



BROADCASTING

THE BUS

AND RADIO

Morningside College
Library
Sioux City 5 Iowa

NOV 11
Y 10D
9210
DEC 62 Mc

NEWSPAPER

DECEMBER 10, 1962

Christmas tv spot buying ahead of '61 pace;
minute shortage looms 33

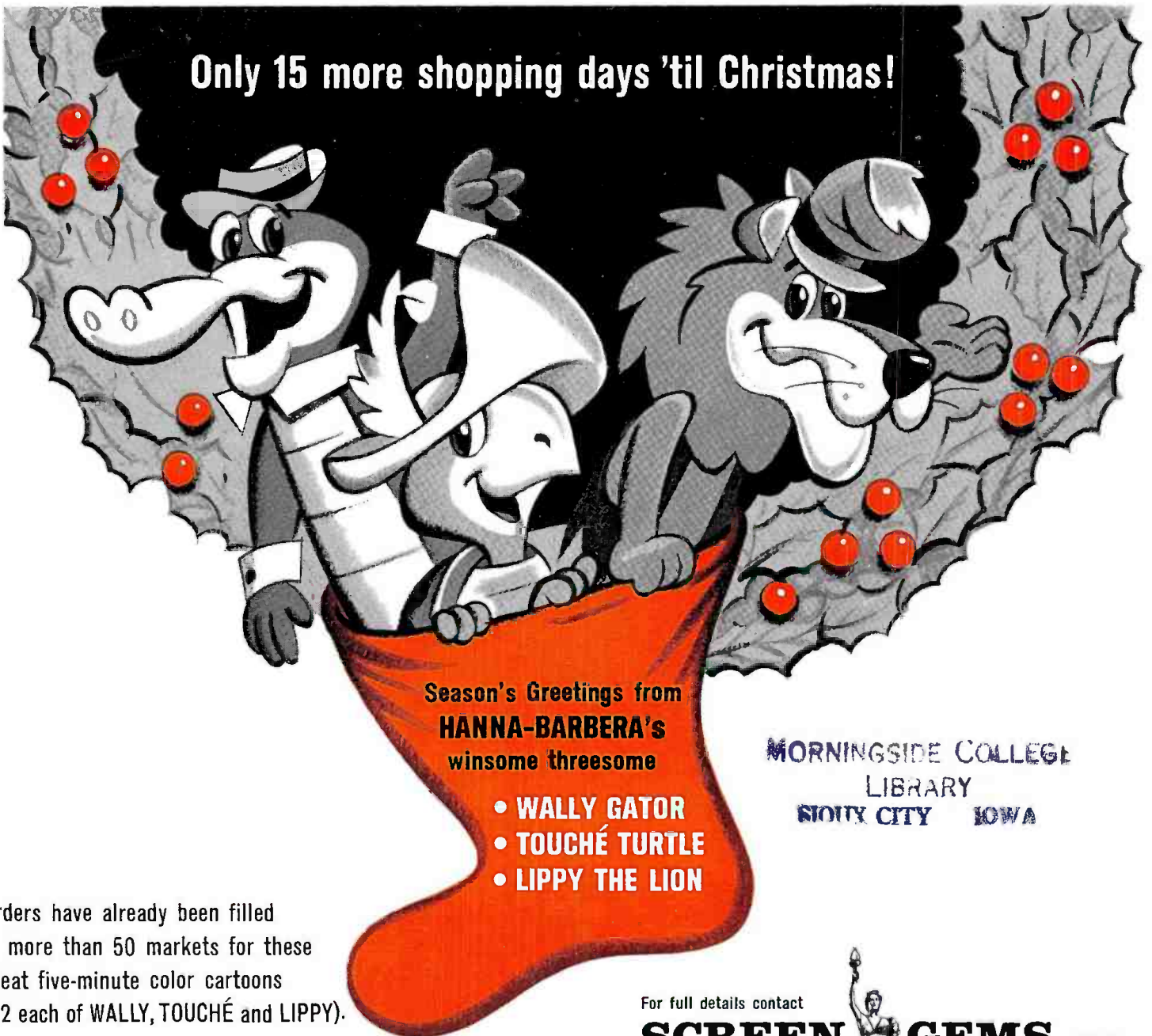
Who picks up the tab for the stations that
helped the Voice? 104

FCC solicits Omaha groups for witnesses in
tv programming hearing 102

Radio profit in '61 slips to \$29.4 million,
FCC official report shows 76

COMPLETE INDEX PAGE 7

Only 15 more shopping days 'til Christmas!



Season's Greetings from
HANNA-BARBERA'S
winsome threesome

- **WALLY GATOR**
- **TOUCHÉ TURTLE**
- **LIPPY THE LION**

MORNINGSIDE COLLEGE
LIBRARY
SIoux CITY IOWA

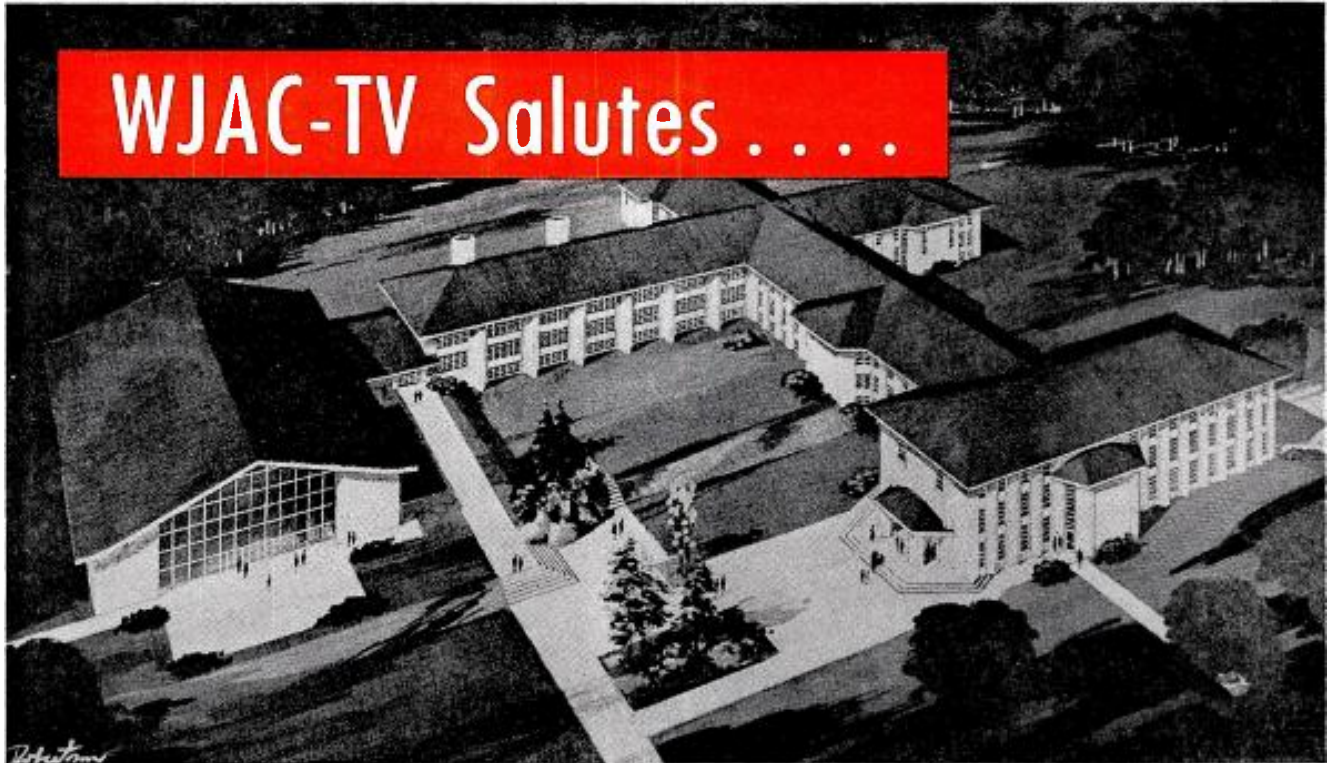
orders have already been filled
more than 50 markets for these
great five-minute color cartoons
(2 each of WALLY, TOUCHÉ and LIPPY).

For full details contact

SCREEN GEMS, INC.



WJAC-TV Salutes



Johnstown College, University of Pittsburgh a 6 Million Dollar Investment in the Future

From modest beginnings as a "junior college" back in 1927, Johnstown College today stands on the threshold of tremendous development.

Plans announced by Chancellor Edward H. Litchfield of the University of Pittsburgh embrace a 3-year program to build a new \$6 million campus for what will eventually be a "small edition" of the University.

Joining wholeheartedly in raising funds to expedite this far-reaching program are businessmen and community leaders of the entire area as well as the public. It represents not only an investment in the future

education of young people, but also in the economic health of the Greater Johnstown area.

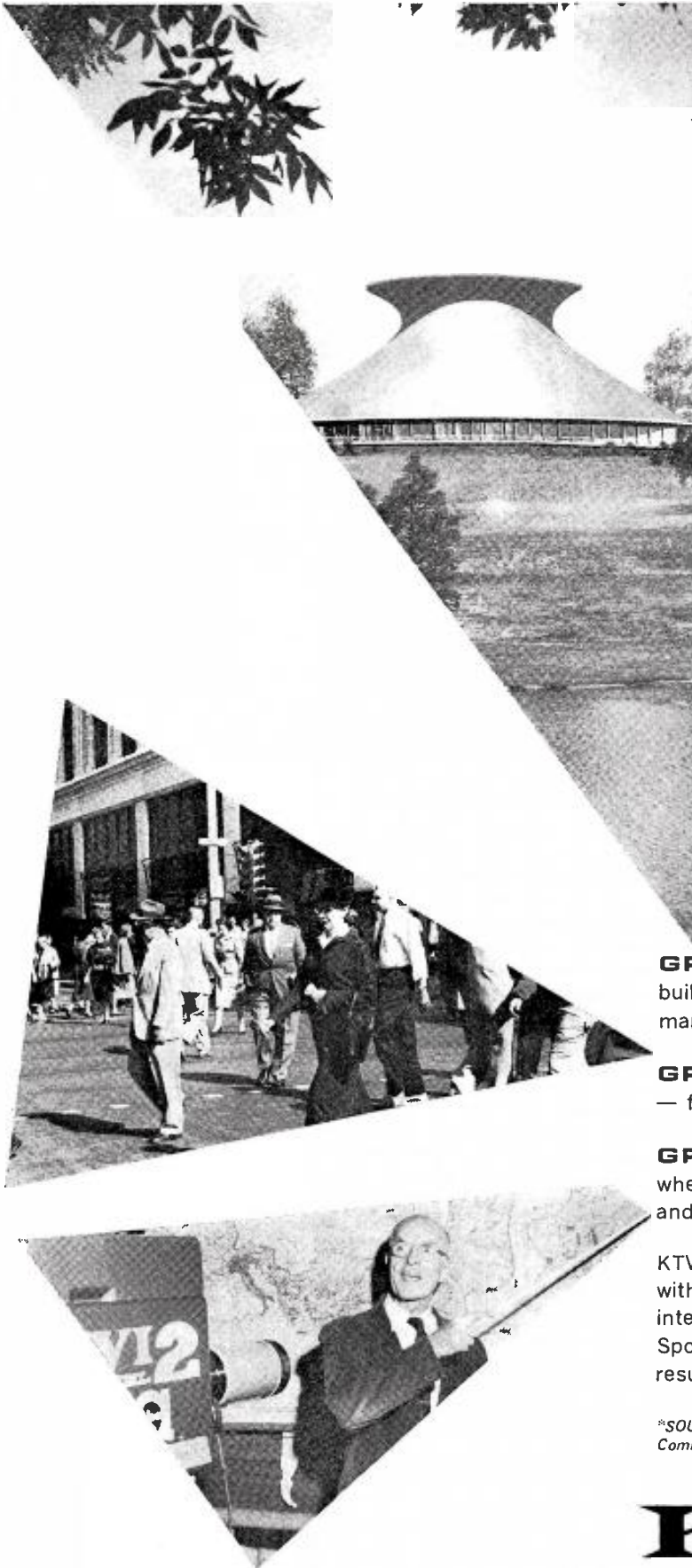
WJAC-TV salutes the vision and determination that spark this kind of united effort . . . and is proud to serve an area where business and industry, public officials, and private citizens in every walk of life are planning and investing for the future.

*For market information on
the Johnstown-Altoona area
and WJAC-TV, contact*

Harrington, Righter and Parsons, Inc.



Affiliated with WJAC - AM - FM
The Johnstown Tribune-Democrat Stations



*the
NEW Spirit
of
St. Louis.....*

is growth

GROWTH, reflected in the shapes of new buildings appearing throughout the nation's tenth market.

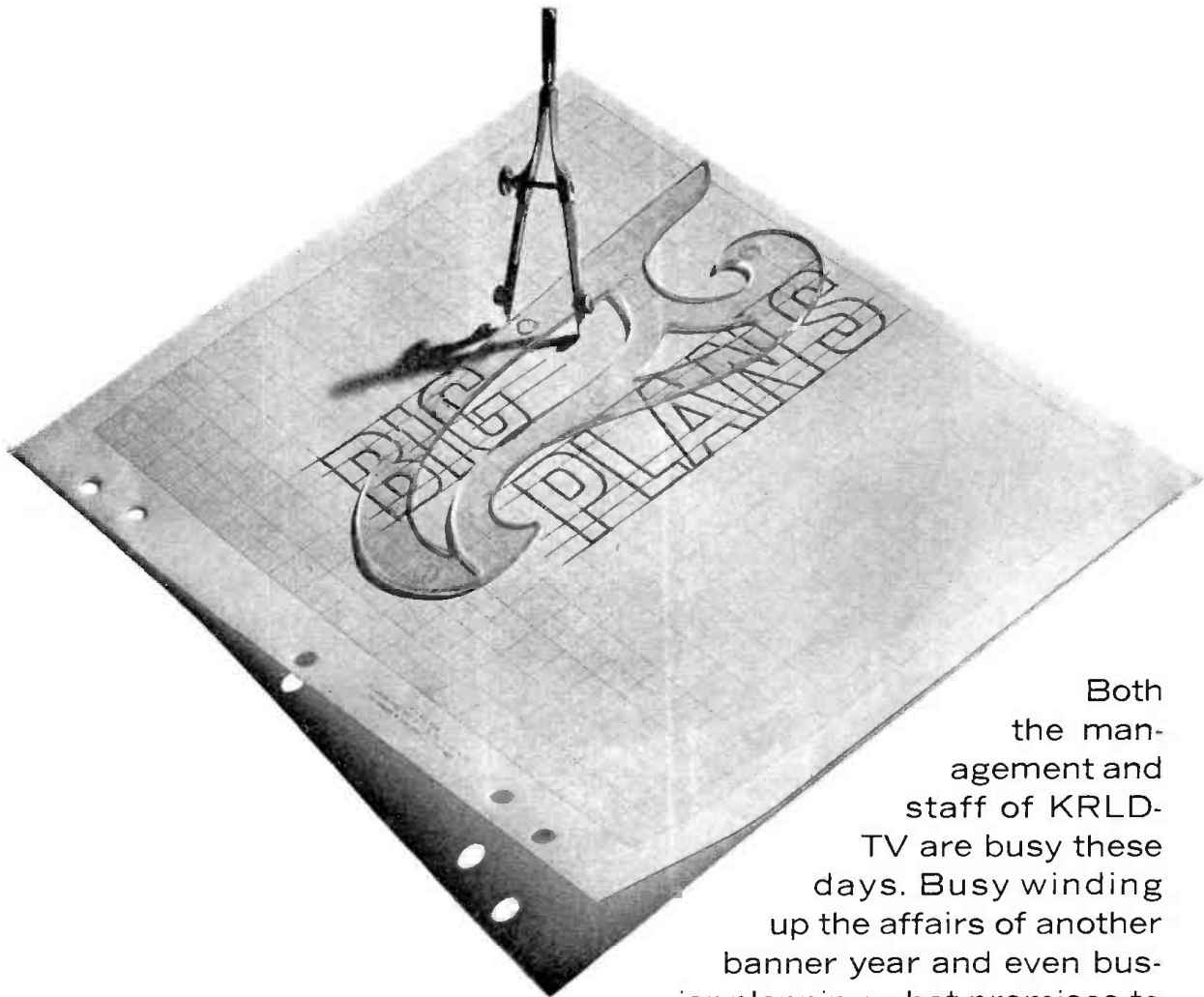
GROWTH, reflected in larger market figures — from employment to automotive registrations.*

GROWTH, reflected on KTVI Television where more new programming is station created and community oriented.

KTVI programming provides your sales message with a video environment designed to serve the interests of this swelling St. Louis marketplace. Spot placement in this setting yields growing results!

*SOURCES: Missouri Division Employment Security Commission, Greater St. Louis Automotive Association

KTVI
 **BLAIR-TV**
 ST. LOUIS **2**



Both the management and staff of KRLD-TV are busy these days. Busy winding up the affairs of another banner year and even busier planning what promises to be our biggest . . . our 14th year of operation.

Our plan and our pledge is this – to bring Channel 4 clients the best service possible, not just in 1963, but every year. Truly

YOU BUY MORE WHEN YOU BUY CHANNEL 4

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

BROADCASTING, December 10, 1962

Reis as Craven's successor?

Among those under consideration for FCC vacancy to be created by compulsory retirement of veteran Commissioner T. A. M. Craven is Harold F. Reis, office of legal counsel, Dept. of Justice, and one of trusted lieutenants of Attorney General Robert Kennedy. Attorney General personally selected E. William Henry to succeed John S. Cross last fall and it's now recognized that President's brother is master-minding all independent agency appointments.

Mr. Reis, 46, is native New Yorker and graduate of CCNY with LL.B. from Columbia. It has been open secret that FCC Broadcast Bureau Chief Kenneth A. Cox feels Craven vacancy was promised him after he was passed over for Henry appointment. While Mr. Cox has formidable support of Sen. Warren G. Magnuson (D-Wash.) it's known that at least two others are under consideration.

Collins' fate

Will LeRoy Collins wind up with another job before issue of his continuance in office of president of NAB arises next month? There was this speculation in responsible quarters last week. While NAB board members, who meet next month in Phoenix, are maintaining silence, there's strong undercurrent against extension of Gov. Collins' contract, which has year to go. Some members want to pay him off for year, set up "caretaker" or interim president until new choice is made. Anti-cigarette advertising speech provoked crisis, but opposition bases case on cumulative result of performance over past two years. They contend his campaign has been calculated to grasp czarist control without regard to views of his board.

More for money on tv

TvB researchers have checked out those *Parade* ads which compare newspaper supplement's own coverage with that of leading tv shows (*Guns, Smoke, Perry Mason, et al*) in various areas. Although *Parade's* coverage looks better in ads, its cost-per-thousand turns out to be something else again. TvB experts figure it at \$4, as against \$2.40 cpm for shows cited in *Parade* ads.

Garroway comeback

Dave Garroway, former star of NBC-TV's *Today* show, is planning to return to radio and television. At present he's in negotiation for network appearance or series, probably for next season. He's also set to appear in January in new educational

CLOSED CIRCUIT®

series, *Exploring the Universe*.

Mr. Garroway left radio-tv in 1961 for announced intention to "read, write and observe." He is board chairman of monthly publication, Fm Listeners Guide, which Mr. Garroway notes has "done well as a new publication in the first year" but currently is in "cash freeze." He says "fms expanding future both in scope and market size is a great one" but that he'd rather be engaged in programming than in "business end."

Pro championship on pay tv?

National Football League expected to announce this week selection of one of several pay tv companies to telecast to theatres in New York championship game on Dec. 30. New York is blacked out of NBC-TV coverage.

Fm contour plan pushed

Washington consulting engineers feel they've made points with FCC on consensus among technical fraternity that fm allocations must be based on protected contour concept—not on mileage separation as FCC proposes to do in rules that became effective Sept. 10. Trio representing Assn. of Federal Communications Consulting Engineers met informally with full commission, engineering aides, and top broadcast and technical people last Thursday. Although mileage separation formula was adopted by FCC, it still hasn't set out table of allocations.

CBS-TV daytime SRO

CBS-TV daytime business reportedly is shooting ahead at "unbelievable" pace for 1963. As expressed by spokesman: Network now can point to noon-5 p.m. of daytime schedule in first quarter 1963 "completely sold out," and second quarter of year "virtually SRO." "Morning minute plan" (10 a.m.-noon sold on rotating basis) already has hit mark of 65% of all available time sold in first quarter of next year.

Release 'management'

FCC, of late continually fiddling with announcement procedures, has adopted new one. In future, final actions on adjudicatory matters will not be made public until full text of decision, with dissents, also are prepared. In past, FCC announced its action with full decision following, some times as much as week later. Recently, FCC stopped making public instructions to staff on decisions (BROADCASTING, Nov. 5).

As Salinger sees it

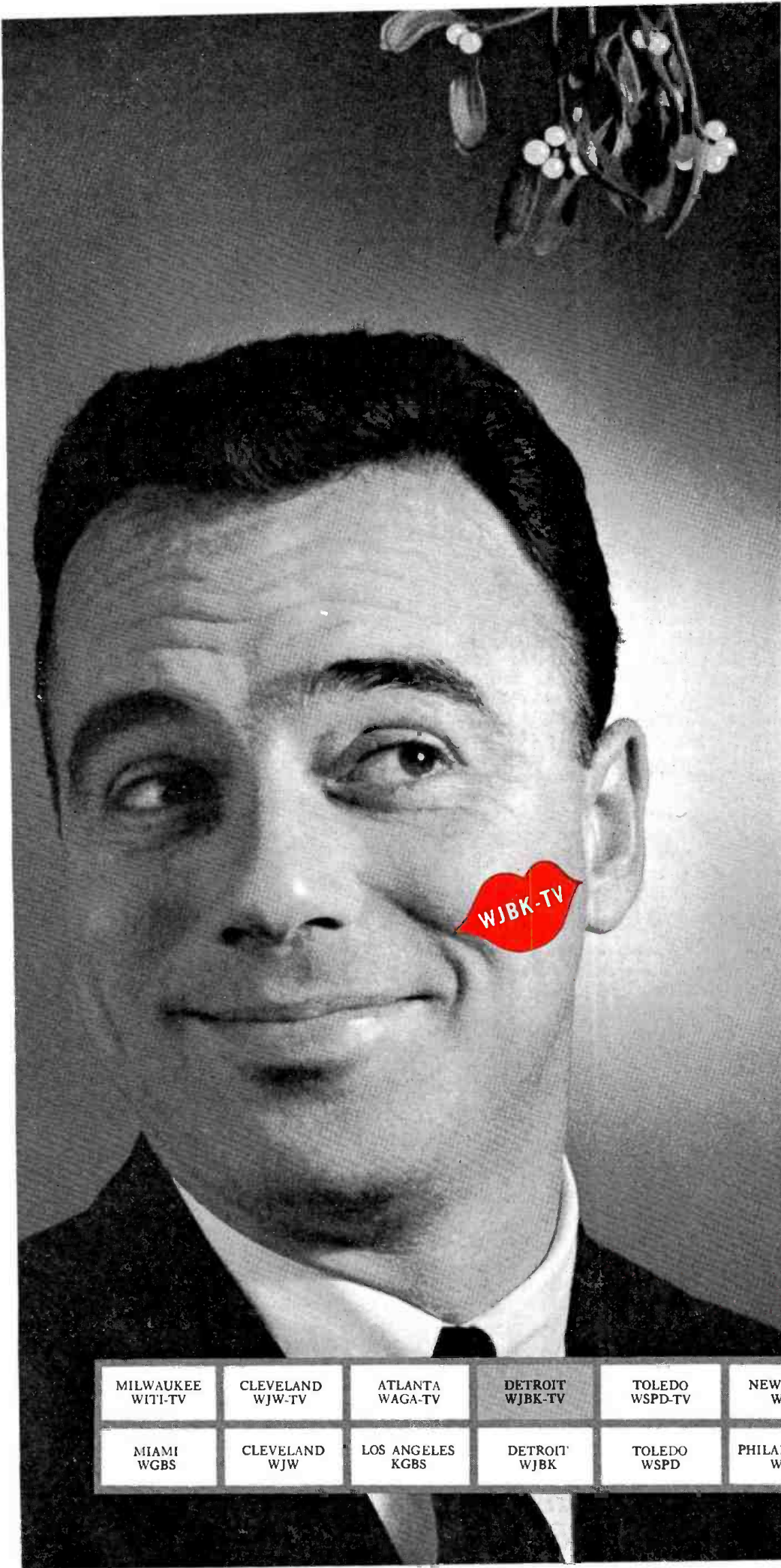
White House News Secretary Pierre Salinger did generally commendable job last week in giving newsmen background on role played by 10 radio stations in broadcasting Voice of America programs into Cuba (see story, page 105). But some of his comments raised eyebrows at VOA headquarters. Item: Mr. Salinger credited Donald M. Wilson, deputy director of U. S. Information Agency (VOA's parent organization) with conceiving idea of recruiting commercial outlets. During first week of stations' service, however, VOA sources gave credit to Voice Director Henry Loomis.

Item: Mr. Salinger said although government had offered to reimburse stations, none had requested compensation. This might have been technically correct. But, while none of 10 stations is interested in making profit, their officials, in meeting with Mr. Loomis a few hours after Mr. Salinger's news conference, didn't give impression they weren't interested in any compensation plan (see story, page 104).

Small plum for Plummer

New job of executive director created by FCC with Curtis Plummer in post (WEEK'S HEADLINERS, Dec. 3) does not carry power and authority envisaged by FCC chairman and Booz-Allen-Hamilton management survey report. BAH had recommended staff czar, operating out of chairman's office, with control over all FCC bureaus and offices. Mr. Plummer will have supervisory duties over bureaus—but not final authority or control—and will be directly responsible to full FCC through chairman. Further indication that job does not carry "super powers" is that executive director will remain Grade 17 (present Plummer rating) in schedule for new super grades sent by FCC to Civil Service Commission week ago.

Placed at top of list for Grade 18 (\$20,000 annually) was Ed Allen, chief engineer, with Broadcast Bureau Chief Kenneth Cox number two. Unsuccessful efforts were made to get FCC to place Mr. Cox's name at head of list. Mr. Cox reportedly was promised Grade 18 (he's now 17) in March 1961 when he joined FCC but he was by-passed six months later when general counsel was promoted to highest civil service grade. Odds are not better than even on his getting desired promotion in this go-round.



WE'VE GOT A WAY WITH WOMEN

The hands that hold the purse strings cling lovingly to Channel 2. Cash in on this Detroit romance! A call to STS for avails on WJBK-TV can put you in touch with the buyingest bunch of viewers in Southeastern Michigan.

Here's the Latest Proof:

Ratings*

WJBK-TV	8.8
STATION "B"	4.9
STATION "C"	2.4
STATION "D"	3.3

Homes*

WJBK-TV	113,400
STATION "B"	71,400
STATION "C"	33,900
STATION "D"	37,800

*9 AM-5 PM, M-F, NSI,
Oct. 21, 1962 (Average)



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION
SALES, INC.
Representatives for all
Storer television stations.

WEEK IN BRIEF

Holiday season advertising booming spot tv. Jingle bell sounds seen continuing into early 1963. Stations already having to turn down business because of shortages in minute spots. See . . .

CHRISTMAS TV SPOT AHEAD . . . 33

Tv Code Review Board meeting in Washington this week is faced with cigarette advertising problem, Collins says he is ready to urge action. Commercial time limits also due to be reviewed. See . . .

SHOWDOWN ON CIGARETTES? . . . 34

NBC radio and tv affiliates hear cheering news; 1962 sets record and 1963 should be even better, they are told by network brass. Sold out portions of tv hailed as indicating moves. See . . .

BULLS ARE LOOSE AT NBC . . . 52

Sarnoff hits at "double standard" in tv criticism; those who uphold broadcasting's right to take sides or present controversy are often same who would have programming regulated by government. See . . .

WHAT'S RIGHT WITH TV . . . 54

Radio has bright star in its future; rates have only one way to go: Up. This is view told to NBC Radio affiliates at meeting in New York. News sponsorship is biggest present problem. See . . .

RADIO'S PROPER PRICE TAG . . . 56

Pay tv over wire will start in Santa Monica in 14 months, says Home Entertainment's Unger at Hollywood showing. Potential is 20,000 homes and investment figures at \$40 per home, he says. See . . .

SANTA MONICA PAY TV START . . . 66

Radio's income in 1961 slipped badly, down 35.9% to 23-year-low of \$29.4 million. FCC data shows more radio stations in red proportionately than ever before. Only thing up are expenses. See . . .

RADIO'S '61 NET SLIPS . . . 76

FCC soliciting witnesses for Omaha tv hearing; letters going out over Henry's signature to city organizations, from Campfire Girls to Alcoholics Anonymous. Station lawyers and FCC staff confer on questionnaires. See . . .

NEW WRINKLE IN HEARINGS . . . 102

VOA trying to find means to reimburse stations for expenses in carrying America's message to Cuba during crisis. Outlays and commercial losses may be claimed as deductions if IRS approves. See . . .

WILL IRS PICK UP TAB? . . . 104

Radio Caracas in major expansion move; \$1.5 million earmarked for program to extend coverage to 97.5% of population through addition of seven new transmitters and use of repeaters and microwave links. See . . .

VENEZUELAN TV EXPANDS . . . 117

DEPARTMENTS

AT DEADLINE	9	GOVERNMENT	102
BROADCAST ADVERTISING	33	INTERNATIONAL	117
BUSINESS BRIEFLY	47	LEAD STORY	33
CHANGING HANDS	58	THE MEDIA	52
CLOSED CIRCUIT	5	MONDAY MEMO	28
COMMERCIALS IN PRODUCTION..	47	NEW PRODUCTS IN TV	50
DATEBOOK	15	OPEN MIKE	25
EDITORIAL PAGE	138	OUR RESPECTS	137
EQUIPMENT & ENGINEERING	115	PROGRAMMING	64
FANFARE	124	WEEK'S HEADLINERS	10
FATES & FORTUNES	120		
FILM SALES	70		
FINANCIAL REPORTS	114		
FOR THE RECORD	125		



BROADCASTING THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

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

KANSAS IS WIBW AND WIBW IS KANSAS!

Sure, you need to cover KANSAS. Who wants an 82,000-square-mile hole in his marketing plan? There are many ways to do it, but **ONLY ONE** sure-fire way—with WIBW air media. Look at the maps. And look at the figures in the current Sales Management Survey of Buying Power. Here are a few of them:

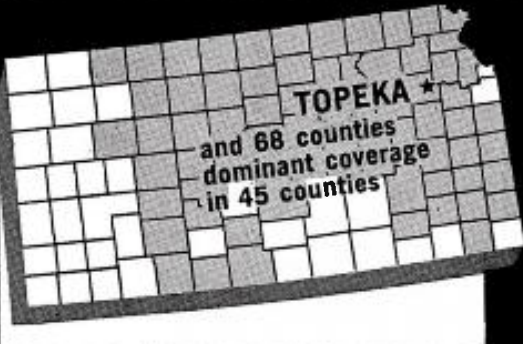
HOMES IN WIBW-KANSAS—355,700. More than Cleveland, Houston or Dallas.

TOTAL RETAIL SALES in 1961—\$1,377,992,000. An increase of \$36 million over 1960.

PER HOUSEHOLD RETAIL SALES—Of 300 leading national county areas, the Topeka area ranks 71st, ahead of Wichita, Omaha, St. Louis or Tulsa.


Schedule WIBW air media for complete area or local coverage. Use all three or the combination that fits your budget. Merchandisable at all levels. Ask Avery-Knodel or WIBW for detailed sales figures, rates and availabilities.

**WIBW
RADIO**



TOPEKA ★
and 68 counties
dominant coverage
in 45 counties

**WIBW
TV**



TOPEKA ★
and 38
counties

Where **I**nvestment **B**rings **W**ealth

RADIO 5000 Watts at 580
CBS RADIO NETWORK
TV-- Channel 13
CBS-NBC-ABC
FM RADIO 97.3 Megacycles

Division of Stauffer Publications
 Represented Nationally by



FCC warns against hoarding uhf permits

POLICY STATEMENT AIMED AT DOG-IN-MANGER APPLICANTS

Applications for new uhf stations "from those ready, willing and able to construct" are invited, FCC said Friday in warning that it "will not countenance the filing of applications for the sole purpose of securing and retaining a frequency against an anticipated scarcity."

FCC expressed "pleasure" at increase in number of uhf applications since all-channel set measure became law but at same time expressed concern because some may be applying without plans to build until uhf sets in proposed coverage area reach saturation. Such applications are made with view toward future scarcity of uhf channels and with hope of getting grant without hearing, FCC noted.

"Accordingly, all present and prospective uhf applicants and permittees are hereby placed on notice" that they will be expected to build their stations within specified time allowed by construction permit, FCC warned. Scarcity of uhf receivers or slowness in conversion will not constitute reason for not going on air, FCC said, nor will limited revenue potential of city to be served.

Chairman Newton N. Minow dissented to FCC policy statement as being "inflexible and unimaginative." He said it is "neither realistic nor fair to seek, in effect, to limit new uhf permits to applicants who have the financial resources necessary to operate a uhf station . . . before the all-channel receiver act causes a substantial rise in

the proportion of uhf-equipped receivers in the hands of the public."

This policy may prevent "many worthy applicants" from applying for uhf, he said, and places "intolerable pressure" upon others to move into uhf before they are ready to do so. He said FCC should move toward insuring that new uhf stations will go on air at about same time of complete manufacturer switchover to all-channel receivers. April 1964 is cut-off date for production of vhf-only sets.

RAB says FCC report doesn't tell all

Radio stations' 1961 profit-and-loss record should not be construed as index of advertiser activity in radio that year, RAB said Friday after studying FCC's report on 1961 radio finances (see page 76). Said Miles David, RAB administrative vice president:

"The drop in radio station profits which occurred in 1961 sounds much more ominous than it is as an index of what happened to advertising activity in radio. Advertising volume was off only a little more than 1% for the year, despite the fact that the national economy was recovering from a recession.

"But meanwhile radio stations continued to increase their operating costs because they were investing in new equipment and adding to the costs of their programming. This investment in a better product was not matched by growth in volume in 1961. But all indications are that radio has moved ahead substantially in 1962."

FCC grants Fleet plea to take part in talks

FCC Friday took first move to open conference on radio population control to parties other than NAB. It approved request by Fleet Enterprises, applicant for am in Greenville, S. C., to participate in conference.

Fleet had asked appeals court for order to force FCC to permit its participation in conference (see page 108). Move is seen as first taken to insure that all sides will be heard.

FCC-NAB conference is scheduled Jan. 7-8 in Washington.

In preparation for that meeting, NAB's radio development committee met for two days in Washington evaluating materials and hammering out

form of association's presentation.

Committee chairman George C. Hatch, KALL Salt Lake City, and sub-committee chairman Carl Lee, Fetzer stations (engineering) and Merrill Lindsey, WSOY Decatur, Ill. (research), agreed to meet again in next two weeks for final go-round.

Motorola to offer color tv line

Motorola Inc., Chicago, long holdout in manufacture of color tv sets, plans to enter color set market with its own design in mid-1963. Edward R. Taylor, president of Motorola Consumer Products Inc., disclosed late Friday. He told winter distributors meeting that color sales for industry as whole should increase "more sharply" to total of 550,000 next year and black-and-white sales should hit about 6.4 million.

Motorola was in color market briefly about decade ago but withdrew. Recently firm developed rectangular 23-inch color picture tube but has been unable to find manufacturer. Motorola said Friday it does not know now whether new color set will use this tube or regular RCA color tube.

Shell series features commercials on science

Series of four commercials of five minutes each on "Great Breakthroughs in Science" is being presented by Shell Oil Co. through Kenyon & Eckhardt. New York, on Leonard Bernstein's *Young Peoples Concerts* on CBS-TV this season.

Although "institutional" style commercials have been used for four years Shell has sponsored programs, it's first season company is presenting five-minute messages as "intermission" in each concert instead of as two shorter commercial "breaks."

Each commercial is introduced and narrated on tape by Shell Oil President M. E. Spaght. Film clip illustrating achievements of one great scientist follows introduction and is succeeded by 1½ minutes of concluding remarks on subject by Mr. Spaght. First of series, introduced on initial concert last month (Nov. 21), featured achievements of Copernicus. Following commercials will deal respectively with Harvey (Dec. 21), Lavoisier (Jan. 5) and Newton (March 15).

Shell acknowledges that commercials, which do not discuss either Shell Oil or its product, are directed to certain segment of mass audience.

Company also feels it has achieved

Just jealousy?

Defense Dept. spokesman has indicated Pentagon is concerned about news leaks resulting from "inherent conflict" among three military services in competition for defense budget funds.

Arthur Sylvester, assistant secretary of defense for public affairs, said his memorandum requiring monitoring of all interviews given reporters by Pentagon personnel was intended to stop such leaks.

