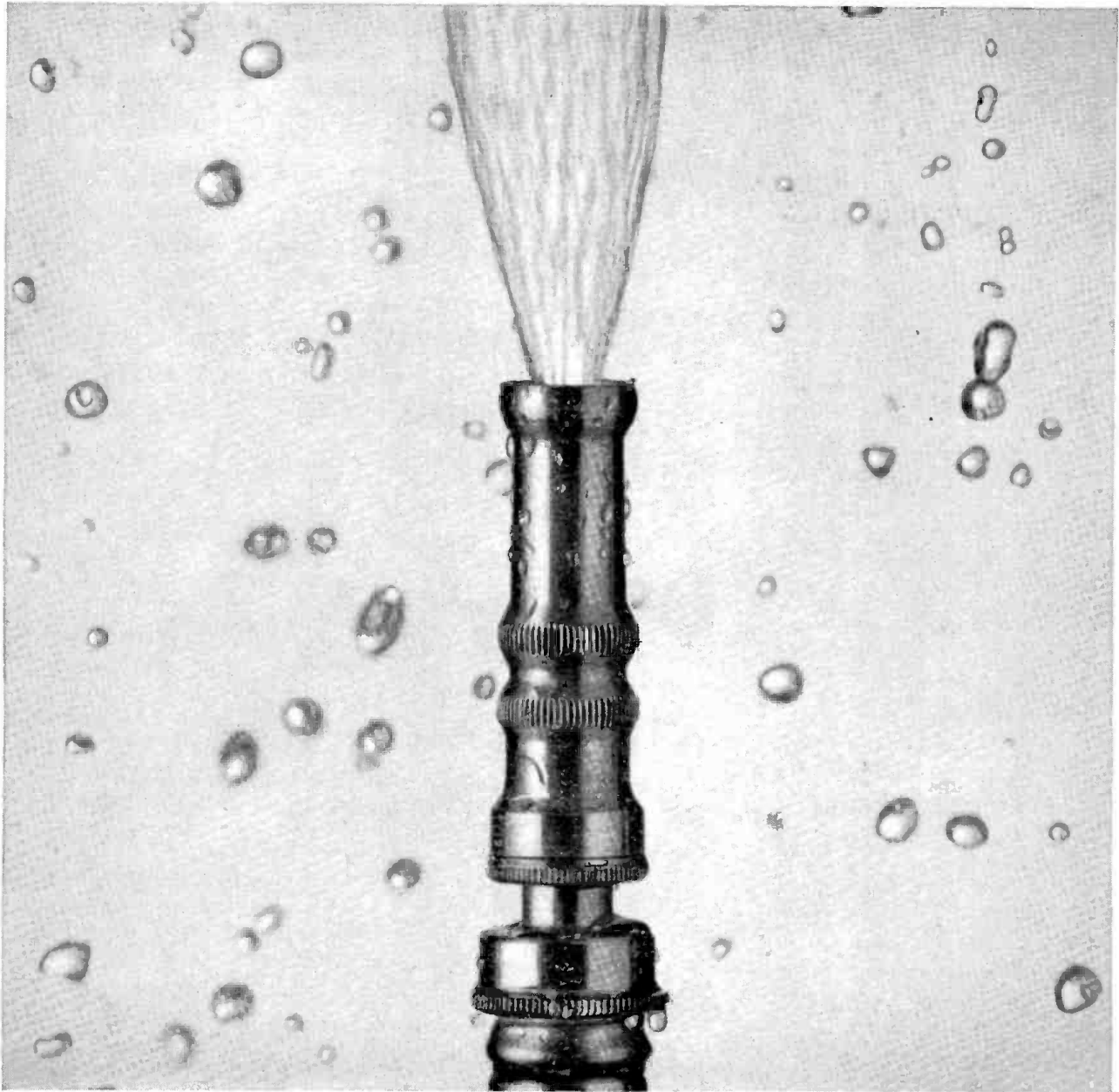
WHERE WILL IT BE?

Space 17E

It's new from Mr. "T" for NAB

SARKES TARZIAN INC

Electronic Products of Tomorrow—Today



YOUR HOSE NOZZLE PROVES THE ECONOMY OF COPPER METALS

Hose nozzles of solid brass have been universally accepted as the standard in the industry for generations. Hundreds of thousands of them are made every year. Naturally, they've been the target of competitive but less durable metals and plastics. But people who have been tempted to save a few pennies with substitutes have quickly learned something.

From the standpoints of the maker, the seller, and the user—brass has proved itself to be the true bargain. It's strong, rust-proof, and the most easily machined of metals. It has the "heft," substance, and built-in accuracy to give a lifetime of dependable service. The same thing applies to a lot of your house furnishings and building hardware

—or machined components produced in your plant if you're in manufacturing. Brass may cost a few cents more than competitive materials, but in terms of final value, it's a bargain. That's the kind of metal brass is. Look for it in the things you buy—use it in the things you make.

62205A

ANACONDA[®]

**how
to sell
New
York**

.....

**Stan Z.
makes it easy**



Who gives New York a lift every noon 'til 3:00 by spinning (new records and old favorites), transmitting (stories of records and record artists) and projecting (a most pleasant personality) on WINS? None other than Stan Z. Burns!

And you'll find selling is easy with Stan Z. After all, he has over 22 years of experience in knowing how to reach, persuade and sell all ages all kinds of products. So remember, to sell in WINSland between noon and three—it's Stan Z.



Stan is only one of the many reasons why WINS is everybody's station in N. Y. Want more? Out of New York City, call Robert E. Eastman & Co., Inc. national representative. In New York City call WINS, JU 2-7000



Home sweet home

Robert W. Sarnoff, NBC board chairman (r), and **Alfred R. Stern**, vp, NBC Enterprises, return to New York after tour of Near East communication facilities. They talked with high-level government and industry officials and visited radio-tv facilities in Athens, Beirut, Bombay, New Delhi, Istanbul and Tel Aviv.

Chaz Barrington, account executive, KBOI-AM-FM Boise, Idaho, resigns to establish own advertising services organization in Salt Lake City.

Charles H. Rowell, formerly with WFIE-TV Evansville, joins news department, WSBT-AM-TV South Bend, both Indiana.

Roy Nassau, director of community services, WFIL-AM-FM Philadelphia, joins station's news department as reporter and newscaster.

Ted McKay, air personality, WKRC-AM-FM Cincinnati, appointed chief announcer.

Lorne Brown, air personality, WCVS Springfield, Ill., joins announcing staff, WICS (TV), that city.

John Dickson, director of publicity, KMPC Los Angeles, joins KLAC, that city, in similar capacity.

Walter Carpenter, news editor, WDGY Minneapolis, assumes additional duties as public service director.

Lorrie Barofsky, formerly with WRCV Philadelphia, joins WIBG-AM-FM, that city, as promotion director.

William Garrity, regional publicity representative, United Air Lines, San Francisco, joins press information department, KGO-TV, that city, as publicist handling *Tennessee Ernie Ford Show*.

Patricia Rogers joins KEWB Oakland-San Francisco as public service director.

Robert Manning, news director, WRSC State College, and **Dick Diandrea**, formerly with WTRN Tyrone, join WFBG-AM-FM-TV Altoona, all Pennsylvania, as promotion-merchandising manager and air personality, respectively.

Bill Masey joins KSON-AM-FM San Diego as air personality.

Ron Riley, air personality, and **Guy Mainella**, news department, WOKY Milwaukee, join WJJD-AM-FM Chicago as air personality and news director, respectively. **Bernie Allen**, air personality for 13 years, WIND Chicago, to WJJD in similar capacity.

Joseph O. Jasmin named director of public affairs and programming, KFRE and KRFM (FM) Fresno.

Earl C. Davis Jr., artist, WQED (TV) Pittsburgh, joins KDKA-TV, that city, as assistant promotion manager.

John McShane, d.j., KMPC Los Angeles, resigns to seek candidacy for congressional seat of newly created 34th District in Orange County, Calif.

PROGRAMMING

George M. Schweig, former assistant general sales manager, Columbia Pictures, New York, joins Allied Artists International Corp., that city, as assistant sales executive under Bernard J. Gates, vp and general sales manager.

Lawrence A. Erbst, for past three years with NBC's legal department, joins Screen Gems Inc., as specialist in national sales negotiations. **Robert Sparks**, executive producer, Screen Gems Inc., has been signed as executive producer for *Have Gun, Will Travel* series, starting next fall, for CBS-TV Network, succeeding **Frank Pierson**, resigned. **Don Ingalls** joins series production staff as associate producer and story supervisor.

Ray McGuire, regional manager, and **Jack Martin**, northeast sales supervisor, Ziv-United Artists, New York, promoted to eastern division manager and eastern division sales supervisor, respectively.

Joseph Di Buono, producer-salesman, NBC-TV's Telesales department, joins Videotape Productions of New York Inc., as account executive.

Charles (Red) Riley, service engineering manager, Ampex Video Products, Redwood City, Calif., joins TeleCine Inc., Washington, as chief engineer. **Frank Thompson** and **John Bechtel** join T-C as assistant chief engineer and maintenance chief, respectively.

J. Peverell (Pev) Marley, veteran motion picture photographer, appointed director of photography, in Hollywood, for Robert Lawrence Productions, New York, and Gerald Schnitzer Productions, Hollywood. Most recently, Mr. Marley was in charge of photography for many tv programs produced at Warner Bros., including *77 Sunset Strip*, *Cheyenne*, *Bronco*, *Hawaiian Eye* and *Surfside 6*.

Julia Meade, commercial spokeswoman on *The Ed Sullivan Show* since 1953, resigns to enter stage and screen.

Perry Cross, producer of Jack Paar's *Tonight* show when it began on NBC-TV in July 1957, rejoins network as producer of new *Tonight* which begins April 2.

Lester Cooper, former film writer for Warner Bros. Productions and for past six months with WBC Productions' *PM East—PM West* tv series, named supervising writer-producer for late-evening show.

Leonard Freeman, producer of *Route 66* tv series for Screen Gems, resigns after completing 1961-62 season's product. He will announce future plans after an extended vacation.

Pam Beaird, sixteen-year-old actress, who recently completed role of Cinderella in MGM-Cinerama production, "The Wonderful World of the Brothers Grimm," has been cast in regular top starring role of Polly Benedict, of new MGM-TV *Andy Hardy* series.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

TPG honors Robinson

Hubbell Robinson, president, Hubbell Robinson Productions, and former program vp of CBS-TV, received the first "Plaudit Award" of the Television Producers Guild, "for distinguished contributions to television as one who has ably combined the advertiser's economic interest with the network's concern for programming." The award was presented by TPG President Ben Brady Feb. 25 at a dinner dance at the Bel-Air Hotel in Beverly Hills, Calif.