But Mr. Sylvester, in speech to Deadline Club in New York Thursday, said restrictions imposed by department have not stopped flow of news from Pentagon.

WEEK'S HEADLINERS



Mr. Erickson

Rodney Erickson, who recently resigned as president of Filmways Inc., New York (BROADCASTING, Oct. 15), has joined Four Star Television and will serve as company representative in New York City. Mr. Erickson, whose contract with Filmways ended in November, will advise and counsel Four Star in production, syndication and distribution areas. Veteran agency and programming executive, Mr. Erickson was vp in charge of tv at Young & Rubicam for 10 years and vp of Warner Bros. tv sales for three years. He also has entered station ownership field with recent purchase of WQSR Solvay, N. Y. (CLOSED CIRCUIT, Nov. 26).

Elmer W. Lower, general manager of NBC News, elected vp. Mr. Lower, who joined network in 1959 as manager, NBC News, Washington, D. C., was named director of news and public affairs, with headquarters in New York, in 1961. He became general manager last summer. Before joining NBC, Mr.

Lower was with CBS News for six years. He also served two newspapers and three wire services, as well as *Life* magazine (Paris bureau chief and roving correspondent) and *Time-Life* (anchorman in Tokyo during early months of Korean war).



Mr. Cowles

Symon B. Cowles, director of advertising for Metropolitan Broadcasting tv stations, named director of advertising and promotion for ABC's five owned tv stations (WABC-TV New York, WBKB [TV] Chicago, KGO-TV San Francisco, KABC-TV Los Angeles, and WXYZ-TV Detroit). He succeeds **Don B. Curran**, who recently was appointed general manager of ABC-owned KGO-AM-FM San Francisco (BROADCASTING, Nov. 26). Earlier, Mr. Cowles served in various advertising and promotion posts with WNEW-TV New York, WTTG (TV) Washington, WCKT (TV) Miami, ABC Radio and Warner Bros. Pictures Corp.

Stanley H. Pulver elected vp and media director of Henry R. Turnbull Inc., Greenwich, Conn., newly formed advertising agency. Mr. Pulver was formerly media director for toilet articles division of Colgate-Palmolive Co., and member of C-P's corporate marketing committee. He also served with Lever Bros. as manager of tv-radio media, and with Dancer-Fitzgerald-Sample Inc. as media director. Mr. Pulver began his career with CBS, later joining The Biow Co.



Mr. Pulver

Sidney M. Robards, with RCA's public affairs and press relations department since 1938 and its director of public affairs since December 1960, elected staff vp. Mr. Robards had served as editor in NBC press division starting in 1936, and subsequently served in posts of manager of RCA information department, and director of press relations at RCA. He worked as reporter on Kentucky papers including Louisville *Courier-Journal* of which he became city editor in 1930.

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

interest in commercial series in that half of its mail after first concert commended Shell on dignity, interest and educational contribution of commercial, according to spokesman.

Studebaker co-op funds

Local radio money to advertise Studebaker cars and trucks will be available through dealers in 1963, car maker announced Friday, renewing co-op advertising plan not in use since 1960. Although emphasis is upon newspapers, plan allows dealers to buy radio, too. Studebaker nationally is heavy in print media and uses no radio, but does sponsor *Mr. Ed* on CBS-TV.

Air travel ad drive being studied by ATA

Heavy use of tv is understood to be contemplated in possible \$5 million advertising campaign by Air Transport Assn. to promote air travel. Following tentative board approval of presentation submitted by Sullivan, Stauffer, Colwell & Bayles, New York, ATA President Stuart G. Tipton said Friday he will appoint subcommittee of board to study matter in detail and to report back at next board meeting in March.

Marathon Oil Co. leaving Ayer & Son

Marathon Oil Co., Findlay, Ohio, client of N. W. Ayer & Son, Philadelphia, since 1954, will move to undisclosed agency effective April 1, 1963. Marathon, with estimated billings of \$3 million (nearly one-half in broadcast), will name new agency later this week.

Ayer announcement on Thursday (Dec. 6) explained that client-agency relationship is ending because of developing competitive situation between Marathon and another Ayer client, Atlantic Refining Co., which has been at Ayer since 1915. Marathon (formerly Ohio Oil Co.) is active spot tv-radio user in its midwest distribution area (Ohio, Indiana, Illinois, Michigan, Wisconsin, Kentucky). As many as 122 radio and 25 tv stations have carried various campaigns.

KYW outlets furnish news service in strike

Westinghouse Broadcasting's KYW-AM-TV Cleveland has assembled 24-hour "city desk" to feed wire services with Cleveland area news for duration

of newspaper strike in that city.

Filling in for newspaper reporters who normally channel news to wire services, KYW stations have made news facilities available to local offices of Associated Press, United Press International and Ohio Press, at no charge and with no credit lines asked. Stations' regular 33-man news staff has been bolstered by nine extra reporters, including two who will receive, transcribe, and feed to wire services all incoming news from KYW reporters.

Public wants advice Hartke tells admen

Advertising could improve its public relations if its practitioners placed greater stress on effort to help consumer, Sen. Vance Hartke (D-Ind.), said Friday.

"Advertising does have a public relations problem," Sen. Hartke said in speech before Detroit Adcraft Club, and "advertising people are keenly aware of it."

To win public's confidence, he said, it isn't enough that advertising be truthful and in good taste. "What public wants—and what it feels it is not always getting—is advertising that will allow sounder buying decisions," he said.

How to be all things to all people

(and never make a sale)

To start off, may we suggest the following: program some rock 'n roll, some Broadway show tunes, a little schmaltz and, of course, Frank Sinatra. Always have a new contest going, preferably one whose prize value diminishes rapidly. Employ teenage d-j's, a "country" voice, a pear-shaped announcer, and a self-styled wit. If the news isn't startling enough, improve it with embellishments. Interrupt often with screaming sound effects or a few well-chosen bits of philosophy.

Your salesmen will then be able to tell prospective time buyers "we've got the perfect audience for your product"—whether it's soup or nuts.

At WFAA, however, we've developed a much narrower concept with a more defined appeal and distinctive edge for advertisers. We call it Southwest Central. It's basically a news and music format, but people listen because the sound rings true.

They can believe our calibre of network, regional, local news . . . sports, farm, business, entertainment, women's, weather. They can quote it in conversation, use it in making plans. And they never tire of the interludes of good popular music in between.

So there's really no reason to switch the dial. If this non-dial switching audience seems right for your product, call your Petryman. He'll let you have them for 13, 26, 52 weeks or more!



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.



JULIE ADAMS



NICK ADAMS



EDDIE ALBERT



JUNE ALLYSON



MARY ASTOR



LEW AYRES



ANNE BANCROFT



LLOYD BRIDGES



ANNE BAXTER



RORY CALHOUN



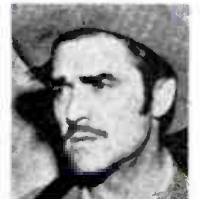
MACDONALD CAREY



JACK CARSON



LEE J. COBB



STEVE COCHRAN



JOHN DEREK



BRIAN DONLEVY



PAUL DOUGLAS



DAN DURYEA



JOHN ERICSON



MARILYN ERSKINE



FELICIA FARR



JEAN HAGEN



MAGGIE HAYES



STERLING HAYDEN



CELESTE HOLM



SKIP HOMEIER



MARSHA HUNT



MARTHA HYER



HOWARD KEEL



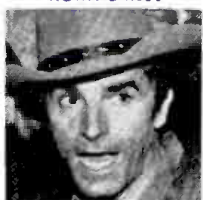
BRIAN KEITH



ARTHUR KENNEDY



PHYLLIS KIRK



FERNANDO LAMAS



JACK LEMMON



ART LINKLETTER



JACK LINKLETTER

Distinguished...
 AMONG ALL
 OFF-NETWORK SHOWS!



IDA LUPINO



HERBERT MARSHALL



DEWEY MARTIN



RAYMOND MASSEY



STEVE McNALLY



JOHN McINTIRE



RALPH MEEKER



DAVID NIVEN



LLOYD NOLAN



EDMUND O'BRIEN



ARTHUR O'CONNELL



JACK PALANCE



JOHN PAYNE



WALTER PIDGEON



CESAR ROMERO



ROBERT RYAN



EVERETT SLOAN



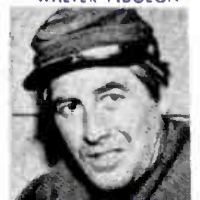
BARBARA STANWYCK



MARK STEVENS



BARRY SULLIVAN



DON TAYLOR



RICHARD BASEHART



RALPH BELLAMY



LYLE BETTGER



ERNEST BORGNINE



SCOTT BRADY



NEVILLE BRAND



WALTER BRENNAN



CLAUDETTE COLBERT



WENDELL COREY



JOSEPH COTTEN



JOAN CRAWFORD



ROBERT CULP



ROBERT CUMMINGS



SAMMY DAVIS JR.



MEL FERRER



STEVE FORREST



JOHN FORSYTHE



MONA FREEMAN



JAMES GARNER



PEGGY ANN GARNER



JANE GREER



JOHN IRELAND



PURL IVES



DAVID JANSSEN



DEAN JAGGER



CAROLYN JONES



DEAN JONES



VAN JOHNSON



Dick Powell's ZANE GREY THEATRE

No other series available today can begin to approach the dazzling star values, superb production values and exciting entertainment values of Dick Powell's Zane Grey Theatre.

Among its 125 distinguished stars are 17 Oscar and 6 Emmy Award winners . . . 50 Oscar and 39 Emmy Award nominees.

Each episode brings the prestige talents of Mr. Dick Powell as genial host and sometimes star. Its 145 action-filled half hours add up to a brilliant TV series unsurpassed for audience-attracting power and spot-selling ease.

Now yours, on an individual market basis, "Dick Powell's Zane Grey Theatre".



HEDY LAMARR



JULIE LONDON



GARY MERRILL



VERA MILES



CAMERON MITCHELL



THOMAS MITCHELL



GERALD MOHR



JAN MURRAY



BARRY NELSON



RONALD REAGAN



MICHAEL RENNIE



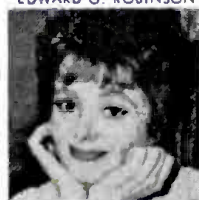
EDWARD G. ROBINSON



DANNY THOMAS



JAMES WHITMORE



CARA WILLIAMS



COMPLETE PROGRAMMING FLEXIBILITY

is assured by the new, exciting "BRIDGES" filmed by Dick Powell. Used between any two half-hours, Zane Grey Theatre becomes a full hour of superb programming.

Also in distribution:
• THE DETECTIVES • TARGET: THE CORRUPTORS
• STAGECOACH WEST • THE LAW AND MR. JONES
ALL "PROVEN-PROGRAMMING" FROM



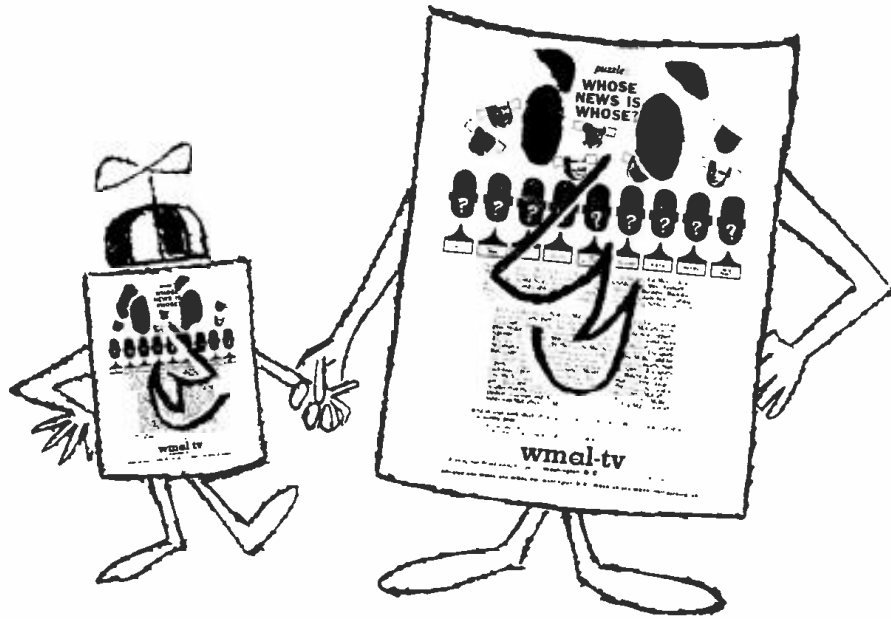
A SUBSIDIARY OF FOUR STAR TELEVISION
600 FIFTH AVE. • NEW YORK 20, N.Y. • LT. 1-8530



GINGER ROGERS



ESTHER WILLIAMS



Puzzle:

Son of "Whose News Is Whose?"

In response to requests from literature lovers, we offer a sequel to "Whose News Is Whose?" What we mean is, if you couldn't solve that one, try this. It's easier. Same rules, same reward. New situation, also fictitious.

In the days when men were men and land was cheap, five WMAL-TV newscasters* bought a couple of acres and built modest vacation cabins of identical design. To avoid confusion, each cabin was painted a different color. Each cabin contained (and still does) one clean-living, clear-thinking newscaster, one trusty dog, and one musical instrument with which the newscaster amused himself as he contemplated the verities.** Got the pitch? Here's the puzzle:

McBee lives in the red house. Allen owns a Weimaraner. The man in the green house plays the recorder. The green house is immediately to the right of the ivory house. The Maryland newsman owns a Samoyed. The man in the yellow house is the Capitol reporter. The man in the middle house plays the drums. McCaffrey lives in the first house. The business newscaster lives in the house next to the beagle owner. The collie owner lives next to the Capitol reporter. The weather man plays the violin. Gilmartin is the sports reporter. McCaffrey lives next to the blue house. Batchelder plays the piano.

Who owns the Doberman Pinscher? Who plays the trombone?

**The other four, ABC World Newsman Cochran, Backstage reporter Grant, Virginia newsman Meyer and DC reporter Deibert, are confirmed urbanites.*

***For a complete daily report on the verities, Washington relies on WMAL-TV's hour-long 6:30 P.M. Evening Report, all the news that's fit to squint. Check H-R for current availabilities.*

wmal-tv

Evening Star Broadcasting Company Washington, D. C. represented by H-R Television, Inc.

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

DATEBOOK

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

*Indicates first or revised listing

DECEMBER

Dec. 10—Hollywood Ad Club Christmas Party at the Hollywood Palladium, noon-3 p.m. Steve Allen will emcee.

Dec. 11—Assn. of National Advertisers' first creative workshop, Hotel Plaza, New York. Management techniques in using creativity in advertising will be subject of the meet. Among the presentations scheduled for the workshop session are "How Can A Client Stimulate Maximum Creative Effectiveness From His Agency?," which will be presented by Wilson Shelton of Compton Adv.; "Guideposts for the Selection of Creative People" (John Dale, Dale, Elliott & Co.); "A Good Creative Idea—Pitfalls and Precautions in Getting Management Approval." (John B. Hunter, Jr., B. F. Goodrich Co.); "Coordinating Creative Efforts of Marketing Elements Within the Company" (Ben Wells, Seven-Up Co.); "How to Capitalize on the [Creative] Idea with Salesmen, Dealers and Customers" (Robert Bragarnick, Bragarnick Inc.), and "How to Stimulate and Direct Effective Creativity" (Max Banzhaf, Armstrong Cork Co.).

Dec. 11-12—NAB Tv Code Review Board, NAB headquarters, Washington.

Dec. 12—Southern California Broadcasters Assn. 25th anniversary banquet and Christmas party at Beverly Hills Hotel. FCC Comr. Robert Bartley will be guest of honor.

*Dec. 13—International Advertising Assn. luncheon meeting, 12 noon at the Los Angeles Press Club. Allan Carr of Revell and Edward Nelson of L. M. Cox Manufacturing Co. will discuss sales, advertising and promotion of toys overseas.

*Dec. 13—Federal Communications Bar Assn. luncheon. Commissioner E. William Henry will be speaker. Willard Hotel, Washington, D. C.

Dec. 14—Comments due at FCC on proposed allocation of frequencies for space communications.

Dec. 18—International Radio & Television Society's annual Christmas party. Proceeds to Veterans Hospital Radio & Tv Guild and the International Radio & Tv Foundation. Hotel Roosevelt, New York.

Dec. 18—Los Angeles Town Hall luncheon at Biltmore Hotel. Newton N. Minow, FCC chairman, is guest speaker.

Dec. 19—Academy of Television Arts & Sciences, Hollywood Palladium, 8 p.m. FCC Chairman Newton N. Minow will participate in panel discussion of "What Is Right and What Is Wrong with Television," with William Dozier, Screen Gems vp, as chairman. Other panel members are Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International) and president of M-E Productions; Frank P. Fogarty, executive vp, Meredith Broadcasting Co., operators of KCMO-TV Kansas City, KPHO-TV Phoenix, WHEN-TV Syracuse and WOW-TV Omaha; Hubbell Robinson, senior vp in charge of network programs, CBS-TV; Rod Serling, writer-narrator of CBS-TV *Twilight Zone*; Richard Salant, president, CBS News; Mark Goodson, president, Goodson-Todman Productions; Lee Rich, senior vp for radio-tv, Benton & Bowles.

Dec. 19—National Assn. for Better Radio & Television (NAFBRAT) luncheon honoring Newton N. Minow, FCC chairman, 12 noon. Wilshire Country Club, Los Angeles.

Dec. 27-29—American Marketing Assn., annual fall conference, Hilton Hotel, Pittsburgh. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

Dec. 28—Comments on FCC proposed rule-making to require applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

JANUARY 1963

Jan. 1—Deadline for domestic entries for third International Broadcasting Awards competition of Hollywood Ad Club. Foreign entries are due Jan. 15. Entries should be sent to IBA, P. O. Box 38909, Hollywood 38, Calif.

Jan. 7-8—NAB-FCC joint conference on am growth problems. Conference is open to all interested parties.

Jan. 9—Reply comments due at FCC on proposed allocation of frequencies for space communications.

Jan. 10-19—International Television Festival of Monte Carlo, Monaco.

Jan. 11—Reply comments due on FCC proposed rulemaking to require all applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

Jan. 12—Florida Assn. of Broadcasters board of directors meeting, Cherry-Plaza, Orlando, Fla. Orlando broadcasters will host a "hospitality hour" at 6 p.m. Board meets at dinner, 7 p.m. FAB members are invited to send President Joe Field or Executive Sec. Ken Small suggestions for items to go on agenda.

*Jan. 14—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place to be announced; BBC documentary film, "Television and the World," Collier Young, coordinator.

*Jan. 14-18—NAB board meeting, Camelback Inn, Phoenix, Ariz.

*Jan. 17-19—Sixteenth annual winter convention of South Carolina Broadcasters Assn., Wade Hampton Hotel, Columbia. S. C. H. Moody McElveen Jr., vp and general manager of WNOK-AM-FM-TV Columbia, is general chairman.

*Jan. 18—South Carolina AP Broadcasters Assn., Wade Hampton Hotel, Columbia, in conjunction with the meeting of the South Carolina Broadcasters Assn. Panelists will discuss how to make full use of the AP news report—and how to make that report better by sharing in news gathering. Lamar Caldwell, WHSC Hartsville, will discuss the survey made by the Wire Study Committee.

*Jan. 18-20—Advertising Assn. of the West mid-winter conference, Mapes Hotel, Reno, Nev.

*Jan. 20—Iowa AP Radio & Television Assn. annual winter workshop meeting in Des Moines.

*Jan. 22-24—Eighteenth annual Georgia Radio-TV Institute, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens. FCC Commissioner E. William Henry and Georgia Governor-elect Carl Sanders are among speakers.

*Jan. 23-25—Association Public Affairs Conference, for business leaders and members of trade and professional associations. Sheraton-Park Hotel, Washington, D. C. Program topics include "The Impact on Business by the 88th Congress," "Business and the Dept. of Justice" and "The Businessman and Politics."

*Jan. 25—AWRT Educational Foundation board of trustees meeting, Savoy-Hilton Hotel, New York City.

*Jan. 25-27—American Women in Radio & Television board of directors meeting, Savoy-Hilton Hotel, New York City.

*Jan. 28—FCC hearing on availability of local television programming on Omaha, Neb. Commissioner E. William Henry presiding.

*Jan. 29-Mar. 3—Award winning examples of western editorial and advertising art, selected by Art Directors Club of Los Angeles in 18th annual competition, on

RADIO

WILS

1320



3 TIMES THE AUDIENCE*
3 TIMES THE ADULTS**

(*JAN.—MAR. '62 HOOPER)

Anyway you slice that whopping big HOOPER it comes out three times the audience... and, three times the adults of the 2nd station ... Like this:

Local Time	WILS	2nd STATION
7 a.m.'til 9 a.m. (Teenagers Home)	66.5%	20.6%
9 a.m.'til Noon (Kids in School)**	62.5	20.8
Noon'til 1 p.m. (Kids at home)	59.0	14.1
1 p.m.'til 4 p.m. (Kids in school)**	57.8	18.7
4 p.m.'til 6 p.m. (Kids at home)	61.1	14.1
7 'til Noon total	63.6%	21.0%
Noon 'til 6 total	59.5%	15.4%

(Hourly average and total % from Jan.-Mar. '62 Hooper)

LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG NO. 1 RADIO BUY

RADIO

WILS

1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.



Are you sure you're considering the whole ball of beeswax?

BEESWAX
PLANT



Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this entire vital market — BEELINE RADIO. It's a fact that the McClatchy stations reach more radio homes here than any other combination of stations — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada



KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD

exhibit at Museum of Science & Industry, Exposition Park, Los Angeles.

*Jan. 30-Feb. 1—National Winter Convention on Military Electronics, Ambassador Hotel, Los Angeles. The convention is co-sponsored by the Los Angeles section of Institute of Radio Engineers and the National Professional Group on Military Electronics.

FEBRUARY

*Feb. 1—Deadline for entries in National Safety Council's annual Public Interest Award contest to public information media. Entries should be sent to National Safety Council, 425 N. Michigan Ave., Chicago 11, on official entry blanks available from same address.

*Feb. 1—UPI Broadcasters of Massachusetts annual Tom Phillips Awards Dinner, Nick's Restaurant, Boston. James Allen of WBZ-TV Boston, presiding. Annual election of officers also scheduled.

*Feb. 9-10—Texas Assn. of Broadcasters spring convention in Austin at Commodore Perry Hotel.

*Feb. 11-13—Electronic Sales-Marketing Assn. first annual convention, Americana Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, industry members are asked to contact Alex White, ESMA executive director, P. O. Box 1, Bellerose, L. I., N. Y.

*Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.

*Feb. 26—Third annual International Broadcasting Awards formal presentation dinner, Hollywood Palladium.

MARCH

*March 15—Spring meeting of Louisiana Assn. of Broadcasters. Place to be announced.

*March 20—Annual national convention of Intercollegiate Broadcasting System, New York University.

APRIL

*April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.

*April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

MAY

*May 2-5—American Women in Radio & Television annual convention, Sheraton Hotel, Philadelphia, Pa.

*May 16-18—Western States Advertising Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.

*May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

JUNE

*June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

*June 8-11—Georgia Assn. of Broadcasters annual convention, Callaway Gardens, Ga.

*June 18-20—Annual convention of Electronic Industries Assn., Pick-Congress Hotel, Chicago.

*June 22-27—Advertising Assn. of the West annual convention at Ambassador Hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

JULY

*July 10-14—Annual convention of American Federation of Television & Radio

in the public interest...



MIAMI UNCOVERED

No subject is too controversial or too long to be presented by moderator Larry King. An exciting, frank interrogator, Larry presents both sides of any issue in his Monday night "no time limit" program. The subjects are varied and thought provoking. South Floridians have seen Louis Nizer expound on the Law, Florida State's Attorney Dick Gerstein on crime, and Miami's newspaper, television and entertainment editors on talent.

Other subjects covered were Medicare, Alcoholism, Dope Addiction, Divorce, The Cuban Situation, Horse Racing, Politics, Boxing, Taxes, Women, Children, Interior Decorating, Bigotry, and many others. National figures in all fields appear on MIAMI UNCOVERED, to name a few — Dr. Edward Annis, President Elect of the American Medical Association, Buddy Rich, Mel Torme, Congressman Dante Fascell, Mayor Robert King High of Miami.

MIAMI UNCOVERED has a loyal audience of informed people who respect Larry King and buy the products advertised on MIAMI UNCOVERED.

Another complete information program on WLBW-TV, the ABC station for South Florida, from the Palm Beaches to the Florida Keys.

Represented by



WLBW-TV MIAMI
FLORIDA

Affiliated with WCKY 50KW CINCINNATI, OHIO





WAVE-TV gives you

28.8% more SMOKERS

—28.8% more viewers, minimum!

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

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

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

**CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE**

The Katz Agency, National Representatives



Artists, AFL-CIO, Ambassador Hotel, Los Angeles.

AUGUST

*Aug. 20-23—Western Electronic Show and Convention, San Francisco; trade show and technical program at Cow Palace, other events at midtown hotels. Submission of papers for the technical program of the convention are requested by the committee headed by Dr. Jerre D. Noe, director of the engineering sciences division of Stanford Research Institute. April 15 is the closing date for submissions. Authors should send abstracts and summaries to Dr. Noe, WESCON Technical Program Chairman, Suite 2210, 701 Welch Road, Palo Alto, Calif.

BOOK NOTES

"*Success Secrets: The Anatomy of Local Radio-Tv Copy*," by William Allen Peck. 456 Cloverleaf #8, San Antonio 9, Tex. 52 pp. \$3.

In the same simple, direct style he recommends for others in his book, Mr. Peck has written a brief but thorough manual for copy writers on the local station level. Although many of its principles are well suited for Madison Avenue, the practical application would seem to be intended by the author for Main Street.

The contents of this slim paperback include samples of live and production commercials, instructions on writing techniques and exercises to test them.

"*Careers in Broadcasting*," edited by John H. Lerch. Appleton-Century-Crofts (an affiliate of Meredith Press), New York. 113 pp. \$3.95.

A battery of 26 leading radio-tv industry executives, performers and technicians supply answers to the questions most young people just out of high school or college would be apt to ask regarding employment. The book contains a wealth of useful information and advice for readers interested in any of the industry's specialized areas, from sales to etv. The guidance comes from some of the best known names in the business—Robert W. Sarnoff, Arthur Hull Hayes, Leonard H. Goldenson, Robert Hurligh, Lowell Thomas, Steve Allen and Pat Boone. Editor John Lerch currently teaches radio-tv skills at Boston U.

"*Global Cuisine*," by Myron "Global" Zobel. Patron Press, Hollywood, Calif. 224 pp. \$10.

In this handsome volume, dedicated to his television viewers, the producer-star of the syndicated travel program, *Global Zobel*, lists his favorite dishes and their recipes as prepared by the chefs of his favorite restaurants. The several hundred dishes, ranging from hors d'oeuvres to desserts and including everything in between, were selected from the menus of 84 "great" restau-



Arthur Godfrey takes Sanitone to the cleaners

Literally. And Sanitone loves it. This division of Emery Industries recently signed with Arthur Godfrey on the CBS Radio Network to get more people aware of their patented, superior cleaning process and, especially, to get more dry cleaners to use it. After five weeks,

Mr. A. C. Fusaro, Emery's Director of Advertising, reports:

"...the results to date have been terrific. Even after such a short time, dealer reaction has been overwhelming. Orders for tie-in promotion material have reached an all time high. The number of our licensees tying in with local promotions has also reached a new high ... We know of a number of prospects that have signed with Sanitone *just on the basis of our advertising with Godfrey.*"

Instant salesmanship. No wonder Sanitone has renewed for next year.

They want to go to the cleaners. Arthur takes them.

Of course, when it comes to the *cost* of a Godfrey sponsorship, it's another story entirely. Your advertising agency will tell you what a rare buy Arthur Godfrey is today... especially for the advertiser with a modest budget. The combination of the low cost, high efficiency and national coverage of CBS Radio plus the proved effectiveness of the top salesman in broadcasting may be just what you need to clean up.

THE CBS RADIO NETWORK

Single Rate Card? ... Whatever for?

(Check the correct answer)

1. To please Berkley Brandon at Kansas City
2. To please G. E. Bischoff at L. W. Ramsey, Advertising Company
3. To please the Colonels at PGW
4. Because WOC Radio has always led the market (sometimes with its chin)
5. To keep district men from breaking Quint City market rate cards
6. To simplify the job of all time buyers (see reasons 1 and 2)
7. To give local salesmen something new to talk about (PGW Colonels, please copy)
8. To bring the selling of radio time into the era just preceding the 21st century.
9. To make more money for ourselves.
10. TO GIVE ALL CLIENTS EQUAL SERVICE AT EQUAL COST

IMPORTANT NOTICE

WOC Radio Sales has made arrangements to award a colorful prize to the first 3913 time buyers who write to WOC or talk to the first PGW Colonel to call on them.



Exclusive National Representatives - Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

BROADCASTING PUBLICATIONS INC.

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

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
 BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
 Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
 Edwin H. James

EDITORIAL DIRECTOR (New York)
 Rufus Crater

MANAGING EDITOR
 Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago); ASSOCIATE EDITORS: Harold Hopkins, Dawson Nall; STAFF WRITERS: Sid Booth, Gary Campbell, George W. Darlington, Jim deBettencourt, John Gardner, Larry Michie, Leonard Zeidenberg; EDITORIAL ASSISTANTS: Elizabeth Meyer, Chuck Shaffer, Rosemarie Studer, Nancy K. Yane; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long

VICE PRESIDENT AND SALES MANAGER
 Winfield R. Levi (New York)

ASSISTANT PUBLISHER
 Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Dave Lambert; ADVERTISING ASSISTANTS: Carol Ann Jenkins, Robert Sandor, Terry Steel, Joyce Zimmerman; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS: John P. Cosgrove; CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Haragones, Edith Liu, Burgess Hess, James E. O'Leary, German Rojas, Eugene Sheskin.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: Richard Erickson, Diane Halbert, Larry Littman; ASSISTANT: Frances Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVES: Don Kuyk, Syd Abel; ADVERTISING ASSISTANT: Ellen Reilly.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

rants in Europe, Asia, Africa and Latin America as well as the United States. The recipes and the author's descriptions of their preparation and the way and setting in which they are served make mouth-watering reading, but it would be a brave housewife who would try to duplicate many of them at home.

The Television Dilemma: Search for a Solution, by Yale Roe. Hastings House, New York: 184 pp. \$4.50.

This book, written from the "inside" by one who deals with the business of television (the author is in network sales), attempts to assay television as a social force while acknowledging its economic pressures and persuasive powers.

Mr. Roe attempts to place television in a proper perspective and at the same time recommend patterns for the public as to what it can do about television in the U. S.

In his book—actually an expanded essay—the author attempts to stimulate the need for greater understanding by advertiser, by agency, by network or station, by critic and by the ordinary viewer. Once this is achieved, Mr. Roe apparently believes a "synthesis" of all forces that motivate television—including social responsibility with that of economic gain—would be the next step.

Responsibility for the viewer: the public must forsake the double standard of watching one thing and demanding something else, and exercise its will. Alternative: will of others will be imposed, be it broadcasters or that of the government.

The Eighth Art, introduced by Robert Lewis Shayon, tv critic of Saturday Review. Holt, Rinehart and Winston Inc., New York: 269 pp. \$5.

A total of 23 articles by people prominent in several fields is presented in this unusual "look" at television today. Most of the articles are companion essays commissioned by CBS-TV in 1960 for publication in different issues of a projected—but eventually abandoned—quarterly magazine. Represented among others are authors, tv critics, prominent musicians (such as Igor Stravinsky) and educators.

The Television Program: Its Direction and Production, by Edward Stasheff and Rudy Bretz. Hill and Wang Inc., New York: 335 pp. \$6.95.

This volume, illustrated with diagrams and photographs, is billed as a "practical, up-to-date guide to television directing and producing." Actually, it was first published in 1951 and gained acceptance as a handbook for those with a career in tv in mind. It was revised in 1956. This is a second revision, and the third edition of the practical, text-like treatment of tv production.

ON TAPE . . . it's SPOTMASTER

the only **complete** line of cartridge-tape equipment

NEW! SPOTMASTER Rack Mount

The 500R is the only combination recorder-playback in a slide-out rack chassis designed for complete accessibility. Playback also available.



SPOTMASTER, by Broadcast Electronics . . . the most widely accepted line of trouble-free, transistorized cartridge-tape equipment, offers the largest selection of basic accessories for versatile and dependable operation.

PLUS . . . the complete line of accessories, including:

- Stereo playback and combination
- Cue-Trip Tone Pulser
- Cue-Trip Sensor and relay
- Tape Cartridge Winder
- Portable demonstration units
- Lazy Susan Cartridge Rack
- Wall Mount Cartridge Rack
- Remote Control Unit
- Equalized Turntable Preamplifiers



SPOTMASTER COMPACT

The time-tested compact playback or combination unit for control room or remotes.



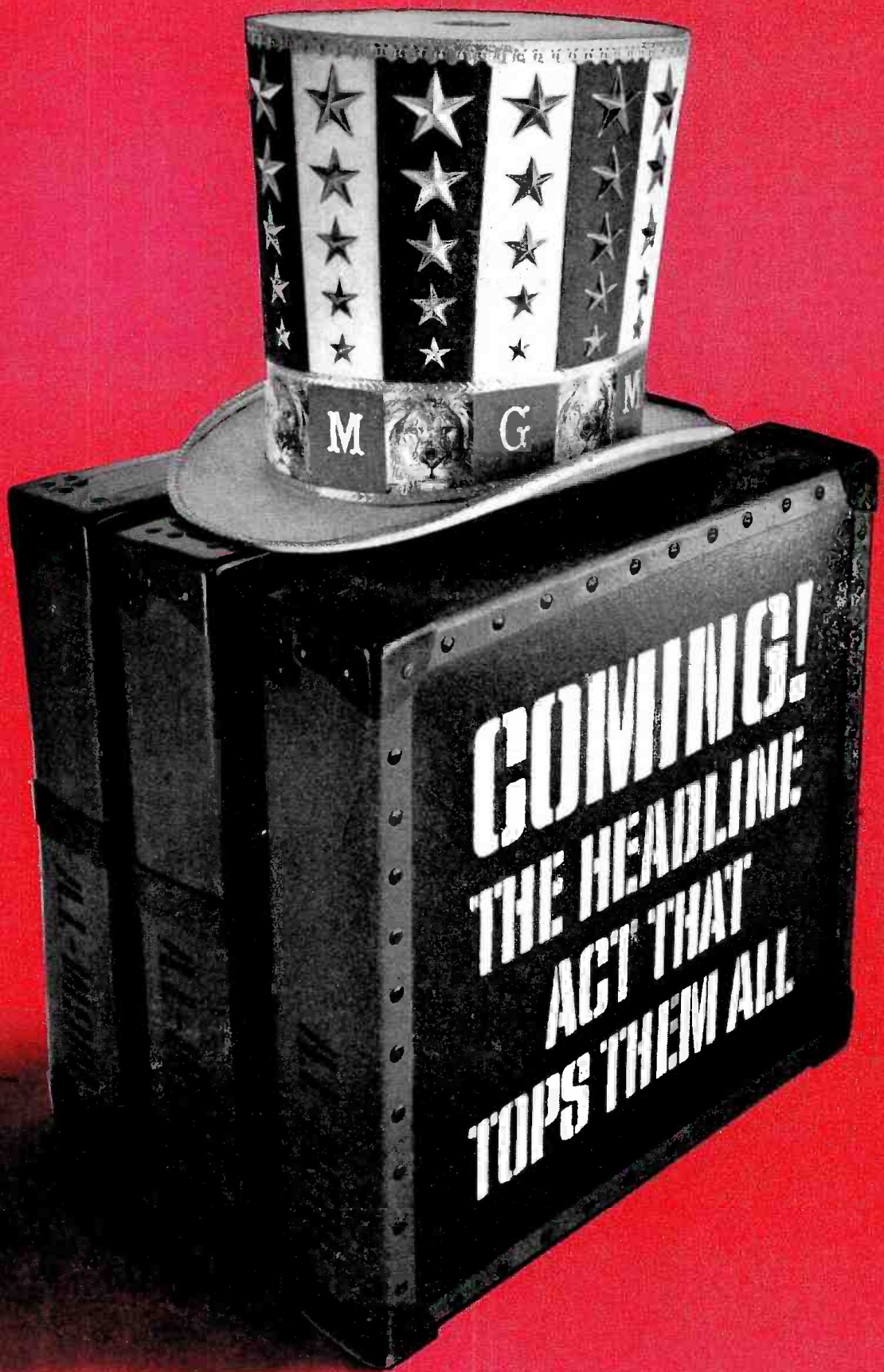
Keeps You in View!

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

Write today for complete technical specifications.

VISUAL ELECTRONICS
CORPORATION

35¢ west 40th street • new york 18, n. y. • pennsylvania 6-5840



COMING!
THE HEADLINE
ACT THAT
TOPS THEM ALL

Jacobs' 'Monday Memo'

EDITOR: We are proud and happy over your wonderful treatment of Morris Jacobs' recent speech before the TvB convention [MONDAY MEMO, Dec. 3]. Thank you on behalf of the entire agency. . . —Harold Fair, vice president for television and radio, Bozell & Jacobs Inc., New York.

A word from 'Blitz'

EDITOR: I would like to request permission to reprint the Sid Hix cartoon [EDITORIALS, Nov. 5] in our company publication. . . As you can see from our letterhead, there is a "Blitz" brewery which Mr. Hix undoubtedly never



Drawn for BROADCASTERS by Sid Hix
 "Right now your camera's on a safety man backed up against my competitor's billboard . . . what kind of product protection is that?"

knew existed. Out here in our lush little corner of the U. S. we have been brewing beer since 1856. . . In fact, we have to brew the finest beer in the West since we are the oldest brewery in the West and must lead the way. . . —C. P. Mobley, director of advertising, Blitz-Weinhard Co., Portland, Ore. [Permission granted, provided appropriate credit is given to BROADCASTING and Mr. Hix.]

Tv translators report

EDITOR: As operator of two uhf translators, we can't tell you how much we enjoyed the article about translators [SPECIAL REPORT, Oct. 8]. It's refreshing to learn that someone thinks translators are doing a good and worthwhile job. Sometimes I think neither the public nor the tv stations we help give a damn about the great effort we go to to help them.

Thanks again for a first-rate story about the "stepchildren" of the tv broadcast industry. —Richard D. Koeberg, secretary, Citizens Tv Inc., Milton-Freewater, Ore.

Loud commercials

EDITOR: . . . We are still surprised when someone within the industry revives the old complaint about commercials being aired at higher volume levels than is general program material. BROADCASTING indicates that Mr. Minow of the FCC has joined the clamor [GOVERNMENT, Nov. 26] . . .

As any board operator knows, the electrical energy is held reasonably con-

stant, as indicated by the VU meter. . . The complaint arises because a commercial announcement . . . is usually delivered with considerable projection as compared to conversational speech, and it is characteristic of the human ear to hear the projected sound with a greater apparent loudness when the actual energy levels may be quite equal. . .

It seems unlikely that all commercials can be toned down. . . No technical equipment has yet been devised to give 100% satisfaction in this area. Until it is, can we stop casting aspersion on innocent operators?—R. H. Coddington, Richmond, Va.

Cheers for Novik

EDITOR: Congratulations on your profile story about Morrie Novik [OUR RESPECTS, Nov. 12]. We have had the pleasure of hearing this dedicated man speak at conventions of the National Assn. of Educational Broadcasters. The broadcasting profession could use more like him. . . —Richard J. Meyer, director of educational tv, University of Wichita, Wichita, Kan.

Reversed photographs

EDITOR: To set the record straight for those readers who may be guided by photographs when meeting the TvB staff, I call your attention to the story which reports on the new bureau vice



Mr. MacRae



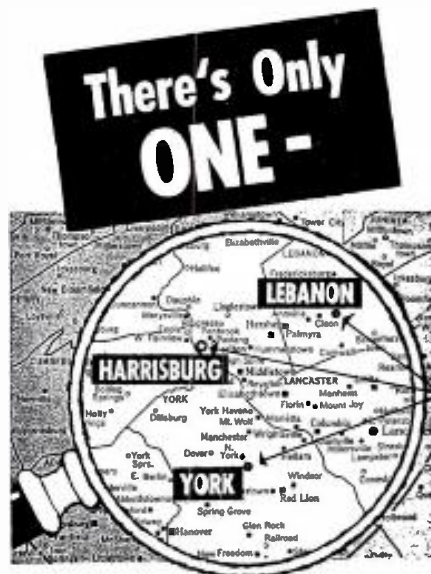
Mr. Colvin

presidents [FATES & FORTUNES, Dec. 3].

A reversal of cutlines has resulted in identifying William B. MacRae as William B. Colvin, and vice versa.—Robert M. Grebe, public relations director, Television Bureau of Advertising, New York.

Comments on Collins

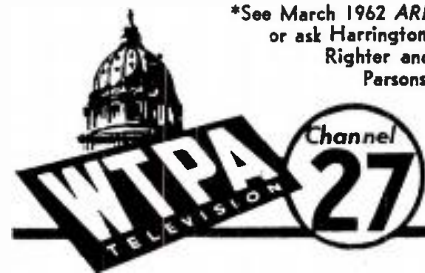
EDITOR: . . . I am frankly amazed by your editorial [EDITORIALS, Nov. 26] criticizing Gov. Collins for his comments on cigarette advertising. . . You misinterpret when you deny [cigarette advertising] is aimed at teen-agers. . . The point is that cigarette advertising is aimed at those who are the heroes of the teen group. . . Don't let your paycheck show so obviously; it casts a pall, for me, over the good work you do.—David S. MacNeill, director of news and programming, WCRB-AM-FM Boston.



AND IT'S A
GOOD ONE*

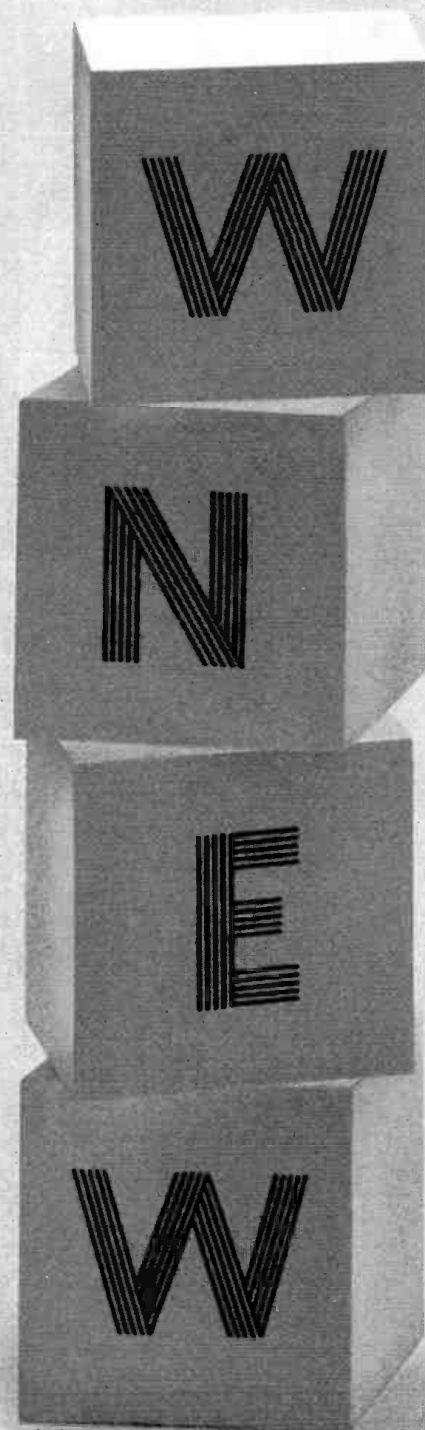
NOW THERE IS ONLY ONE STATION IN ALL OF CENTRAL PENNSYLVANIA WHICH CARRIES THE COMPLETE LINEUP OF ABC NETWORK PROGRAMS. Only on Channel 27 can the people in Harrisburg, York and Lebanon see BEN CASEY, MC-HALE'S NAVY, STONEY BURKE, COMBAT, LAWRENCE WELK, and all the other top audience producers. And they can see them better from our new, taller tower (500' high) and more powerful antenna. Just watch us—everybody does!

*See March 1962 ARB or ask Harrington, Righter and Parsons.



HARRISBURG, YORK & LEBANON

Solid reasons are behind the growth and unique success of the four stations of Metropolitan Broadcasting Radio, a division of Metromedia, Inc. Individual personality. Character. Service. These are the attributes that have made our radio stations distinctive, important and honored members of their respective communities. The "quality operations" philosophy of our Radio division, also characterizes our Television and Outdoor Advertising divisions. **METROMEDIA**



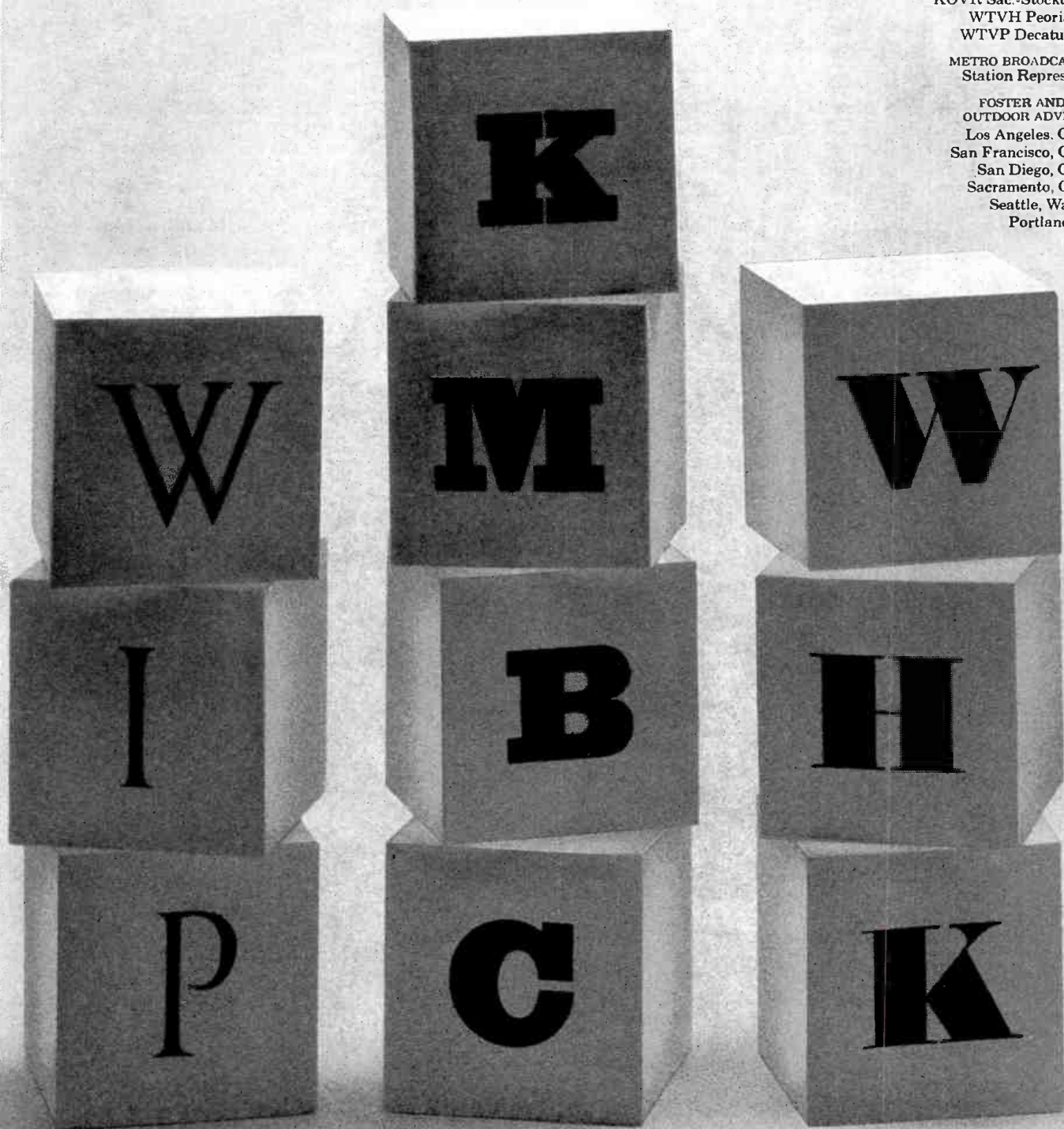
MMI

METROPOLITAN
BROADCASTING RADIO
WNEW New York
WIP Philadelphia, Pa.
WHK Cleveland, Ohio
KMBC Kansas City, Mo.

METROPOLITAN
BROADCASTING TELEVISION
WNEW-TV New York
WTTG Washington, D.C.
KMBC-TV Kansas City, Mo.
KQVR Sac.-Stockton, Calif.
WTVH Peoria, Illinois
WTVP Decatur, Illinois

METRO BROADCAST SALES
Station Representatives

FOSTER AND KLEISER
OUTDOOR ADVERTISING
Los Angeles, California
San Francisco, California
San Diego, California
Sacramento, California
Seattle, Washington
Portland, Oregon



If television is good for the client, why not for the agency, too?

We are pretty certain that *Mid-America Marketing on the March*, our weekly program on WGN-TV Chicago, is the first sustained series of telecasts to be sponsored by a midwest advertising agency. And we are absolutely sure that this Wade project is the first such series sponsored by an agency, anywhere, without commercials.

Not that we have anything against commercials. We have been building them many years here for our clients. From the early days of radio, then in television, we have been consistently trying to make them better and better. It's just that we don't happen to believe the merits of an advertising agency can be sold in commercial tv time.

Then why sponsor this show over WGN-TV at all? What do we ask the viewer to do? Where's the pitch? Who benefits? The answers to those questions are still coming in as the first cycle of 13 programs nears its conclusion in the Saturday 7:30-8 p.m. period.

Analyzing the 'Client' ■ When we first planned this project last spring we took measure of ourselves just as we do with a new client. Wade Advertising is now in its 53rd year, ranks No. 25 among the top 50 agencies in size and billing and does a good solid job of selling for its clients. Yet Wade is not well known outside the trade.

For too many years Wade has moved steadily through the advertising forest, growing gradually and steadily, gaining a few clients and losing practically none, but never publicizing itself. The simple, crying need was for Wade to become better known in the business community, particularly in the decision-making echelons.

Newspaper print had been tried spasmodically with indifferent results. A "business" television show was certain to have a limited audience. But we were not trying to reach masses of people. A business tv show in which business figures would participate, or even be the "stars," seemed to have merit. So we went to work.

News Panel Format ■ We knew that a half-hour of unrelieved script-reading by even the most eloquent tycoon would become tedious. The obvious answer was to have a panel of some sort, preferably of Chicago newsmen.

We were fortunate in being able to interest Thomas H. Coulter, chief executive officer of the Chicago Assn. of Commerce and Industry, in becoming the moderator. His previous experience in the medium has made him invaluable in keeping the program moving.

The guest "stars" were approached

on the premise that we would provide a forum from which they could speak, telling their own philosophy of marketing. Participants were to be limited to presidents and board chairmen, the men ultimately responsible for the destiny of their own company and, actually, the welfare of thousands of people in their organizations.

Off the Top ■ Business leaders who have already appeared, or will shortly do so, are the real cream of the mid-America business community: Charles H. Percy, chairman of Bell & Howell; Roy Abernethy, president of American Motors; Lewis F. Bonham, president of Miles Products Division of Miles Labs; Charles W. Lubin, president of Kitchens of Sara Lee; Tilden Cummings, president of Continental Illinois Bank; Judson S. Sayre, chairman of Norge Corp.; William G. Karnes, president of Beatrice Foods; Ben W. Heineman, chairman of Chicago and North Western Railway; C. Virgil Martin, president of Carson Pirie Scott & Co.; Donald Lourie, president of Quaker Oats Co.; Robert L. Gibson, president of Libby, McNeill & Libby.

Mr. Karnes, for example, explained that Beatrice Foods is one of the largest of the 35,000 firms in the dairy field; yet, the housewife knows it only by the company's brand names which she sees on the shelf in the store. The brand lines are Meadow Gold butter, ice cream and milk products, and La Choy food products. "Consumers have learned to identify the foods by their brand names," Mr. Karnes said, "and the company cannot afford to gamble with a change. Some of the products have had the same brand names for more than 100 years."

Audience mail has covered a broad spectrum of people and interests. Students in economic classes, educators,

competitors of the week's "star," civic groups, wholesalers and retailers, and many others have written us requesting transcripts of the show. A publishing concern wants first rights to publish the manuscripts.

Mrs. Homemaker, Too ■ But, more surprising to us—and we have learned not to be surprised at anything in this business—is the amount of mail from housewives. Yes, housewives!

A few of them wanted to send the transcripts to sons and daughters away at school. Most of them, however, wanted to know what the heads of businesses had to say about products offered for sale to housewives, products they use or have seen offered in the stores.

Wade prepares a folder for mailing to its own list each week featuring the individual telecast and it offers these to its guests. Rather large quantities of these are requested for mailing to the guest's own customers, employes and shareholders.

Newsmen who have appeared or will appear include: Godfrey Sperling Jr., *Christian Science Monitor*; William Clark, *Chicago Tribune*; Victor Wortman, *Printer's Ink*; Keith Felcyn, *Business Week*; Miriam Runwell, *Time*; Nicholas Shuman, George Lazarus, and Ed Kandlik, all *Chicago Daily News*; Hal Bruno and William Brink, both *Newsweek*; S. R. Bernstein, *Advertising Age*; James Michaels, *Forbes*; A. Wehrwein, *New York Times*; Jack Mabley, *Chicago American*.

Results and Renewal ■ To date, what has all this done for Wade? In the words of the enterprising salesman, no orders yet, but it's made a lot of friends for the company. We think enough of the show that we have placed a renewal order to continue it in 1963.

After all, we do believe in continuity. Doesn't everyone?



Hal H. Thurber joined Wade Advertising in 1957. He was elected president in May 1960 when Jeff Wade moved up to become board chairman. Mr. Thurber began his career in newspapers, was manager of WFBM Indianapolis in 1925, then moved into advertising as a writer. He was with D'Arcy Adv., St. Louis, from 1934-45, serving as vice president and operating committee chairman. After that Mr. Thurber became managing partner of his own agency in Toledo, Ohio.

WTEV 6

NEW BEDFORD, MASS.



*Serving the Greater
Providence area...*

(THE NATION'S 17th
MAJOR MARKET)

JOINS

**ABC TV
NETWORK**

JANUARY 1, 1963

MR. STEADFAST

BROADCASTING, December 10, 1962



“Wow!”

“What a figure!”

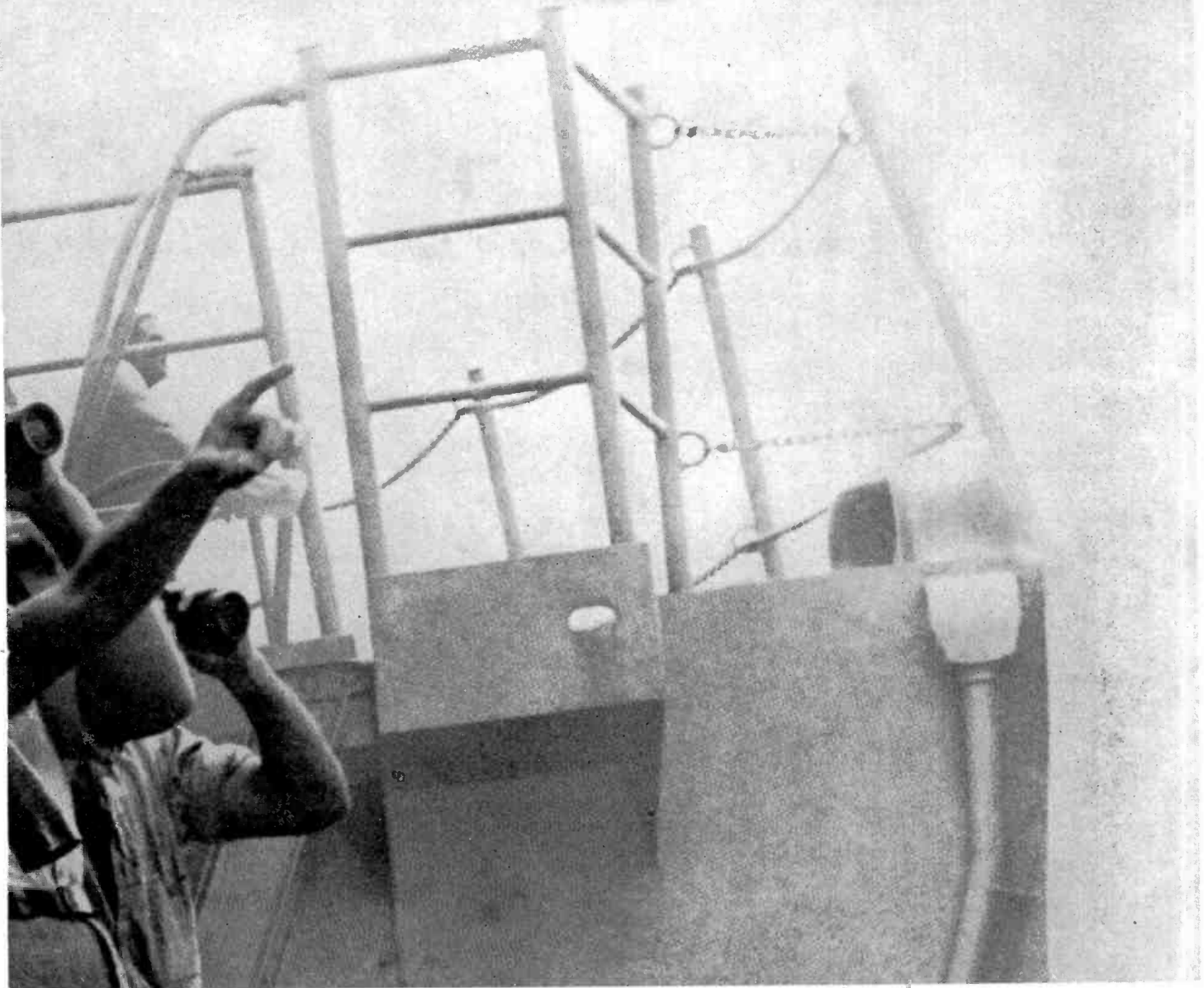
“Sensational!”



39.9! And again all eyes are on Channel 2!

The Thanksgiving Eve showing of "Mister Roberts" on the Schaefer Award Theatre zoomed to the highest rating ever achieved by a feature picture on New York television, according to both Nielsen and Arbitron. Broadcast from 11:15pm to 1:27am, far later than usual peak viewing hours, this classic from Seven Arts Associated commanded a 39.9 Nielsen average rating...with a mighty 80 per cent share of audience. More than 4 million people stayed up far past midnight to watch "Mister Roberts" on Channel 2!

This 21-gun reception—another historic "first" for Channel 2—proves again that, now as always, New York's center of attraction is the number one television station, CBS Owned **WCBS-TV**





17 YEARS AGO ON WBNS RADIO

When Sir Alexander Fleming discovered penicillin, it first appeared as just a remarkable variety of mold. In 1945, Fleming received the Nobel Prize for the discovery of this life-saving weapon against infection and WBNS Radio spread the glad tidings.

In 1945 in Central Ohio, State Savings Company—a leader in the savings and home loan industry—made a discovery about advertising. In that year

(and every year since) WBNS Radio played a big part in the growth of State Savings. Since 1945, assets have grown from \$400,000 to today's \$27,000,000; one State Savings office has grown to six offices.

Home-towners are the best judges of the effectiveness of WBNS Radio. Happily, we've had State Savings' vote of confidence for 204 consecutive months.



New office of State Savings located in Northland—newest of a dozen shopping centers that help account for Franklin County's gigantic \$916,258,000 retail sales total.

WBNS
COLUMBUS, OHIO



Represented by John Blair & Company

CHRISTMAS TV SPOT AHEAD OF 1961

- Enthusiastic buyers snap up most minutes in many markets
- Annual survey finds some stations with year-long advances
- Representatives confirm stations; see continued strength

Advertisers and agencies are getting into the holiday advertising swing so enthusiastically that they seem apt to set records for many television stations—while creating some problems for themselves.

For most stations the yearend surge is bringing the sort of business gift they like best: brisker sales.

For timebuyers it has created a shortage of one-minute availabilities in many markets and put a squeeze on premium 20-second positions in some periods (see table below).

Almost all tv stations are enjoying better spot business this December than last. For many the holiday gains reflect advances in total 1962 sales as well.

These conclusions are drawn from BROADCASTING's annual yearend holiday business survey of tv stations. They are supported by the findings of a similar canvass of leading television station sales representatives.

In many instances station reps also pointed out signs of continuing strength in tv sales for at least the first part of 1963. One executive predicted a "boom" in the second half of the new year.

The station survey, dealing basically with sales for the week of Dec. 3-10,

showed that:

- Better than nine out of ten, or 91% of the station respondents, say business now is better than it was a year ago. Another 7% see little or no difference, while 2% say business is down.

- The average increase, where figures were given, is about 24%. The average decline is about 2%.

- About 95% of the stations nominated 60-second availabilities as the ones in shortest supply. An even heavier preponderance named minutes as the length in greatest demand among agencies and advertisers. Twenty-second positions were a remote No. 2 in both demand and shortness of supply.

The nine-out-of-ten proportion of stations reporting gains this Christmas-time compares with a little better than six out of ten (62%) who made similar reports for the same December week a year ago (BROADCASTING, Dec. 11, 1961).

The 2% reporting drop-offs this year may be compared with 21% last December.

The increases this year appeared to be larger and the decreases smaller, as compared to those of a year ago, but comparable figures on this point were not available.

Although the survey asked specifically for information on sales for the week starting Dec. 3, a number of broadcasters volunteered comments indicating the whole year's sales results are running ahead of 1961's.

Business Increases ■ One said that "1962 business has shown consistent increases over outstanding 1961 figures."

Another said that his business was running "about the same for December, but 20% up overall."

The survey indicated that use of the 40-second station break in network evening time has largely jelled into a scheduling of two 20-second announcements back to back. Where the 20-20 combination is not used, the most common practice is to schedule a 20 followed by a 10 and then a 10-second public-service or promotional announcement.

The 30-10 combination is used in some cases but these are relatively infrequent, the questionnaire returns indicated.

The 40-second break, 10 seconds longer than its predecessor, has been in effect in prime-time periods on network-affiliated stations since the start of the 1961-62 season. It was offered at the

Television spots sold by market size

Day Part	% 15s & 10-Seconds Sold			% 20-Seconds Sold			% 60-Seconds & Participations Sold		
	Small Markets	Medium Markets	Large Markets	Small Markets	Medium Markets	Large Markets	Small Markets	Medium Markets	Large Markets
Sign-on to noon	32%	42%	36%	16%	41%	44%	43%	55%	58%
Noon-6 p.m.	37	41	44	36	52	63	61	72	79
6-7:30 p.m.	64	70	83	66	75	86	78	90	90
7:30-11 p.m.	62	79	79	74	84	89	76	89	90
After 11 p.m.	29	64	57	38	79	79	56	68	87

This table indicates the timebuyer's chances of finding the spot availabilities he wants at the time and place he wants them. It shows the extent to which basic positions are currently (as of Dec. 3-10) sold out within given day-parts in markets of various sizes. The sold-out figures confirm the tendency of buyers to concentrate on bigger markets—and on minutes in preference to shorter lengths. The figures are averages compiled from data supplied by stations in

BROADCASTING's yearend tv business survey (see story this page). Individually, some stations said they were 90% sold out of all spot positions from noon on, and 100% sold out after 6 p.m. Less fortunate, a few were no more than 50 to 60% sold out in their "best" periods. For purposes of the table, markets with one or two stations were classified as "small"; those with three stations as "medium" and those with four or more as "large."

urging of affiliates who wanted more time to sell, but BROADCASTING's survey found that at least one broadcaster doesn't think it is long enough yet:

Minutes Best ■ "The future," he wrote, "lies in a prime 60-second station break."

Station representation firms covered in the survey matched the enthusiasm of station respondents. Two reps said their December business was lagging behind last year's but one of these forecast gains for the full year (the other offered no full-year prediction).

In predicting a carry-over of the current high sales tides into 1963, reps noted that many advertisers are starting their new campaigns earlier than a year ago. Among these were listed Simoniz, Peter Paul, Gerbers, Colgate and P. Lorillard—companies which last year bought for the last week in January but which this year were said to be buying to start in the first and second weeks of the new year.

Another sales executive said at least 25 major advertisers already had bought for the first two weeks of January.

One leading rep reported that business is proceeding at a brisker pace this month at virtually all of its stations, with gains ranging from 10% to 35%. An official of this company said 95% of its station list is "doing better" this year, with the bigger gains accruing to the larger and medium-sized stations.

Another major rep company, which was compiling its annual report last week, said its overall business is up 24% this year. It reported that over the past six months an increasing number of stations have been pre-empting certain network programs to make room for feature films and syndicated programming sold in national spot.

Syndications Recommended ■ Another rep said it was recommending that its stations acquire more syndicated shows to use in adjusting to program reshuffling done by the networks.

Another spot sales organization reported that its business is "about the same" as a year ago, but that the fourth quarter has been "excellent" and the year as a whole "substantially better" than 1961. Another said "our sales are way ahead but we have added more stations."

Despite an estimated 10% slackening of his December business, one prominent rep said he expects his sales for the year to run 13% to 14% above 1961's. Another said his early December business is 30% ahead of last year's and that his full-year volume will exceed 1961's by the same percentage or a little more.

There were some indications among reps as well as stations that 20-second positions are selling better now than last year, although far and away the biggest demand remains in minutes.

Showdown this week on cigarette ads?

COLLINS SAYS HE'LL PUSH FOR CODE RESTRICTIONS

The Television Code Review Board will be confronted this week by a direct request from LeRoy Collins, NAB president, to adopt restraints on cigarette advertising.

The board is scheduled to meet Dec. 11-12 in Washington.

Gov. Collins, who set off an industry controversy last month when he publicly condemned cigarette advertising aimed at youngsters, told BROADCASTING last week:

"I intend to make a specific recommendation to the code board that the code be amended to provide re-

raised the cigarette issue in a speech at a regional NAB meeting in Portland, Ore., (BROADCASTING, Dec. 3, Nov. 26). With the NAB president's statement last week, the meeting was suddenly projected into unusual importance. Cigarette billings on television run better than \$104 million a year.

The NAB president said last week that he had been "greatly heartened" by the large volume of telegrams, telephone calls and mail he has received in support of his position on cigarette advertising. He made it plain that he was determined to pursue his advocacy of code restriction on cigarette commercials.

The Collins View ■ In his Portland speech he asserted that increasing numbers of teen-agers are smoking, a condition that "is being made continually worse under the impact of advertising designed primarily to influence young people."

"Certainly the moral responsibility rests first on the tobacco manufacturer," Gov. Collins said in his speech. "Certainly it also rests on the advertising agencies. Certainly it also rests on the outstanding sports figures who permit their hero status to be prostituted. . . ."

"But where others have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people, then I think the broadcaster should make corrective moves on his own. This we could do under code amendments, and I feel we should proceed to do so, not because we are required to, but because a sense of moral responsibility demands it."

Big Dissenters ■ The NAB president's speech precipitated immediate



Gov. Collins

straints against the use of commercials especially designed to influence the very young and the beginning smoker."

The code board's meeting this week had been scheduled, as a matter of routine, before Gov. Collins

Third quarter spot tv shows 17% increase

Spot television time sales in the third quarter of 1962 rose 17% above those for the same period a year ago, according to N. C. Rorabaugh data compiled for TvB and being released today (Dec. 10).

The TvB report coincides with other signs that the third-quarter gains are continuing, at least in the current holiday season. A BROADCASTING survey found early-December sales running ahead of last December's on virtually all tv stations (see page 33).

TvB's report pegged third-quarter

gross time billings for spot tv at \$151,922,000 as against \$127,644,000 in the third quarter of 1961. The gain in dollars comes to 19%, but TvB spokesmen said that on a "same-station" basis—the 299 stations which reported in the third quarter of both years—the increase amounts to 17%.

For the first nine months of 1962 spot tv's gains were 19.1%, up from \$439,571,000 to \$523,453,000.

Product categories showing major gains in the third quarter this year as against the same period of 1961: automotive, 33.6%; confections and soft drinks, 34.6%; cosmetics and toiletries, 32.8%; household cleaners, 32.6%;

reaction. The Tobacco Institute's president, George V. Allen, said that Gov. Collins "applies a layman's judgment of finality to questions of medical science that are complex and are under study and debate among scientists throughout the world."

ABC and NBC issued statements of disagreement with Gov. Collins. CBS said the matter was one for the code authorities to decide (Gov. Collins does not serve on the code authority or the code board).

Many influential broadcasters vigorously protested the NAB president's public espousal of a position that he had not cleared with the NAB board (and that he was advised not to take by several broadcasters whom he

consulted before he took it).

In Collins's Corner - The NAB president did, however, draw public support from Edward P. Morgan, ABC commentator, in an ABC Radio broadcast last Wednesday. Mr. Morgan deplored reports that most broadcasters opposed Gov. Collins's cigarette stand.

Referring to one unidentified West Coast station manager who was quoted by BROADCASTING (Dec. 3) as saying that if broadcasters were going to hire Collins as a conscience, "we'd better damn well let him be our conscience," Mr. Morgan said: "It is too bad that some big gun of the broadcasting industry could not have fired this salvo instead of a

wee voice that felt obliged to remain anonymous."

The probability of a major discussion over cigarette advertising overshadowed another item of importance on the code board's agenda this week. The board is scheduled to consider suggestions that the time limitations for commercials be amended to take into account variations in the size of stations and the markets they serve.

Present commercial restrictions in the television code apply to all stations. Some broadcasters have argued that the restrictions would be more realistic if they took into account the varying conditions under which the different types of broadcasting stations operate.



These members of the Television Code Review Board will be asked this week to do something about cigarette advertising. In this picture, made last June during a panel discussion at the U. of Washington, are (l-r) Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ernest Lee Jahncke Jr., NBC-TV; Joseph H. Ream, CBS-TV; Lawrence H. Rogers II, Taft Broadcasting Co.; William

B. Pabst, KTVU (TV) Oakland-San Francisco, chairman; Robert D. Swezey, NAB code authority director (but not a member of the code board); Mrs. A. Scott Bullitt, KING-TV Seattle; George Storer, Storer Broadcasting Co., and Alfred R. Schneider, ABC-TV. The ninth member of the code board, Roger W. Clipp, Triangle Stations, did not attend the U. of Washington conference.

household paper products, 33.1%; pet products, 31.5% and watches, jewelry and cameras, 107.9%.

Charles Gulden & Co., Knox Gelatine and W. F. Young Co. appeared in the top 100 list for the first time.