At the same time, plaques were awarded to the other nominees: **Leonard Bernstein**, conductor of the New York Philharmonic Orchestra; **Paddy Chayefsky**, playwright; **Adrien C. Pelletier**, board chairman of Purex Corp., and **Robert Lewis Shayon**, tv-radio critic of the *Saturday Review*.



Edith Head appointed costume consultant for Academy of Motion Picture Arts & Sciences' 34th Annual Oscar Show April 9.

Jay H. Smolin resigns as director of advertising for United Artists Assoc., New York, to devote time to "several personal projects."

EQUIPMENT & ENGINEERING

H. S. Morris, marketing director, and **C. R. Rininsland**, comptroller, Altec Lansing Corp., Anaheim, Calif., manufacturer of sound systems, communications and hi-fi equipment, elected vps for marketing and finance, respectively.

Robert M. Jackson, advertising, merchandising supervisor, semiconductor division, Sylvania Electric Products Inc., New York, promoted to division's advertising and sales promotion manager. Mr. Jackson, prior to joining Sylvania in January 1961, served as sales promotion manager for CBS's electronics tube division.

Robert E. Lovell, supervisor of kinescope and video tape recording for NBC studios in Hollywood and Burbank, Calif., appointed sales engineer for professional recording equipment, Westrex recording equipment division, Litton Systems, Beverly Hills.

James L. Littlejohn, assistant manager and chief engineer, KBIZ Ottumwa, joins Collins Radio Co., Cedar Rapids, both Iowa, as broadcast sales engineer in company's central regional sales department. Mr. Littlejohn will have headquarters in Minneapolis.

how to sell New York

Leave it to Lacy

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

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



Jack is only one reason why WINS is everybody's station in N. Y. You'll find another reason opposite.

All the others?

Out of N. Y. C.,

call national representative

Robert E. Eastman & Co., Inc.

In New York City call WINS, JU 2-7000

Richard L. Belanger, industrial sales engineer, Sylvania Electric Products Inc., appointed distributor territorial sales representative, northeastern district, electronic tube division, with headquarters in Ipswich, Mass.

GOVERNMENT

John J. Vince, producer-director, WTAE (TV) Pittsburgh, appointed tv producer for United States Information Agency in Washington.

INTERNATIONAL

Len C. Evans, manager of program services, All-Canada Radio and Television Ltd., Toronto, appointed general manager, CKKW Kitchener, Ont.

Arthur Weinthal, radio-tv director, Ronalds-Reynolds & Co. Ltd., Montreal, advertising agency, named executive producer, CTV Television Network Ltd., Toronto.

Arthur Robson, Canadian Broadcasting Corp.'s tv correspondent at Ontario Legislature at Toronto, elected secretary-treasurer of Ontario Legislature's Press Gallery on February 23.

ALLIED FIELDS

William H. Heer Jr. and **William G. Chorn** elected vps of Television Shares Management Corp., investment manager and underwriter for Television-Electronics Fund Inc. Mr. Heer was

also elected chairman of corporation's investment committee on which he has served since joining firm in November 1959. Mr. Chorn has served as assistant secretary since 1952 and also assistant secretary of T-E Fund since 1960.



Mr. Heckman



Mr. Keller

Joseph E. Keller and **Jerome H. Heckman**, Washington lawyers, have formed their own communications law firm of Keller & Heckman at 1712 N St., N.W., Washington 6, D. C. Telephone: Sterling 3-9450. Both were with communications law firm of Dow, Lohnes & Albertson: Mr. Keller since 1937; Mr. Heckman since 1953. Associated with the new firm are **William H. Borghesani Jr.** and **Charles M. Meehan**, both of whom are former members of Dow, Lohnes & Albertson. Mr. Keller, a native of Dayton, Ohio, practiced in that city and was with FCC from 1934 to 1936. Mr. Heckman is a Washingtonian and graduate of Georgetown Law School.

Todd Branson, commercial manager, WNMP Evanston, joins Standard Rate

& Data Service Inc., Skokie, both Illinois, as broadcast media manager.

DEATHS

William R. Perkins, 84, chairman of board of directors, The Sioux City (Iowa) Journal-Tribune Publishing Co., and president of Perkins Bros. Co. (KSCJ and KTIV [TV] Sioux City), died Feb. 21 after long illness. Mr. Perkins had been in failing health since 1950, but continued active management of newspaper until last July when he stepped down as president of publishing company.

William C. Whitman, 48, music director at Young & Rubicam, New York, died Feb. 25 in Mt. Kisco, N.Y., after long illness. He composed musical jingles at Y&R for many companies, including Lifesavers, Gulf Oil and White Owl Cigars.

Frank Philip Thompson, 44, copy group supervisor, Ogilvy, Benson & Mather Inc., New York, died Feb. 21 at White Plains (N.Y.) Hospital.

Carroll G. O'Meara, 53, radio producer-writer, *Jack Benny Show*, *Burns and Allen* and other radio network programs, died Feb. 18 in Los Angeles. His radio career, which started in 1932 at KHJ Los Angeles, included nine years with Young & Rubicam and six years with NBC. During World War II Mr. O'Meara was west coast director of Office of War Information.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 21 through Feb. 28, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations


ACTION BY FCC

*Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education. Granted uhf ch. 36 (602-608 mc); ERP 17.86 kw vis., 9.6 kw aur. Ant. height above average terrain 400 ft., above ground 1,067 ft. Estimated construction cost \$8,968. P. O. address 1015 N. Sixth St., Milwaukee 3. Studio and trans. location Milwaukee. Geographic coordinates 43° 05' 19" N. lat.; 87° 53' 46" W. long. Trans. RCA TTU-1B; ant. Alford 1044. Legal counsel John Fleming, city attorney, Milwaukee. Granted waiver of rules to operate new station in addition to *WMVS-TV (ch. 10) in Milwaukee. Action Feb. 21.

APPLICATIONS

Honolulu, Hawaii—Hawaiian Paradise Park Corp. Vhf ch. 13 (210-216 mc); ERP 30.5 kw vis., 1912 kw aur. Ant. height above average terrain —19 ft., above ground 369 ft. Estimated construction cost \$153,239; first year operating cost \$195,000; revenue \$210,000. P. O. address 2207 Kalakaua Ave., Honolulu 15. Studio and trans. location Honolulu. Geographic co-ordinates 21° 17' 06" N. Lat., 157° 50' 22" W. Long. Trans. GE TT50B; ant. RCA TF-6AI. Legal counsel A. Harry Becker, Washington, D.C., consulting engineer Frank Fitch, Honolulu. Principals: David Watumull (36%), Radha Watumull Homay and Lila Watumull Sahney (each 22%), Ellen Jensen Watumull (20%). Hawaiian Paradise Park Corp. is real estate development firm and is applicant to buy KOOD Honolulu. Ann. Feb. 28.

Baton Rouge, La.—Jerry A. Fortenberry. Uhf ch. 28 (554-560 mc); ERP 16.6 kw vis., 9.5 kw aur. Ant. height above average terrain 231.25 ft., above ground 287.31 ft. Estimated construction cost \$109,228; first year operation cost \$120,000; revenue \$150,000. P.O. address Box 308, Columbia, Miss. Studio and trans. location Baton Rouge. Geographic co-ordinates 30° 28' 03" N. Lat., 91° 07' 43"



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RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Saturation Percent	2 or more sets	Total Tv Homes	Television Saturation Percent	2 or more sets
Marengo	27,098	6,790	5,615	82.7	851	3,461	51.0	72
Marion	21,837	6,339	5,720	90.2	573	4,846	76.4	59
Marshall	48,018	13,569	12,241	90.2	2,446	10,675	78.7	514
Mobile	314,301	83,174	71,533	86.0	20,836	71,350	85.8	7,795
Monroe	22,372	5,620	4,862	86.5	567	2,859	50.9	—
Montgomery	169,210	46,050	41,161	89.4	14,099	36,663	79.6	3,325
Morgan	60,454	17,129	15,342	89.6	3,396	13,193	77.0	600
Perry	17,358	4,125	3,283	79.6	370	1,747	42.4	19
Pickens	21,882	5,618	4,848	86.3	467	3,054	54.4	39
Pike	25,987	6,964	5,812	83.5	1,013	4,278	61.4	133
Randolph	19,477	5,585	4,646	83.2	312	3,753	67.2	39
Russell	46,351	11,702	9,818	83.9	1,945	8,336	71.2	736
St. Clair	25,388	6,844	5,719	83.6	973	5,189	75.8	152
Shelby	32,132	8,506	7,317	86.0	1,665	6,882	80.9	271
Sumter	20,041	4,753	3,854	81.1	548	2,419	50.9	112
Talladega	65,495	16,903	14,972	88.6	3,657	12,744	75.4	766
Tallapoosa	35,007	9,725	8,277	85.1	1,160	7,066	72.7	192
Tuscaloosa	109,047	27,646	24,704	89.4	7,068	21,012	76.0	695
Walker	54,211	15,158	13,061	86.2	1,525	12,540	82.7	387
Washington	15,372	3,588	2,903	80.9	358	2,217	61.8	—
Wilcox	18,739	4,267	3,320	77.8	474	1,648	38.6	80
Winston	14,858	4,224	3,771	89.3	488	3,295	78.0	99
Metropolitan Areas								
Birmingham	634,864	181,774	164,920	90.7	54,878	157,353	86.6	16,097
Columbus	217,985	55,674	48,425	87.0	14,861	46,148	82.9	4,634
Gadsden	96,980	27,503	24,354	88.6	5,983	23,342	84.9	1,104
Huntsville	117,348	30,897	27,986	90.6	8,480	23,934	77.5	1,371
Mobile	314,301	83,174	71,533	86.0	20,836	71,350	85.8	7,795
Montgomery	169,210	46,050	41,161	89.4	14,099	36,663	79.6	3,325
Tuscaloosa	109,047	27,646	24,704	89.4	7,068	21,012	76.0	695