**TOP 100 SPOT TV ADVERTISERS
THIRD QUARTER 1962**

(Source: TvB-Rorabaugh)

1. Procter & Gamble	\$14,207,100	30. Canadian Breweries	891,700
2. Colgate Palmolive	6,513,300	31. Welch Grape Juice	857,900
3. William Wrigley Jr.	4,333,300	32. J. A. Folger	854,100
4. Lever Brothers	4,037,300	33. R. J. Reynolds	844,200
5. General Foods	3,891,600	34. C. Schmidt & Sons	813,200
6. Alberto-Culver	3,277,200	35. U. S. Borax & Chemical	808,800
7. Bristol-Myers	3,094,800	36. Shell Oil	804,000
8. General Mills	2,822,800	37. Raiston Purina	742,600
9. Coca-Cola (bottlers)	2,766,200	38. Armour	715,300
10. American Home Products	2,207,700	39. Chesebrough-Pond's	709,300
11. Standard Brands	1,950,400	40. Liggett & Myers	706,900
12. Schlitz Brewing	1,805,200	41. United Vintners	705,600
13. Kellogg	1,748,800	42. Campbell Soup	692,600
14. Corn Products	1,738,800	43. Warner-Lambert Pharma.	676,700
15. Philip Morris	1,516,800	44. Theo. Hamm Brewing	667,700
16. Gillette	1,317,500	45. American Oil	658,300
17. Miles Labs.	1,295,000	46. Charles Pfizer	626,200
18. Carter Products	1,294,800	47. Humble Oil & Refining	611,900
19. Ford Motor (dealers)	1,266,200	48. Pacific Tel. & Tel.	588,900
20. Food Manufacturers	1,214,900	49. Armstrong Cork	581,100
21. Pabst Brewing	1,203,400		
22. Pepsi-Cola (bottlers)	1,201,900		
23. Continental Baking	1,047,200		
24. Avon Products	1,026,700		
25. Simoniz	999,600		
26. Associated Products	992,500		
27. Anheuser-Busch	989,500		
28. General Motors (dealers)	986,300		
29. P. Lorillard	963,500		

TOP SPOT TV BUYERS continued

50. American Motors (dealers)	570,400	93. National Biscuit	319,900	97. Hunt Foods & Industries	308,200
51. Foremost Dairies	558,200	94. Knox Gelatine	317,700	98. Frito-Lay	305,800
52. Falstaff Brewing	555,000	95. Scott Paper	310,900	99. Oscar Mayer	305,500
53. Johnson & Johnson	550,600	96. Texize Chemicals	310,700	100. W. F. Young	305,000
54. P. Ballantine	550,500				
55. Golden Press	542,600				
56. Phillips Petroleum	542,500				
57. Pet Milk	537,800				
58. International Latex	529,800				
59. Star-Kist Foods	518,600				
60. Hills Bros. Coffee	516,800				
61. American Chicle	508,100				
62. H. J. Heinz	493,300				
63. Stroh Brewery	482,200				
64. Lucky Lager Brewing	481,400				
65. Greyhound Corp.	477,400				
66. New York Telephone	473,200				
67. Laddie Boy Dog Foods	469,300				
68. Andrew Jergens	462,400				
69. M. J. B. Co.	461,800				
70. Sinclair Refining	459,700				
71. J. Neilson Prewitt	451,600				
72. Lehn & Fink Products	438,800				
73. Ball Bros.	438,100				
74. American Tobacco	437,100				
75. E. I. du Pont de Nemours	428,200				
76. Nestle Co.	391,600				
77. Maybelline	386,900				
78. Sears Roebuck	386,500				
79. Climacene	380,200				
80. E. & J. Gallo Winery	378,900				
81. Chrysler (dealers)	370,000				
82. Cott Beverage (bottlers)	356,000				
83. Atlantic Refining	353,900				
84. Kimberly-Clark	346,000				
85. F. & M. Schaefer Brewing	343,700				
86. Charles Gulden	341,700				
87. Great Atlantic & Pacific Tea	340,700				
88. Standard Oil (Ohio)	334,700				
89. Armstrong Rubber	332,100				
90. Shulton Inc.	329,400				
91. B. C. Remedy	329,400				
92. General Toy	325,400				

ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TvB-Rorabaugh)

THIRD QUARTER

	1962	1961
Agriculture	\$ 208,000	\$ 221,000
Ale, beer & wine	14,394,000	14,227,000
Amusements, entertainment	710,000	533,000
Automotive	5,375,000	4,023,000
Building material, equipment, fixtures, paints	631,000	557,000
Clothing, furnishings, accessories	1,220,000	1,420,000
Confections & soft drinks	12,381,000	9,197,000
Consumer services	4,961,000	4,172,000
Cosmetics & toiletries	18,090,000	13,626,000
Dental products	3,594,000	3,804,000
Drug products	8,531,000	7,023,000
Food & grocery products	35,947,000	29,163,000
Garden supplies & equipment	66,000	47,000
Gasoline & lubricants	5,462,000	5,081,000
Hotels, resorts, restaurants	159,000	53,000
Household cleaners, cleansers, polishes, waxes	6,795,000	5,123,000
Household equipment—appliances	1,057,000	927,000
Household furnishings	498,000	410,000
Household laundry products	13,595,000	10,955,000
Household paper products	2,032,000	1,527,000
Household, general	2,014,000	1,592,000
Notions	39,000	5,000
Pet products	2,194,000	1,668,000
Publications	804,000	867,000
Sporting goods, bicycles, toys	1,590,000	1,405,000
Stationery, office equipment	348,000	504,000
Television, radio, phonograph, musical instruments	77,000	81,000
Tobacco products & supplies	4,990,000	6,288,000
Transportation & travel	1,601,000	1,151,000
Watches, jewelry, cameras	811,000	390,000
Miscellaneous	1,748,000	1,604,000
TOTAL	\$151,922,000	\$127,644,000

Who are the big network tv spenders?

HERE ARE TvB'S NINE-MONTH REPORTS OF THE TOP 25

GROSS TIME BILLINGS LEADING COMPANIES IN NETWORK TELEVISION ADVERTISING JANUARY-SEPTEMBER

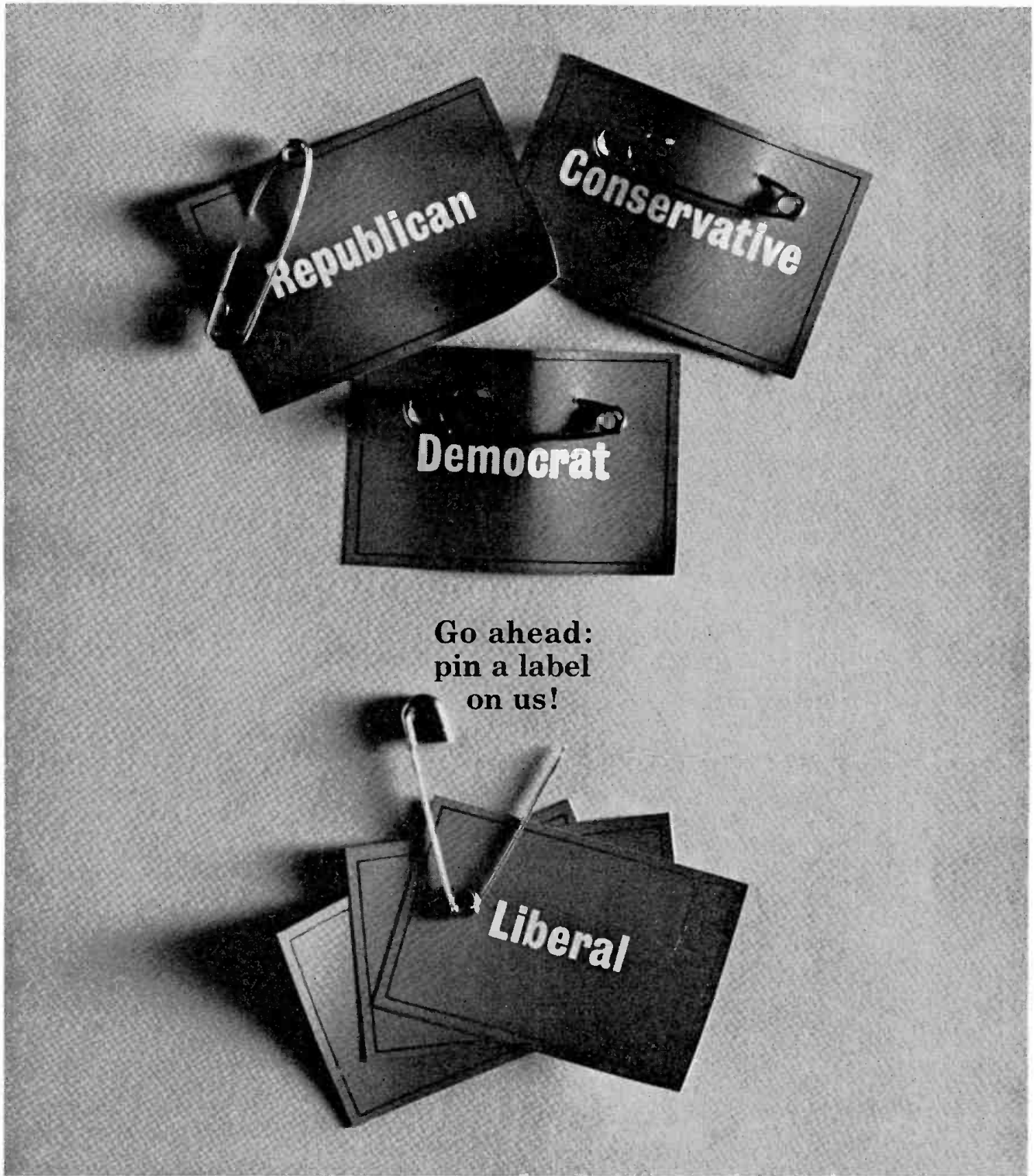
(Source: TvB/LNA-BAR)

	1962	1961
Procter & Gamble	39,573,853	38,767,719
American Home Products	23,185,374	22,520,206
Lever Brothers	20,527,662	20,430,368
Colgate Palmolive	19,460,956	14,472,454
R. J. Reynolds	18,257,396	15,385,303
General Motors	17,119,755	15,340,017
Bristol-Myers	16,854,434	10,446,475
General Foods	14,410,817	13,910,724
Gillette	10,635,926	9,642,686
Brown & Williamson	10,397,101	11,128,149
Ford Motor	10,386,641	6,084,815
P. Lorillard	9,807,019	10,600,888
Alberto Culver	9,130,301	4,779,086
General Mills	9,092,842	11,782,771
American Tobacco	8,782,402	6,804,908
Kellogg	8,530,867	6,037,167
Sterling Drug	8,337,806	8,718,756
S. C. Johnson & Son	8,246,786	8,882,878
Phillip Morris	8,047,281	6,944,952
J. B. Williams	7,977,253	5,590,659
National Biscuit	7,795,383	8,209,238
National Dairy Products	7,381,181	6,903,439
Miles Labs.	7,366,578	7,293,842
Liggett & Myers	7,352,264	8,405,374
Beech-Nut Life Savers	7,132,912	4,562,746

GROSS TIME BILLINGS LEADING BRANDS IN NETWORK TELEVISION ADVERTISING JANUARY-SEPTEMBER

(Source: TvB/LNA-BAR)

	1962	1961
Anacin	8,042,171	7,369,920
Bufferin	6,628,715	4,307,503
Camel cigarettes	6,283,238	4,370,615
Salem cigarettes	5,993,602	4,469,128
Chevrolet cars	5,899,761	4,085,950
Winston cigarettes	5,848,118	6,395,330
Colgate dental creme	5,736,675	3,485,030
Crest	5,631,751	6,114,972
L&M cigarettes	4,800,416	4,142,607
Beech-Nut gum	4,639,362	3,242,929
Pall Mall cigarettes	4,137,812	3,835,736
Kent cigarettes	4,131,320	5,185,785
Campbell soups	4,112,638	2,536,795
Ford cars	4,002,584	2,439,568
Viceroy cigarettes	3,947,243	3,637,837
Tide	3,747,237	4,500,695
Alka Seltzer	3,337,088	3,071,169
Nabisco cookies	3,259,173	2,678,011
Pillsbury chilled products	3,223,182	
General Electric	3,140,840	2,359,433
Dristan tablets	3,106,421	3,213,466
Coca-Cola	3,074,433	1,237,280
Prudential Insurance	2,984,514	3,069,063
Falstaff beer	2,946,754	872,627
Texaco gasoline	2,932,182	1,436,838



**Go ahead:
pin a label
on us!**

These are our beliefs. Whatever label they earn for us—Democrat, Republican, Liberal, Conservative, even Super-Patriot—we cheerfully accept.

We don't care which party balances the budget—just so one of them does. We don't care which party calls a halt to the myriad of give-away programs—just so one of them does. We don't care which party honestly sets about a program of tax reduction—just so one of

them does. We don't care which party does something to prevent the further deterioration of the dollar—just so one of them does.

This is the philosophy of our daily 5-minute editorial series, "Viewpoint". Honored by the Freedoms Foundations, "Viewpoint" is now available to interested radio-TV stations on a subscription basis. Address inquiries to "Viewpoint", WRAL-TV Raleigh, N. C.

WRAL-TV

Petry report compares spot tv to 'Life' regional purchases

A study by the television division of Edward Petry & Co., distributed last week to advertisers and agencies, contends that spot television "commands a wide margin in reach and efficiency over the *Life* magazine regional advertising sales plans."

The Petry analysis is intended to answer recent *Life* trade press campaigns for its 26-market area regional purchases, and the single market plans for new product tests, which were headlined, "Now You Can Buy *Life* like a tv spot." The study compares spot tv and the *Life* special market plans in terms of potential, flexibility, control, reach and efficiency.

Some of the Petry report's main points: tv's penetration is at or near

the saturation point in virtually all metropolitan markets, while there often are wide variations in *Life* circulation levels, even among markets in the same region; spot tv gives the agency any number of markets and stations within any region, while *Life* requires the purchase of at least three areas established by the publication; spot tv enables the advertiser to choose any spot tv market and test at pre-determined levels of penetration up to saturation at regular card rates, but under the *Life* plan he must buy at least 40,000 circulation at a test market rate that is 60% higher than the *Life* national rate.

To compare reach and efficiency, the Petry study employed two typical *Life* regional purchases—the

West-North Central and Southwest-South East—with purchases on tv stations in Salt Lake City, Denver, Omaha, Des Moines, Minneapolis-St. Paul and Duluth, and in Houston, Dallas-Fort Worth, San Antonio, Atlanta, Charlotte, Durham-Raleigh, Norfolk, Washington and Baltimore.

Petry reported that in the West-North Central, the *Life* circulation amounted to 436,131, as against 738,100 for spot tv, and the cost per thousand for the magazine was \$6.70, compared with \$3.94 for spot tv. Similarly, in the Southwest-South-east, the spot tv buy delivered an unduplicated audience of 1,570,500 at a cost per thousand of \$3.36, as compared with the *Life* circulation of 817,118 and a cpm of \$5.97.

AM Radio Sales offers 'expediter'

AM Radio Sales Co., New York, has introduced a new time-saving device for timebuyers, a spot radio buying tool which offers instant marketing and media information with the spin of a wheel.

The station rep firm last week began distribution of some 2,000 "am radio expeditors" to agencies across the country. In the leading timebuying centers, the company's salesmen will carry the expeditors by hand to the agencies to brief the buyers on their use.

The tool provides answers in spot radio budget estimation, media budget allocation, marketing data, home impressions delivered by a spot campaign and cost-per-thousand. More than 14,000 calculations went into the formulation of the series of four wheels which comprise the loose-leaf, notebook-size expediter.

The first of the four computers gives cost estimates of a campaign in any one of the top 50 metropolitan areas, and for campaigns in the top 10, 20, 30, 40 and 50 markets. The figures are for radio households and auto radios for each market and groups of markets.

The second tabular wheel contains 840 sets of figures covering population, effective buying income, total retail sales, retail food store sales, retail drug store sales and retail auto sales for each metropolitan area and for each market grouping.

The home impression computer does not require the user to know the number of radio homes in each market. When an arrow is turned to the total rating points of a spot radio schedule, the number of home impressions de-

livered automatically appears next to the name of the metro area. The fourth computer provides cost-per-thousand by lining up total dollars expended against the number of homes reached as determined by the third computer.



The Am Radio Expediter was put to work right away by Joe Hudack, broadcast supervisor of Warwick & Legler Inc. He called the tool "the time-buyer's time saver."

More Latex business for Y&R

International Latex Corp. last week announced the appointment of Young & Rubicam as its agency, effective immediately, for Playtex Living Gloves, Playtex Dryper disposable diapers, Playtex baby pants and Playtex bathing caps. The budget is approximately \$1 million, of which an estimated 50% is in spot tv.

These products formerly were with Reach, McClinton & Co. This is the second assignment of business to Y&R from International Latex this year. In October, several other products of the Playtex group were assigned to Y&R.

Two Boston ad agencies announce their merger

Stern and Frank, two familiar names in Boston advertising circles, are now linked in a newly consolidated advertising agency bearing both their names.

The new agency, known as Stern/Frank Adv. Inc., will combine the staffs of Gabriel Stern Inc. and Herbert W. Frank Adv. Agency Inc. in new quarters at 296 Boylston St.

The new firm will bill in excess of \$2.5 million annually, it was announced last week.

New officers: president, Herbert W. Frank; executive vice president and treasurer, Herbert S. Stern; vice president—industrial division, Alan J. Stern; vice president, Ruby Newman; chairman of the executive planning board, Gabriel M. Stern.

Intercontinental signs 17 station clients

Intercontinental Broadcast Media has announced that 17 radio stations have signed for its new service. Intecontinental, a successor company to Radio Concepts Inc., offers its service to stations on a fee basis, exclusive in a market. The services include local commercials, ID's, taped sales presentations, advertising campaigns and programettes.

Station subscribers are WPEN Philadelphia; WITH Baltimore; WOOD Grand Rapids, Mich.; WPTF Raleigh, N. C.; WAVA Arlington, Va.; WSBT South Bend, Ind.; WSVA Harrisonburg, Va.; WTID Newport News, Va.; WACO Waco, Tex.; KTFS Texarkana, Tex.; KGKB Tyler, Tex.; KONP Port Angeles, Wash.; WJWS South Hill, Va., and KVIM New Iberia, La.



This is Atlanta!

wsb-tv
ATLANTA

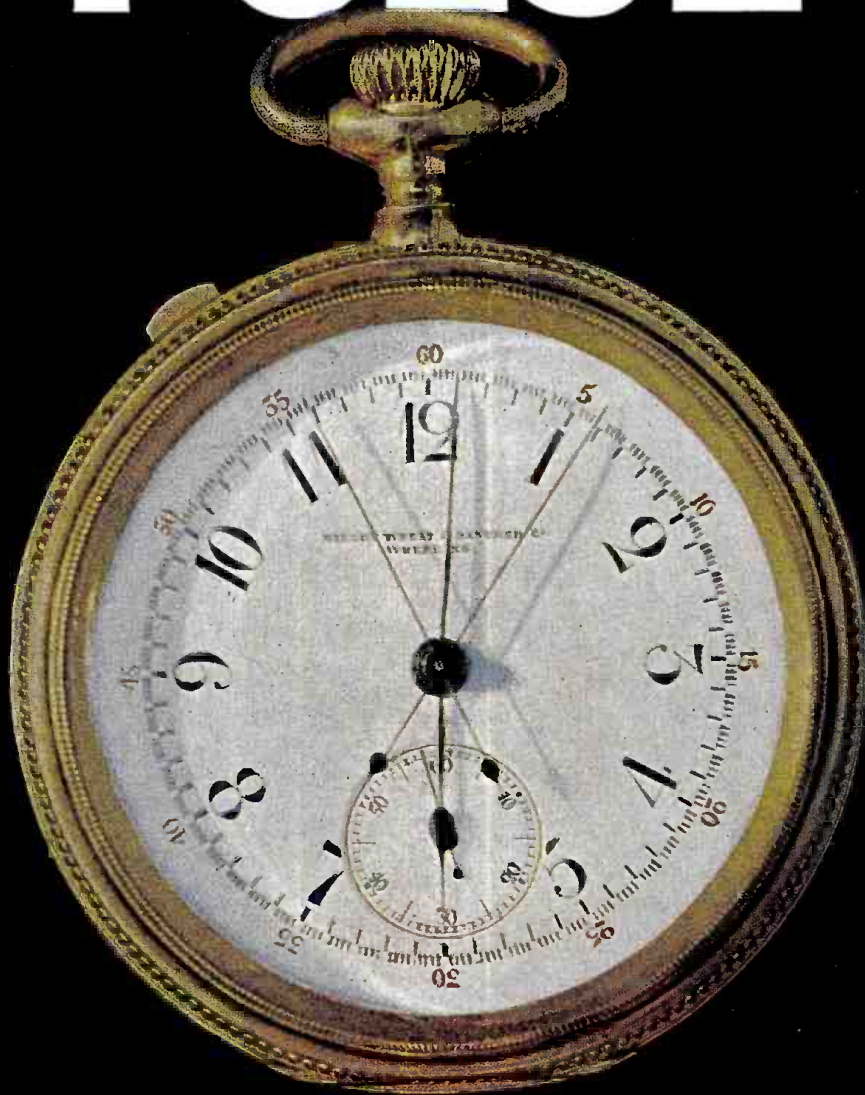
Represented by

Edward Petry & Co., Inc.

Dean Jones, star of NBC's new 'Ensign O'Toole' series, reflects the spirit of WSB-TV's White Columns . . . the symbol of growth in booming Atlanta and the South.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

PULSE



**60
MINUTES
LONG**

On November 5, 1956, WTVT began telecasting a full hour of information each week night at 6 o'clock. Sports, fishing, weather, local and world news, and the station's nightly editorial are combined under the title PULSE in a flexible format that permits the updating of late-breaking stories throughout the 60 minutes the program is on the air. We are happy that our viewers have found PULSE to be an attractive way of presenting the news: Prime time starts at 6:00 on WTVT, where PULSE frequently outrates many of the top programs, both local and network, in the Tampa - St. Petersburg market. And we are gratified that other television station operators have begun to embrace the extended, in-depth, informational program concept. Six years old is young—but that's nearly half the lifetime of the television industry. We are proud to have taken this pioneering step.

...“the heartbeat of a changing world”



6
YEARS
OLD

WTVT



TAMPA/ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.

WKY-TV and Radio, Oklahoma City

KTVT, Fort Worth—Dallas

Represented by the Katz Agency

THE STATION ON THE MOVE . . . IN THE MARKET ON THE MOVE!



COVERAGE * Market dominance doesn't just happen. Showmanship yes . . . but selling savvy, too. Knowing the buying forces of a dynamic test market like Providence. Imaginative product promotion. A merchandising spark that steps up the penetration of your schedule. The follow-thru of professionals. At Channel 10 it's this kind of coverage that makes your product happen.

* ARB TV Homes

WJAR-TV

NBC • ABC - REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE - WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND - WJAR RADIO IN ITS 40th YEAR

BCH plans expansion into spot tv billing

Broadcast Clearing House, centralized billing company for spot radio, has obtained additional financing and plans to expand into spot television "shortly after the first of the year," officials said last week.

They also announced an executive-level reorganization in which John C. Miller, president of Berlin-Chapman Co. of Berlin, Wis., becomes board chairman of BCH; Lee P. Mehlig advances from executive vice president to president, succeeding John E. Palmer, who has resigned (but retains his stock interest in BCH); a series of staff promotions were made and Ralph E. Petersen, head of a Berlin (Wis.) investment firm, joins the BCH board (see page 123).

President Mehlig, who co-founded BCH with Mr. Palmer, said the company's client list includes seven radio station representation firms representing more than 200 stations and processing orders through 60 advertising agencies with a total annual billing of \$179.2 million in spot radio.

He said his objective in expanding into television "is exactly what we are now striving for in spot radio—namely, to make national spot advertising more profitable for the advertisers and advertising agencies to buy." The processing of paper-work under the BCH system is handled by the Bank of America, using electronic data-processing equipment.

Sweeney airs complaints about New York agencies

New York advertising agencies took a beating in Seattle last Tuesday (Dec. 4). The subject was radio, the complaint was about creativity and the challenger was Kevin B. Sweeney, president, Radio Advertising Bureau.

Speaking before the Seattle Advertising Club, Mr. Sweeney said that "radio's most serious problem in the next five years with agencies lies not in securing the blessing of the media director—the flow of convincing data is doing that—but in involving the agencies' creative personnel in the medium that many of them don't understand."

He asserted that agencies outside New York would make almost a clean sweep of awards if there had been a national competition among agencies for overall radio creativity during the past five years. He noted that three radio tests failed this year "in the opinion of the clients because the agency creative job was very poor."

Praising the creative radio commercials being produced by regional and local agencies, Mr. Sweeney added: "It



Store promotes 'dollar day' on television

A Wheeling, W. Va., department store, skeptical of tv advertising, decided to test the medium for a one-day basement sale. And, to test television's full effectiveness, the manager of the downstairs store cancelled all newspaper advertising for the day.

Mike Kaplan, downstairs manager of Stone & Thomas, placed the campaign on WTRF-TV Wheeling, and reported sales volume in his department up 28% for the day. In

addition, he discovered the presence of a different type of customer—patrons new to the store and those in higher income brackets than the typical department store basement shopper. He also found the campaign reached people from as far away as 75-100 miles—far more than its newspaper coverage.

Since the first test, Mr. Kaplan has used tv as a primary advertising vehicle to stimulate his "Dollar Value" specials. In

is ironic that some of radio's best commercials of 1960-62 were done by relatively small agencies located 1,000 to 2,000 miles from New York. These agencies used New York lyricists, New York musicians, New York announcers and New York studios. Only those all-important ideas and words were brought from afar. And when the client paid the bill it was 30-50% less than he would have been billed by some of the largest New York agencies using identical facilities to produce a much inferior commercial."

Ideal's ad budget to be raised 15%

Ideal Toy Co., New York, reports its 1963 advertising budget will be 15% greater than this year's budget of \$3 million.

A substantial part of the increased expenditures has already been allocated to television. Melvin Helitzer said the company has contracted for one-year sponsorship of CBS-TV's *Mighty Mouse* and *Roy Rogers* programs, and that spot tv in 50 markets also will start in January 1963.

Grey Adv., New York, handles

Ideal's billings in toys, dolls, puppets and educational toys; Smith/Greenland, New York, handles hobby kits and games.

Metropolitan to buy CBS 'Crisis' special

Metropolitan Life Insurance Co., New York, which earlier this year signed for "instant news specials" on CBS-TV, will sponsor that network's *Years of Crisis*, a 90-minute review of world events presented by CBS for the past 13 years. The program is scheduled Dec. 26, 7:30-9 p.m., and will be sponsored by Metropolitan on both radio and tv.

The program has been sponsored by various advertisers in past years but this will be the first such program on the air in the 90-minute length. Young & Rubicam, New York, is the agency.

Eric Sevareid will moderate and will be joined by a panel of 11 CBS correspondents from overseas and the U. S. The broadcast will originate at Caspary Auditorium in New York before an audience of distinguished guests from whom questions will be permitted in one portion of the program.



The abandoned child...and how the people of Pittsburgh made a home for her



Her name is Beth. She is six going on seven.

Beth was one of the hundreds of abandoned children who jammed the Juvenile Court of Pittsburgh. They had no place to go.

Westinghouse station KDKA-TV dramatically revealed their need. During the program, a stark, poignant film was shown...Beth and twenty other children wedged in one small room...so close together they could hardly make their beds.

Result: Beth and all the other kids found homes; the court ended up with a backlog of volunteer foster parents.

This was but one of the 150 community service editorials broadcast by KDKA-TV. Topics ranged from Education to Mental Health; Obscene Literature to Strip Mine Pollution. The topics were different. But they had one thing in common: motivating people to act for and about their community.

This ability to influence people, project ideas and move products is characteristic of the Westinghouse Broadcasting Company Stations. Stations that demonstrate daily the fact that *community responsibility evokes community response*.

© **®** **©** **WESTINGHOUSE BROADCASTING COMPANY**

KDKA • KDKA-TV • Pittsburgh **WBZ** • **WBZ-TV** • Boston **WINS** • New York **WJZ-TV** • Baltimore **KYW** • **KYW-TV** • Cleveland **WOWO** • Fort Wayne **WIND** • Chicago **KPIX** • San Francisco



OLIVE'S HAIRDRESSING



more **HAIR
PREPARATION
SALES**
per dollar

Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

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

Paper products introduced via radio ads

The manufacturer of regionally distributed brand of facial and bathroom tissue has begun spot radio advertising to "add another dimension" to its regular print schedule.

Sanitary Paper Mills Inc., East Hartford, Conn., makers of Dovelettes and Doveprints tissue, is currently advertising on three Connecticut radio stations, and, after a holiday season hiatus, will add stations in Springfield and Boston, Mass.; Providence, R. I., and Albany, N. Y.

The radio drive is part of a company overhaul, which includes a redesigned package, the spread of distribution west and south, and the introduction of a new product.

The new product, Doveprints,

bathroom tissue with a floral design, will provide the emphasis for the radio drive, since the other products are already well known in Southern New England.

According to Sanitary Paper Mills' agency, Banning Repplier, New Haven, Conn., daytime radio women personalities will deliver the Dovelettes and Doveprints commercials live wherever possible. The agency reports it has found this vehicle best for its radio drive, since the woman personality can go right into the commercial from a discussion of home decorating or a related topic.

SPM's total advertising budget for 1963 is about \$300,000, of which 30% will be placed in broadcast.

Pepsi-Cola plans biggest ad year

The Pepsi-Cola Co. announced last week that its 1963 advertising-promotional effort will be its most extensive in history, exceeding the \$35.5 million spent by the company and its bottlers this year. Agency is BBDO, New York.

Pepsi's ad expenditures are approximately 50% in broadcast and 50% in print, a spokesman said. He noted it is difficult to project the precise amount of money the company will spend for overall advertising in 1963 or for radio-tv because it is dependent on the sums invested by local bottlers, which are matched by the parent company.

Pepsi's commercials will be carried on approximately 3,000 radio stations and 375 tv stations. In network tv, the company will have participations on 14 prime-time shows on ABC-TV, CBS-TV and NBC-TV.

Commercials in production . . .

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

Niles Communications Centers Inc., 1058 W. Washington Blvd., Chicago.

Formica Co. (Formica Products) one 60, film. George Jarrett, prod. mgr. Agency: Perry-Brown. Sprague Mullikin, agency prod.

CARE Inc. seven 60's, film. George Jarrett, prod. mgr. Agency: Direct.

Z-Frank Chevrolet (auto) two 60's, film. Harry Lange, prod. mgr. Agency: Doner & Co. Skip Kastman, agency prod.

Crush International (orange crush) two 20's,

film. Walt Topel, prod. mgr. Agency: Edward H. Weiss. Byron Bonnheim, Howard Crosswell, agency prod.

Climalene Co. (Climalene) one 60, film. Harry Lange, prod. mgr. Agency: D'Arcy. Don Norton, agency prod.

First National Bank of Chicago. two 20's, film. Harry Lange, prod. mgr. Agency: Foote, Cone & Belding. Len Levy, agency prod.

Ralston-Purina Co. (cereal div.) two 30's, film. Ed Morgan, prod. mgr. Agency: Guild, Bascom & Bonfigli. Dan Lindquist, agency prod.

Standard Oil of Ohio (gas) one 60, film. Ron Klein, prod. mgr. Agency: McCann-Marschalk. Joe Tanski, agency prod.

Purex Co. (Beads-O-Bleach) one 60, one 30, one 20, film. Harry Lange, prod. mgr. Agency: Edward H. Weiss. Rolf Brandis, agency prod.

Southwestern Bell Tel. Co. (extension phones) one 60, film. Harry Lange, prod. mgr. Agency: Gardner. May Kohler, agency prod.

Raymond Scott Enterprises Inc., 140 W. 57th St., New York.

Minnesota M&M (Thermofax) four 60's, electronic and musical scoring. Charles Barclay, prod. mgr. Agency: Erwin Wasey, Ruthrauff & Ryan. Jack Schwartz, agency prod.

Chrysler Dealers. five 60's, radio jingles. Charles Barclay, prod. mgr. Agency: Young & Rubicam. Paul Dougherty, agency prod.

NIELSEN RATINGS

First report for November 1962
(Based on two weeks ending Nov. 11, 1962)

NIELSEN AVERAGE AUDIENCE (†)

Rank		% U.S. TV Homes	No. Homes (000)
1	Beverly Hillbillies	32.1	15,986
2	Lucy Show	31.4	15,637
3	Danny Thomas Show	31.2	15,538
4	Candid Camera	30.5	15,189
5	Ben Casey	29.6	14,741
6	Bonanza*	28.0	13,944
7	Red Skelton Hour*	27.9	13,894
8	Andy Griffith Show	27.8	13,844
9	Danny Kaye Show*	27.7	13,795
9	Dr. Kildare	27.7	13,795

*Telecast only one week of this report interval.

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

Business briefly . . .

Union Oil Co. of California, through Smock, Debnam & Waddell, Los Angeles, will sponsor the Saturday feature races at Santa Anita Park for 11 weeks, Sat., 4-4:30 p.m., starting Dec. 29, on CBS Television Pacific Network. This is the eighth consecutive season that Union Oil has sponsored telecasts of the Santa Anita races.

Colgate-Palmolive Co., through Ted Bates & Co., and Ralston-Purina Co., through Gardner Adv., have bought into *The Tennessee Ernie Ford Show* on ABC-TV (Mon.-Fri., 12-12:30 p.m. EST). Colgate bought half sponsorship of the show every other day, and Ralston has participations twice a week. Five sponsors have bought into ABC-TV's coverage of the American Football League All-Star Game, which will be telecast Sun., Jan. 13 at 2 p.m. EST. The Gillette Safety Razor Co., through Maxon Inc., has bought one-half sponsorship; four other advertisers bought one-eighth each. They are Bristol-Myers (through Doherty, Clifford, Steers & Shenfield); Lincoln-Mercury (Kenyon & Eckhardt); P. Lorillard (Grey), and Texaco (Benton & Bowles).

Agency appointments . . .

▪ REA Express, New York, has appointed Erwin Wasey, Ruthrauff & Ryan, that city, as its advertising agency, effective Jan. 1, 1963. The REA account, previously handled by Benton & Bowles Inc., bills approximately \$500,000 yearly.

▪ S&A and System Shoe Stores, Southern California discount shoe chain, has appointed Nides-Cine-Adv., Los Angeles to handle its advertising and sales promotion. Most of the \$75,000 budget has been allocated to radio. Humorous

Copyright 1962 by A. C. Nielsen Co.

Beverly Hillbillies (CBS-180); Kellogg (Burnett), R. J. Reynolds (Esty), Wed. 9-9:30 p.m.

Bonanza (NBC-203); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Candid Camera (CBS-183); Bristol Myers (Y&R), Lever (SSC&B), Sun. 10-10:30 p.m.

Ben Casey (ABC-239); participating, Mon. 10-11 p.m.

Dr. Kildare (NBC-178); participating, Thur. 8:30-9:30 p.m.

Andy Griffith (CBS-187); General Foods (B&B), Mon. 9:30-10 p.m.

Danny Kaye Show (NBC-197); General Motors (Campbell-Ewald), Nov. 11, Sun. 9-10 p.m.

Lucy Show (CBS-179); General Foods (Y&R), Lever (UWT), Mon. 8:30-9 p.m.

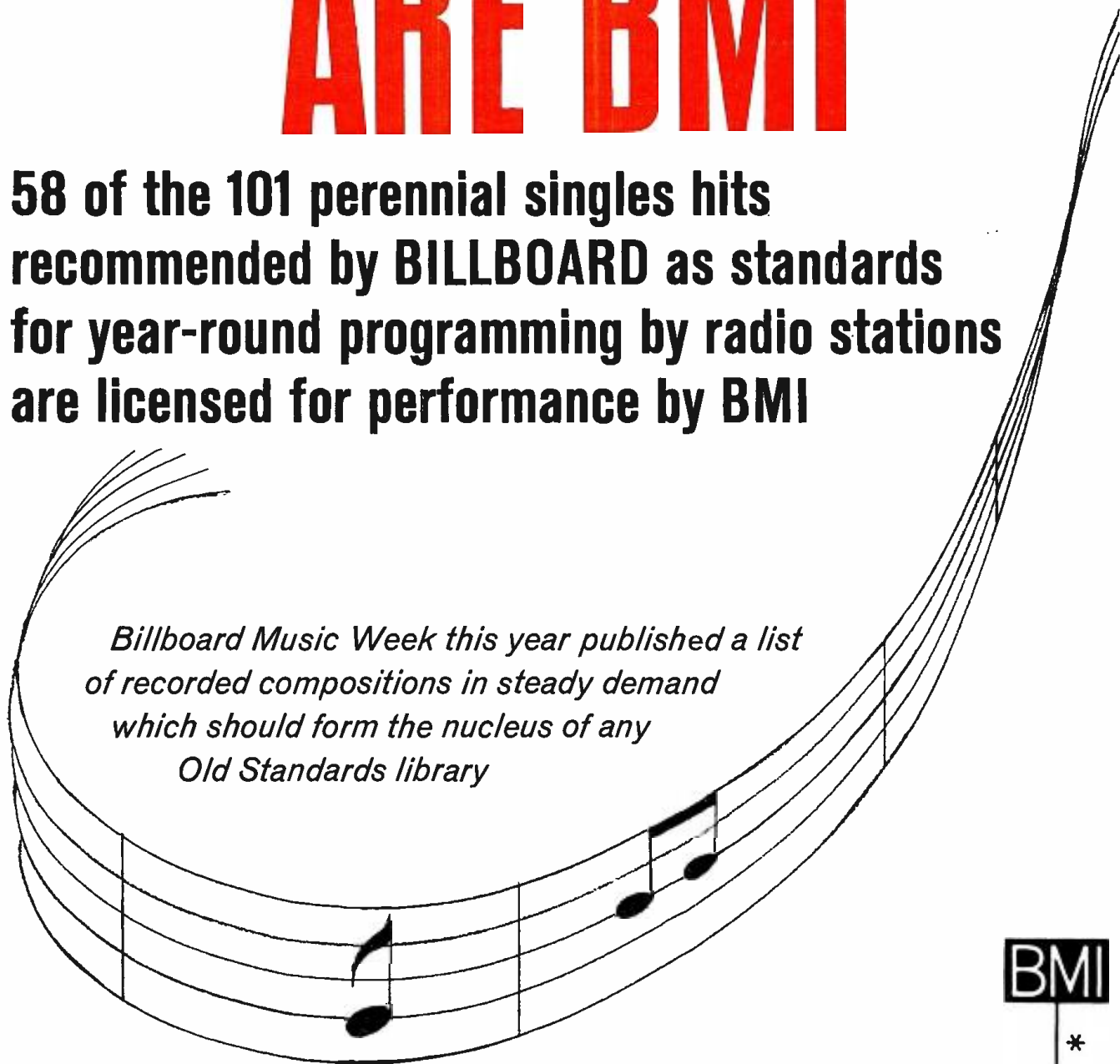
Red Skelton (CBS-195); Best Foods (L&N), S. C. Johnson (FC&B), Philip Morris (B&B), Lever (BBDO), Tues. 8:30-9:30 p.m.

Danny Thomas (CBS-185); General Foods (B&B), Mon. 9-9:30 p.m.