ARIZONA

State totals	1,302,161	366,630	325,649	88.8	114,855	298,726	81.5	30,362
COUNTY TOTALS								
Apache	30,438	5,944	4,141	69.7	923	1,658	27.9	39
Cochise	55,039	15,381	13,685	89.0	4,792	11,724	76.2	591
Coconino	41,857	10,561	9,267	87.7	2,687	5,492	52.0	189
Gila	25,745	7,289	6,525	89.5	2,364	5,193	71.2	96
Graham	14,045	3,692	3,330	90.2	935	2,408	65.2	106
Greenlee	11,509	3,063	2,888	94.3	840	2,415	78.8	82
Maricopa	663,510	191,076	172,321	90.2	64,217	166,499	87.1	19,691
Mohave	7,736	2,546	2,151	84.5	719	1,735	68.1	152
Navajo	37,994	8,685	6,395	73.6	2,063	3,667	42.2	200
Pima	265,660	77,426	69,841	90.2	24,736	67,356	87.0	7,433
Pinal	62,673	15,767	12,825	81.3	3,129	12,294	78.0	693
Santa Cruz	10,808	2,952	2,497	84.6	913	1,997	67.6	178
Yavapai	28,912	9,590	8,688	90.6	2,646	6,235	65.0	210
Yuma	46,235	12,658	11,095	87.7	3,891	10,053	79.4	702
Metropolitan Areas								
Phoenix	663,510	191,076	172,321	90.2	64,217	166,499	87.1	19,691
Tucson	265,660	77,426	69,841	90.2	24,736	67,356	87.0	7,433

CONNECTICUT

State totals	2,535,234	752,736	714,908	95.0	332,721	693,807	92.2	85,649
COUNTY TOTALS								
Fairfield	653,589	194,314	185,617	95.5	92,631	182,522	93.9	31,258
Hartford	689,555	205,859	195,699	95.1	96,447	188,859	91.7	22,135
Litchfield	119,856	36,442	34,094	93.6	14,286	32,944	90.4	2,445
Middlesex	88,865	25,517	24,233	95.0	11,458	23,092	90.5	2,083
New Haven	660,315	198,815	188,446	94.8	81,268	184,688	92.9	22,377
New London	185,745	52,996	50,271	94.9	21,553	46,885	88.5	3,003
Tolland	68,737	17,888	17,249	96.4	7,800	16,101	90.0	1,396
Windham	68,572	20,905	19,299	92.3	7,278	18,716	89.5	952
Metropolitan Areas								
Bridgeport	334,576	99,753	94,904	95.1	43,819	93,731	94.0	13,934
Hartford	525,207	157,097	149,502	95.2	76,545	143,311	91.2	17,777
Meriden	51,850	16,109	15,131	93.9	6,684	14,844	92.1	1,558
New Britain	129,397	38,609	36,817	95.4	16,193	36,041	93.3	3,581
New Haven	311,681	95,487	90,350	94.6	39,074	87,574	91.7	11,844
New London-Groton-Norwich	156,913	44,577	42,243	94.8	18,479	39,443	88.5	2,420
Norwalk	96,756	28,826	27,559	95.6	14,665	27,240	94.5	4,983
Stamford	178,409	52,716	50,942	96.6	28,653	49,876	94.6	11,264
Waterbury	181,638	54,239	51,483	94.9	20,818	50,701	93.5	5,246

Continued on opposite page

station in Jacksonville, N. C. Action Feb. 23.

By Hearing Examiner Isadore A. Honig
 ■ After Feb. 21 prehearing conference in proceeding on applications of Higson-Frank Radio Enterprises and S B B Corp. for new am stations in Houston, Tex., scheduled certain procedural dates concerning applicant Higson-Frank, and scheduled hearing in proceeding for March 27. Action Feb. 21.

By Hearing Examiner Annie Neal Huntington
 ■ Granted motion by Greene County Radio, Xenia, Ohio, and continued procedural dates in Group III of consolidated am proceeding in Docs. 14076 et. al. as follows: final exchange of all exhibits from March 1 to March 13; notification of witnesses March 15 to March 20. Action Feb. 27.

By Hearing Examiner H. Gifford Irlon
 ■ Granted petition by Belleville Bcstg. Inc. (WIBV), Belleville, Ill., for leave to make engineering changes in its am application, removed amended application from hearing docket and returned it to processing line. Action Feb. 27.

■ Upon request by Broadcast Bureau, continued March 19 prehearing conference to March 20 in Santa Fe, N. M., tv ch. 2 proceeding. Action Feb. 26.

■ By memorandum opinion & order in consolidated fm proceeding on applications of Lakeshore Bcstg. Corp., Racine, Service Bcstg. Corp., Kenosha, both Wis., and Ruth M. Crawford, executrix of estate of Percy B. Crawford (WYCA), Hammond, Ind., granted petitions by Service Bcstg. Corp. for leave to amend to specify frequency 96.9 mc instead of 92.3 mc, removed amended application from hearing and returned it to processing line, and by Lakeshore for severance of its application from proceeding but kept in hearing status. Action Feb. 21.

By Hearing Examiner Jay A. Kyle
 ■ Granted motion by Clay Service Corp. and continued March 5 hearing to April 2 in proceeding on its application for new am station in Ashland, Ala. Action Feb. 21.

By Hearing Examiner Forest L. McClennig
 ■ Granted petition by Broadcast Bureau and extended time from Feb. 27 to March 16 for filing proposed findings of fact and conclusions of law in matter of revocation of license of KWK Radio Inc. for KWK, St. Louis, Mo. Action Feb. 27.

■ Scheduled oral argument for February 28 on request of Suburban Bcstg. Inc. for declaratory ruling as to necessity for tender of witness fees to Paul T. Foran in proceeding on Suburban's application and Beacon Bcstg. System, for new am stations in Jackson and Grafton-Cedarburg, Wis.; afforded counsel for each party 10 minutes for presentation of argument. Action Feb. 23.

By Hearing Examiner Herbert Sharfman
 ■ Granted petition by Lord Berkeley Bcstg. Inc. for leave to amend its application for a new am station in Moncks Corner, S. C., to make new financial showing and to make some changes in officers and stockholders; application is consolidated for hearing with application of Grand Strand Bcstg. Co. for new am station in Myrtle Beach, S. C. Action Feb. 27.

■ After Feb. 23 prehearing conference, scheduled certain procedural dates and hearing for May 1 in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky. Action Feb. 23.

By Hearing Examiner Elizabeth C. Smith
 ■ Granted motion by Radio Americana Inc. and extended time from Feb. 23 to Feb. 28 for filing proposed findings of fact and conclusions and from March 9 to March 14 for filing replies in proceeding on its application for new am station in Baltimore, Md. Action Feb. 23.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 27

KHUM Santa Rosa, Calif.—Granted license for am station.
 WOIA-FM Saline, Mich.—Granted mod. of cp to change type ant. and type trans.

Actions of Feb. 26

WNIA, NTA Radio Bcstg. Co., Newark, N. J.—Granted assignment of license and SCA to Bergen F. M. Inc.
 WNIA-FM Newark, N. J.—Granted assignment of license to Bergen Bcstg. Corp.
 WKPT Kingsport, Tenn.—Granted cp to

install new trans.; change ant.-trans. location; main studio and remote control point.

KLVL-FM Pasadena, Texas—Granted mod. of cp to decrease ERP to 15 kw; ant. height to 180 ft. and change type ant.

■ Following stations were granted extensions of completion dates as shown: **WSMA Smyrna, Ga.**, to March 30; **WFFG Marathon, Fla.**, to May 1; **KGLE Glendive, Mont.**, to June 21; **WTAQ LaGrange, Ill.**, to June 1; **WRDB Reedsburg, Wis.**, to July 21; **WCBS New York, N. Y.**, to Aug. 31, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

■ Following stations were granted authority to operate trans. by remote control: **WQXL Columbia, S. C.** and **WOIC Columbia, S. C.**

WYNK Baton Rouge, La.—Granted extension of authority to remain silent for period ending April 20.

Actions of Feb. 23

***WSND-FM Notre Dame, Ind.**—Granted mod. of cp to change frequency to 88.9 mc. **WSRW-FM Hillsboro, Ohio**—Granted mod. of cp to decrease ERP to 6.3 kw; and change type trans.; ant. height 160 ft.; conditions.

KERB, Radio Station KERB Inc., Kermit, Tex.—Granted acquisition of positive control by Homer V. Brinson through purchase of stock from Earl S. Walden.

KHAR, Sourdough Bcstrs., Anchorage, Alaska—Granted assignment of cp and license to Sourdough Bcstrs. Inc.

KSWM Aurora, Mo.—Granted license for am station and change main studio and remote control point.

■ Granted licenses covering installation of new trans. for following stations: **WRRZ Clinton, N. C.**, and **KFMP (FM) Port Arthur, Tex.**

KGAF-FM Gainesville, Tex.—Granted license covering installation of a new trans. and increase in ERP.

WROD Daytona Beach, Fla.—Granted license covering increase in daytime power and installation of new trans.

WRRZ, WRRZ, Clinton, N. C.—Granted mod. of license to change name to **WRRZ Radio Co.**

WOCB West Yarmouth, Mass.—Granted cp to make changes in ant. system.

WJTN-FM Jamestown, N. Y.—Granted cp to make changes in transmitting equipment (change type trans. to composite).

KHUL (FM) Houston, Tex.—Granted cp to install new ant.

KLIX-TV Twin Falls, Idaho—Granted cp to install auxiliary ant. at main trans. site.

K76AG Shelby, Mont.—Granted cp to change ERP to 1470 watts; type trans., and make changes in ant. system.

KTBS-TV Shreveport, La.—Granted cp to make changes in ant. system and structure, change ant. height, and make changes in equipment; ERP vis. 100 kw; aur. 60 kw; ant. height 1,580 ft.

WSLC Clermont, Fla.—Granted mod. of cp to change ant.-trans. location and make changes in ground system.

KACY Port Huene, Calif.—Granted mod. of cp to change ant.-trans. and studio location.

WIAM-FM Williamston, N. C.—Granted mod. of cp to change type trans.

K07BV Ouray, Colo.—Granted mod. of cp to change trans. location and make changes in ant. system.

K05AP Trout Lake, Wash.—Granted mod. of cp to change trans. location to adjacent to Sunnyside Road, north of John Schmid's, Trout Lake, Wash.

WITE Brazil, Ind.—Granted authority to remain silent for period ending May 4.

WLOV Cranston, R. I.—Granted extension of authority to May 15 to remain silent; without prejudice to such further action as commission may deem warranted in light of proceedings in Doc. 14365.

WERI-FM Westerly, R. I.—Granted extension of authority to May 23 to remain silent.

WETO Gadsden, Ala.—Granted extension of authority to April 4 to remain silent.