MORE THAN HALF ARE BMI

**58 of the 101 perennial singles hits
recommended by BILLBOARD as standards
for year-round programming by radio stations
are licensed for performance by BMI**

*Billboard Music Week this year published a list
of recorded compositions in steady demand
which should form the nucleus of any
Old Standards library*



BMI

*

BROADCAST MUSIC, INC. 589 FIFTH AVENUE, NEW YORK 17, N.Y.
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL



101 Perennial Singles Hits

For year-round programming by juke box operators and radio stations, we present below a catalog of standards that can provide consistent earnings for operators and a wealth of material for discussion by broadcasters. This list—of 101 hits—contains the hard core of these perennials. While space limitations prohibit publication of all standards which could be programmed on a year-round basis, these should form the nucleus of any Old Standards selection panel or library.

Records are listed alphabetically by title, with artist and label designated. Many of these titles are available on other labels and by other artists. We have selected what we think are the recordings most suitable for juke box programming. Although some were originally released a number of years ago, all are kept in constant supply due to steady demands.

TITLE, Artist, Label & Number

- ACROSS THE ALLEY FROM THE ALAMO/DON'T BE A BABY, BABY—The Mills Brothers (Decca 25516)
- ✓ ALLA EN EL RANCHO GRANDE/AMOR—Bing Crosby (Decca 23914)
- ✓ AMAPOLA/MARIA ELENA — Jimmy Dorsey (Decca 25120)
- ANYWAY YOU WANT ME/LOVE ME TENDER—Elvis Presley (RCA Victor 447-0616)
- APRIL SHOWERS/SWANEE—Al Jolson (Decca 23470)
- ✓ ARE YOU SINCERE/BE MINE TONIGHT—Andy Williams (Cadence Cad 1340)
- BANANA BOAT (Day-0)/JAMAICA FAREWELL—Harry Belafonte (RCA Victor 477-0324)
- BELLE OF THE BALL/BLUE TANGO—Leroy Anderson (Decca 27875)
- BEYOND THE SUNSET/HE—Red Foley (Decca 25539)
- THE BILBAO SONG/HOW WONDERFUL TO KNOW—Andy Williams (Cadence Cad 1398)
- ✓ BYE BYE LOVE/WAKE UP LITTLE SUSIE—The Everly Brothers (Cadence Cad 1609)
- ✓ CALCUTTA/MY GRANDFATHER'S CLOCK—Lawrence Welk (Dot 16222)
- CARELESS/RAGTIME COWBOY JOE—Eddy Howard (Mercury C-30058)
- ✓ C. C. RIDER—Chuck Willis (Atlantic 1130)
- ✓ CHERRY PINK AND APPLE BLOSSOM WHITE/ST. LOUIS BLUES MAMBO—Perez Prado (RCA Victor 447-0217)
- ✓ COLD, COLD HEART/BECAUSE OF YOU—Tony Bennett (Columbia 3-33003)
- ✓ COME SOFTLY TO ME/MR. BLUE—The Fleetwoods (Dolton 54515)
- ✓ COOL WATER/TUMBLING TUMBLEWEEDS—Sons of the Pioneers (RCA Victor 447-0565)
- CRY ME A RIVER/C'MON A MY HOUSE—Julie London (Liberty 54500)
- ✓ DO I WORRY/JAVA JIVE—Ink Spots (Decca 23633)
- ✓ FEVER/LETTER FROM MY DARLING—Little Willie John (King 4935)
- ✓ FOUR WALLS/BIMBO—Jim Reeves (RCA Victor 447-0413)
- GOD BLESS AMERICA/AMONG MY SOUVENIRS—Connie Francis (MGM K12841)
- ✓ GOT A DATE WITH AN ANGEL/SCATTERBRAIN—Skinnay Ennis (Mercury C-30082)
- ✓ THE GREEN DOOR/LITTLE MAN IN CHINATOWN—Jim Lowe (Dot 15486)
- ✓ GREEN EYES/THE BREEZE AND I—Jimmy Dorsey (Decca 25119)
- ✓ HAWAIIAN WEDDING SONG/LOVELY STREET—Andy Williams (Cadence Cad 1610)
- ✓ HEARTACHE/OH! MONAH—Ted Weems (Decca 25017)
- ✓ HEARTBREAK HOTEL/I WAS THE ONE—Elvis Presley (RCA Victor 447-0605)
- ✓ HEARTS OF STONE/BLESS YOUR HEART—The Fontane Sisters (Dot 15265)
- ✓ HONKY TONK (PARTS I AND II)—Bill Doggett (King 4950)
- ✓ HOT LIPS/THE WANG WANG BLUES—Henry Busse (Decca 25015)
- ✓ HOUND DOG/DON'T BE CRUEL—Elvis Presley (RCA Victor 447-0608)
- ✓ I ALMOST LOST MY MIND/FRIENDLY PERSUASION—Pal Boone (Dot 16033)

TITLE, Artist, Label & Number

- I CAN DREAM, CAN'T I/THE WEDDING OF LILI MARLENE — Andrews Sisters (Decca 24705)
- ✓ IF I DIDN'T CARE/WHISPERING GRASS—Ink Spots (Decca 23632)
- ✓ IF I KNEW YOU WERE COMIN' I'D YE BAKED A CAKE/WHEN LOVE HAPPENS TO YOU—Eileen Barton (MGM K12758)
- I'LL BE SEEING YOU/I LOVE YOU—Bing Crosby (Decca 24256)
- IN A SHANTY IN OLD SHANTY TOWN/BLUE SKIES—Johnny Long (Decca 23622)
- IT HAPPENED IN HAWAII/TANGERINE—Jimmy Dorsey (Decca 25255)
- ✓ IT WASN'T GOD WHO MADE HONKY TONK ANGELS/I DON'T WANT YOUR MONEY: I WANT YOUR TIME—Kitty Wells (Decca 28232)
- ✓ IT'S JUST A MATTER OF TIME/HURTIN' INSIDE—Brook Benton (Mercury C-30079)
- I'VE GOT MY LOVE TO KEEP ME WARM/NEW MEXICAN HAT DANCE—Les Brown (Decca 65500)
- JERSEY BOUNCE/DON'T BE THAT WAY—Benny Goodman (Decca 25548)
- ✓ KISS OF FIRE/BALLIN' THE JACK—Georgia Gibbs (Mercury C-30011)
- ✓ LONG TALL SALLY/SLIPPIN' AND SLIDIN'—Little Richard (Specialty 572)
- ✓ LOVE IS A MOST SPLENDORED THING/SHINE ON HARVEST MOON—Four Aces (Decca 29625)
- ✓ A LOVER'S QUESTION—Clyde McPhatter (Atlantic 1199)
- ✓ LOVING YOU/TEDDY BEAR — Elvis Presley (RCA Victor) 447-0620)
- MACK THE KNIFE—Bobby Darin (Atlantic 6147)
- MAMA/TEDDY — Connie Francis (MGM K12878)
- MELODY OF LOVE/LA GOLONDRINA—David Carroll (Mercury C-30004)
- MELODY OF LOVE/NONE BUT THE LONELY HEART—Wayne King (RCA Victor 447-0183)
- MR. SANDMAN/BORN TO BE WITH YOU—The Chordettes (Cadence Cad 1602)
- MISTY/EXACTLY LIKE YOU—Eroll Garner (Mercury C-30037)
- MY HAPPINESS/NEVER BEFORE—Connie Francis (MGM K12738)
- NEAR YOU/BEG YOUR PARDON—Francis Craig (Dot 15807)
- NEL BLU DIPINTO DI BLU (VOLARE)/MARITI IN CITTA—Domenico Modugno (Decca 30677)
- ✓ OH LONESOME ME/BLUE BLUE DAY—Don Gibson (RCA Victor 447-0582)
- ✓ ON THE STREET WHERE YOU LIVE/GIGI—Vic Damone (Columbia 3-33014)
- ✓ PAPER DOLL/I'LL BE AROUND—Mills Brothers (Decca 27157)
- ✓ PEACE IN THE VALLEY/SAY A LITTLE PRAYER—Red Foley (Decca 27856)
- ✓ PEG O' MY HEART/CHARMAINE—The Harmonicals (Mercury C-30034)
- ✓ PETITE FLEUR—Chris Barber (Laurie 3022)
- ✓ PLEASE MR. SUN/THE MORNING SIDE OF THE MOUNTAIN — Tommy Edwards (MGM K12757)
- ✓ PLEDGING MY LOVE—Johnny Ace (Duke)
- ✓ QUIET VILLAGE/ENCHANTED SEA — Martin Denny (Liberty 54507)

TITLE, Artist, Label & Number

- SEPTEMBER SONG/LOST IN THE STARS—Walter Huston (Decca 40001)
- ✓ SH-BOOM/EARTH ANGEL—The Crew Cuts (Mercury C-30048)
- ✓ SIGNED, SEALED & DELIVERED/FILIPPO BABY—Cowboy Copas (Starday 559)
- ✓ SITTIN' IN THE BALCONY/HALLELUJAH, I LOVE HER SO—Eddie Cochran (Liberty 54502)
- ✓ SOFT SUMMER BREEZE/TENDERLY—Eddie Heywood (Mercury C-30038)
- ✓ THE SONG FROM MOULIN ROUGE/THE THEME FROM "A SUMMER PLACE"—Percy Faith (Columbia 3-33007)
- SONNY BOY/MY MAMMY—Al Jolson (Decca DL 23614)
- ✓ SUGAR BLUES/I'VE FOUND A NEW BABY—(Decca 25014)
- ✓ T.D.'S BOOGIE WOOGIE/OPUS TWO—Tommy Dorsey (Decca 27211)
- ✓ THAT LUCKY OLD SUN/SHINE—Frankie Laine (Mercury C-30017)
- ✓ THAT'S MY DESIRE/RIVER SAINTE MARIE—Frankie Laine (Mercury C-30019)
- ✓ THERE MUST BE A WAY/SORRY FOR MYSELF—Joni James (MGM K 12746)
- ✓ THE 3RD MAN THEME/ROCK AROUND THE CLOCK WALTZ—Guy Lombardo (Decca 24839)
- ✓ THIRTEEN WOMEN/ROCK AROUND THE CLOCK—Bill Haley (Decca 29124)
- ✓ TILL I WALTZ AGAIN WITH YOU/RICOCHET—Teresa Brewer (Coral 65503)
- ✓ TO EACH HIS OWN/IT'S NO SIN—Eddy Howard (Mercury C-30015)
- ✓ TONIGHT YOU BELONG TO ME/GONNA GET ALONG WITHOUT YOU NOW—Patience and Prudence (Liberty 54501)
- ✓ TUTTI-FRUTTI—Little Richard (Specialty 561)
- ✓ TWEEDEE DEE—LaVern Baker (Atlantic 1047)
- ✓ UNCHAINED MELODY/DAYBREAK—Al Hibbler (Decca 29441)
- ✓ VENUS/I'M BROKE—Frankie Avalon (Chancellor C-1031)
- ✓ WALK, DON'T RUN/RAM-BUNK-SHUSH—The Ventures (Dolton 54518)
- ✓ WALKING THE FLOOR OVER YOU/I'LL ALWAYS BE GLAD TO TAKE YOU BACK—Ernest Tubbs (Decca 46006)
- ✓ THE WALTZ YOU SAVED FOR ME/I LOVE YOU TRULY—Wayne King (RCA Victor 447-0182)
- ✓ WHAT'D I SAY: PARTS ONE & TWO—Ray Charles (Atlantic 2031)
- ✓ WHERE THE BOYS ARE/NO ONE—Connie Francis (MGM K12971)
- ✓ WITHOUT YOU/CUTIE PIE—Johnny Tillotson (Cadence Cad 1404)
- ✓ YAKETY YAK—The Coasters (Atlantic 6116)
- ✓ YOU ALWAYS HURT THE ONE YOU LOVE/TILL THEN—Mills Brothers (Decca 23930)
- ✓ YOU ARE MY SUNSHINE/NOBODY'S DARLIN' BUT MINE—Bing Crosby (Decca 29634)
- ✓ YOU BELONG TO ME/I NEED YOU NOW—Joni James (MGM K12885)
- ✓ /DEAR MR. GABLE YOU MADE ME LOVE YOU /OVER THE RAINBOW—Judy Garland (Decca 25493)
- ✓ YOURS/ALWAYS IN MY HEART—Jimmy Dorsey (Decca 25121)

commercials and a swinging jingle began last Monday (Dec. 3) on a saturation basis on KFVB and KGBS Los Angeles and rotating schedules on KACY Oxnard, KUDU and KVEN Ventura, KBVM and KAVL Lancaster, all California, according to Florie Field, N-C-A media director.

- Gaffers & Sattler, Los Angeles manufacturer of major home appliances, has placed its advertising with Charles Bowes Adv., that city, effective Jan. 1.

- Rival Manufacturing Co. (small appliances manufacturer), Speas Co.-Pen Jel Corp. (apple juice & vinegar manufacturer), and Guy's Foods Inc. (snack foods producer), name Winus-Brandon Co., St. Louis, effective immediately.

- Woolfoam Corp., New York, has appointed The Wexton Co. Inc., that city, as agency for Woolfoam cold water soap products. George Gilbert, Wexton vice president, is account head. Spot tv is expected to be included in media strategy.

- Maradel Products Inc., New York, has appointed Donahue & Coe Inc., that city, as advertising agency for its Compton Sunglass Div. Plans are being formulated for use of television, radio and magazines.

- Plax Co., Hartford, Conn., a department of Monsanto Chemical Co., has appointed Fletcher Richards, Calkins & Holden, New York, as its advertising agency. The packaging materials account had been at Lambert & Feasley Inc.

- Electronic Specialty Co. (power equipment and other related products), Los Angeles, appoints Grant Adv. Inc., Hollywood, as its advertising agency. The firm merged in August with Iron Fireman-Webster Inc., Cleveland.

- Marine Products Division, McCulloch Corp., Los Angeles (Scott outboard motors, etc.) appoints Fuller & Smith & Ross Inc., that city, to handle national advertising since consolidation of the division at the parent company's world headquarters in Los Angeles. The agency has other domestic and international McCulloch accounts.

- Freeman Shoe Corp., Beloit, Wis., appoints Roche, Rickerd, Henri, Hurst Inc., Chicago, effective immediately. 1963 budget: \$250,000.

Rep appointments...

- WAAP Peoria, Ill.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

- WENE Endicott, N. Y.: George P. Hollingbery Co., New York.

- WMAK Nashville, Tenn.: H-R Representatives as its national representative, effective Dec. 3.

A slight difference

Pacific Hawaiian Products Co., Fullerton, Calif., is using 10- and 20-second tv spots in some 60 markets, starting Dec. 17, in a one-week pre-Christmas campaign for Pacific Punch, a soft drink. The pre-Christmas campaign is customary, but there has been one change made this year in the traditional buying pattern. The company has instructed its agency, Atherton Privett, Los Angeles, not to put the business on any of the ABC-TV affiliates which carried the network's Nov. 11 documentary, "The Political Obituary of Richard M. Nixon."

Taplinger, Gladney form radio-tv marketing firm

The organization of Taplinger, Gladney Co., New York, has been formally completed. The firm specializes in the marketing of tv-radio advertising for advertising agency and manufacturer clients.

The new firm will function as "creative marketing trouble shooters in the broadcast media," according to the principals, Sylvan Taplinger and Norman Gladney.

Mr. Taplinger has served as a vice president in charge of tv-radio at W. B. Doner Adv. (formerly the Peck Adv. Agency), was associate head of broadcasting for Kenyon & Eckhardt and program chief for CBS Radio, New York.

Mr. Gladney, a former tv-radio director of the Bulova Watch Co., was a vice president of tv-radio at Reach, Yates & Mattoon (now Reach, McClinton) and more recently served as vice president in charge of marketing and sales for Golden Shield Corp., a

subsidiary of Sylvania Electric.

At one time both men were advertising rivals: Mr. Taplinger having originated and developed the Timex watch tv spectaculars and initiated the so-called "watch punishment" theme in the company's commercials, and Mr. Gladney having conceived at Bulova a series of "watch torture" tests. The latter also developed a 175-market dealer tv network that made use of the first reruns of *Ford Theater*—using the concept of dealer-manufacturer cooperation in television. The new firm is at 415 Madison Ave., New York.

Spot radio campaign to introduce new wax

A saturation spot radio campaign in Texas and California has been announced by Continental Brands Inc., Mount Vernon, N. Y., corporate parent of Continental Six Month Floor Wax, for the company's new floor wax product.

Robert A. Wahl, executive vice-president of Continental's agency, Curtice York Inc., reports that Continental will use 400 one-minute announcements every week, day and night, in Houston, Dallas, San Antonio, Los Angeles and San Francisco to promote its new "Clean and Clear" brand.

Shulton's tv Christmas push

Shulton Inc., New York, reports it has authorized the "largest Christmas advertising budget" in the toiletry firm's history. For almost three weeks, beginning today (Dec. 10), Shulton will be participating in 11 prime time shows on all three tv networks. In addition, it has scheduled about 6,000 one-minute commercials in 80 spot tv markets. Daily and weekend spots are scheduled in 52 radio markets. The Wesley Assoc., New York, is Shulton's agency.

New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during period ended Dec. 5:

Product: Bufferin for Children.
Company: Bristol-Myers.
Agency: Young & Rubicam, New York.
Schedule & Markets: Daytime minutes in North Central and Eastern markets.

Product: Glad Wrap plastic wrap and bags.

Company: Union Carbide Co.
Agency: William Esty Co., New York.
Schedule & Markets: Daytime minutes in Northcentral region.

Product: Crumbles Aureomycin feed supplement.

Company: American Cyanamid.
Agency: Dancer-Fitzgerald-Sample, New York.
Schedule & Markets: Nighttime 10-second spots in Northcentral area.

Product: Ajax Floor and Wall Cleaner.
Company: Colgate-Palmolive Co.
Agency: Norman, Craig & Kummel, New York.
Schedule & Markets: Nighttime minutes in Pacific area.

Product: Duractin Capsule Pain Reliever.
Company: Smith, Klein & French.
Agency: Foote, Cone & Belding, New York.
Schedule & Markets: Daytime and evening minutes in Pacific and Northcentral areas.



FINCHLEY?

TAKE A SECOND LOOK

It's Allenfall's, in Duluth. Take a second look at the Duluth-Superior-PLUS market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior—plus coverage in three states and Canada—through fifteen licensed translator stations!

This means Duluth-Superior-PLUS now has more than 250,000 television homes. It's bigger than you think! And only KDAL delivers it all!

KDAL
a WGN station

Duluth-Superior-Plus
2nd largest market in both
Minnesota and Wisconsin

Bulls are loose in Rockefeller Plaza

NBC TELLS AFFILIATES 1962 BEST YET AND 1963 LOOKS BETTER

NBC is enjoying "an excellent year" that has produced one full week in which NBC-TV daytime programming was 100% sold out and a quarter-year in which nighttime programming was completely sold.

This bullish report was presented by NBC officials last week at the annual convention of their television and radio affiliates held Tuesday and Wednesday in New York.

President Robert E. Kintner said that not only had 1962 been "excellent" but 1963 ought to be even better.

He said the NBC Radio network is No. 1 in profit, audience and sponsorships; that NBC-owned radio and television stations are "doing excellently" and that NBC Enterprises "will have this year its largest profits" and is on the threshold of even bigger opportunities.

Walter D. Scott, executive vice president for the tv network, told the affiliates that daytime sales had been "exceptionally good," with 20% more sponsored hours this year than last.

He called the week of complete daytime sell-out a "milestone." Sales were so good that in-program minutes normally reserved for local sale by stations "disappeared," but Mr. Scott reassured affiliates that "we do not expect this to happen regularly." The week was subsequently identified as Oct. 28 through Nov. 3.

The Golden Year ■ Don Durgin, tv network sales vice president, said 1962 is a record year. In addition to the

100% sale of daytime for one week, he said, daytime sales on other weeks are at the 95 to 96% level.

For the third quarter, Mr. Durgin said, nighttime periods were completely sold out—a phenomenon he said he'd never seen before.

Other officials indicated that nighttime sales for the fourth quarter of 1962 and first quarter of 1963 are only slightly below the 100% mark.

Mr. Durgin also told the affiliates that he has seen no signs of an economic recession ahead. He reported that only two clients had asked for relief from their commitments in the fourth quarter and that neither of these was related to recession.

Messrs. Kintner, Scott and Durgin offered their reports at the Wednesday afternoon television session of the two-day meeting, which also included these highlights:

- An enthusiastic session on radio and its prospects (see page 56).

- An answer to tv's critics, an assessment of tv's problems and an exploration of "what's right with television" by NBC Chairman Robert W. Sarnoff (see page 54).

- A long glimpse at NBC-TV's program drawing-board for 1963-64, presented by programming vice president Mort Werner (page 64).

President Kintner told the television meeting that network responsibilities include the obligation to "take a gamble" on programming—and that sometimes these gambles pay off and

sometimes they don't.

He said NBC invested millions in *It's a Man's World* as an attempt to create a new kind of program. Yet, he said, the network is being accused of "lack of creativity" because it had to withdraw the program after it failed to build audience and "became our lowest-rated show."

Mr. Kintner said he thought NBC "is doing a good job" and added that he could say the same for both CBS and ABC.

Story of News ■ William R. McAndrew, executive vice president for NBC News, reported on his department's activity. Since Dec. 1, 1961, he said it has included 48 instant specials, 41 hour specials, one 90-minute special, one 10-hour program reporting election returns, 26 special half-hours exclusive of presidential news conferences, eight special pre-election programs, and three manshoots representing 47 hours of coverage—all this in addition to regularly scheduled news programs.

Mr. Durgin reported that NBC this year will gross \$44.2 million in time and program sales for news specials and news series alone. He called this a "substantial achievement" even though, he said, it recovers only about half of the program costs involved.

In a big-screen sound-film presentation called "Focus on the Future," NBC ranged over such diverse fields as international broadcasting, color, news programs, sports, entertainment, network facilities and ratings for the benefit of the tv affiliates. Highlights included:

- "Television's most significant program trend is the upsurge of interest in informational programming—on the part of broadcasters, viewers and sponsors. . . . This past season 87% of NBC's prime-time actuality programming was sponsored—the highest sales level ever achieved, with more of such programming than ever before."

- The five-week period that encompassed the Mississippi rioting, the Giants-Dodgers playoffs, the Walter Schirra manshoot and the World Series, the Ecumenical Council in Rome and finally the Cuban crisis proved "that we can cover almost anything, almost anywhere in the world or even above it, now or in the future."

- Color tv, "the future of tv," is "in the boom stage and making big news all over the world." The presentation

Sarnoff sees imitation as a two-way street

Robert W. Sarnoff, NBC board chairman, had an answer last week for those who suggest—as Kenyon & Eckhardt's Chairman William B. Lewis did a few weeks ago (BROADCASTING, Oct. 29, Nov. 5)—that U. S. television should cluster its commercials British style.

Without naming Mr. Lewis, the NBC chairman said in an address to NBC-TV affiliates (see page 54):

"I think this gentleman might get more of an argument on this score from his client's and advertising colleagues than from me. Nevertheless, I'm tempted to ask him the kind of question our professional viewers never seem to pose: might it not be good for British commercial televi-

sion to adopt the American pattern of placing commercials in the schedule?"

Mr. Sarnoff thought it "refreshing to note that the British themselves seem to think there are things they can usefully learn from us." The Independent Television Authority, he explained, recently "served notice that it means . . . to develop something with which you and I are very familiar—namely, competition."

Mr. Sarnoff also observed that such criticisms and observations by "our friends among the professional viewers" sometimes "may be in part only the reflex to a need to fill a speaking engagement or a column of white space."

TOTAL PACKAGE CONCEPT ASSURES MAXIMUM STEREO PERFORMANCE

A complete FM stereo broadcast package — specially engineered to deliver the greatest stereo realism possible — is now available from the Gates Radio Company.

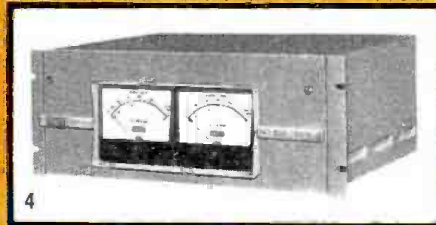
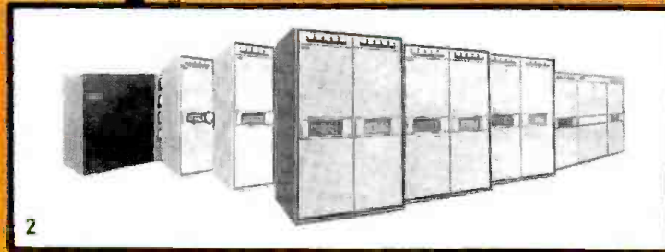
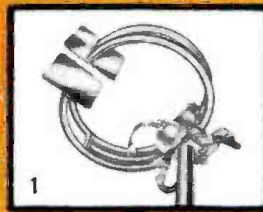
This exclusive system features a full power range of stereo transmitters from 10 watts to 20,000 watts, the new Cycloid antenna with one through sixteen bays, a dual peak limiter, stereo Cartritape, the choice of two stereo audio consoles and two professional stereo turntables (12 or 16-inch)—plus other important accessories that add realistic depth and separation to broadcast sound.

All equipment in the package was researched, designed and manufactured after the FCC rules and regulations concerning FM stereo were finalized — yet each product has been extensively field tested.

To assure maximum stereo performance, the new FM station will want a fully integrated system designed specifically for stereo—and Gates is the only manufacturer in the broadcast industry to offer such a complete equipment plan. This total package concept solves the broadcaster's problem of purchasing equipment from several different sources — which could result in an incompatible stereo broadcast system.

Many FM stereo stations already on the air may find that they are not getting full stereo performance due to an incomplete system. By reviewing the package diagram on the right, they can determine the equipment needed to assure true stereo transmission. And the monaural station should investigate to see how relatively simple and inexpensive it is to convert to the "wonderful world of stereo" with the complete Gates package.

Full technical information on this special FM stereo package is now available. Write Gates Radio Company, Quincy, Ill., for the FM Stereo Fact File.



GATES OFFERS MOST COMPLETE FM STEREO PACKAGE IN INDUSTRY

1 Gates Cycloid FM Antenna — Designed for Stereo

2 Complete Line of FM Stereo Transmitters — from 10 Watts to 20,000 Watts

3 Gates M-6146 Stereo Generator

Gates M-6160 Sub-carrier Generator 67 KC or 41 KC. Switching Kit Optional

4 Gates M-6144 Stereo Dual Limiter

5 Gates M-6158 Executive transistor console—10-channel stereo

6 Gates M-6188 Stereo Yard

7 Gates Stereo Cartritape II

8 Gates M-6169 Stereo Transistor Pre-amplifier

9 Gates CB-500 16-inch & CB-77 12-inch, with GE VR-1000 Gray 208S Stereo Cartridge Arm & Rest

Gates is the only manufacturer in the broadcast industry to offer such a complete stereo system. For complete information, write for the FM Stereo Fact File — yours for the asking.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

**HARRIS
INTERTYPE
CORPORATION**

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.

In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CORP. • 13 EAST 40th ST. • NEW YORK CITY

called attention to a special ARB survey conducted earlier this year in Omaha. The study, underwritten by KMTV (TV) Omaha and NBC, showed that if a station broadcasts in color, even its black-and-white shows get better ratings. Black-and-white programming on KMTV was found to achieve a 44% higher rating in color homes than in black-and-white homes.

▪ NBC this year has spent \$5 million for overall facilities improvements. Color facilities got the biggest share. NBC also pays \$700,000 a year for color connections to deliver more than 40 hours of color programming to its affiliates each week.

WCPO to join CBS Radio lineup

The affiliation of WCPO Cincinnati with CBS Radio, effective Dec. 30, was announced jointly last week by Mort C. Watters, vice president and general manager of the Scripps-Howard Broadcasting Co., owner of the station, and William A. Schudt Jr., vice president, affiliate relations, CBS Radio. WCPO will replace WKRC, which is owned by the Taft Broadcasting Co., as the network affiliate in Cincinnati.

CBS Radio spokesmen said the network terminated the WKRC relationship because WKRC did not clear network programs satisfactorily. They indicated WKRC was not clearing the *Garry Moore Show*, *Art Linkletter Show* and several *Dimension* features.

Bunker tells radio men how to increase sales

The man who'll become president of RAB in March told a meeting of the Arizona Broadcasters Assn. Friday (Dec. 7) they could increase sales volume by at least 15% if they would use the sales and research tools produced by the radio industry and RAB.

Edmund C. Bunker, who succeeds RAB President Kevin Sweeney next year, cited results of an unreleased nationwide study commissioned by RAB which showed that the "average amount of time adults spend with radio is almost as great as tv's average."

Meeting at Scottsdale, the Arizona broadcasters also heard from John Couric, NAB manager of public relations, who told them they could add to broadcasting's national stature by stepping up and improving public relations on the state level.

Mr. Couric cited NAB's distribution of 50,000 copies of its speakers' directory and said state chambers of commerce should be provided with lists of state broadcasters available for speaking engagements.

WHAT'S RIGHT WITH TV

Robert Sarnoff outlines television's progress and its problems at NBC affiliates' convention

In a wide-ranging assessment of television's progress and problems, NBC Board Chairman Robert W. Sarnoff last week struck out at advocates of what he called "a double standard for freedom in broadcasting."

He told the NBC affiliates convention's television luncheon (also see page 52) that some of the strongest advocates of freedom for tv in public affairs programming also advocate government restraints to re-shape entertainment programming in their own mold.

"There should not be a double standard for freedom in broadcasting," Mr. Sarnoff declared.

"If we have the right to exercise freedom in the coverage of controversial issues, even to the point of making mistakes, then surely we have the equal right to exercise freedom of judgment in the area of entertainment programming. Indeed, in the entertainment field creative function is by its very nature a process of trial and error, and thanks to the power of the audience, errors of judgment are self-correcting."

Mr. Sarnoff thought it ironic that so many of tv's problems "spring from the sheer power and pervasiveness" of the medium.

"More particularly," he said, "it is striking how often the very influence and impact of the medium are presented as reasons to restrict, control and shape it to special ends. However, freedom rather than restriction promises a free society its greatest benefits from its most powerful medium of expression."

Tv's Increasing Boldness ■ He

thought "the most encouraging recognition that we need not fear our own strength" may lie "in the increasing boldness with which television is coming to grips with controversial public issues."

He saw permanent removal of the equal-time requirements in political broadcasting as "an important piece of unfinished business."

He also noted—but could see no practical democratic solution for—the fear of "some thoughtful observers" that today's swifter election reporting techniques may create a "bandwagon psychology" and thus influence the voting in western states "while millions of voters are still going to the polls." He went on to say:

"Even assuming such a problem may exist or develop, I am frankly at a loss to imagine a practical solution acceptable to a democratic people. To suppress or curtail journalistic freedom is an extreme measure that we tolerate temporarily in time of war or when the national security is at stake.

"It seems unthinkable to me, however, that we can practice suppression out of what, in the last analysis, is the unflattering speculation that millions of free Americans will be rendered incapable of voting their individual convictions."

Tv Exports ■ Mr. Sarnoff also noted that television's impact is often given as justification for exporting only programs that uphold "the national image." This line of reasoning, he said, "overlooks the elementary point that nothing could damage America's image more quickly than any effort to tamper with free expression."

He said "one of the heartening developments of 1962 has been the recognition of this danger by responsible officials and the disavowal of any intention of imposing thought control on American programming for export."

Mr. Sarnoff suggested that television's own improvement has contributed to the criticisms directed against it:

"The one thing that invariably goes up and up and up is the set of standards by which it is judged. In a sense, we have brought this all on ourselves, because as we get better—as programming grows in scope, craftsmanship and sophistication—those who sit in judgment expect more and more of us . . .

"As one oldtimer ruefully remarked not long ago, things have reached the point where everybody's Aunt Matilda



Mr. Sarnoff
Take a fresh look at tv

In the Rich Rochester, N.Y., Market
WHEC-TV Delivers

MAXIMUM

Height!
Power!
Coverage!

We've moved our antenna sixty feet up to the top of the transmitter on Pinnacle Hill—505 feet above average terrain!

More height means more reach to more viewers in the rich, eleven-county Rochester market! More exposure for your sales message! More value for your advertising dollar!

Now more than ever before, we offer you a "ten-strike" on Channel 10!



Television, Inc.

ROCHESTER, N. Y.

***FIRST in New York State!**

***TENTH in the Nation!**

***"Most Affluent Metropolitan Areas in U.S.A." 1960 U.S. Census Bureau.**

WHEC-TV

CHANNEL 10, ROCHESTER, N. Y.

sees more acts in a year than a booking agent on the old Keith-Albee circuit saw in a lifetime."

Professional Viewers Vs. The Public ■ But "it is largely the professional viewers," not the "vast public," who are harder to please, he continued. "These demands of professional viewers are all the more difficult to fulfill because they often have little in common with those of most of the audience."

Mr. Sarnoff reviewed some of the major charges which have been levelled against television—"sex and violence," too many westerns, not enough public-affairs programs, not enough children's programs, etc.—and pointed out that they haven't been heard much lately.

One charge that he expected to endure is "that television programming lacks balance." Everybody defines balance to suit his own tastes, he said, when in fact "it falls to the broadcaster, and only to the broadcaster, to mediate among these and other tastes and to try conscientiously to strike a balance equitable to all who are served by a mass medium."

He continued: "When we really give the body of television a thorough examination, it is hard to find the symptoms of illness that have been bewailed in television clinics over recent years. Yet many of the professional viewers

keep clinging to the same tired old diagnosis. I suggest that if they take a fresh and closer look at the whole patient they will find it is far more timely and pertinent to note what's right [rather than what's wrong] with tv."

In NBC's view, Mr. Sarnoff said, the "elements that spell long-range network leadership" and "program diversity and balance; [are] the kind of technological initiative that gives us a unique position in color, and the development of news and information as a major service of television."

Program Diversity ■ He said NBC considers diversity and balance essential, although "there are easier ways" to get big ratings.

"Our concept of a balanced and diversified schedule," he said, "springs from the conviction that a medium addressed to the total public must try to engage the interests of all parts of that public. Unless it does so, it will miss a part of its obligation and opportunity—and part of its market as well."

"Particularly, a service as universal as network television cannot afford to ignore a minority of millions whose tastes do not always coincide with the majority; who include the taste leaders and the style setters, and who form an economic segment important to many national advertisers . . .

"Any medium that limited itself to the lowest common denominator of public taste would abdicate vitality and the chance to grow in appeal by stimulating new interests in its vast existing audience. And any medium that underestimated the intelligence of its audience would soon find that audience deserting it.

"Television's audience is voluntary, not captive, and no member of it will stay with anything that talks down to him. Indeed, in the area of taste, as in other fields, Americans have the habit of trading up, not down."

Color tv and "continuing superiority" in news and information were also stressed among NBC contributions to "what's right with television."

Reporting that color set sales are now doubling and redoubling in geometric progression, he said that "those who joined us in tilling the soil and planting the seeds are now enjoying the first fruits—and for them the color harvest will be steadily bigger."

He emphasized accomplishments of NBC News and at one point described its audience this way: "More homes than the combined circulation of *Life*, *Look*, *Time*, *Newsweek* and *U. S. News & World Report*, plus the total circulation of all major dailies in New York, Chicago, and Los Angeles."

Needed: a proper price tag for radio

NBC SAYS SHORT COUNTS OF AUDIENCE SHORT CHANGE THE MEDIUM

Radio, described last week by NBC board chairman Robert Sarnoff as the "biggest bargain in advertising," was also pictured to NBC Radio affiliates as a medium whose advertising rates can move only one way—up.

Emphasis by Mr. Sarnoff, NBC President Robert E. Kintner and NBC Radio Executive Vice President William McDaniel was on the need for re-evaluation of audience research.

Delegates at the NBC affiliates annual convention at the Americana hotel in New York (also see stories, pages 52 and 54) were told:

■ "NBC Radio is operating in the black for the third straight year"—Mr. McDaniel.

■ The biggest sales nut to crack in network radio is news sponsorship. There's "not enough business to go around in the news sponsorship on four radio networks to keep all of us sold out"—Mr. Kintner.

■ The radio network should get higher advertising rates and at present is "greatly undercharged"—there's a need for more research and for presenting agencies and advertisers with a "better sales story"—Mr. Kintner.

■ NBC Radio may be thinking about a raise in rates: "Alert advertisers will take advantage of the bonus [the unmeasured or conservatively estimated audience for which the advertiser does

not pay] while it lasts"—Mr. Sarnoff.

■ Network radio affiliates can help find "answers" to media questions advertisers now ask in an economic climate of growing competition, shrinking profit margins and need to maintain a brand's position in the market—Richard P. Jones, vice president and media director of the J. Walter Thompson agency.

Programming and sales news was spotted through the radio sessions Tuesday (Dec. 4).