■ Following stations were granted extensions of completion dates as shown: **WSLC Clermont, Fla.**, to Aug. 1; ***KVCR-TV San Bernardino, Calif.**, to Sept. 6; **KVOA-TV**

Continued from opposite page

DISTRICT OF COLUMBIA

(D.C. only; does not include Md. and Va. portions of Washington Standard Metropolitan Statistical Area.)

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
D. C.	763,956	252,066	227,371	90.2	85,766	210,556	83.5	30,063

RHODE ISLAND

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	859,488	257,335	243,998	94.8	98,657	241,613	93.9	30,143

COUNTY TOTALS

Bristol	37,146	10,677	10,239	95.9	5,310	10,259	96.1	1,566
Kent	112,619	32,352	30,891	95.5	14,483	30,971	95.7	4,800
Newport	81,891	20,391	19,328	94.8	9,570	19,037	93.4	2,348
Providence	568,778	177,940	168,593	94.7	63,154	166,727	93.7	20,094
Washington	59,054	15,975	14,947	93.6	6,140	14,619	91.5	1,335
Metropolitan Areas								
Fall River	138,156	43,715	40,868	93.5	13,869	41,607	95.2	4,271
Providence-Pawtucket	816,148	247,822	235,400	95.0	94,210	233,295	94.1	30,175

WASHINGTON

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	2,853,214	894,168	837,705	93.7	392,841	779,774	87.2	75,720

COUNTY TOTALS

Adams	9,929	2,860	2,700	94.4	982	2,538	88.7	141
Asotin	12,909	4,126	3,817	92.5	1,591	3,698	89.6	211
Benton	62,070	17,485	16,710	95.6	8,353	15,508	88.7	934
Chelan	40,744	13,357	12,799	95.8	6,157	11,285	84.5	509
Challam	30,022	9,255	8,550	92.4	3,523	7,788	84.1	613
Clark	93,809	28,783	27,078	94.1	13,079	26,181	91.0	2,445
Columbia	4,569	1,517	1,409	92.9	541	1,112	73.3	26
Cowlitz	57,801	17,889	16,575	92.7	7,117	15,784	88.2	982
Douglas	14,890	4,259	4,066	95.5	1,501	3,758	88.2	384
Ferry	3,889	1,112	1,026	92.3	263	838	75.4	42
Franklin	23,342	6,745	6,395	94.8	2,428	5,984	88.7	274
Garfield	2,976	932	850	91.2	551	754	80.9	11
Grant	46,477	12,728	11,749	92.3	4,879	10,912	85.7	382
Grays Harbor	54,465	17,743	16,564	93.4	6,782	13,670	77.0	894
Island	19,638	5,524	5,167	93.5	2,209	5,086	92.1	446
Jefferson	9,639	2,948	2,722	92.3	1,109	2,506	85.0	80
King	935,014	307,759	287,416	93.4	145,883	268,679	87.3	34,949
Kitsap	84,176	26,088	24,817	95.1	12,112	23,787	91.2	1,952
Kittitas	20,467	6,379	6,173	96.8	2,248	4,996	78.3	40
Klickitat	13,455	4,165	3,744	89.9	1,280	3,095	74.3	120
Lewis	41,858	13,688	12,837	93.8	5,636	11,232	82.1	434
Lincoln	10,919	3,541	3,373	95.3	1,743	3,210	90.7	207
Mason	16,251	5,259	5,051	96.0	1,984	4,729	89.9	176
Okanogan	25,520	7,829	7,498	95.8	1,846	6,074	77.6	178
Pacific	14,674	5,088	4,777	93.9	2,065	3,928	77.2	122
Pend Oreille	6,914	2,203	1,948	88.4	393	1,860	84.4	83
Pierce	321,590	95,139	89,270	93.8	41,307	86,425	90.8	8,925
San Juan	2,872	1,079	1,022	94.7	436	927	85.9	—
Skagit	51,350	15,759	14,892	94.5	6,968	13,596	86.3	726
Skamania	5,207	1,623	1,496	92.2	546	1,298	80.0	18
Snohomish	172,199	52,055	48,745	93.6	20,919	46,933	90.2	4,194
Spokane	278,333	87,771	82,451	93.9	40,671	77,667	88.5	9,759
Stevens	17,884	5,430	5,007	92.2	1,617	4,404	81.1	196
Thurston	55,049	17,443	16,452	94.3	7,952	15,692	90.0	1,365
Wahkiakum	3,426	1,099	1,005	91.4	326	889	80.9	46
Walla Walla	42,195	12,727	11,549	90.7	5,120	9,862	77.5	302
Whatcom	70,317	22,416	21,100	94.1	9,267	19,027	84.9	860
Whitman	31,263	8,929	8,737	97.8	4,851	7,588	85.0	485
Yakima	145,112	43,436	40,168	92.5	16,606	36,474	84.0	2,209
Metropolitan Areas								
Portland	821,897	269,184	252,584	93.8	124,122	236,369	87.8	28,385
Seattle	1,107,213	359,814	336,161	93.4	166,802	315,612	87.7	39,143
Spokane	278,333	87,771	82,451	93.9	40,671	77,667	88.5	9,759
Tacoma	321,590	95,139	89,270	93.8	41,307	86,425	90.8	8,925

Continued on page 107

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If 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

Manager wanted for full time New England 5kw radio station. Must know the business. Give details, salary requirements in first letter. Box 795J, BROADCASTING.

Help wanted Tiger! \$50,000 should be the equity value of the stock I will make available in 3 years to the manager who comes to work for me. Man must be extraordinary proven salesman with good organizing ability. Station located in small Atlantic seaboard town in area on the verge of economic explosion. Box 18K, BROADCASTING.

If you are a successful sales manager and ready for management, we have opportunity developing soon as general manager for one of our stations in middle west. Number one in latest Pulse. Box 63K, BROADCASTING.

Manager & Salesman experienced proven producer small market Central Florida 1kw daytimer. \$125.00 weekly plus liberal bonus—Confidential . . . Box 94K, BROADCASTING.

Manager-Sales manager. Los Angeles class B FM station. Complete charge sales activity. Successful previous sales experience required. Full details to E. A. Wheeler, WEAW, Evanston, Illinois.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Sales manager established northeast daytimer, metropolitan market. \$7,200 salary plus overrides. Good producer will earn nine to twelve thousand. Send full resume. Box 521J, BROADCASTING.

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.

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.

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 981J, BROADCASTING.

If you have ideas, inspiration, work, opportunity for \$6-8,000. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Sales

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Radio-television salesman. Iowa market. Group ownership offers individual growth. Limited experience accepted. Midwesterner preferred. Box 44K, BROADCASTING.

All country & western FM station looking for salesman with proven record and good references. Must know and realize the value of country music. Midwest. Commission against draw. Maybe some dj work. Box 19K, 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, Salesmanager, Scranton, Pennsylvania. Phone Diamond 6-4646 for further information.

Experienced radio salesman wanted—WIRK—West Palm Beach, Fla. Apply in person only.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, ptx, Bess Gilmore, Community Club awards, Westport, Connecticut.

"Expanding. Southern group of top rated metropolitan stations expanding to new markets—seeking 2 executive type salesmen with management potential. Must be 30-40, married, experienced. Excellent guarantee—moving expenses—rapid advancement for producer. Area applicants given preference. Send photograph—references—complete resume today. Join a growing organization. McLendon Broadcasting Company—Suite 980 Milner Building—Jackson, Mississippi."

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.

Announcers

Top-rated chain with outlets in key markets is on the lookout for top "format" dj's and aggressive, dramatic, extra-sharp newsmen. Only experienced, qualified men need apply. Send tape and resume to be considered. Box 919F, BROADCASTING.

Experienced first phone announcer, Michigan daytimer. Good opportunity for dependable man. Send tape, resume and financial requirements. Box 903J, BROADCASTING.

Announcer and newsmen openings for radio station near New York City. Two experienced men, one to take over morning shift and a newsmen experienced in gathering and airing local news. Good salaries. Excellent working conditions. Box 949J, BROADCASTING.

Texas kilowatt immediate opening for announcer-news editor experienced gathering, writing local news. \$90.00 week. Box 78K, BROADCASTING.

New Jersey, experienced announcer with 1st class ticket. \$100 to start. No maintenance. Box 965J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer wanted—morning man, 5000 watt station. Upper Midwest—some tv duties experience necessary. Send picture and audition tape to Box 38K, BROADCASTING.

Fully experienced, top forty dj with production talent and supervision potential. Detailed resume, picture and comprehensive tape a must. Indiana metro. Box 69K, 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.

Piedmont, North Carolina AM-FM station is looking for three combination men with minimum two years commercial radio experience who are now ready to "move up" to medium market top flight operation! Seek personal interviews with qualified applicants from this general region for permanent, well-paying opportunities. Positions include: full-time sales, with "some air or production" experience; announcer: heavy on local news and local play by play sports (football and basketball); and copywriter; capable of limited "air relief shift." Send tape, full background and photo to Box 86K, BROADCASTING.

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.

Announcer with copy writing experience or willing to learn copy writing. Prefer married man who is looking for permanent job with small town station and no staff competition. Prefer man from Texas, Oklahoma, New Mexico, Kansas or Colorado. Write to Manager, KXIT, Dalhart, Texas.

Versatile announcer-production, writing experience and first ticket preferred not required. Top rated station. bright sound. Ideal growth area. Tape, resume. WRDR, Bradenton, Florida.

Adult good music small market station emphasis on news—needs combo announcer. Good living in Chesapeake Bay area. Salary open for discussion. Contact Sam Cannon, WCEM, Cambridge, Maryland.

Announcer with 1st phone—good opportunity. Immediate opening. Send tape and resume and availability. WCVS, P. O. Box 1088, Springfield, Illinois.

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 with 1st phone immediate opening. Contact Len Savage, WEZN, Elizabethtown, Pennsylvania.

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.

Need first phone man with some announcing ability. Send tape, resume to William Udell, WIMS, Michigan City, Indiana.

Help Wanted—(Cont'd)

Announcers

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.

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.

Night man . . . experienced, friendly man for an adult type all night show featuring good, popular music. No swingers or screamers. Send tape and resume to Jack Williams, WSPD-Radio (A Storer Station), Toledo, Ohio.

Suburban Detroit station looking for bright, yet mature announcer. Must have at least one year commercial experience. Send resume and tape to Radio Station WBRB, P. O. Box 489, Mt. Clemens, Michigan.

Experienced announcer for radio station station WVOS, Liberty, New York. Call or write to H. Borwick.

"Negro Chain—rated No. 1 in the Nation—expanding, seeking top Religious and R & B personalities. Minimum 2 years experience. Send photograph—complete resume—references—first letter to: McLendon Broadcasting Company, P. O. Box 197—Suite 980 Milner Building—Jackson, Mississippi."

Technical

If you are a competent technical man with 1st phone who likes to get things done and likes creative, challenging work and are interested in growing with an East-Coast 2-station management with more to come, please write soon to Box 76K, BROADCASTING.

Chief Engineer wanted immediately to construct and be on staff of new 5000 watt fulltime directional Central New Jersey station. If you are now located in New Jersey, Eastern Pa., southern N. Y., or Connecticut, please contact Herbert Hobler, 101 West 87th St., New York City. Phone TR 3-5800.

1st class engineer. Immediate opening. WCVS, P. O. Box 1088, Springfield, Illinois.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

"Chief Engineer for 50kw/10kw currently constructing. Part of Southern group building two 50kws. Excellent opportunity to gain experience constructing with Group Engineer—remaining as Chief upon completion. Once in a lifetime opportunity. Must send photograph—complete resume—detailed references—salary requirements, first letter to Engineering Director—McLendon Broadcasting Company—P. O. Box 197—Jackson, Mississippi."

Production—Programming, Others

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Immediate opening for experienced, aggressive news-man on middlewestern, news conscious station. Send resume and tape to Box 790J, BROADCASTING.

Multiple owner three stations midwest seeks program manager with proven rating success in top 50. Write Box 62K, BROADCASTING.

Ohio station needs working pd. Must have pd experience, write and deliver news, commercials, production spots, etc. Send tape, references and full information about yourself. Box 68K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Bright writer, 5000 watts N. Y. Resume, 5 minute newscast, salary needs. Box 85K, BROADCASTING.

Help wanted: Girl copywriter with ideas for midwest radio station. Single station market—receptionist, switchboard and billing. Real opportunity. Write W.A.B.J. Adrian, Michigan, giving full resume.

Radio news-man for radio/tv operation. Gather, write and air . . . Apply to Bob Frank, News Director, WOC, Davenport, Iowa.

Graduate student assistantships in radio-tv, programming - production available. Write school of speech, Ohio University, Athens, Ohio.

News-writer for radio/tv, must be experienced reporter and writer. AFTRA salary range—\$103.75 to \$132.75. Send detailed resume to Personal Office, Crosley Broadcasting Corp., 140 West 9th St., Cincinnati 2, Ohio.

RADIO

Situations Wanted—Management

Manager—12 years experience. Seeks opportunity. Small to medium market. Box 945J, 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.

Desire Operations Manager berth—large facility or group. 7 yrs. engineering from construction thru group chief; 15 yrs. Metropolitan AM-FM V.P. & General Manager; can handle all phases. Box 39K, BROADCASTING.

Remember how great? . . . profits used to look? Experienced general manager will trade original sales and programming ideas for southeastern station management with ownership possibilities. Married, veteran. Box 89K, BROADCASTING.

25 years California radio: announcer, producer, promotion manager, sales manager, station manager. With independent station, network, ad agency, trade association. Top spots national and local civic groups. Prefer California. Box 88K, BROADCASTING.

Bonafide: Ten year management experience plus excellent personal sales figures. College graduate: Business Administration, Commercial Law. Now employed. Trying for betterment. Accredited industry endorsements. Confidential. Box 98K, BROADCASTING.

Manager-sales manager solid background in sales and programming. Active in community affairs. 21 years in midwest, 12 with last station. Location not so important as opportunity. Box 99K, BROADCASTING.

Sales

Triple threat man. Personality type morning man. Limitless idea man. Top copywriter. Public pleasing programmer. Strong, strong, strong, strong on sales. Even management experience. The only man in radio with recommendation from whole city. Currently employed. Box 37K, BROADCASTING.

Salesmanager wishes to relocate. Presently employed with number one station in market of a million. Excellent sales and sales management record. Full McLendon background. 11 years in radio. 29, married, three children, college. Excellent references. Available April 1. Box 71K, BROADCASTING.

Sales-NY-Philadelphia area. Desires sales development position. Nine years experience in N.Y. Philadelphia advertising agencies—midwest tv station in sales. Box 84K, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

12 years experience radio management, sales. 8 years public relations. Looking for potential \$10,000 plus, small-medium market. Available immediately. Al M. Farber, Fort Madison, Iowa.

Announcers

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.

Sports announcer looking for sports minded station. Finest of references. Box 922J, 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.

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.

Experienced, capable, sports, news announcer and good music dj. Also can get out and sell—ready to work. Box 21K, BROADCASTING.

Experienced announcer—salesman. Calm, aggressive, confident. Started at 500 watt—now moving up. Will go anywhere. Box 22K, BROADCASTING.

Ambitious young married man with six years radio-tv experience in multi-market, announcing, d.j.'ing, programming, and selling—wants position with future. Box 23K, BROADCASTING.

Looking for midnight slot 12 to 6 as dj. personable—Knows all music—1st phone—married—5 years experience. Presently employed. Box 24K, BROADCASTING.

Sportscaster—Five years collegiate radio-television experience. 200 football, basketball, hockey games. Strong on news. Receiving Masters degree in June, 500 hours summertime commercial experience. Box 30K, BROADCASTING.

Ohio, Indiana, Kentucky. 1½ years commercial experience as announcer-dj. Knowledge of music, can write copy, college degree. Tape, pix, resume immediately. Box 31K, BROADCASTING.

Interested New Orleans or Gulf Coast, 10 years announcing radio-tv . . . first phone . . . married and 30 . . . Box 41K, BROADCASTING.

Colored announcer-dj, young, cheerful swinging sound. Experienced, tight production, competent. Box 43K, BROADCASTING.

Soft-sell personality with thorough musical knowledge, including classical, desires afternoon or all-night show. B.S. degree, excellent references. Experience as p.d. Married-family. Box 47K, BROADCASTING.

Young announcer, dj, 2 years experience, veteran, good voice, good production, pleasant mature approach . . . medium market desired. Box 52K, BROADCASTING.

Modern radio personality: Currently #1 in large market. Humorous approach that pleases listeners and sponsors. Box 54K, BROADCASTING.

South. Nine years, solid references. Best of background. All round air-man. Tight production. Veteran with college. Professional. Know standard and formula. Box 55K, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Not satisfied with "just an announcer"? Want a personality, with showmanship, humor, tight production and top air salesmanship? I have nine years experience, excellent references and will start for \$600.00. Box 57K, BROADCASTING.

Major market personality: PD, production, music director, promotion, tv background; degree; 25, leaving service; wants air shift plus administrative responsibility. Box 60K, BROADCASTING.

Top jock in competitive medium market looking for opportunity in larger market. College degree, good references. No drifter. Box 66K, BROADCASTING.

Announcer, fast board, experienced, mature sound, veteran, not a floater. Box 72K, BROADCASTING.

Metropolitan area announcer—sportscaster for 11 years, seeks delay—program director or deejay—sports director position. Box 73K, BROADCASTING.

Young man desires work in radio. As dj-announcer. Have had training in all phases of radio, including control board. Eager to start. Salary no object. East coast only. Box 79K, BROADCASTING.

DJ—announcer, 4 years experience—not a floater. Married, wants to settle. Box 80K, BROADCASTING.

Recent announcing school graduate—first phone. All locations. Available immediately. Box 81K, BROADCASTING.

Fast board, selling sound, no prima donna. no floater. authoritative news. married. Box 82K, BROADCASTING.

New Jersey . . . Newsman-announcer, experience, married, service, college, 22, available January, 1963. Box 83K, BROADCASTING.

First phone, combo experience; Prefer Los Angeles area. Johnny Bowles, 802 S. 33rd, Louisville, Ky.

Attention Los Angeles Area. Experienced, college, family, veteran, combo, seven years entertaining. Write Ramon Dante, 311 S. Montreal, Dallas 8, Texas.

Wanted: Country disc-jockey position. Eleven years experience. Louisiana preferred but other states considered. Well known as Buzz Busby on Starday Records. Phone 5147, Jonesboro, Louisiana or write: Route #1, Jonesboro, Louisiana.

News and sports. \$125. 23, married. No drink. Voice good (midwest). Set up news department here. Play-by-play. Creative writing enthusiastic delivery. Editorials, commentaries, too. Bruce Morrison, WGCD, Chester, South Carolina.

Technical

Need Manager-Engineer: Chief Engineer? Chief wants to step up. Box 961J, BROADCASTING.

Los Angeles — Summer replacement, 1st phone.—2 yrs. Studio, xmtr. Construction, announcing, recording, remotes. Excellent board, now employed Eastern metro, start June 4th. Resume, details . . . Box 15K, BROADCASTING.

Presently chief of am-fm station—want to relocate. Easy to work with—married—5 years experience—no experience in tv, but very interested. Box 25K, BROADCASTING.

Production-Programming, Others

News editor, journalism graduate, no air work. Box 774J, 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.

Situations Wanted—(Cont'd)**Production-Programming, Others**

Writer, director-producer wants responsible position overseas. Box 999J, BROADCASTING.

Aggressive, capable newsman, two years experience plus strong background newspapers, magazines, AFRR. Qualified handle public affairs, news-in-depth, commentary. Write lively copy. Interesting, authoritative delivery. Want news conscious major metropolitan station. Married, 30, currently available. Let's arrange interview. Box 17K, BROADCASTING.

Program Director available March 15. Complete knowledge of top 40 radio as well as all other types. Currently programming top station in an eight station market. Full knowledge of all FCC and FTC rules. Production a specialty. Box 29K, BROADCASTING.

Fed up . . . Seven months ago left top ten market station to manage small market station. Want to return to metropolitan market in announcing-p.d. capacity. Top flight announcer. Box 51K, BROADCASTING.

Florida agencies, tv & radio stations. Male copywriter, plenty of experience. Specialty is creative copy that sells. Won't work for peanuts but will for oranges. Box 58K, BROADCASTING.

Music Director presently employed AM-FM operation wishes relocate West Coast or Southwest. Resume and tape on request. Box 75K, BROADCASTING.

Hard-working, seasoned, Washington newsman available to handle your national, regional or local news reporting from Capital via voice or written word. Box 87K, BROADCASTING.

Girl Friday—Good bookkeeper, office manager and secretary. Seven years experience in radio. Have set up and supervised centralized accounting systems for chain operations. Presently employed and have wonderful boss, but need change of scenery. Box 33K, BROADCASTING.

TELEVISION**Help Wanted—Management**

A promotion has created an opportunity for television manager-sales manager one of the top 50 markets in middle west. Box 64K, BROADCASTING.