Sales Report ■ Affiliates received an NBC Radio sales announcement of \$2,636,000 in new and renewed business signed since Nov. 2. The announcement by William Fairbanks, vice president, sales, NBC Radio, followed Mr. McDaniel's "highly favorable" year-end report.

Among the advertisers and their agencies buying into the network's program lineup: Master Lock (through Baker, Johnson & Dickinson), Sylvania Electric Products (Kudner), Quaker Oats (Compton), Buick (McCann-Erickson), Kraft Foods (Needham, Louis & Brorby), Rexall Drug & Chemical (BBDO), General Mills (Dancer-



Mr. McDaniel
In black third straight year

The Day the Ladybugs Fell on WMT

*or The Postman Hardly Ever Rings for Someone Else
When He Has Mail for Our Bob*

BOB NANCE, our farm director, gets up before breakfast with monotonous regularity to modulate our carrier with *Farm Forum*, a non-bossanova program designed to separate the men from the beds at 6:30 in the morning. This he does with singular grace and no audible trace of annoyance, which is hard for us promotion types to understand, but easy to admire—from a distance.

There he was one 6:30, bright voiced and coffee fortified, farm foruming with his usual authority, when he dropped the script he was ad-libbing. In the darkness (we don't hardly turn the lights on except for audience-participation shows) he couldn't find the script, so he ad-libbed a real ad-lib about his little girl's captive ladybug's escape from stir (a domino box, full of grass and affection).

Loyal followers of WMT staffers' vicissitudes have probably anticipated the end, or, as we say, pay-off: they'll forgive us if we spell it out for new subscribers: When the next day's mail crawled-flew in, we had Studio A, Studio B, and the ladies' room full of ladybugs.

"Full?" you ask. "How many is that?"

"Ever try to count an active ladybug?" is our unsatisfactory response.

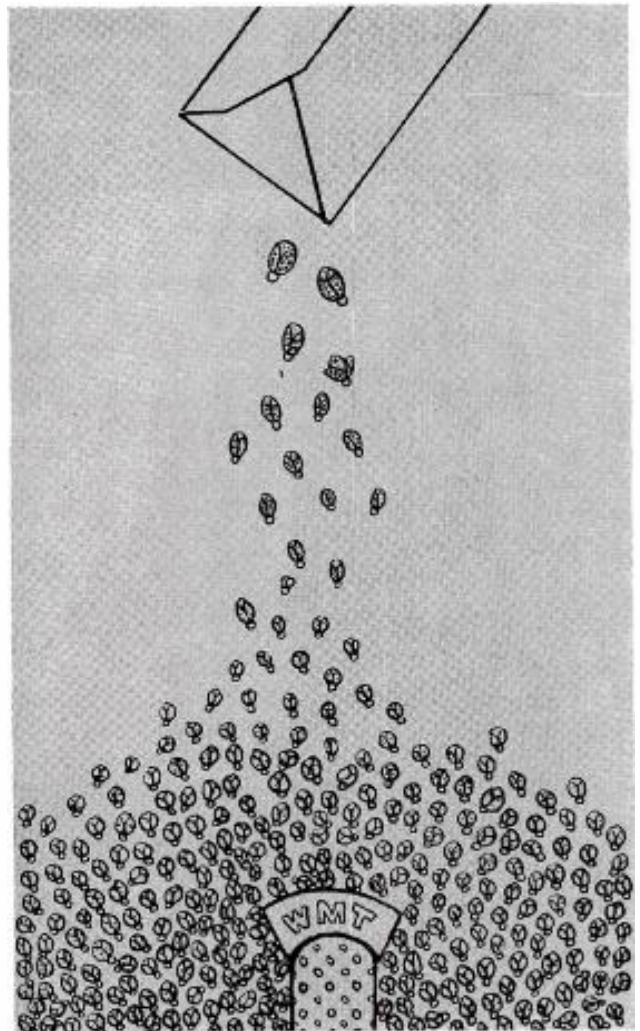
•••

Just to be sure that something constructive came of all this, we made a survey. We asked all four of the college-graduate members of our farm department (1) what do ladybugs eat? and (2) whom do they marry. The unanimous reply to (1): they're avid for aphids and other insect pests and

are therefore (like WMT, but for a different reason) The Farmers' Friend. The reply to (2) is not so reassuring:

Other ladybugs.

WMT • CBS Radio for Eastern Iowa
Represented by the Katz Agency
Affiliated with WMT-TV, Cedar Rapids—
Waterloo; K-WMT, Fort Dodge; WEBC, Duluth



Fitzgerald-Sample), Gillette Safety Razor (Maxon), Pennzoil (Fuller & Smith & Ross and Eisaman, Johns & Laws), Aetna Casualty & Surety (Remington Adv.).

Also American Dairy Assn. (Compton), Mennen (Warwick & Legler), Wm. Wrigley Jr. Co. (Arthur Meyerhoff Assoc.), Charles E. Hires Co. (Fuller & Smith & Ross) and Sun Oil (William Esty), which renewed its *Three Star Extra* daily news program for 52 weeks.

Program Plans ■ New programming for 1963 as announced by Mr. McDaniel: a new *Monitor* segment that will be produced in cooperation with the Federal Bar Assn. and cover a range of government agencies starting with a show featuring U. S. Supreme Court Justice Tom C. Clark, and two taped musical concert series starting in January; one, the Boston, Symphony Orchestra in *The Heart of The Symphony* series, the other, the Transylvania Symphony Orchestra produced with the Brevard, N. C., music center.

Exclusive Statistics ■ NBC Radio reported it is holding a series of meetings with the A. C. Nielsen Co. in search of an answer to the problem of measuring the self-powered radio audience, which Mr. McDaniel said comprises the "great bulk of today's



JWT's Jones
Help solve the riddles

listening—and the growing part."

It was estimated three-quarters of the 25 million new radios purchased per year are self-powered and thus not measured by stationary mechanical devices used to measure the plug-in set audience.

"The audience to car and portable radios is huge," Mr. McDaniel said,

[and] we have indications that on a Sunday afternoon it is nearly double the audience listening to plug-in sets."

Mr. Sarnoff said indications were that the radio network may be selling itself "short" by as much as 75% "simply because we have not yet been able to place a yardstick on the volume of listening to self-powered radio."

Radio's 'Riddles' ■ Mr. Jones of JWT asked station affiliates to join with agencies to help answer "some of the riddles of radio." Among them: number of people listening at a given time in home and out-of-home, who these people are, what households they represent, what happens to reach, and frequency when another commercial is added on the network or station or competing networks and stations, how radio supplements other media in building audience weight and coverage, the level of commercial awareness from schedules of "various intensity" and how this varies in relation to program environment.

The agency executive also asked: "What are the unique qualities of your network or your station that make it an effective sales tool for a given product?"

Mr. Jones recommended that stations continue to build "a vital program structure that will bring to your station adult, responsible listeners."

Added Mr. Jones: "Sell your medium first, to insure an ever-increasing flow of advertising dollars into radio. Then sell your stations, confidently and aggressively, without resorting to rate-cutting or special deals which are bound to lower your image and . . . make the buyers' jobs tougher as well."

Changing hands . . .

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

■ KSYD-TV Wichita Falls, Tex.: Sold by Sidney A. Grayson and associates to Paul Harron and group for \$2,350,000. Mr. Harron is a principal stockholder in WKTV (TV) Utica, N. Y., and is president of World Broadcasting System, Philadelphia, radio programming service. KSYD-TV operates on ch. 6 and is a CBS affiliate. Broker was Hamilton-Landis & Assoc. (AT DEADLINE, Dec. 3).

■ WDAR Darlington, S. C.: Sold by Walter P. Pearce to John P. and Julia N. Frew for \$80,000. Mr. Frew formerly owned a partnership interest in WPLK Rockmart, Ga. WDAR operates on 1350 kc with 1 kw daytime only. Broker was Jackson Lee, Atlanta.

APPROVED ■ *The following transfer of station interests was among those ap-*

Outstanding Values in Broadcast Properties

Major market fulltimer with excellent physical assets. Present owner under-financed. Station presently breakeven. \$125,000 down and balance over 8 years.

Fulltimer in good multiple station market, first in ratings. In the black and improving monthly. 29% down and 7 year payout.

Powerful regional daytime AM, full-time FM. Inexpensive operation, grossing \$90,000 and earning good return. Will pay out with 29% down.

MID-ATLANTIC
\$350,000

NEW ENGLAND
\$200,000

NEW YORK STATE
\$150,000

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
Federal 3-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

proved by the FCC last week (for other commission activities see FOR THE RECORD, page 125).

- WKYW Louisville, Ky.: Sold by F. Eugene Sandford and associates to Producers Inc. for \$305,300. Producers Inc. owns or controls KCND-TV Pembina, KNOX-TV Grand Forks and KXGO-TV Fargo, all North Dakota; and WTVW (TV) Evansville, Ind.

Cabot prize honors station owner Knight

John S. Knight, station and newspaper group owner, was one of four journalists honored Nov. 27 in 24th annual presentation of Maria Moors Cabot prizes at Columbia U., New York.

Prizes, awarded for "advancement of international friendship and understanding the Americas," also were given to Raul Fontaina, general manager, Radio Carve, Montevideo, Uruguay; John R. Herbert, editor, *Patriot Ledger*, Quincy, Mass.; and Rodolfo Junco de la Vega, publisher of *El Norte* and *El Sol*, Monterrey, Mexico.

John S. Knight stations are WAKR-AM-FM-TV Akron, Ohio, and WCKR-AM-FM and WCKT (TV), all Miami.

Brownstein appointed to post at Richer reps

Sam Brownstein, general manager of Prestige Representation Organization, New York, has been appointed a director and vice president of Robert Richer Representatives Inc. Though the two companies are not merging, they will share New York offices at 441 Lexington Ave. and will continue to operate independently. Mr. Brownstein will continue as a full-time employe of PRO, but will assist in policy making and planning for the Richer company.

The two reps operate in non-competitive fields. Richer sells for major market fm and am stations with quality music programming. PRO sells for 21 stations in markets below the top 50.

Richer announced last week that as a result of the increased resources brought about by the arrangement with Mr. Brownstein, the company will open sales offices in Chicago, San Francisco and Los Angeles, effective Jan. 1, 1963.

APRTA membership okays amendments to by-laws

Members of the Associated Press Radio-Television Assn. have approved amendments to the organization's by-laws as proposed by its board of directors on Sept. 17. The changes go into effect immediately.

The principal change affects the com-



ABC's new symbol

ABC has a new symbol that will be used as its trademark on the air and in advertising. The network is converting to the new symbol this month and expects to have it in complete use by Jan. 1, 1963. The trademark was created by graphic designer Paul Rand who also is credited with originating such designs as the new trademarks for IBM and Westinghouse.

position of the association's 16-man board of directors. Members in each of the four regional districts now will

elect three directors—one each from the following station classifications: Under 5 kw, 5 kw and over, and tv stations. Also, the entire membership will elect a director at large from each district who would represent any station classification without restriction.

Other changes approved provide that no director may serve more than two consecutive terms of four years each and no president or vice president of the association may hold office for more than four consecutive terms of one year each. There previously was no such restriction.

The new by-laws also specify that nominations for election to the APRTA board may be made by written petition of 12 members in the case of directors at large and six members in the case of other directors. The old by-laws permitted nomination by written petition from three members.

Radio editorialists down—'Yearbook' study

Fewer radio stations are editorializing this year, according to a survey for the BROADCASTING YEARBOOK, which will be in the mail next week.

The survey shows that 1,231 am radio stations (32.6%) editorialize compared with 1,334 (36.9%) which

ATTRACTIVE STATION BUYS

- WEST** —Located in beautiful, fast-growth area, this fulltime radio station is grossing at the rate of \$180,000.00 per year and making a nice profit. Priced at \$300,000.00 with 29% down.
- SOUTHWEST** —Fulltime radio station in market of 150,000. Grossing approximately \$11,000.00 monthly and showing a profit. Total price of \$175,000.00 with 29% down and terms to be negotiated.
- MIDWEST** —Daytime only radio station serving area of 50,000-plus population. Excellently equipped. Land and building included in sale. Priced at \$100,000.00.

Hamilton-Landis
& ASSOCIATES, INC.
NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C. Ray V. Hamilton 1737 DeSales St., N.W. EXecutive 3-3456	CHICAGO Richard A. Shaheen John D. Stebbins Tribune Tower DElaware 7-2754	DALLAS Dewitt Landis Joe A. Oswald John H. Hicks 1511 Bryan St. RIverside 8-1175	SAN FRANCISCO John F. Hardesty, Pres. Don Searle 111 Sutter St. EXbrook 2-5671
---	--	--	---

America's Most Experienced Media Brokers

did last year. Am stations which carry editorials, however, are now using the feature more frequently than in the past—11.8% on a daily or weekly basis vs. 11.6% last year.

In television, 212 stations (37.4%) editorialize compared with 203 (37.2%) last year. The feature is used on a daily or weekly basis by 13.6% compared with 12.5% last year.

Of fm-only stations, 74 (21.1%) are editorializing compared with last year's 61 (19.6%). Using the feature on a weekly or daily basis are 9.4% compared to last year's 6.6%.

Court gives WMAL temporary injunction

WMAL Washington won a temporary injunction against a local helicopter company prohibiting the air service from breaking its contract with that station (BROADCASTING, Nov. 26).

The contract is for the broadcast of traffic conditions twice a day during rush hour traffic. The memorandum was issued by Judge Leonard P. Walsh of the U. S. District Court in Washington.

WMAL's contract with the Washing-

ton-Baltimore Helicopter Co. expired Nov. 8. The company asked for increased payment, as well as two commercials per period daily. When WMAL refused these revisions, the helicopter company signed a new contract with WWDC Washington. WMAL, claiming it has an option to renew the existing contract, secured a temporary restraining order against the helicopter company.

KXTV wins award for second straight year

KXTV (TV) Sacramento, Calif., has been named winner of Corinthian Broadcasting Co.'s annual public service programming award for its half-hour special, "Death of a Gold Rush Town." KXTV also won the 1961 Corinthian stations' competition, which is held "to stimulate . . . the creativity and production of their local community service programming efforts." The other Corinthian tv stations are KOTV (TV) Tulsa, KHOU-TV Houston, WANE-TV Fort Wayne, and WISH-TV Indianapolis.

CBS Foundation grants

CBS Foundations Inc. announced last week it has made grants to two educational institutions under a plan established to recognize the service of women employees of CBS. Grants are made on the completion of 15 years of service by employees and on the completion of each additional five years. Amounts of the 1962 grants were not disclosed.

They were made on behalf of Dorothy S. Boyle, manager of program records, research department, CBS-TV, to Barnard College, and Marion S. Shepard, assistant music librarian, WBBM Chicago, to Trinity College, Washington, D. C.

'Cordial' media

A WQUA Moline, Ill., air editorial concerning the quality of political candidates on a county slate was reprinted in the *Rock Island Argus* Nov. 5, the first time that newspaper reproduced an editorial from a broadcast medium, according to J. Maxim Ryder, station manager.

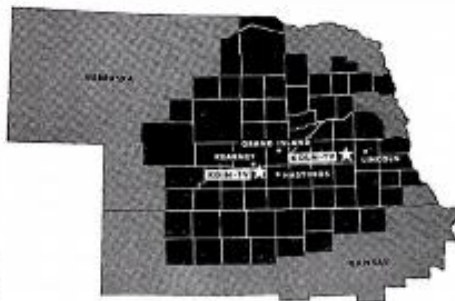
"This . . . is an illustration of the cordial relationship between the informational media in a community despite the fact that, in many ways, they are competitive," Mr. Ryder said.

The *Argus* owns WHBF-AM-FM-TV Rock Island.



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA**

**IF YOU DON'T USE
KOLN-TV/KGIN-TV!**



**... covering a bigger,
better Lincoln-Land**

The *big story* in Nebraska these days is on the state's other big market, now rated among the top in the United States.

Lincoln-Land is now the 76th largest market in the nation*, based on the average number of homes per quarter hour delivered by all stations in the market. And the Lincoln-Land coverage you get with KOLN-TV/KGIN-TV (206,000 homes) is a must for any sales program directed to the major markets.

Avery-Knodel will give you all the facts on KOLN-TV/KGIN-TV—Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*ARB Ranking

AVERAGE HOMES MONDAY THROUGH SUNDAY March, 1962 ARB 10:00 P.M.	
KOLN-TV/KGIN-TV	69,200
Omaha "A"	59,100
Omaha "B"	52,700
Omaha "C"	42,200

The Felger Stations

RADIO
 WJLB KALAMAZOO-BATTLE CREEK
 WJFK GRAND RAPIDS
 WJEF-FM GRAND RAPIDS-KALAMAZOO
 WNTV-FM GAYLES CITY
 WNTV-FM GAYLES CITY
 WNTV-FM GAYLES CITY
 WNTV-FM GAYLES CITY

TELEVISION
 WJLB-TV GRAND RAPIDS-KALAMAZOO
 WNTV-TV GAYLES CITY
 WJEF-TV GAYLES CITY
 WJEF-TV GAYLES CITY
 WJEF-TV GAYLES CITY
 WJEF-TV GAYLES CITY

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
 Avery-Knodel, Inc., Exclusive National Representative



...in any crowd **ONE ALWAYS STANDS OUT!**

...and in the Birmingham television market WAPI-TV is always that one... because:

- WAPI-TV offers the cream of NBC and CBS.
- WAPI-TV owns every major feature film package available.
- WAPI-TV staffs one of the largest, most experienced, best equipped full-time news operations in the Southeast.

*Make your outstanding buy...
the station that stands out...*

WAPI-TV

**BIRMINGHAM
ALABAMA**

Represented Nationally By/HARRINGTON, RIGHTER & PARSONS, INC.

CBS-TV'S STAND ON COLOR

Reaffirms policy at Palm Springs fall meeting; says dimension just too important to give away

CBS-TV feels tv undoubtedly will be all color in the future but it still differs with its competitor networks, particularly NBC-TV on the timing. CBS-TV in effect reaffirms its policy that the time has not yet arrived for the network to start converting its prime-time program schedule to color.

The newly-enunciated policy on color was made last week at the near midpoint of the current season and at a time when each of the networks is forming plans and policies to govern the season ahead (1963-64). Its exposition was by William B. Lodge, CBS-TV's vice president for affiliate relations and engineering, at the regular fall meeting of the CBS-TV Network Affiliates Assn. Advisory Board at the Thunderbird Club in Palm Springs, Calif.

In essence the CBS-TV color position is: (1) color is the fourth dimension to the sight, sound and motion of television, but (2) that dimension is too important for broadcasters to just give it away.

The network then is taking a position that advertisers should pay for the color dimension additive. Mr. Lodge reportedly told the affiliates board that while the percentage of programming in color has

had an obvious big jump on NBC-TV's schedules, the number of commercials in color has not—one figure mentioned was that in one week last October only 16% of the commercials telecast in color programming time were themselves in color.

Cost Factor ■ This analysis was taken to mean, according to CBS-TV network people, that advertisers were agreeable to color programs in that they don't represent added costs to them but either were unwilling to pay additional, albeit nominal, costs to make commercials as well as programs in color.

Reportedly Mr. Lodge noted a decided disinterest on the part of advertisers to pay nominal surcharges to pay the cost of colorcasting on CBS-TV. The network, it was learned, has recently offered several advertisers now on CBS-TV to originate color on the network at a surcharge believed to be at about \$4,000 per half hour (\$7,500 for the hour) over a period of about a month starting in late February, 1963, and to date only two advertisers for a single program (a Grace Kelly program that will be shown on Feb. 17, 1963) have accepted the offer. These advertisers are Ford and Chemstrand.

CBS-TV, it was revealed at the meeting, has a capital outlay of more than \$6 million in technical facilities, and it's projected that a six-to-seven-year colorcasting of a schedule by CBS-TV would have amounted to \$20-40 millions.

But, it was explained, such monies could not have been recouped from receiver sales nor from advertisers but most likely from such areas as program development.

Summing up, the network has figures showing an estimated less than 2% of the tv audience has even access to a set that can receive color and thus feels its responsibility to the more than 98% of the audience to keep its program standards high. To wit: don't support color at the expense of good black-and-white.

The advisory board also heard reports on future programming plans and sales prospects. Hubbell Robinson, senior vice president-programs, reviewed the network's program "hits" this season, newly-announced changes in the schedule (BROADCASTING, Dec. 3) and plans and directions in programming for the 1963-64 season (also see story on CBS-TV's program plans, page 64).

According to William H. Hylan, senior vice president-sales, CBS-TV continues to strike forth on its goal of becoming the "Tiffany" of the networks in having as many program sponsors as possible in comparison to "minute advertisers," though of course a network must have a combination of both. It was indicated that CBS-TV's future next season looked good in sales because of renewal expectations and interest also of advertisers now dissatisfied with schedules elsewhere.

Other network executives—CBS-TV President James T. Aubrey; his assistant, vice president Frank J. Shakespeare Jr., vice president Carl S. Ward (affiliate relations), CBS News President Richard S. Salant, and Robert Wood, manager, contracts and records, affiliate relations, and Richard Forsling, general attorney—attended the meeting.

At its close, it was announced that T. B. Baker Jr., WLAC-TV Nashville, had been elected chairman of the advisory board, succeeding Tom Chauncey, KOOL-TV Phoenix. Thomas S. Murphy, Capital Cities Broadcasting, was elected secretary replacing Mr. Baker.

The advisory board resolved unanimously that CBS-TV President Aubrey "and associates" be congratulated on "the outstanding record of the network during the past year."

WNBT (TV) expands schedule

WNBT (TV) New York, which started broadcasting on a Monday-through-Friday basis last September, will add Saturday telecasts starting Jan. 5, 1963.

In an announcement last week,



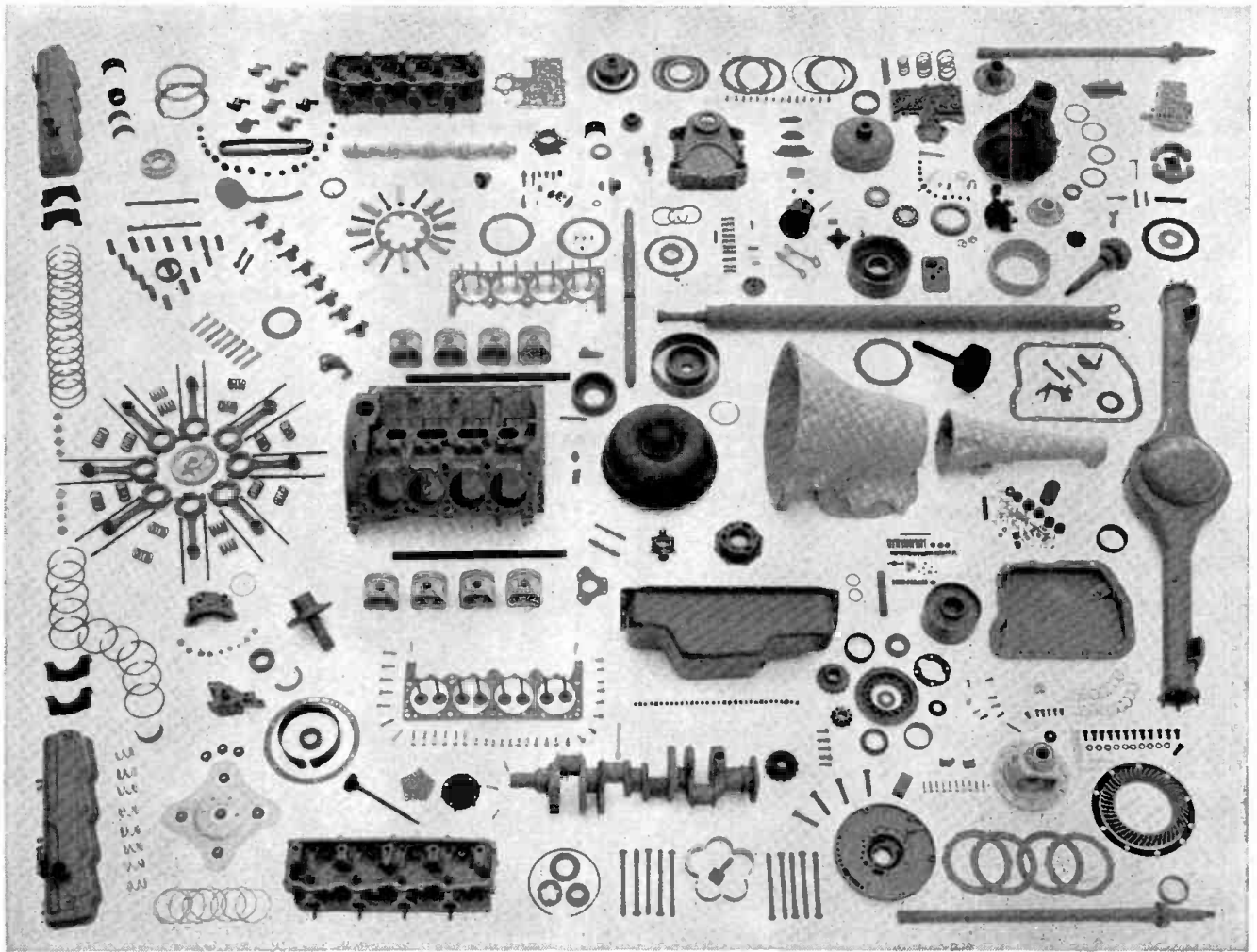
KBTB (TV) gives Denver etv 100 films

KBTB (TV) Denver has presented KRMA-TV, the city's educational channel, a new film library containing 100 half-hour public affairs programs of the Television Affiliates Corp.

John C. Mullins (l), KBTB president, is shown here presenting the first reel to Dr. Kenneth E. Oberholtzer (r), superintendent of Den-

ver Public Schools. Also shown are Howard L. Johnson (second from l), executive director of KRMA-TV, and James Case (second from r), assistant executive director and program director of KRMA-TV.

KBTB has produced in Denver two of the half-hour films in the TAC library: *Pony Express* and *Cattle-Cowboys*.



**Chrysler Corporation warrants
every part on this page
for 5 years or 50,000 miles.**

Chrysler Corporation makes possible this new warranty,* by your authorized Chrysler Motors Corporation Dealer, covering all major parts of the engine, transmission, torque converter, drive shaft, universal joints, rear axle, differential, and rear wheel bearings. It pays for labor as well as parts.

It comes with our 1963 Plymouth, Valiant, Dodge, Dart, Chrysler and Imperial cars, and Dodge trucks. It can be transferred to the new owner if you sell your car.

It lasts for 5 years or 50,000 miles, making your car more valuable at trade-in time.

The only thing we ask is that you have your car serviced at reasonable intervals. (You'd probably do that anyway.)

This broad new protection is a result of establishing and maintaining the highest engineering and production standards, combined to give you another great automotive "first" from Chrysler Corporation.

*Your authorized Chrysler Motors Corporation Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Chrysler Motors Corporation Certified Car Care schedules. Trucks are included, but are subject to additional limitations of 1500 hours operation if mileage does not accurately reflect the extent of actual use and operation of parts covered by the warranty. Coverage will not apply to trucks subjected to prolonged power-take-off or off-highway use.



Dr. Samuel B. Gould, president of Educational Broadcasting Corp., owner of the etv station, said that Saturday programming will be scheduled from late afternoon and continue through the evening. He said the programs will repeat the best of the dramatic, documentary and other educational programs presented during the week.

Media notes . . .

Grant awarded ■ WFUV (FM) New York, non-commercial educational station of Fordham U., has received a \$30,000 grant as "a generous compliment to our past efforts and a vote of confidence in our future," Rev. William K. Trivett, S.J., director and general manager, announced fortnight ago as WFUV prepared to celebrate its 15th anniversary. Grant was made anonymously by a well-known foundation, Father Trivett said.

\$1,000 scholarship award ■ The Maryland-D. C. Broadcasters Assn. has

mailed entry blanks with detailed information to all senior high schools throughout Maryland and the District of Columbia, covering a new \$1,000 scholarship being offered. The award is to be used over a two-year period for tuition and financial assistance at the U. of Maryland. Applications for scholarships will be received by the committee until Feb. 15, 1963.

New fm outlet ■ KRAV (FM) Tulsa, Okla., signed on the air Nov. 21 from studios and transmitter atop the First National Bank Bldg. in downtown Tulsa. The stereo fm outlet, licensed to the Boston Broadcasting Co., transmits on 96.5 mc with 20 kw. Station is on the air 18 hours per day.

The Pulse retained ■ National Spanish Broadcasters Assn. has retained The Pulse Inc. to make a nationwide survey of the Spanish-speaking market.

Consecration ■ KBOW Butte, Mont., sent a crew to Helena, 65 miles away, to broadcast the consecration of the

Rev. Raymond G. Hunthausen as bishop of the Roman Catholic Diocese of Helena. The entire 3½ hour ceremony was broadcast with only one interruption—a station break.

Foreign aid ■ Bill McLain, engineer at KTNT-TV Tacoma, is sending a supply of school materials to an impoverished Mexican village, Huajintian. The supplies, donated by KTNT sponsors, will be hurried to the town which is described as having only a school, a teacher and a blackboard as educational facilities.

Watching the late show ■ WNEM-TV Saginaw-Bay City, Mich., has begun a full offering of early morning programming for more than 30,000 swing-shift workers in its coverage area. WNEM features a news wrap-up at 1 a.m. followed by a syndicated film Monday through Thursday, and a full-length feature film on Friday. A 5:50 a.m. news round-up Monday-Friday also has been instituted.

PROGRAMMING

CHANGING TV PROGRAM SCENE

More shifts in NBC's current schedule announced; some planned shows for next season are revealed

The changing form of current program schedules on the networks at mid-season and broad-stroke references to the next season continue to grip the attention of agency and network programmers.

A highlight last week: NBC-TV's "preview" of what's on its planning board for 1963-64. The platform used was the annual network-affiliate get-together, held last week at the Americana Hotel in New York City (also see story, page 52).

Some of the information as presented had been indicated or disclosed in the past (BROADCASTING, Nov. 5). Other program plans were announced or mentioned for the first time.

NBC-TV, in the meantime, figured prominently in more changes for the current, 1962-63 season.

New Cancellation ■ The network cancelled *Don't Call Me Charlie* from its Friday schedule effective 9:30-10 p.m. on Jan. 25 and replaces that show with *The Price Is Right* on Feb. 1. *Price*, a prize show that's taped, has been in the Monday night schedule at 9:30 p.m.

This development means a change on Monday evening for NBC-TV that includes nearly all of its programming in prime time except *Brinkley's Journal*

at 10-10:30 p.m.—the next half hour is station time.

Several days earlier NBC-TV announced it would program 20th Century-Fox features in the 7:30-9:30 p.m. periods while dropping *It's A Man's World* and *Saints & Sinners* (BROADCASTING, Dec. 3).

A new audience participation series starring Art Linkletter and originating in Hollywood is expected to fill the Monday spot vacated by *The Price Is Right*.

New Shows ■ Here are the programs mentioned to affiliates by Mort Werner, vice president-programming, NBC-TV, which may find their way onto next year's schedule:

Mr. Werner confirmed that new comedy series under development include one that would star Bill Dana, another for Ann Southern, a third for Imogene Coca (*Grindl*, a Screen Gems show) and a fourth for Larry Blyden. The latter half-hour series is *Harry's Girls* produced by MGM-TV. NBC-TV Sales Vice President Don Durgin confirmed its sale to Colgate-Palmolive in the next season and for 52 weeks (CLOSED CIRCUIT, Nov. 12).

Drama Plans ■ Under the "drama" umbrella: the Richard Boone-Clifford

Odets series, details of which were announced last week, and to be produced by Goodson-Todman; *Face to Face* starring Dana Andrews and for which a pilot went into production last week in Chicago; *Adamsburg*, described as a "continued story in nighttime television" in which each episode will be self-contained and yet have a common theme. *Adamsburg* is a Four Star Television production.

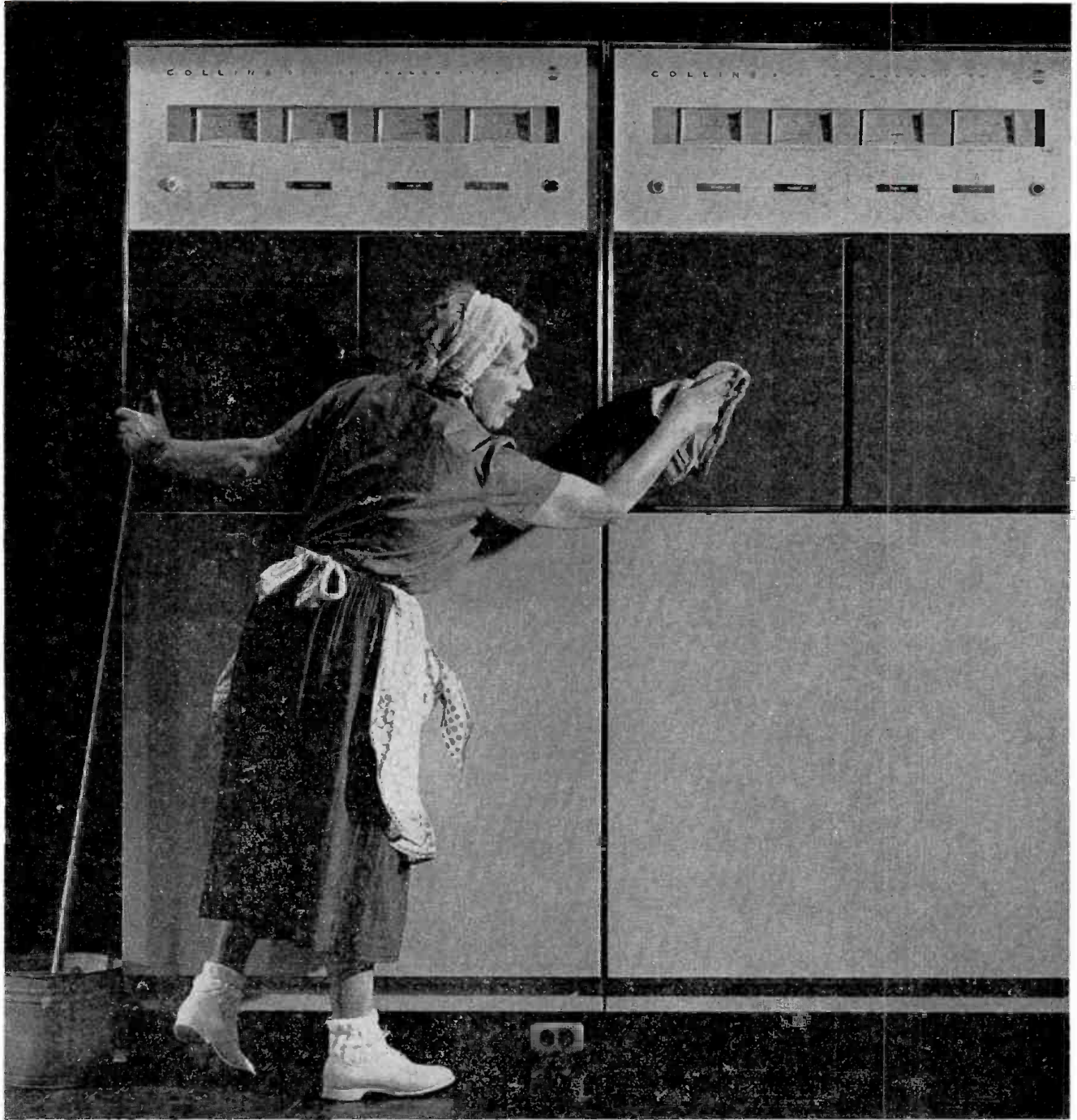
As referred to in past reports, a new one-hour series that will star Robert Taylor with the Dept. of Health, Education & Welfare as background is to be prepared by Four Star for NBC-TV.

Also mentioned: *Jonathan Croft*, an MGM-TV anthology fashioned after an adventurer-writer-traveler such as Ernest Hemingway (BROADCASTING, Nov. 5), and *Mr. Novak*, initially reported as a half-hour situation comedy being produced by MGM-TV. A series of spy stories, *Espionage*, conceived by Herb Brodtkin and various pilots spun out of *Wide Country* were also briefly noted.

'Bells' Silenced ■ CBS-TV, in the meantime, indicated its plans for *Bells Are Ringing*, a situation comedy based on the musical with Cara Williams as the possible star and which MGM-TV would produce, had fallen through.

At Palm Springs where network executives met with the CBS-TV Network Affiliates Assn. Board, some plans for the next season were discussed. Among them the previously announced one-hour United Artist Tv-produced program starring George Scott, the new

Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting... with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. □ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception... happy listeners. And you know what that means to advertisers! □ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. □ COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas...



comedy series starring Phil Silvers and to be sponsored by General Foods, and a new series that will be authored by Jerome Weidman (*I Can Get It For You Wholesale*, other books and plays). The Weidman series format is conceived in the one-hour length and has tentatively been titled *My Third Angel*.