Sales

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.

Radio-television salesman. Iowa market. Group ownership offers individual growth. Limited experience accepted. Midwesterner preferred. Box 45K, BROADCASTING.

Sales manager . . . for pre-freeze CHF CBS major market area station with No. 1 ratings all surveys. Quality operation . . . strictly rate card. Also 1000 watt adult music, top production CBS radio station. Requires administrative and personal radio and television sales experience, creative selling ideas, civic interest, sales promotion and merchandising know-how. Starting salary \$15,000 plus incentive plan. Include complete resume, sales record and references. Box 50K, BROADCASTING.

Rocky Mountain West TV station needs young alert salesman for medium market. Active accounts plus guarantee . . . No. 1 station in a boom area. Send pix and resume to Box 986J, BROADCASTING.

Wanted—Sales Manager for NBC outlet in medium market. Excellent opportunity for man long on local-regional sales ability. Box 36K, BROADCASTING.

Help Wanted—(Cont'd)**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.

TV control room maintenance and operations man wanted by southeastern CBS-VHF outlet. Good pay plus chance for advancement. Send full resume plus salary requirements. Box 93K, 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.

Wanted—Artist for NBC outlet in medium size market, multiple station ownership. Send sample of work and salary requirement. Box 35K, BROADCASTING.

Experienced, creative TV commercial writer for midwest metropolitan area network station. Excellent opportunity . . . writers work directly with clients . . . no local agencies involved. Send samples and complete resume. Top salary . . . advancement . . . profit sharing. Box 48K, BROADCASTING.

News director. Must be experienced reporter and on-air news personality capable of directing department and personally airing prime evening newscasts. Duties include creation of editorials, documentaries and public service programs. No. 1 station in major market with good news sources. Starting salary \$10,000. Send resume and references. Box 49K, BROADCASTING.

TV-Radio newsman. 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.

TELEVISION**Situations Wanted—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.

Experienced assistant manager. 20 years, radio and tv. Family man. Box 16K, BROADCASTING.

Controller—Office Manager—Billing going out correct and on time? Operating expenses too high? Internal financial and organization problems? Have 10 years experience in radio and tv accounting procedures and systems. Seeking greater challenge. For further information, write Box 32J, BROADCASTING.

Solid manager, 47, 28 years imaginatively commercial experience—all phases. Box 65K, BROADCASTING.

Attention Station Managers—Do you need an experienced multi-station tv & am national sales manager to aggressively sell the major advertising agencies and clients—a man with strong rep background, numerous network contacts and merchandising know-how. Previous salary \$12,000 area. Send for details and top industry reference list. Box 61K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Major market radio-television announcer. Staff, news, weather experience. Married, veteran, thirty, college graduate. Box 102K, BROADCASTING.

Versatile tv announcer wants staff work with good on-camera commercial potential. Excellent voice, appearance. 11 years radio/tv. Box 56K, BROADCASTING.

Youth and Experience. Age 28, resigned program director and announcer seeks employment in medium or large market. Personable, ambitious, intelligent. Much to offer now, much more in future. Announcing or production desired. Will locate anywhere. Available immediately. Jerry Steele, 650 Hickory St., Scranton 5, Pa. DI 7-8787.

Technical

Mr. CP holder! Are you looking for an experienced chief engineer to build your station? Now employed tv chief with 10 years in all phases, desires greater potentials. Box 958J, BROADCASTING.

Have experience in both tv and radio. Looking for a steady job with the chance to get ahead—call 265-7345 or write Byron Kuenzel, 817 3rd Ave., Havre, Montana.

Production-Programming, Others

Program-Director-Production Manager-Producer-Director-Assistant to manager. I have 11 years of solid major-market television experience, all phases, with emphasis on live programming and strong community relations. Seeking permanent position. Family man—34—university graduate. Box 103K, BROADCASTING.

Experienced news director: seeks station leading competitive market or planning to. News-in-depth specialist, top voice, references. Box 20K, BROADCASTING.

Write, report, top rated newscaster, administration duties—Experienced all phases. Box 27K, BROADCASTING.

Television producer-director. 4 years college teacher: Drama-radio-television. Commercial station experience. Married—33, creative, affable, dedicated—available in June. Box 42K, BROADCASTING.

Can offer strong news background to Midwest television station as news director or top assistant. Proved reporter, photo and newscaster. Family, college grad, mature. Telephone: Detroit 331-8403. Box 46K, BROADCASTING.

Available on 4 weeks notice: Seasoned program-production manager. Desire East Coast location plus \$10,000 per year. Box 59K, BROADCASTING.

Art Director. Experienced, creative. Graphics, scenic, promotion, photography. Excellent references. Box 95K, BROADCASTING.

FOR SALE

Equipment

250 watt transmitter \$400; RCA 76B control board \$400; PT 6 Magnecord \$250; M.C. Jones Micromatch (new) No. 442B12 for 3½" line max. 40 KW—\$125. Box 34K, BROADCASTING.

Raytheon RR 30 3-channel amplifier, ASP-298 colinear 6 DB gain base station antenna cut for 166.25MC Cleveland allocation map book. Box 90K, BROADCASTING.

1000 watt transmitter needs some work. \$150 plus crating and freight. Box 100K, BROADCASTING.

1—RCA model 73B disc recorder with presto model 92B recording amplifier. Excellent condition. Wes Ninemire, KFDA Radio, Amarillo, Texas.

For Sale—(Cont'd)

Equipment

G.E. 3kw FM transmitter—ready to go on the air—\$3,000.00. Jim Corry, KFMM, 1424 Westheimer. JA 6-2166, Houston 6, Texas.

Gates R C M 20 Monitor, extension meters 1½ years old, like new complete \$1,000. 2-CB 510 Gates turntables complete \$590.00. 1-Bogen MX 10 mixer, like new \$100.00. 1-Reco-Kut, imperial disc cutter \$500.00. Charles E. Schwing, Jr., KEVL, Plaquemine, La.

For sale: Gates limiting amplifier. First class condition. First \$200 takes it. Call Keith Baker, KHBM, Monticello, Arkansas, EM 7-5136.

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 166.25 mc. All for \$2,950.00. KCEY, Turlock, California.

Gates BC 1J, excellent condition, now in operation . . . includes spare tubes . . . \$2600, KSEN, Shelby, Montana.

2 broadcast RCA 100-selection automatic record players (45 RPM) complete with control units and remote control cueing. Entire lot priced \$1,600. This equipment used only four months. For inspection and contact . . . write or call WEAM, 1515 N. Court House Road, Arlington, Virginia, JA 7-7100.

FM antenna, seven bay Collins, complete including mounting brackets. Available now. WFMH, Cullman, Alabama.

Schafer model 60, automation complete with 2 Seeberg 100 record player. Make unit and complete playback. Write or call WMRE, Warren Gilpin, Monroe, Georgia.

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 64A 8 Bay Clover Leaf antenna. Discount on package. Chief Engineer, WNEK, Macon, Georgia.

Collins 26 W limiting amplifier, good condition. Best offer takes. WVOS, Liberty, N. Y.

Am, fm, tv equipment including transmitters, tubes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

WANTED TO BUY

Equipment

Interested in used tower approximately 900 ft. Must support six-bay Channel 5 turnstile antenna. Need immediately. Box 957J, BROADCASTING.

Wanted to Buy—(Cont'd)

Equipment

Used heavy-duty support tower, 360 to 450 feet, guyed or bottom portion of self supporting. Box 971J, BROADCASTING.

Wanted—Four bay Andrews FM antenna for high end of FM band. Box 74K, BROADCASTING.

Wanted: Approved 250 watt transmitter, frequency monitor, and modulation monitor. KVOP, Plainview, Texas.

The Lord's Prayer, by Malotte RCA Victor Chorale and Orchestra conducted by Robert Shaw. Originally 45 RPM-record number is 49-0294-B (disc is backed by The Bell's of St. Mary) KWBE, Beatrice, Nebraska.

Three-speed professional turntable, CB-11 or similar vintage. WBUT, Box 1048, Butler, Pa.

Several good 1850-A iconoscopes. Advise quantity, price, condition. W. E. Garrison, WFBC-TV, Greenville, South Carolina.

Wanted 3 ½" co-axial Line 20' sections, also 45° and 90° angles. Martin Williams, WFMS, Indianapolis.

Short-range wireless microphone, lavaller supported or similar. Receiver. Noll, Box 23, Chalfont, Pa.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Will buy or trade used tape and disc recording equipment—AmpeX, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tucka-hoe, N. Y.

WANTED TO BUY

Stations

Radio property or construction permit in Southeast. Will consider other locations. Please justify asking price. No brokers, please. Box 955J, BROADCASTING.

Looking for Florida station with low . . . low . . . down payment! Small . . . medium . . . large. Deal direct only. Money losers ok individual. Box 67K, BROADCASTING.

Want AM station or construction permit, Pennsylvania—New Jersey area. All offers given full confidential consideration. Send full particulars to PER Corporation, Broadcast Division, Box 212, Doylestown, Pa.

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 8, 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.

Instructions—(Cont'd)

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.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

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 Line! 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, 11811 High Meadow Drive, Dallas 34, Texas.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

Radio-Television Bingo on grocery check-out bags. Sweetheart Mountain Productions, Box 4041, Denver 9, Colorado. Phone 744-2101.

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.

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.

Help Wanted—(Cont'd)

Announcers

CRACK STATION NEEDS . . . A PRO

Seasoned man who can handle good music in a tight, top notch operation. Salary open. If interested, rush tape, picture and resume to Box 96K, BROADCASTING.

EXPERIENCED ANNOUNCER

Major Eastern Radio/TV station for permanent job. Send resume, tape, VTR if possible and picture. Summer replacement also needed.

Box 101K, BROADCASTING

SPORTSCASTER—WHAS, Louisville, is auditioning experienced sportscasters. Primary duties: preparation and presentation of daily radio and tv sports programs; play-by-play secondary and limited. Send resume, picture, tape and salary requirements to: Sports Director —WHAS, Louisville 2, Ky.

ATTENTION NEWSMAN

One of the nations' most exciting radio stations seeks newsman with vigorous news digging drive, enthusiasm, deep voice, top references and desire to improve. If you qualify for this challenge. air mail your resume and tape to:

WIL RADIO
Broadcast House
3715 Lindell Blvd.
St. Louis 8, Missouri

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.

News Director Midwest Metro Market

Experienced, must be able to take full charge. Modern news format combined with good network coverage. \$6300 to start. \$7200 by year end if satisfactory. Send tape, resume. Box 97K, BROADCASTING.

Promotion

PROMOTION MANAGER, EXPERIENCED

Opening for a creative, aggressive promotion manager with top station in prime market. Airmail complete resume, references to Gil Lee, KBTU, 1089 Bannock St., Denver, Colorado.

Help Wanted—(Cont'd)

Sales

BROADCAST SALES ENGINEERS WANTED

ITA Electronics Corporation is a continuously experienced operation. As part of this expansion we are looking for experienced, qualified and successful sales engineers. Position offers excellent salary to qualified individuals with travel expenses paid. Attractive compensation for sales efforts and ability is also provided.

The people we are looking for have a technical background in broadcasting and an ability to sell and represent a prosperous organization. They must be thoroughly capable of assuming full responsibility within their assigned territories. A successful career with a bright outlook for the future is offered to those who can meet the above. Send resume immediately to:

ITA ELECTRONICS CORP.

130 East Baltimore Ave.
Lansdowne, Pennsylvania
Attention: A. S. Timms

INSTRUCTIONS

THE AMERICAN BROADCASTING SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs?
News • Sports • C&W • Top 40 • Jazz
Sales • Programming • Men • Women
HELENA BLDG., NORFOLK, VA.
State Needs—Tape, Photo, Resume Rushed

EMPLOYMENT SERVICE

APPLICANTS NEEDED ALL BROADCAST PERSONNEL PLACED ALL MAJOR U.S. MARKETS MIDWEST SATURATION Write for application NOW **WALKER EMPLOYMENT SERVICE**

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

New — Original — Written Daily

★ **COMEDY MATERIAL** ★
Hundreds, original jokes, wit, puns—etc. (we service Radio—D.J.'s—MC's—T.V.) First book—Canada's greatest gag book D.J.'s Comedy Bible—\$6.50 check or money order to:

Joey Mate
101 Everden Rd.
Toronto, Canada

Miscellaneous—(Cont'd)

RADIO STATION FINANCING

Jay J. G. Schatz
Continental Illinois Bank Bldg.
231 So. LaSalle Street
Chicago 4, Illinois

FOR SALE

Equipment

USED TRANSPORTS IN TOP CONDITION

"Ampex" and "Presto" units for sale at bargain prices.

Box 70K, BROADCASTING

12 Bay RCA Antenna

New never out of factory carton tuned 105.9 mc Channel 290. Can be tuned slightly either way. First offer of \$4,000 takes.

Box 91K, BROADCASTING

FOR SALE

Stations

500 watt, single market daytimer, soon to go to 1 kw, good Texas town. Gross \$60,000, priced at \$90,000 including valuable real estate. One half down. Excellent potential. No broker. Box 26K, BROADCASTING.

COLORADO

Clean. Single-station market. 250 with application 1-kw. \$65,000.00 with 25 down. By owner—confidential.

Box 53K, BROADCASTING

For Sale:

FM-CP—Mushrooming California Market. No Brokers. Cash Deal. Box 77K, BROADCASTING.

OREGON DAYTIMER

AM, serving major market and suburban. 1KW possible increase to 5KW. Absentee-owned. Perfect situation for owner-manager. Will sell for assumption of liabilities plus small equity payment. All long-term financial.

Box 92K, BROADCASTING

For Sale—(Cont'd)

Stations

MULTIPLEX AVAILABLE

—81,000 Watts—
WAEZ
Deauville Hotel
Miami Beach, Florida

BUY OF THE YEAR

250-watter—only station in town of 5000. Good trade area. Grossed \$27,000 last year. Full price \$22,500 cash. Terms possible to buyer with strong net worth. Harris Ellsworth, Licensed Broker, Box 509, Roseburg, Oregon.

N.H.	single	daytimer	\$ 68M	terms
Ida	small	daytimer	56M	cash
Ky	medium	fulltime	80M	\$30dn
Tenn	metro	regional	250M	terms
Ind	metro	power	410M	\$90dn
Ala	metro	daytimer	75M	29%

and others; also newspapers & trade journals.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

ARIZONA. New low down of \$14,000 for single station. Fulltime. F.P. \$80,000. "A GUNZENDORFER Exclusive."

CALIFORNIA 1000 WATTS DAYTIMER. Growth Area. Can deal for \$93,000 down. F.P. \$115,000 with land. "A GUNZENDORFER Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
8630 W. Olympic, Los Angeles 35, Calif.

Tex. single regional \$49,500—Colo. single regional \$50,000—Tex. major regional \$200,000 with 12½% down, bal. 10 yrs., no interest—Okla. medium \$100,000—Ind. single regional \$63,000—Fla. fulltime single \$45,000 with \$10,000 down—Fla. medium 5 kw. \$90,000—Ark. medium regional \$150,000—Tex. metro regional. 1961 cash-flow \$60,000. Absentee owned. \$250,000 with \$50,000 down—Ala. medium regional \$42,500—Tex. single regional \$70,000—Ga. single regional \$75,000 only \$15,000 down—Tenn. major power fulltime. Billed ¼ Million annually past several years. \$350,000 with 23% down—Ky. major regional \$475,000—Fla. medium regional \$375,000—N. M. medium regional \$150,000—Texas major FM \$75,000. Many others!

PATT McDONALD CO.
Box 9266—CL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Top market in area. Daytime. Gross \$100,000 under absentee ownership. Asking \$150,000 with 29% down.

PACIFIC NORTHWEST. Top market. Daytime. \$105,000. 29% down.

WEST NORTH CENTRAL. Top market in area. Daytime. Gross \$105,000 in 1961. Asking \$150,000. 29% down.

SOUTHWEST. Top market in state. Full time. Number one station. Asking \$435,000 with terms to be agreed upon.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 101

Tucson, Ariz., to April 13; KMJ-TV Fresno, Calif. to Sept. 12 (main trans. and ant.); KXMB-TV, Bismarck, N. D., to June 6.

Actions of Feb. 21

KBAS-TV, KEPR-AM-TV, KIMA-AM-TV, KLEW-TV, Cascade Bestg. Co., Ephrata, Pasco and Yakama, Wash., and Lewiston, Idaho—Granted transfer of control from A. W. Talbot and Ralph Sundquist to Halton Corp.; consideration \$900,000 for 80% interest.

KWWL Waterloo, Iowa—Granted mod. of license to operate trans. by remote control; conditions.

KCJH Arroyo Grande, Calif.—Granted cp to install new trans. at main trans. location.

Granted cps to install new trans. for following stations: WKWK Wheeling, W. Va.; KPAB Omaha, Neb.; WISN Milwaukee, Wis.

Following stations were granted mod. of cp to change type trans.: KIUN Pecos, Tex.; WIOU Kokomo, Ind.; WTAP Parkersburg, W. Va.; KCEY Turlock, Calif.; WHIZ Zanesville, Ohio; KTKR Taft, Calif.; condition; WSNT Sandersville, Ga., condition; WJTN Jamestown, N. Y.; WISP Kingston, N. C., condition; KCJH Arroyo Grande, Calif.

KMEX (TV) Los Angeles, Calif.—Granted mod. of cp to change ERP to vis. 101 kw; aur. to 50.5 kw; minor change in trans. site, change in coordinates only; type trans.; type ant.; and make changes in equipment; ant. height 2,950 ft.

KLZ-FM Denver, Colo.—Granted mod. of cp to make changes in ant. system and change type ant.

WLKM Three Rivers, Mich.—Granted mod. of cp to change type trans.; main studio location, and operate by remote control.

KGMO Cape Girardeau, Mo.—Granted mod. of cp to change type trans.; change studio location (main trans. location); delete remote control.

WSRW-FM Hillsboro, Ohio—Granted extension of completion date to July 2.

Actions of Feb. 20

KWIX-FM St. Louis, Mo.—Granted authority to remain silent through April 20; condition.

Granted cps for following new vhf tv translator stations: Millard County on chs. 8, 10 and 12 Holden, Utah, to translate programs of KUTV (ch. 2), KCPX-TV (ch. 4) and KSL-TV (ch. 5) all Salt Lake City, Utah, condition; Stacey Tv Club on ch. 11 Volborg, Mont. KOOK-TV (ch. 2) Billings, Mont.; El Paso Natural Gas Co. on chs. 11 and 13, El Paso Natural Gas Co. Terrell Plant, Tex., KOSA-TV (ch. 7) Odessa and KMID-TV (ch. 2) Midland, both Texas; Plush T. V. Inc. on ch. 4 Plush, Ore., KOTI (ch. 2), Klamath Falls, Ore.

Actions of Feb. 15

WSJV (TV) Elkhart, Ind.—Granted license covering installation of auxiliary trans. at main trans. site (aux. trans. & aux. ant.).

Uvalde Tv Cable Corp., Uvalde and Knippa, Tex.—Granted cp for new uhf tv translator station on ch. 72 to translate programs of WOAI-TV (ch. 4) San Antonio, Tex.

Rulemakings

By order of stay and further notice of proposed rulemaking in Doc. 13852, commission (1) stayed its Jan. 10 memorandum opinion and order which determined that ch. 7 should remain in Calais instead of shifting it to Bangor, Me., and (2) reopened proceeding for comments on proposal to assign ch. 7 to Bangor and substitute ch. 3 for ch. 7 in Calais, as petitioned for by Dirigo Bestg. Inc., in order to satisfy needs of both communities. New proposal would require Canadian concurrence. In taking this action commission disposed of related pleadings. Chmn. Minow dissented. Action Feb. 21.

PETITION FILED

Sec. 3.606(b): Great Lakes Tv Co. (WSEE [TV] Erie, Pa. (2-15-62))—Requests amendment of certain parts of tv allocations table by making following proposed changes:

City	Delete	Add
Erie, Pa.	12, 35, 41*, 66	20, 26, 37, 43*
Oil City, Pa.	64	39
Sharon, Pa.	39	83
Butler, Pa.	43	79
Clymer, N. Y.	37	70
Jamestown, N. Y.	58	64

Ann. Feb. 23.

An intensive study of viewing audience characteristics for each program telecast . . .



First time in any local market!

- Head of Household and Housewife Viewers by Age Group
- Head of Household and Housewife Viewers by Education
- Total Audience Composition (male and female viewers per set in each of seven age categories)
- Average Family Size of Viewing Households
- Income of Viewing Families
- Sets Tuned to Program by Number of Viewers Per Set

PLUS—Complete ARB quantitative audience data by quarter-hour periods!