ABC-TV's hopes for the next season have been referred to in regional affiliate meetings (BROADCASTING, Dec. 3). Among its plans: the signing of Jerry Lewis to a weekly, two-hour program, a contract that covers a five-year period. The 40 shows Mr. Lewis would be associated with next season reportedly involve a commitment by ABC-TV of nearly \$8 million (see page 68). The network also has at least \$3.5 million earmarked for pilots for the next season.

Contract date okay near for producers and union

The Film Producers Assn. of New York announced last week it has reached an agreement in principle with the East Coast Council of the International Alliance of Theatrical Stage Employees (IATSE) under which contracts between FPA and seven union locals would expire on a common date. Pacts between FPA and the locals now have varying termination dates, necessitating individual negotiations.

The union has proposed that Dec. 31, 1965 be set as the expiration date for all IATSE local contracts with FPA. The association is taking this suggestion under advisement, pending another meeting.

FPA and IATSE also are considering the establishment of a unified industry and union pension-welfare insurance fund. Currently IATSE locals have individual insurance plans, to which producers contribute. (FPA represents East Coast producers of tv film commercials and non-theatrical films.)

For listeners

KMLA (FM) Los Angeles is taping the regular Tuesday luncheon meetings of the Los Angeles Advertising Club and broadcasting them Tuesday evenings, starting at 8:05 p.m. Broadcasts may run until 9 p.m. or only until 8:30 p.m., depending on their content and its interest for the general public. John L. Sullivan, vice president and special events director of KMLA, who arranged for the broadcasts, precedes and concludes each one with a brief commentary.

Santa Monica pay tv to start in 14 months

WIRED SYSTEM DEMONSTRATED IN HOLLYWOOD

Pay tv will become a reality in Santa Monica, Calif., a seaside suburb of Los Angeles, within 14 months, according to Oliver A. Unger, president of Home Entertainment Co. of America and board chairman of Home Entertainment Co. of Los Angeles. The latter holds the Santa Monica franchise to use the H E system.

Mr. Unger announced his company's plans for program service in Santa Monica Wednesday (Dec. 5) at a gathering of some 500 Hollywood executives, stars and newsmen in the new franchise company's headquarters to see the first public demonstration of the pay tv system.

General Telephone Co. of California will begin installing coaxial cables to connect the central studios of the pay tv firm and the homes of its subscribers early in the new year, Mr. Unger said. Full-scale program service will begin about a year later, and he emphasized that it will be a regular service, offering subscribers their choice of two programs day in and day out, and in no sense a test or experiment.

The decision to use cables instead of airwaves to transmit the Home Entertainment program service frees the company from the necessity of obtaining an FCC license to operate a tv broadcasting station. Mr. Unger said the cable system also offers major financial advantages. When a broadcast system is used, decoders must be installed on the receivers of all subscribers to permit them to receive the programs they have paid for, which are broadcast as scrambled signals to prevent their reception by non-subscribers. The cost of these decoders exceeds cable costs by a ratio of five to one, he said.

In Santa Monica, with a potential of 20,000 subscribers, the Home Entertainment investment costs will average about \$40 a home, Mr. Unger estimated. An individual or group considering a Home Entertainment franchise for a city of about the same size ought to have a minimum capital of \$2 million. He said that it would be improper to try to apply the \$2 million for 20,000-homes relationship to larger or smaller communities, as the construction and equipping of the central control center and its associated studios calls for a sizable sum of money regardless of the size of the area to be served. "We could serve 5 million homes with the same control center equipment we're going to use here for 20,000 homes," he said.

A different kind of a cost comparison

was made by H. W. Sargent Jr., vice president in charge of technical operations for the franchise company, who conducted the demonstration. "What we're building in Santa Monica," he said, "is a 20,000-seat theatre, the largest in the world. The cost of installing a cable theatre seat is approximately 10% of the cost of installing a single seat in a conventional theatre." A company spokesman described this as a "very conservative" statement, since a theatre seat today costs \$600 to \$800, and the cost of equipping an HEC home would be generally less than \$60.

Physically, the Home Entertainment system consists of a studio control center, a coaxial network and a home installation including a meter, outside as an electric meter, and a wall outlet, similar to a telephone jack, inside the home. This is used to plug in a hand-held remote-control program selector. "The only connection to your television set is to the antenna terminals on the back," a booklet states. Billing is done monthly, computed from perforations in a paper disc inside the meter.

Subscribers will be charged a \$10 installation fee, plus a service charge of \$1 a month, in addition to whatever they spend to watch individual programs. Mr. Unger emphasized that this service is supplementary to commercial television and not a replacement for it. The home entertainment program service will utilize a three-channel tv band made up of two program channels and a program information channel that provides a continuous preview of the programs scheduled for the hours and days ahead. The two program channels will offer contrasting entertainment. A hypothetical program schedule showed a first-run movie on one channel, opposite a prize fight one evening, a symphonic concert the next and a basketball tournament, an opera, a stage show and a Las Vegas production on other nights. Educational programs and stock market reports (continuous from opening to closing of the New York Stock Exchange) would fill the morning hours, with movies and cultural programs in the afternoon. Prices in this sample schedule ranged from a low of 15 cents for stock market reports to \$1.50 for one new motion picture, although mostly the movies were priced at \$1 or \$1.25. There were even a couple of Sunday morning religious shows at no cost.

Brief talks were made by John K. West, vice president of RCA, which is

Out of a vast experience...

SAFE DRIVING TIPS

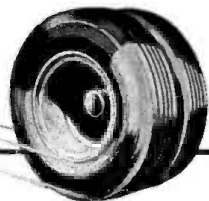
*from the nation's
professional truck drivers*

Over the years, champion drivers participating in the national truck drivers' roдео, where eligibility requires topmost safe driving records, have agreed that these tips help them drive safely:

- On long drives, stop now and then to refresh your reflexes.
- Never pass on a hill on anything but a divided highway.
- Be patient. Impatience is apt to lead a driver to take chances.
- Don't "tailgate"—truck driver language for following the vehicle ahead too closely.
- Obey all speed limits. Excessive speed is the leading cause of accidents.
- Have your vehicle checked regularly, to keep it in safe operating condition.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE



Special Holiday Rates



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION

52 WEEKLY ISSUES—\$7.00

EACH ADDITIONAL GIFT—\$6.00

Please send 52 issues of BROADCASTING as my gift to:

1
\$7.00

name		title/position	
company name			
street & number			
city	zone	state	
Sign gift card _____			

2
\$13.00

name		title/position	
company name			
street & number			
city	zone	state	
Sign gift card _____			

3
\$19.00

name		title/position	
company name			
street & number			
city	zone	state	
Sign gift card _____			

4
\$25.00

name		title/position	
company name			
street & number			
city	zone	state	
Sign gift card _____			

occupation required

additional subscriptions may be listed separately at \$5.00

all orders will be checked. in the event of duplication you will be notified immediately

I enclose \$ please bill

name			
street & number			
city	zone	state	

MAIL TODAY!

BROADCASTING Subscription Department • 1735 DeSales St., Washington 6, D. C.

supplying Home Entertainment with its studio equipment; Ernest W. Watson, vice president of General Telephone; Harry P. Gough, vice president of General Electric Co., which is designing the customer equipment; Dr. Leon Riebman, president of American Electronic Labs, which is producing the electronic equipment, and Joseph E. Bluth, vice president of Glenn-Armistead, which is providing live and tape remote program facilities; President George Chandler of Screen Actors Guild; Mayor Thomas M. McCarthy of Santa Monica and Ludlow Flower, chairman of the Los Angeles Coliseum Commission.

Mr. Unger announced that Wendell Corey, actor and president of the Academy of Motion Picture Arts & Sciences, had accepted the presidency of Home Entertainment Co. of Los Angeles; that Jerry Gabriel would serve as vice president for operation; and Jack Orbison, former CBS director, would be program director.

Lewis show to cost ABC-TV \$7.6 million

ABC-TV hasn't decided between Friday and Saturday as the night to present its Sunday punch for the 1963-64 tv season—a two-hour, \$7.6 million effort built around the weekly cavortings of comedian Jerry Lewis.

The network also indicated last week that it doesn't regard the contract for 40 programs as conferring upon Mr. Lewis the sole control over both the show and its sponsors. ABC-TV thus in effect challenged a report published in Hollywood which indicated otherwise.

Mr. Lewis will put the show together, but in association with ABC-TV, that network let it be known last week. ABC-TV's commitment of \$7.6 million for the Lewis show, generally regarded as one of the highest yet made by the network, will include \$3 million as a fee for the comedian and the other \$4.6 million for the costs of producing the 40 programs.

NBC-TV baseball scheduled

NBC-TV will carry a 50-game schedule of *Major League Baseball* on Saturday and Sunday during the 1963 season, it was announced last week by NBC's director of sports, Tom S. Gallery. The telecasts will start April 13 and 14 and continue through Sept. 28 and 29.

Mr. Gallery also announced that Joe Garagiola, former National League catcher, has been signed to a long-term contract as an NBC sports commentator. For the past two years he has been one of the commentators for the NBC-TV baseball telecasts.



Any way you look at it...



Steверino! Lots of the gay charm of the Steve Allen Show lies in the spur-of-the-moment inspirations of its star, duplicated with unique "now-ness" for coast-to-coast syndication.



Peacherino! If you get the impression from this commercial of a real-live-girl with peaches-and-cream complexion, credit "New Woodbury Beauty Bar" and "SCOTCH" BRAND Video Tape!

For the drama of "it's happening now"... SCOTCH® BRAND Live-Action Video Tape!

Visual presence, the feeling of "it's happening now," adds viewer-convincing believability and excitement, helps put drama in show and commercial alike! And the sure way to capture presence *extraordinary* is with "SCOTCH" BRAND Live-Action Video Tape.

Complete compatibility of picture source and picture (both electronic) achieves sharply defined tonal values for superior picture quality, both in black-and-white and color. And the superb picture recorded on the master tape is readily transferred to duplicate tapes, or kines.

Video tape also makes production "happen now!" It performs instantly, needs no processing, plays back immediately. Taped news events can

go on the air fast. Creators of shows and commercials can see how production is going mere minutes after actual shooting, when improvement is easy, changes economical. You can view newly produced special effects right away, too! Video tape combines visual elements with instantaneous speed, and in creative hands there's practically no limit to the number of special effects possible on "SCOTCH" Video Tape.

"Techniques of Editing Video Tape," a 32-page brochure, reports on current practices that are making tape editing easier than ever and provides examples of special effects. For your copy—*free*—write Magnetic Products Division, Dept. MBX-122, 3M Company, St. Paul 1, Minn.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINN. EXPORT: 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO. ©1962, 3M CO.

Magnetic Products Division **3M** COMPANY

NEA says educators neglect etv in-the-home

SO IT PROPOSES PLAN TO INSTRUCT ADULTS THROUGH TV

Because educators "have been somewhat preoccupied with the use of television for in-school instruction" the National Education Assn. has started a project to urge the use of television to educate adults to problems of living with the complexities of an urban existence.

NEA in proposing its project—"Using Television for the Improvement of Urban Life"—said that except for some programs produced by the National Educational Tv Network, educators have overlooked tv in its "broader context—that of serving as an effective education tool for the entire community." Dr. Harold Wigren, etv consultant for NEA, said that he felt that out-of-school community etv had been "... rather sorely neglected in our society."

Since programming of this nature is directed at the community NEA feels that action should be taken at the local level. If a program is to result in action on community problems, then it must be tailor-made to local needs, the association said.

To gain insight into the project of community etv the NEA held interviews with leading educational broadcasters, urban experts, other communicators and education people. The NEA asked how to get people to watch (out-of-school instructive programs), how to get the public agreeable to using television in this manner and other pertinent questions.

As a result of these interviews and meetings with members of already operating projects the NEA hopes to develop definite guidelines for communities wishing to start similar operations.

Like wildfire ■ There are nearly 100 stations that now have projects to educate adults to community problems and the number is "spreading like wildfire" Dr. Wigren said.

Although the project best fits itself to etv stations, some of the most successful programs have been on commercial stations. Dr. Wigren pointed out that the programming schedules of etv stations are much more plastic to community programming needs than are those of commercial stations.

Some of the most successful operations, however, were *Focal Point* on WBZ-TV Boston (BROADCASTING, Nov. 19) and *Operation Alphabet* (measures against illiteracy) on WFIL-TV Philadelphia. *Metroplex Assembly*, a highly successful project carried on educational station KETC(TV) St. Louis is a town-meeting type program that presents community problems to interested persons and provides for discussion groups

that contribute to the program.

Dr. Wigren said that although first successes have been on regular etv and commercial broadcast stations, the development of similar projects need not be limited to these. Other services such as closed circuit systems also can be valuable tools.

NEA warns that community projects should avoid topics that viewers already have fixed opinions about, as action can best be motivated through television if it is used to create new ideas and opinions. Viewers also should be stimulated to take action after the program and form discussion groups. But NEA said that television cannot be the "panacea for complex problems . . . it is one step along the road."

Second year started on 'Biography' series

Production has started on a second-year cycle of the *Biography* half-hour tv series with George Bernard Shaw as the first subject, Seymour Reed, president of Official Films Inc., co-producer and distributor of the programs, reported last week.

Others to be spotlighted in the new *Biography* segments include Dag Hammarskjold, Eva Peron, John Barrymore, Princess Margaret, Nikita Khrushchev and Ernie Pyle. The series is being produced for Official by Wolper Productions in Hollywood, which is obtaining film sequences from sources throughout the world.

The first year cycle of 39 episodes of *Biography* has been sold in 164 markets on a 52 week basis, including 13 repeat usages. The second year of programming will consist of 26 new half hours. Buyers will have the option of 26 repeat usages of these films; 26 from the original *Biography* group, or a combination of both.

WBC sponsors showing of 'Black Nativity' in N.Y.

Westinghouse Broadcasting Co. will sponsor a Christmas week engagement of "Black Nativity," an internationally acclaimed gospel play, at Philharmonic Hall in New York's Lincoln Center. The stage presentation has also been taped as a tv special for showing in other markets and on commercial tv in Great Britain.

In the U. S., the program will be shown in prime evening time on various dates during Christmas week in WBC's five tv markets, Boston, San Francisco, Pittsburgh, Cleveland and Baltimore;

What do you want?

Four Star Distributing Corp. plans to offer both Dick Powell's *Zane Grey Theater* and *The Detectives*, starring Robert Taylor, to stations on a "how do you like 'em, length-wise?" basis. Mr. Taylor and Mr. Powell are filming on-camera bridges so that their off-network series may be bought in a variety of lengths.

Zane Grey may be obtained as a half-hour show, or, with bridges, as an hour program. *The Detectives*, which was produced in both hour and half-hour versions, will be offered in their original forms; as two half-hours back to back or as half hour shows, representing the first and second halves of the hour versions.

also in some 25 other markets via syndication. In addition, a broadcast from Philharmonic Hall will be carried by WBC's radio stations in New York, Chicago, Boston, Pittsburgh, Fort Wayne and Cleveland.

"Black Nativity," which will interrupt a European tour for the New York run (Dec. 23-29), is produced by Michael R. Santangelo, executive producer of WBC. The play initially opened a year ago as an off-Broadway production in New York.

NBC-TV plans series with Richard Boone

NBC-TV plans a new series of one-hour original dramas for the 1963-64 season. The as-yet-untitled series will have Richard Boone, who has starred for six years in CBS-TV's *Have Gun—Will Travel*, as host and star performer, Clifford Odets as author and script editor, and its own repertory company of actors.

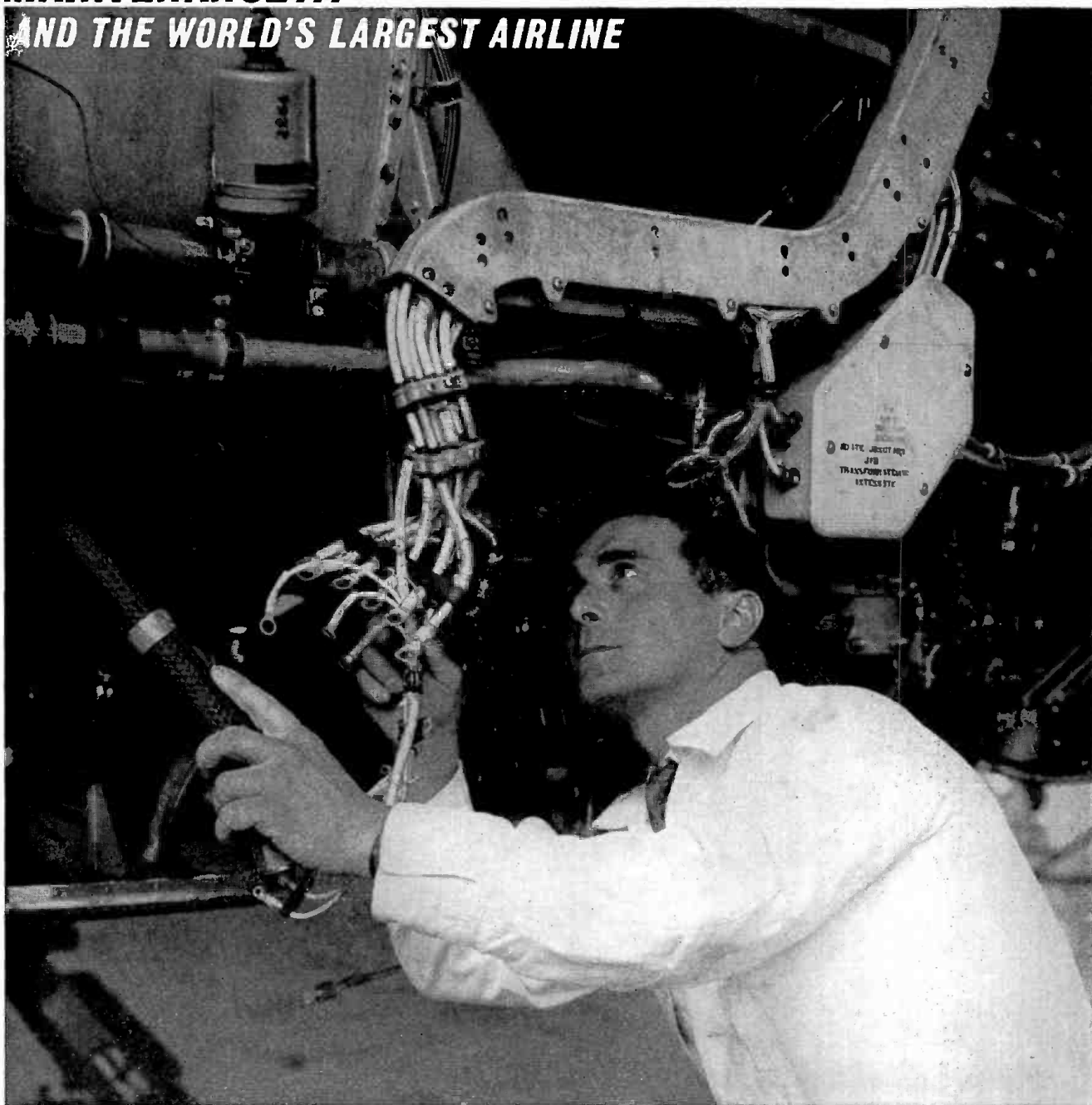
Announced last week by Mort Werner, vice president, programs, NBC-TV, the series will be a Mark Goodson-Bill Todman production in association with NBC, and will be filmed in Hollywood. Mr. Odets, who has written many stage and motion picture plays, has not previously worked in tv.

Film Sales . . .

Dick Powell's Zane Grey Theatre (Four Star): Sold to WKST-TV Youngstown, Ohio; WTVN-TV Columbus, Ohio, and KTBS-TV Shreveport, La. Now in 9 markets.

Girl Talk (ABC Films): Sold to Hill Bros. Coffee, via N. W. Ayer & Son, Philadelphia, for 48 markets (Youngstown, Ohio; Duluth, Minn.; Fargo,

MAINTENANCE... **AND THE WORLD'S LARGEST AIRLINE**



The jet inspection that never ends

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care.

During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent.

Continuous inspections and scientific

maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!

If you'd like to find out more about Air France maintenance, and the painstaking way each crew is trained, a comprehensive booklet is yours for the asking.

AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE
Public relations personnel ready to serve you in New York, Chicago, Atlanta, Los Angeles, Montreal and Mexico City.

PETRILLO'S SUN SETS

40-year reign as head of Chicago AFM local ends as political newcomer wins election by 95 votes

The colorful, often stormy career of music union strong-man James Caesar Petrillo is almost over.

The end was signalled in Chicago last Wednesday evening (Dec. 5) as election judges—exhausted from two days of around-the-clock balloting and counting labors—announced that a local society band leader had defeated Mr. Petrillo by a slim margin for the presidency of Local 10 of the American Federation of Musicians.

The winner is Bernard F. Richards of suburban Evanston, Ill. He will take office after the New Year as the head of the AFM's richest local, a post which Mr. Petrillo had held tightly for four

decades and without opposition since 1933.

Mr. Petrillo, now 71, withdrew from presidency of the national AFM in 1958 and was succeeded by Herman D. Kenin, whom he supported.

Mr. Richards's 1,690 votes topped Mr. Petrillo's by a margin of 95. Other candidates running with Mr. Richards on a slate called "Chicago Musicians for Union Democracy" also defeated nearly all Petrillo administration incumbents. One of Mr. Petrillo's sons, James J. Petrillo, incumbent secretary-treasurer of Local 10, was defeated 2,062-to-1,209 by Ervin H. Trisko.

A general vote recount is expected.

Membership Rights ■ The Richards group ran on a platform that promised to return to the rank-and-file membership their rights to be heard when decisions and negotiations are made concerning their economic and working welfare. Mr. Richards also promised that employers of musicians would have a chance to be heard when contracts are negotiated, instead of merely being "told" what wages they would have to pay. He indicated that through more realistic policies he hoped to encourage more use of live music.

The Richards group appears to be principally composed of "jobber" musicians who work short term or one-night music jobs in the greater Chicago area. They complained that when the union "arbitrarily" raised the wage scale without consulting either the musicians or the prospective music buyers, the buyers simply cut the size of bands they ordered to keep costs in line and thus



Bernard F. Richards (with crossed arms) is surrounded by cheering well-wishers as he claims victory in his fight to unseat long-time AFM local president, James Caesar Petrillo. Mr. Richards, a society bandleader, won the \$26,000 a year post by a slim 95-vote margin.



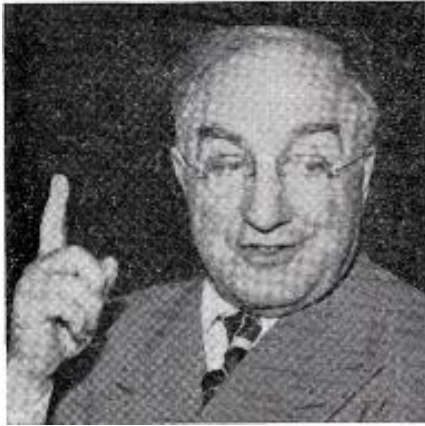
James J. Petrillo (standing, l) and his brother, Lee (sons of James Caesar Petrillo) watch as an election worker re-checks the vote in the Local 10, Chicago AFM election. Results showed James C. out as president and James J. defeated in race for secretary-treasurer.

N. D.; Minneapolis; Rochester, Minn.; Sioux Falls, S. D.; Indianapolis; Green Bay, La Crosse, Madison, Milwaukee and Wausau, all Wisconsin; Champaign, Ill.; Chicago; Davenport, Iowa; Fort Wayne, Ind.; Peoria, Rockford and Springfield, all Illinois; South Bend; Detroit, Flint, Grand Rapids, and Traverse City, all Michigan; Toledo; Cleveland; Chico, Fresno, Sacramento, Salinas, Bakersfield, San Francisco, Santa Barbara, and San Diego, all Cali-

fornia; Reno, Nev.; Phoenix; Tucson; El Paso; Portland, Ore.; Seattle, Yakima and Spokane, all Washington; Albuquerque; Denver, Grand Junction and Pueblo, all Colorado; Salt Lake City and Honolulu). Also sold to Clairol Inc., via Foote, Cone & Belding, New York, for five markets: New York, Los Angeles, Chicago, Detroit and San Francisco. Other markets sold are Washington, D. C.; Portland, Me.; Cincinnati and St. Louis. In 53 markets.

Highway Patrol (Economee): Sold to KBTX (TV) Denver; WAGA-TV Atlanta; XETV (TV) San Diego; KTTS-TV Springfield, Mo.; KALB-TV Alexandria, La.; KPLC Lake Charles, La.; WSIX-TV Nashville, Tenn., and KODE-TV Joplin, Mo. Now in 150 markets.

Sea Hunt (Economee): Sold to WAVE-TV Louisville, Ky.; WPRO-TV Providence, R. I.; WOOD-TV Grand Rapids, Mich.; WTVC (TV) Chatta-



James Caesar Petrillo
40-year reign ends

fewer musicians had a chance to work.

Broadcast Policy ■ Mr. Richards said he is not yet informed about terms of Local 10 or National AFM contracts in the broadcast field and did not have any idea about what policy would be followed. He said this question will be the responsibility of the membership to decide.

Mr. Richards said "We would like very much to have Mr. Petrillo be our friend. He has been our friend." He praised Mr. Petrillo's contributions to the growth of the union in the past but said that he is "out of touch" now with the daily working problems of the working musician.

Mr. Richards is 57 and has been a member of Local 10 since he was 20. He never before held office. The presidency pays \$26,000. Local 10's treasury reportedly tops \$5 million.

Mr. Petrillo's music career began some 55 years ago in Chicago when Jane Addams of Hull House gave him a trumpet. He said he never learned to play very well but it was "loud." He headed a local independent musicians' union until defeat in 1917, his first and only setback until now. He then switched over to the Chicago Federation of Musicians and became president in 1922. He became head of the national AFM in 1940 and embarked upon a series of running battles with broadcasters, record companies and the late President Franklin D. Roosevelt.

nooga, Tenn.; KMID-TV Midland-Odessa, Tex.; KCTV (TV) San Angelo, Tex.; KIVA-TV Yuma, Ariz.; KARD-TV Wichita, Kan.; WWTW (TV) Cadillac, Mich.; WCAX-TV Burlington, Vt.; KTTS-TV Springfield, Mo. Now in 135 markets.

Bat Masterson (Economee): Sold to KTNT-TV Tacoma, Wash.; CKLW-TV Windsor-Detroit; WXEX-TV Richmond, Va.; WPSD-TV Paducah, Ky.; WHEN-

TV Syracuse, N. Y.; WHBF-TV Rock Island, Ill.; XETV (TV) San Diego; KXLY-TV Spokane, Wash.; WLOS-TV Asheville, N. C.; KPLC-TV Lake Charles, La., and KALB-TV Alexandria, La. Now in 95 markets.

Ann Sothern Show (Economee): Sold to WRCV-TV Philadelphia; WTAE (TV) Pittsburgh; WHEN-TV Syracuse, N. Y.; WPSD-TV Paducah, Ky.; KVAL-TV Eugene, Ore.; WFRV (TV) Green Bay, Wis.; KROD-TV El Paso, Tex.; KVII (TV) Amarillo, Tex., and WOL-TV Ames-Des Moines, Iowa. Now in 65 markets.

Debbie Drake (Banner Films): Sold to WEHT (TV) Evansville, Ind.; WMAZ-TV Macon, Ga.; WKTV (TV) Utica, N. Y., and WITN-TV Washington, N. C. Now in 94 markets.

Holiday Specials (NTA): Sold to WWTW (TV) Cadillac and WLUC-TV Marquette, both Michigan; WDSM-TV Duluth, Minn.; WLUK-TV Green Bay, Wis.; WHIZ-TV Zanesville, Ohio; KGBT-TV Harlingen, Tex.; and WTAP (TV) Parkersburg, W. Va. Now in a total of 122 markets.

Cavalcade of the 60's Group II (Allied Artists Tv): Sold to KBAK-TV Bakersfield, Calif.; WFRV (TV) Green Bay, Wis.; KHQ-TV Spokane, Wash., and KONA-TV Honolulu. Now in a total of 21 markets.

Christmas in the Holy Land (MGM-TV): Sold to KOMO-TV Seattle; KVOO-TV Tulsa, Okla.; KROD-TV El Paso, Tex.; WRBL-TV Columbus, Ga.; WHYN-TV Springfield, Mass.; WALB-TV Albany, Ga.; KFDA-TV Amarillo, Tex., and WIMA-TV Lima, Ohio. Now in 18 markets.

The Detectives (Four Star): Sold to WKST-TV Youngstown, Ohio, and KREX-TV Grand Junction, Colo. Now in 19 markets.

The Law and Mr. Jones (Four Star): Sold to WKST-TV Youngstown, Ohio, and WJAR-TV Providence, R.I. Now in 8 markets.

Target: The Corrupters (Four Star): Sold to WKST-TV Youngstown, Ohio. Now in 8 markets.

Stagecoach West (Four Star): Sold to WKST-TV Youngstown, Ohio. Now in 3 markets.

TV Concert Specials (Seven Arts Assoc.): Sold to WWTW (TV) Cadillac, Mich. Now in 31 markets.

Outlaws (NBC Films): Sold to WTV (TV) Chattanooga, Tenn.; KSHO-TV Las Vegas, Nev.; WTEV (TV) New Bedford, Mass.; KGGM-TV Albuquerque, N.M.; KGUN-TV Tucson, Ariz.; WOAY-TV Oak Hill, W.Va.;

WHIO-TV Dayton, Ohio; WIS-TV Columbia, S. C.; KTAL-TV Shreveport, La.; WTVH (TV) Peoria, Ill., and WSPA-TV Spartanburg, S.C. Now in 50 markets.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WTMJ-TV Milwaukee and KRDO-TV Colorado Springs, Colo. KRDO-TV also bought Volume 3, which is now in 86 markets. Volumes 4 and 5 now in 40 markets.

Program notes...

Form Spanish division ■ A Spanish-language division for the production of commercials and programs has been formed by Indopro Assoc., New York. Indopro, specialists in creation of radio and tv promotion for motion pictures, also records a daily Spanish program for WBNX New York.

New space completions ■ Ten new segments of *Red Rocket*, an animated cartoon series for tv, have been completed by Space Age Productions, Los Angeles. A total of 130 are planned for a half-year's supply. Plans call for five 3½-minute segments comprising a complete story each week. The series is also available in a 15-minute, once-a-week format.

Editorial service formed ■ Sel Levy, motion picture producer and editor, has formed Films by Sel Levy Inc., New York, a firm specializing in editorial services. Located at 630 Ninth Ave., zone 36, Mr. Levy's firm will also produce films for tv. Telephone is Circle 7-1520.

Program inspires book ■ *The Years Between: A Dramatic Look at the Twenties and Thirties*, a fully illustrated 209-page book developed from several broadcasts of *The Twentieth Century*, CBS-TV documentary series, was published by Little, Brown & Co. Nov. 13. The book, which retails for \$6.95, was written by Marvin Barrett.

New location ■ Don Meier Productions Inc., Chicago, producer of new NBC-TV *Wild Kingdom* series, has moved to new office at 333 North Michigan. Phone: Central 6-3786.

Free film ■ A new 16mm color film, "Mexico Impressions," just released by American Airlines, is available to tv stations on a free-loan basis through Association Films Inc., New York. The 14½-minute travelogue is produced by Audio Productions.

'Shannon' roles ■ Finlay Currie, British film actor, and Rod Taylor of U. S. prominence will co-star in "The Ordeal of Dr. Shannon," now being filmed and taped in England and Scotland for Dec. 16 presentation on NBC-TV in *DuPont Show of the Week* series. Pro-

Videotape Productions adds three new men

Videotape Productions of New York Inc. last week announced the addition of three new men as part of a company reorganization prompted by an increase in business volume since the opening earlier this fall of an additional large studio.

The Videotape center's new personnel are Charles Adams and Don Kyser, both named account executives in the sales department, and Dick Rendely, who becomes the firm's sixth staff producer.

Mr. Adams was previously senior account executive at MGM Telestudios, New York. Mr. Kyser was formerly program and eastern sales

manager for the QXR Radio Network. Mr. Rendely was executive tv producer at Hicks & Greist, New York, and vice president of production and sales at William La Cava Assoc., New York.

New assignments in the reorganization program include the shift of Herb Hobler, formerly sales manager, to director of production operations. John B. Lanigan, vice president and general manager, has assumed Mr. Hobler's former functions. Phil McEneny and Hal Stone have moved from sales into the production department as staff producers.



Mr. Kyser

Mr. Adams

Mr. Rendely

gram, which is being co-produced by NBC-TV and Associated-Rediffusion and will be shown on commercial tv in United Kingdom, is an adaptation of A. J. Cronin's *Shannon's Way* novel (AT DEADLINE, Oct. 15). Mr. Taylor will be in the title role.

Directory of free films ■ Over 130 hours of film programming offered to tv stations at no cost is described in the new tv *Programming Guide*, being distributed by Sterling Movies U. S. A. Inc., New York. The listings include 87 half-hour and 57 quarter-hour public service programs.

Acquires series ■ Hoffberg Productions Inc., New York, last week announced it had acquired world release of a series of 13 *Morgantone News* programs. Each 10-minute segment features tv comedian Henry Morgan in the news-reel-style comedies.

Adds series ■ KMOX St. Louis has bought *The Shadow*, a radio drama series syndicated by Charles Michelson Inc., New York. The show is now in 23 markets.

Free film ■ Two films depicting the scientific search for oil have been released

by the Arabian American Oil Co. Titled *The Science of Oil* and *The Explorers*, both 16mm features are being distrib-

Filmways to quit tv production in N.Y.

WEST COAST ACTIVITY TO CONTINUE, SAYS REPORT

Filmways Inc. has decided to get out of the tv production field in the New York area, it was disclosed last week in the annual report of the company for the fiscal year 1962 ended Aug. 31. An agreement has been reached to lease or sublease Filmways' New York facilities to Sutherland Assoc. Inc., New York, but at the same time Filmways will continue its west coast tv and feature film production. In tv, Filmways is the producer of the highly popular *Beverly Hillbillies*.

In a notice of the annual stockholders meeting, to be held in New York Dec. 27, remuneration of officers showed that Martin Ransohoff chairman of the board, received \$67,600; Will Cowan, vice president of the company and of Filmways of California Inc., a subsidiary, and director of tv commercials, \$50,276, plus percentage

uted on a free-loan basis to tv stations by Sterling Movies U. S. A. Inc., New York. The *Science of Oil* is 20 minutes in length; *The Explorers*, 27 minutes.

Musical drama cancelled ■ Leonard Bernstein's original modern musical drama, which had been scheduled for April 1, 1963, on CBS-TV, has been cancelled because of the composer-conductor's "tremendously heavy schedule." The Ford Motor Co. had ordered sponsorship of the special, along with three other programs in the *Leonard Bernstein and the New York Philharmonic* series. Those broadcasts will be seen as scheduled.

Science fiction series ■ New science fiction series, *Stand-By*, is being produced by Joe Stefano's independent company, Villa de Stefano, through Daystar Productions for ABC-TV, with the pilot filmed last week at MGM studios in Hollywood. Leslie Stevens, Daystar's executive producer, directed the pilot from a script co-written with Frank Moss. Cliff Robertson, Jacqueline Scott and Lee Philips starred.

NBC-TV daytime changes ■ NBC-TV last week announced the following changes in its Mon.-Fri. afternoon program schedule, effective Dec. 31. They are: *The Match Game*, a new game show produced by Goodson-Todman, to begin Dec. 31 at 4-4:25 p.m. EST. *NBC News Afternoon Report*, a five-minute news program, will move from 4:55 p.m. to 4:25 p.m. *Make Room For Daddy* will move from 4-4:30 p.m. to 4:30-5 p.m., as previously announced. *Here's Hollywood*, now broadcast 4:30-4:55 p.m., will be dropped Dec. 28.

of the profits of the California subsidiary and other emoluments; Rodney Erickson, president, \$42,300 (Mr. Erickson resigned last month); Al Simon, president of Filmways Tv Productions Inc., a subsidiary, \$46,674 plus extras. Lee Moselle has been president of the company since Nov. 12.

Consolidated revenues of Filmways and subsidiaries for the fiscal year reached \$12,829,849, up 81% over 1961, but expenses were \$13,105,709, resulting in a net loss of \$275,860. A federal income tax credit of \$150,000 reduced this loss to \$125,860.

In the 1961 fiscal year, Filmways revenues were \$7,073,959; its net loss was \$288,466 reduced after federal income tax credit to \$152,966.

Working capital at the beginning of the year was \$964,712; this increased by the end of the year to \$984,455.