This new 200 page data-packed report, just released by ARB, is providing the industry with a look at what may well be the television audience report of the future. It is the result of a study in depth of the Salt Lake City-Ogden-Provo television market, jointly sponsored by all three Salt Lake stations in recognition of the television industry's need for more qualitative audience research. An outstanding feature of the report is the increased statistical reliability made possible by a sample size much larger than has been customary in local market measurement.

With the Television Audience Profile, advertisers can aim for specific time periods and programs to give them more sales prospects—not *just* more audience. Stations can sell time on the merits of qualitative audience, offering specific values to advertisers.

In a sense, this depth study of the Salt Lake City television audience is a forerunner of future ARB reports in that it serves to introduce some of the new features which will become part of the ARB Local Market Service next fall. Your ARB representative has the details.

Preparing today for the television industry of tomorrow.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

OUR RESPECTS to Frank Joseph Shakespeare Jr., vice president, CBS-TV

Experience and youth are by no means incompatible

Frank J. Shakespeare Jr. has moved upstairs at the CBS-TV Network. He is one of a selected cadre of executive youth on whom CBS management obviously is pinning high hopes.

Mr. Shakespeare has moved quickly. In a few weeks, he'll be marking his 37th birthday three months after his appointment as vice-presidential assistant to James T. Aubrey Jr., CBS-TV's president.

Here's a revealing "snap-shot" of Mr. Shakespeare supplied by a friend of his:

He remembers Frank as the alert junior executive who would enter CBS's Madison Avenue headquarters in New York with newspaper in hand, reading a tv column even as he entered the elevator and was whisked upward to his office floor.

By the time he stepped off the elevator, he was in deep discussion with a colleague and was carefully reviewing what the columnist had written that morning.

He's Quick ■ By Mr. Shakespeare's own description, the new post is a challenge which has to be met. But those who've worked closely with him in the past realize it will not be long before Frank knows his new job well—he's quick that way.

Even as a college student, Frank Shakespeare Jr. was a little in front of the average pace.

Taking an accelerated course at Holy Cross College in Worcester, Mass., he finished the customary four-year program in three, and graduated with the class of '45.

After receiving his B.S. degree in business administration, he joined the Navy and spent a few months in the Pacific as deck officer of the carrier *USS Petrof Bay*.

By late 1949, when at the age of 24 he joined WOR New York as assistant to the sales manager, Frank Shakespeare could cite experience in diversified and interesting fields.

He sold insurance for the Liberty Mutual Insurance Co. in Washington from the fall of 1946 to May of the next year. Following this, he chalked up a few extra months with the Navy, cruising off the European shore during the summer of 1947.

Following a return to civilian life in the fall of that year, he joined Procter & Gamble in New York where he was in the sales department, selling bulk soap for industrial use. Two years later, he left P&G to help WOR's selling punch.

Spot Seasoning ■ In 1950, Mr. Shakespeare joined CBS, spending three years gaining experience in spot sales.

In May of 1954, he became general sales manager of WCBS-TV New York. He was then 29.

In May of 1957, Mr. Shakespeare began what was to become an experience of particular value to him in his management career: he moved from New York to Milwaukee to assume the direction of a new uhf operation owned by CBS. At WXIX (TV) Milwaukee, Mr. Shakespeare received invaluable station experience that could be added to his sales and management exposure at the New York seat of the network.

Mr. Shakespeare found the WXIX interlude entirely different administratively and operationally from Madison Avenue, since the station was the only uhf in a market served by three vhf stations.

In December 1958, Mr. Shakespeare was moved back to New York as general manager of WCBS-TV (four months before CBS closed WXIX). Six months later, he was elected vice president of the CBS Television Stations Division.

Billings & Editorials ■ WCBS-TV, which is known to have a very substantial billing lead over any other New York tv outlet and which is thus the top billing station in the world, embarked on an editorializing policy while Mr. Shakespeare was at its helm. The decision had been made by CBS that all five of its owned and operated stations would engage in editorializing in March 1960.

From this corporate decision, a lot of Mr. Shakespeare's professional ideas have sprung. He not only learned how to deliver on-air editorials effectively himself, but also became a very strong advocate of editorializing by all tv stations. And, realizing that good editorial policy must have as its base interest in the community, he acquired a "touch"



Frank Joseph Shakespeare Jr.
A bear-trap of a brain

in handling basic urban issues.

One associate recalls that Mr. Shakespeare at first had a broadcast voice problem. But, typical of him, he conquered it by means of thorough study and experience. As to his "touch" with community issues, Mr. Shakespeare, who reads the newspapers avidly and with a professional eye, demonstrated his quickly. Said one close acquaintance: "Frank has a bear-trap of a brain."

Mr. Shakespeare is involved in community affairs—a carryover from his years as a station head. He's a member of the board of directors of Whitby School, a new school in Greenwich, Conn., and a member of the board of governors of Milbrook, the Connecticut community in which he lives.

Hobby ■ Mr. Shakespeare has little time to devote to hobbies. His out-of-office study is pinned to history: he's a buff of English history from 1890-1915. This was a time when England's power was "absolute—at its zenith" in Queen Victoria's reign, a period of "social pyramiding," as Mr. Shakespeare calls it, when only a few families ruled England.

Frank Joseph Shakespeare Jr.'s early statistics: born on April 9, 1925, in New York City; family moved to Plandome, Long Island; he graduated from Holy Cross College. He married the former Deborah Anne Spaeth in October 1954. They have two children: Mark, 5, and Andrea, 3. They live in Greenwich, Conn.

In May 1960 he was named "Young Man of the Year" by the Young Men's Board of Trade of New York. He was one of four young men cited for distinction in their fields of endeavor.

Views On Tv ■ Mr. Shakespeare finds television representing an intriguing "interlace" of interests. First, he says, it can be fortuitous, its people "stimulating."

In the newly created post he now holds at CBS-TV, Mr. Shakespeare will find these areas continuing to interplay in the future.

As yet, Mr. Shakespeare's precise role hasn't been defined, except that in practice he's assisting Mr. Aubrey in the complexities of network management and operation.

A colleague of his fetches this image of Frank Shakespeare, the working executive: "He'll go to work behind a closed door, kick something around with a member of his department until he comes to a decision.

"A member of Frank's department can be assured that he's on his own. His staff is made up of friends, not just 'workers.' That's what contributes to 95% of his success."

Ambush in Chicago

THE significance of the FCC's "inquiry" into local television programming in Chicago, which begins March 19, extends far beyond the signal range of the stations of that community. No broadcaster in the country will be immune to its effects.

Which is precisely what the FCC has in mind.

The Chicago "inquiry" is part of a calculated plan to shape programming to the commission's tastes by indirect pressures that are not easily attacked in court. The "inquiry" is almost certain to produce testimony that will be critical of Chicago programming. Broadcasters elsewhere will respond by adjusting their own schedules in whatever way they think will dissuade the FCC from making similar inquiries in their home towns. The process will take the regulators and the regulated another step toward the dead-end of conformity that is the inescapable destination of growing federal control.

Consider the nature of the Chicago hearing. It is intended to develop, in the FCC's own words, "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 live 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 live television programs than those now broadcast by Chicago television stations."

It is significant that the FCC refrained from saying what it intended to do with the "full information" it seeks. If it intended to use the information in, say, license renewal proceedings, it would be straying near if not into a type of program judgment prohibited by the First Amendment and the anti-censorship provision of the Communications Act.

If, for example, the FCC refused to renew a television station license on a finding that the station had failed to broadcast local live programs that met the needs and interests of Chicago residents, it would have had first to make a necessarily subjective judgment about the programming itself. Lawyers of competence tell us that a decision of that kind would create the ideal test case.

But the FCC is equally aware of the hazards of that course. It wishes to avoid a test case on issues clear enough to settle constitutional and anti-censorship questions. Its desire to stay out of court became especially evident in its order for the Chicago inquiry. At the moment all three of the Chicago stations that the networks own are up for license renewal, but the commission was careful to avoid getting its program inquiry mixed up with the renewal cases. A connection of the two would have given the stations the mechanics for eventual appeal to the courts.

The Communications Act accords the FCC almost unlimited authority to collect information through inquiries of the kind scheduled for Chicago. What the writers of the law failed to realize was that the collection of information, as an act in itself, can be made to do the work of regulation.

Let the information be taken in the glare of publicity by an agency having regulatory power, and it will be a stupid licensee who fails to get the message, and a courageous one who chooses to ignore it. In the circumstances the FCC needs only to provide a forum for complaints to achieve the aims that the Constitution and the statute forbid it to achieve through regulation.

By a series of local inquiries of the kind the commission

is introducing in Chicago and by pursuit of its policy of matching performance against promise in license renewal considerations the commission can in time force substantial changes in American television programming.

Broadcasters will adjust their programs to suit the specifications that are implied by program inquiries. At time of application for renewal they will promise schedules that they think will coincide with commission views. The commission will hold them to the promise at the next renewal time. The process can be continued indefinitely by any commission canny enough to keep out of court.

We have said before and we say again that the only way to stop the process is by adoption of a new Communications Act. That project deserves top priority.

The listener on the couch

WHAT makes a radio listener? He is probably the best known and at the same time the least known beneficiary of modern advertising media. He is advertising's Everyman, a member of the biggest audience that any medium can claim. The obvious reasons for his listening—for news and information, entertainment, relaxation, companionship—are too well known to need elaboration.

Yet like most people—for he is most people—this Everyman is more complicated than these surface generalities would indicate. He doesn't want news all the time or relaxation all the time or even companionship all the time. He listens at different times for different reasons, and in his different moods he seeks different types of programming.

This much—and much more—has been documented in a passive study conducted for WMCA New York by the Psychological Corp. The results are now being compiled, but preliminary tabulations leave little doubt that they will provide a deep insight into listener attitudes and behavior.

Stephen B. Labunski, WMCA vice president and general manager, plans to make public these findings and others having usefulness for radio as a whole. He hopes to have them ready for distribution within a few weeks. They should prove valuable not only by pointing up again the size of the radio audience but also by delineating some of its principal behavioral characteristics.

Not only radio broadcasters but advertisers and potential advertisers can look forward to using these findings with profit. When a study adds efficiency to a medium already as efficient as radio—that's quite a contribution.



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Left to Right: Don Andresen, Public Affairs Director, Channel 3, Madison; Bernard Schwab, Director, Madison Public Library; Leslie H. Fishel, Jr., Director of the State Historical Society of Wisconsin; Norman P. Mitby, Director of Madison Vocational and Adult School; Mrs. Jan Stovall, Speech and Hearing Consultant, State Board of Health.

WISC-TV, through the wide coverage facilities of Channel 3 at Madison, offers to viewers a variety of educational programs.

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