Special Tabulations from thousands of viewing records

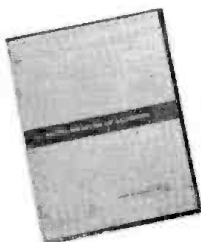
ARB maintains viewing records of thousands of television families to serve an ever increasing variety of special client needs. Cross-tabulations can quickly tap this vast storehouse of audience data to aid in the buying and selling of television time for greater precision and effectiveness.

Custom research—at its automated best—solves the specific problems of audience duplication, determines *net* versus *gross* homes reached, and provides a wide range of additional information for evaluating audience efficiency. Your needs dictate the flexibility of special tabulations from available data. Unexcelled processing techniques make them practical.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.



Help yourself to an EXTRA MEASURE OF AUDIENCE. Write or call for a copy of this ARB booklet describing the capabilities for special tabulation research.

Washington WE 5-2600 • New York JU 6-7733 • Chicago 467-5750 • Los Angeles RA 3-8536

Radio's '61 net slips to \$29.4 million

FCC FINANCIAL REPORT SHOWS ALSO THAT MORE STATIONS HAD LOSSES

Radio took a beating in two categories last year.

■ Its net profit before federal income tax dropped to \$29.4 million for 1961 (35.9% drop from 1960's \$42.9 million), the lowest profit figure since 1939 when the radio industry slid to a total of \$23.8 million.

■ More radio stations reported losses for 1961 than for any year since the FCC began compiling statistics on the financial health of the broadcast industry: Almost 40% of the 3,469 am and am-fm stations operating for the full year found outgo higher than income, the highest proportion of stations reporting losses in any year since 1937 when the FCC began publishing financial data.

These are the two major conclusions to be drawn from the 1961 radio financial data published last week by the commission.

Radio revenues slumped 1.2% and expenses rose 1.7%, which translates into a revenue drop of \$7 million and an increase in expenses of \$9.5 million—or a total deficit of \$16.5 million from the figures in 1960.

Revenue-Income ■ Overall, the total revenues for radio in 1961 reached \$590.7 million, down 1.2% from 1960's \$597.7 million.

Expenses for radio moved up 1.7%—from \$551.8 million in 1960 to \$561.3 million in 1961.

The FCC data, based on confidential financial reports submitted yearly to the

government agency by all its licensees, shows that overall the broadcasting industry, including both radio and tv, almost reached the \$2 billion mark in 1961. The whole panoply of broadcasting—am, fm, tv, program sales, time sales, and, for fm, subsidiary services—reached exactly \$1,909,000,000, up 2.3% from 1960's \$1,866,300,000.

Income before federal tax for the entire industry was \$266.4 million, down 8.1% from 1960's \$290 million.

Expenses were not only the villain in radio, but also in tv for 1961. Tv expenses moved up 5.5% in 1961, to \$1,081,300,000, from 1960's \$1,024,500,000. Tv figures were reported last August (BROADCASTING, Aug. 20).

Continued on page 80

Top 50 national spot radio markets

1961 FCC REPORT

Rank	Market	Dollars (in millions)		Rank	Market	Dollars (in millions)	
1.	New York	\$24.6	Top five	26.	Portland (Ore.)	1.475	Top 30
2.	Chicago	11.5	markets got	27.	Indianapolis	1.463	markets got
3.	Los Angeles-Long Beach	9.9	30% of total	28.	Columbus (Ohio)	1.448	59.7% of total
4.	Philadelphia	6.9	National	29.	Albany-Schenectady-Troy	1.368	National
5.	Detroit	6.2	Spot Dollars	30.	San Diego	1.285	Spot Dollars
6.	Boston	5.34	Top 10	31.	Denver	1.284	Top 35
7.	San Francisco-Oakland	5.29	markets got	32.	Memphis	1.196	markets got
8.	Cleveland	3.637	40.6% of total	33.	New Orleans	1.185	62.7% of total
9.	St. Louis	3.631	National	34.	San Antonio	1.156	National
10.	Washington	3.2	Spot Dollars	35.	Providence-Pawtucket	1.128	Spot Dollars
11.	Cincinnati	2.9	Top 15	36.	Sacramento	1.100	Top 40
12.	Pittsburgh	2.6	markets got	37.	Rochester (N. Y.)*	1.078	markets got
13.	Minneapolis-St. Paul	2.5	47.1% of total	38.	Omaha	.994	65.3% of total
14.	Buffalo	2.4	National	39.	Fort Worth	.935	National
15.	Baltimore	2.3	Spot Dollars	40.	Jacksonville	.933	Spot Dollars
16.	Hartford	2.040	Top 20	41.	Tampa-St. Petersburg	.926	Top 45
17.	Kansas City	2.012	markets got	42.	Syracuse	.888	markets got
18.	Houston	1.937	52.1% of total	43.	Richmond	.869	67.5% of total
19.	Miami	1.931	National	44.	Dayton	.859	National
20.	Dallas	1.909	Spot Dollars	45.	Newark (N. J.)	.837	Spot Dollars
21.	Atlanta	1.855	Top 25	46.	Charlotte	.826	Top 50
22.	Seattle	1.648	markets got	47.	Cedar Rapids	.805	markets got
23.	Milwaukee	1.567	56.2% of total	48.	Birmingham	.788	69.5% of total
24.	Louisville	1.505	National	49.	Oklahoma City	.770	National
25.	Des Moines	1.501	Spot Dollars	50.	Shreveport	.703	Spot Dollars



DAREN F. McGAVREN COMPANY

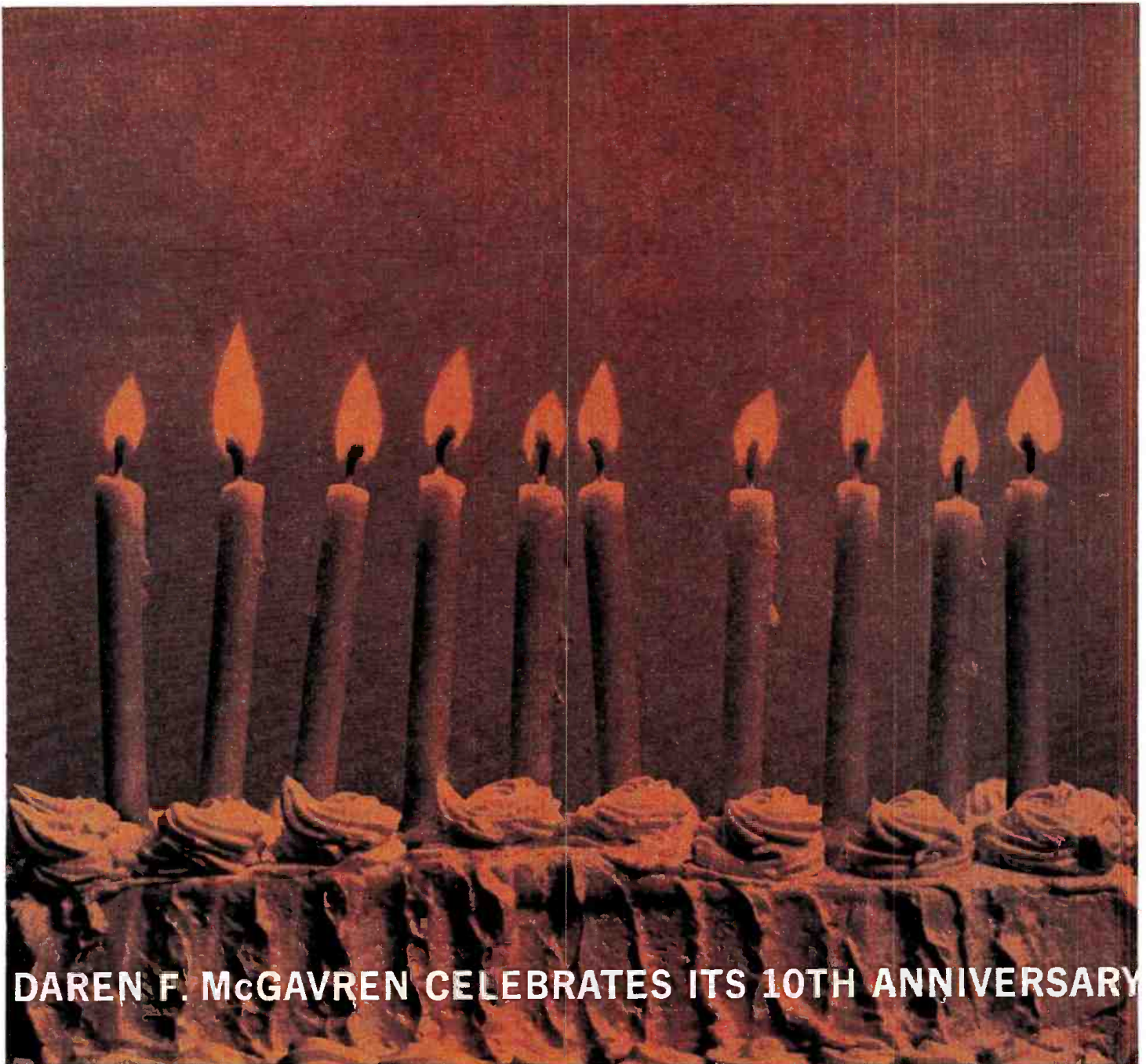
DEDICATED TO THE BROADCAST INDUSTRY

Daren F. McGavren Company is renamed McGavren-Guild, Inc 81

McGavren reveals the secret of how to succeed as a rep 84

Salesmen selection and incentive plans result in high sales 37

Radio profit in '61 slips to \$29.4 million, FCC official report shows 76



DAREN F. McGAVREN CELEBRATES ITS 10TH ANNIVERSARY



YOU'VE BEEN A BRICK THROUGH IT ALL...

... first, with the debut of KABL, San Francisco, our first fabulous good music operation ... next, with astounding WYSL in Buffalo ... then, with all-news X-TRA over Los Angeles.

All three stations had problems at the outset that would shake up the oldest, most experienced hands. Somehow, you just wouldn't admit there were such things.

Nobody appreciates your two-fisted Irish selling moxie more than we. To us, it's rare but basic for success.

Even with 10 meteoric years behind you, an unforgettable echo of the Jolson era aptly fits our prediction for the McGavren broadcast future — "Folks, you ain't heard nothing yet."

Most sincere appreciation — and congratulations.

THE *McLendon* STATIONS

KLIF

DALLAS

WYSL

BUFFALO

KABL

SAN FRANCISCO

KTSA

SAN ANTONIO

KILT

HOUSTON

WYNR

CHICAGO

U.S. SALES AGENT

**X-TRA
NEWS**

OVER
LOS ANGELES

McGAVREN CO. IS TEN YEARS OLD

- Radio representative company founded in San Francisco in 1952
- Company plans to devote itself virtually to major markets
- List size is not McGavren in building criterion station roster

The Daren F. McGavren Company celebrated ten years of service to the radio industry last month. It was founded in November, 1952, in San Francisco when McGavren bought out Western Radio Sales. Originally a regional radio representative, the McGavren company has grown in the past decade to one of the leading national sales companies in the industry.

Significantly, the company's first station is still on the client roster. This is an example of the extremely low station turnover through the years—an overall satisfaction that is virtually unequalled in the representative field.



Daren F. McGavren

With a major station in 21 of the top markets, the McGavren company is becoming known as the major market representative in the radio field. This is part of Daren F. McGavren's plans to devote itself almost exclusively to major market stations.

Plans for the next ten years include becoming the top billing national radio company—with an important station in every major market.

"The objective," says company president Daren F. McGavren, "is not to build up our station roster in terms of numbers. The goal is to sell a lion's share of the business of select stations."

National staffing leads to national sales

In the four years since the Daren F. McGavren Company became a national representative, it had opened eight regional offices—manned 100 per cent by McGavren employees. Moreover, each office manager is a stockholder in the company.

In order to maintain the same spirit and philosophy of management and sales in each McGavren office, all branches are staffed by salesmen with head office experience.

Offices are located in New York, Chicago, Detroit, Los Angeles, San Francisco, St. Louis, Atlanta and Dallas—making the company fully equipped and staffed in every area that produces national volume.

Radio research provides essential services

McGAVREN DEVELOPS REVOLUTIONARY SRO FOR REACH

The Daren F. McGavren Company's research and promotion department, under the direction of Claire Horn, provides client stations with essential services and information to aid in selling national spot.

One of the most recent McGavren innovations was SRO—Systematic Rotation—designed to take advantage of phenomenal reach that radio is capable of delivering.

According to Mrs. Horn, SRO is a technique of taking advantage of a station's cumulative audience based on a full week's listening in relation to average quarter-hour ratings.

Because SRO is completely mathematical, it is unrelated to personal listening habit patterns thus minimizing both horizontal and vertical audience duplication.

The actual SRO pattern is based on a turnover rate, which determines the number of quarter hours that lapse between each spot. In this way stations are able to deliver maximum cumulative

homes with a minimum number of announcements.

Said Daren F. McGavren: "This is the way to buy circulation in radio. We think it may revolutionize the industry."

It takes all kinds of stations to make a rep

There is no stereotype Daren F. McGavren Company station. Each station is different—in programming, in ratings, in audience and in volume. The company represents "contemporary popular music," "better music," "middle of the road" operation along with prestige network outlets and the first all news station.

By not being stereotyped, the Daren F. McGavren Company is able to take advantage of many campaigns that are missed by representatives identified with specialized programming. The advantage is that the company has client stations that reach almost every kind of audience—and the agencies know this.

There is no "McGavren-type" station, only "McGavren-type" service.

Continued from page 76

Network Health ■ The four radio networks and their 19 owned stations moved from red ink to black as a group in 1961—from losses of \$3 million in 1960 to a plus of \$206,000 in 1961.

The gain was due to a strong down-hold on expenses during 1961 which permitted the networks to show a profit. Expenses declined \$4.6 million (12% from the year before).

The networks, including owned stations, for 1961, showed this picture: Revenues hit \$61.5 million, expenses \$61.3 million, leaving networks \$206,000 in the black.

The networks' profit actually came from their stations; network operations ran \$3 million in the red. Even so, revenues from network and station sales dropped almost equally, \$700,000 in each category.

Independent Stations ■ The nation's 3,591 am and fm stations not owned by networks also showed a slight drop in revenues, \$522 million in 1961, a decline of 1.3% from the 1960 total. Expenses rose 2.7% to \$490.2 million, and income slumped 38%, to \$31.8 million in 1961, compared to \$51.3 million in 1960.

Although more stations reported

losses for 1961 than in any year in the last 25 years, two-thirds listed their deficits as less than \$15,000.

Interestingly, almost the same number, two-thirds, reported net income of less than \$15,000.

The average revenue for stations operating a full year and reporting a profit was \$190,350. The average revenue for stations operating for the full-year and reporting a loss was \$110,057.

Time Sales ■ Income from radio time sales in 1961 reached \$617.2 million, down from 1960's \$622.5 million which was the highest in the last decade.

Radio stations got \$35.8 million from network sales in 1961; \$197.35 million from national spot, and \$384 million from local spot.

Local spot accounted for most of the radio stations' revenues: 62% of the total. National spot accounted for 32% of the total revenues, and network income, 6%.

Overall, the top expense in radio was in the general and administrative category. This reached \$197.4 million. Programming was the second highest figure in the expense ledger, \$182.9 million. Selling ranked third, \$101 million, and technical expenses were last, \$70 million.

This same ranking for expenses is

true for independent radio stations (non-network owned), but a different listing occurs for network expenses.

The networks' highest expense was for programming, \$22.8 million. Programming also was highest for the networks' owned stations, \$12 million.

Nineteen stations reported profits of \$500,000 or over—and all these reported revenues of \$1 million or more. Twenty-nine stations showed income of \$250,000-\$500,000; 20 of these reported revenues of over \$1 million, and nine showed revenues between \$250,000 and \$500,000.

Four stations which showed revenues of over \$1 million reported losses. Two lost between \$100,000 and \$250,000, and two, more than \$500,000.

Revenues were related to market size like this: 131 stations which operated for the full year in cities with population of 2 million and over reported average sales of \$878,611 and average income before federal tax of \$203,733.

In areas with less than 2,500 people, 76 stations reported average revenues of \$56,547 and income of \$7,677.

Leaders ■ New York continued to lead the nation with total radio revenues of \$32.8 million. Chicago was second with \$22.9 million and Los

Continued on page 82



*Beautiful
Music*

*Congratulations to the Daren F. McGavren Co.
on their 10th Anniversary*

WISN RADIO

**BEAUTIFUL MUSIC, BEAUTIFUL AUDIENCE
BEAUTIFUL SALES RESULTS
IN MILWAUKEE**

DFMcG NOW McGAVREN-GUILD, INC.

Ralph Guild, executive vice president, honored in name change, as greater sales responsibilities are turned over to him

Daren F. McGavren, president of the Daren F. McGavren Company, has announced that the company is changing its name to McGavren-Guild, Inc.

According to McGavren, the name was changed as a result of the significant contributions made by Guild to the company's sales efforts. "Guild, as executive vice president in charge of national sales, holds an important role in the development of our sales functions and techniques. The inclusion of his name is a tribute to his accomplishments—and his achievements are the accomplishments of the company."

With a greater responsibility in the area of sales being turned over to Guild, McGavren will concentrate his efforts more toward administrative and new business matters.

McGavren pointed out that the name change does not involve a company reorganization. "It is the result of a tightening of various areas of operation, thus enabling the company to function with greater efficiency and results."



Messrs. Guild and McGavren

Congratulations
DAREN F. MCGAVREN CO., INC.
on your tenth anniversary

We are proud of our association with you
WBAL-RADIO 1090
Maryland's Broadcast Center



Continued from page 82

Angeles-Long Beach third with \$21.1 million.

Revenues in the top 25 markets were all down except in these cases:

They were up in Los Angeles-Long Beach (by \$1.4 million), Denver (by \$1 million) and Washington (by \$100,000). Kansas City retained the same sales picture as in the previous year.

Fm Still in Red ■ Total revenues for all fm stations were \$10 million. Of this, \$7.1 million was taken by fm-only stations not affiliated with a sister am station; \$2.9 million by adjuncts to am stations.

The independent fm broadcaster's revenues were up \$1.3 million from the 1960 figures. But expenses for independent fm operators ran \$9.7 million, up \$1.5 million from 1960.

Thus, independent fm broadcasters suffered a loss of \$2.6 million in 1961, compared with a loss of \$2.4 million in the previous year.

As of Dec. 31, 1961, there were 3,507 am radio stations in operation for the full year and 147 in operation for part of the year. This makes a total of 3,654 am radio stations including the part-year operators.

In fm, there were 938 commercial fm stations in operation. Of these, 689 are owned by am licensees.

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO¹ AND TELEVISION BROADCAST SERVICES
1960-61

(In millions of dollars)

Service	1961	1960	Percent Change 1960-61
Total Broadcast Revenues			
Radio	\$590.7	\$597.7	(1.2)
Television	1,318.3	1,268.6	3.9
Industry Total	\$1,909.0	\$1,866.3	2.3
Total Broadcast Expenses			
Radio	\$561.3	\$551.8	1.7
Television	1,081.3	1,024.5	5.5
Industry Total	\$1,642.6	\$1,576.3	4.2
Broadcast Income (before Federal Income Tax)			
Radio	\$29.4	\$45.9	(35.9)
Television	237.0	244.1	(2.9)
Industry Total	\$266.4	\$290.0	(8.1)

() Denotes decrease.

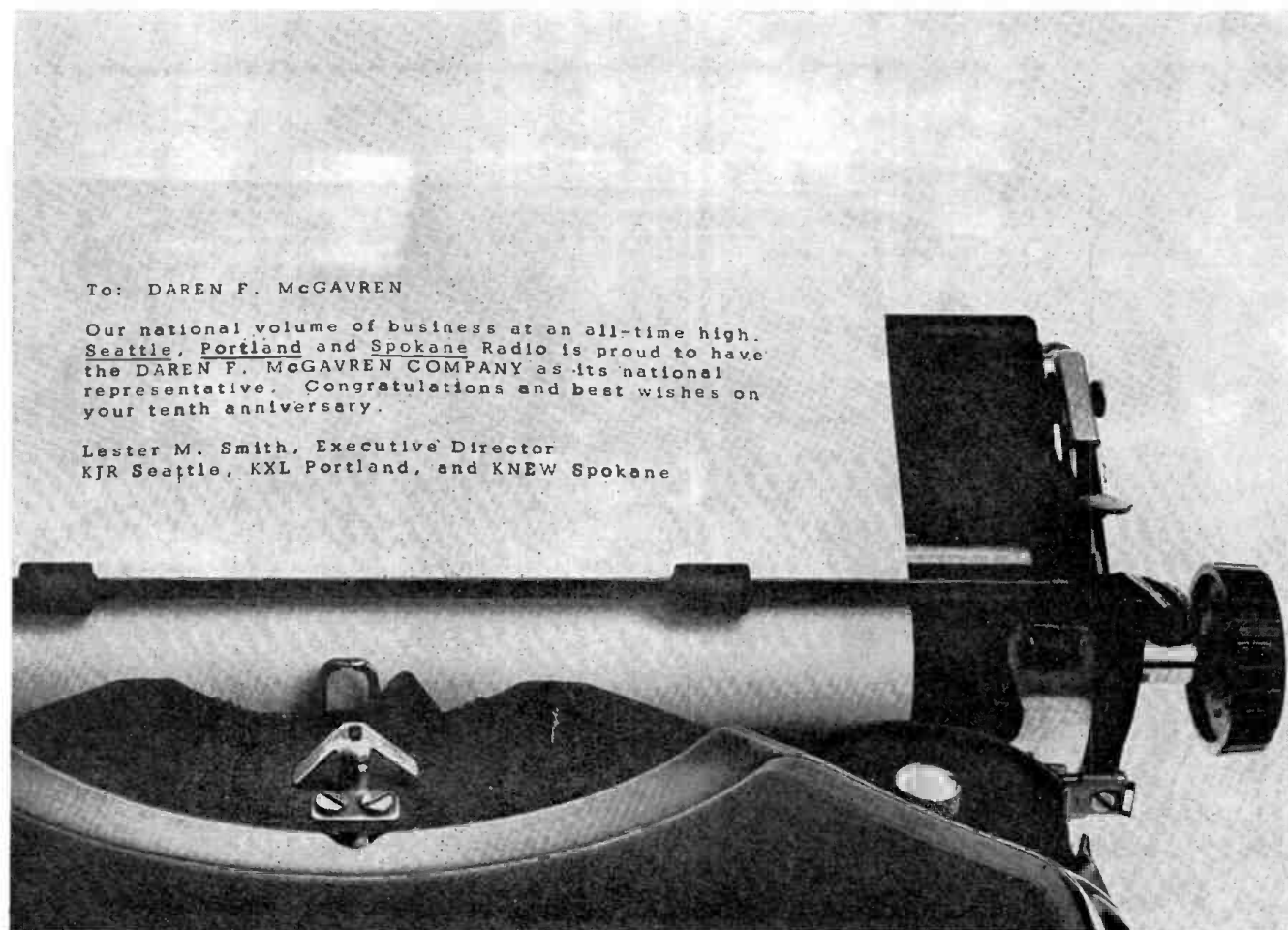
¹ Includes am and fm broadcasting.

NOTE: 1961 radio data cover the operations of 4 nationwide networks, 3,610 am and am-fm and 249 independent fm stations. Excluded are 44 am and am-fm stations and 16 independent fm stations whose reports were filed too late for tabulation. 1960 data are for 4 nationwide networks, 3,470 am and am-fm and 218 independent fm stations. 1960 tv data cover the operations of 3 networks and 530 stations. 1961 tv data cover the operations of 3 networks and 540 stations.

To: DAREN F. MCGAVREN

Our national volume of business at an all-time high. Seattle, Portland and Spokane Radio is proud to have the DAREN F. MCGAVREN COMPANY as its national representative. Congratulations and best wishes on your tenth anniversary.

Lester M. Smith, Executive Director
KJR Seattle, KXL Portland, and KNEW Spokane



A city-by-city look at radio's financial health

1961: SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME¹ OF 3,610 RADIO² STATIONS

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
United States Metropolitan Areas	1401	1336	\$6,075,866	\$173,186,409	\$239,105,112	1388	\$383,057,391	\$355,406,672	\$27,650,719
Non-Metro. Areas of 3 or more stations	282	268	606,768	4,659,944	21,021,226	280	26,218,116	26,638,709	420,593—
Non-Metro. Areas of less than 3 stations	1934	1720	1,041,006	17,544,155	118,492,922	1905	139,585,474	132,382,265	7,203,209
Total United States	3617	3324	7,723,640	195,390,508	378,581,293	3573	548,860,981	514,427,646	34,433,335
Commonwealth & Poss.	37	32	693,083	1,961,108	1,737,582	37	3,947,517	3,319,932	627,585
GRAND TOTAL	3654	3356	\$8,416,723	\$197,351,616	\$380,356,842	3610	\$552,808,498	\$517,747,578	\$35,060,920
U.S. Metropolitan Areas									
Abilene, Tex.	4	4	2,915	77,522	434,411	4	522,223	478,333	43,890
Akron, Ohio	4	4	17,113	481,608	1,579,770	4	1,880,068	1,362,672	517,396
Albany, Ga.	3	3		55,787	230,634	3	281,147	280,600	547
Albany-Schenectady-Troy, N. Y.	10#	9	57,701	1,368,913	1,332,945	9	2,380,050	2,487,886	107,836—
Albuquerque, N. M.	9	9	7,483	297,756	1,000,200	9	1,180,822	1,300,950	120,128—
Allentown-Bethlehem-Easton, Pa.-N.J.	8	8	5,239	326,000	1,222,397	8	1,532,543	1,394,069	138,474
Altoona, Pa.	5	5	3,861	109,253	420,304	5	520,136	633,955	113,819—
Amarillo, Tex.	6	6	10,260	222,512	727,187	6	890,531	960,397	69,866—
Ann Arbor, Mich.	3	3	495	82,545	277,184	3	354,308	432,932	78,624—
Asheville, N. C.	4	4	3,396	130,432	401,025	4	521,830	560,697	38,867—
Atlanta, Ga.	18	18	90,936	1,855,341	2,633,863	18	4,103,867	4,189,052	85,185—
Atlantic City, N. J.	5#	5	2,837	118,259	402,387	5	511,416	555,781	44,365—
Augusta, Ga.-S.C.	8	8	6,783	167,031	665,314	8	850,397	916,775	66,378—
Austin, Tex.	5	5	2,041	310,231	652,287	5	903,081	942,940	39,859—
Bakersfield, Calif.	14#	11	18,755	257,045	700,629	14	959,150	1,165,104	205,954—
Baltimore, Md.	15	15	280,909	2,272,570	3,942,438	15	5,655,355	4,891,589	763,766
Baton Rouge, La.	6	5	6,878	157,156	790,384	6	924,191	901,462	22,729
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	2,133	351,946	731,903	8	1,024,894	1,027,697	2,803—
Billings, Mont.	5	5	25,286	79,643	388,176	5	482,400	588,316	105,916—

Footnote explanations on page 96

Continued on page 84

WRYT

**Salutes the Daren F. McGavren Co.
on its 10th Anniversary**

WRYT



**PITTSBURGH'S
GOOD MUSIC STATION**

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Binghamton, N. Y.	4	4	18,292	199,037	574,740	4	781,502	852,150	70,648—
Birmingham, Ala.	12	10	19,300	787,667	1,453,869	12	2,195,716	2,334,422	138,706—
Boston, Mass.	17	17	107,138	5,341,350	5,034,272	17	9,473,778	8,170,862	1,302,916
Bridgeport, Conn.	2	2	*	*	*	2	*	*	*
Brockton, Mass.	2	1	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N. Y.	11	11	78,460	2,375,562	2,349,623	11	4,172,048	4,282,016	109,968—
Canton, Ohio	5	5	36,943	400,201	533,143	5	1,007,631	920,361	87,270
Cedar Rapids, Iowa	4#	4	228	805,048	547,192	4	1,338,413	1,234,812	103,601
Champaign-Urbana, Ill.	2	2	*	*	*	2	*	*	*
Charleston, S. C.	6	6	11,099	195,717	544,214	6	726,908	699,090	27,818
Charleston, W. Va.	6	6	13,772	228,797	702,326	6	903,849	996,982	93,133—
Charlotte, N. C.	7	7	9,195	826,366	899,422	7	1,581,497	1,790,696	209,199—
Chattanooga, Tenn.-Ga.	9#	9	8,824	159,672	1,148,151	9	1,278,610	1,367,966	89,356—
Chicago, Ill.	27	25	84,976	11,519,024	12,328,669	26	22,969,677	16,261,643	6,708,034
Cincinnati, Ohio-Ky.	8	8	527,908	2,892,234	2,083,553	8	5,016,468	4,291,388	725,080
Cleveland, Ohio	9	9	128,047	3,637,671	3,038,721	9	6,541,213	5,570,387	970,826
Colorado Springs, Colo.	6	6	27,721	68,112	514,314	6	591,895	757,424	165,529—
Columbia, S. C.	7	7	11,137	262,336	716,312	7	970,719	906,036	64,683
Columbus, Ga.	6	6	5,651	155,526	561,970	6	733,042	746,115	13,073—
Columbus, Ohio	6	6	5,612	1,448,179	1,770,786	6	2,935,193	2,673,599	261,594
Corpus Christi, Tex.	6	6	8,326	452,642	533,698	6	890,080	767,771	122,309
Dallas, Tex.	12	12	32,199	1,909,926	3,029,323	12	4,140,814	4,020,205	120,609
Davenport-Rock-Island-Moline, Iowa-Ill.	5	5	10,152	340,426	717,041	5	1,000,224	1,126,919	126,695—
Dayton, Ohio	5	5	6,944	858,858	1,585,091	5	2,251,396	1,965,071	286,325
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver, Colo.	18	17	345,473	1,284,215	2,818,184	18	4,152,714	4,308,128	155,414—
Des Moines, Iowa	6	6	70,955	1,501,522	767,763	6	2,091,808	2,214,623	122,815—
Detroit, Mich.	11	11	146,833	6,188,030	4,886,520	11	9,555,712	7,510,658	2,045,054
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	9	8	13,586	339,804	681,200	9	1,000,274	1,095,809	95,535—

Footnote explanations on page 96

Continued on page 88

Advertisement

HOW TO SUCCEED AS A REP

Sales profits, programming advice and research counsel, are basic ingredients for McGavren's continuous success

The first station signed by the Daren F. McGavren Company when it was founded in 1952 is still being represented by the McGavren Company. Why? Because year after year the company has provided it with sales profits, programming advice and research counsel. These are the foundations of growth—and that growth has been extraordinary by any standards.

In 1958, its first year as a national representative, the company had but two stations in the top 50 markets. Today it has 21—but this figure is important only because it represents top market stations. The size of a rep's list is not an indication of success.

Three years ago, the company cut its

list from more than 50 stations to 30 stations. As a result, the rep's volume soared 400 per cent. The McGavren Company's philosophy is that their success is based on a small select list of major market clients. Again this year the company has reduced its client list to concentrate even more heavily in the major markets. This successful concentration indicated ability not only to solicit stations but also to sell their time.

But in 1952, when McGavren took over Western Radio Sales, a regional radio sales organization, he discovered for himself that a representative firm cannot succeed by concentrating only on the stations which sell easily. By providing sales results for even his smaller clients,

he was able to expand into a firm called the Daren F. McGavren Company.

As the company grew and more stations were added, McGavren decided to open a Los Angeles office which would be manned by Don Quinn, who a short time later became a partner—giving the company the new name of McGavren-Quinn. By 1958, it was obvious that the company would have to go national, and a New York Office was opened, to be headed by Ralph Guild.

Shortly afterward Quinn left the company and is now national sales manager of RKO National Sales. In 1959 McGavren came to New York and the firm once again became known as the Daren F. McGavren Company.

KROY can't move mountains

That's why they don't listen to KROY in San Francisco-Oakland, Santa Rosa, the Coast Mountains, Chico, the Sierra Nevada Mountains, Stockton, Modesto or San Jose... BUT to the 1,181,500 people in the 11 counties of the Sacramento market **KROY IS NUMBER ONE** (according to both Pulse and Hooper) and according to us **DAREN F. McGAVREN IS THE NUMBER ONE REP!**

KROY
SACRAMENTO



HOUSTON
LISTENERS
GO FIRST
TO KXYZ

FOR BEAUTIFUL MUSIC • FOR NEWS • FOR A PERSONALITY THEY CAN BELIEVE IN...

and KXYZ goes First to DAREN F. McGAVREN COMPANY for National Sales

KXYZ
HOUSTON

**CONGRATULATIONS TO
DAREN F. McGAVREN COMPANY
ON ITS TENTH ANNIVERSARY**



<p>WAOK Atlanta, Ga.</p>	<p>WRMA (O&O by WAOK) Montgomery, Ala.</p>
	<p>WTHB (WOAK Management) Augusta, Ga.</p>

- top adult Negro circulation in Greater Atlanta
- "liked best" by 51.2% of adult Negro listeners
- "informs best" to 49.8% of adult Negro listeners

(from Pulse's survey of the "Adult Negro Attitude Towards Atlanta Radio Stations.")

**K-JOY STOCKTON,
DAREN F. McGAVREN'S
FIRST STATION,
CELEBRATES
ITS 10TH YEAR
OF HAPPY
ASSOCIATION**



- *First in audience**
- *First in national spot*
- *First in local advertising*
- *First in news coverage*
- *and lowest in CPM in the Stockton Metropolitan Area***

*Based on 24 consecutive surveys
**Pulse and Hooper

RALPH GUILD, 34—BROADCAST VET

Executive vice president developed precedent-shattering salesmen incentive program for the Daren F. McGavren Co.

At 34, Ralph Guild is a veteran of 18 years in broadcasting, beginning with his own show on KLX Oakland while still a senior at Oakland Technical High School. During the ensuing years, he worked as an on-the-air personality, station sales manager, and general manager. But attending the University of the Pacific had an important bearing on his destiny—his best friend there was a young, aggressive, dynamic redhead named Daren F. McGavren. Both worked on the campus stations.

In 1948 they both went to work for KXOB (now KJOY) in their college town of Stockton, Calif., as local salesmen. After being there for two years, Guild went to WNMP Evanston as an account executive. While there he met Calla Murphy, whom he had known in Stockton. Several months later he returned to California and with him was a young lady named Calla Guild.

For the next six years, Guild was with KXOA Sacramento, where by dint of his

sales tenacity, he rose to national sales manager. During this time, however, he also became deeply involved with station management and in 1956 he accepted the post of general manager of KROY Sacramento.

During these years, McGavren was building his rep firm and when McGavren-Quinn became national in 1958, Guild was recruited to head the New York operation.

After McGavren came to New York the following year, Guild continued to head the New York sales operations of the company, instituting precedent-setting salesmen incentive programs and molding one of the most powerful sales forces in the industry. Two years later he became vice president. With McGavren becoming more and more active in administrative affairs and new business solicitations, and with the company sales function growing by geometric bounds, the company became McGavren-Guild the end of last month.



Ralph Guild

Incentive plans result in high sales

UNIQUE SALESMEN SELECTION GIVES STATIONS FAST, EFFECTIVE SERVICE

What makes an effective, successful salesman? The Daren F. McGavren Company not only found the secret, but put it to work for their client's stations.

But first you find a salesman. He must not necessarily have rep or even broadcast experience (although most do), but he must know how to sell. Because of the company's unique incentive programs under which salesmen compete only with rival firms, all McGavren men must be acceptable to their colleagues as well as management. Each salesman candidate is personally screened by each member of the staff and each recommendation or objection is heavily weighed. The result is a close-knit, compatible sales team of young, aggressive salesmen, with an average of eight years selling experience behind them.

Through the continuous exploration of sales techniques—not just rating analysis techniques—and such familiarization pro-

grams as two weeks each year at a local station by each salesman, the McGavren sales team stays honed for peak performance and results.

While getting the order is the ultimate objective of any sales force, McGavren works toward this goal by rewarding good working habits. Each month, every salesman receives a bonus for performing five basic sales steps for each station. This not only provides client stations with faster and more accurate service, but sets the salesman up for many other substantial commissions and bonuses—which amount to more than half of their total income.

Each salesman strives to get the highest possible budget available for each station, because he is rewarded commensurately with the percentage of total budget he obtains.

Another McGavren incentive is that salesmen receive a commission based on

the percentage of closures on the stations pitched. The company also provides its men with the highest profit-sharing plan allowable by law.

The results of these incentives is that McGavren salesmen earn their commissions based on results of their individual objectives. There is no bonus or commission based solely on billing. In this way, there is no internal competition for agencies—and ALL stations receive the same, hard-hitting emphasis.

Under these conditions, plus a high base salary, and a company policy of never hiring men for solicitation purposes or effect, there is a very low turnover of personnel—most salesmen have tripled their income since joining the company—and those who do leave only go on to major positions.

At the Daren F. McGavren Company they believe it's the only way to run a sales force—and sell!

Continued from page 84

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Durham, N. C.	4	4	745	169,931	361,371	4	528,254	512,151	16,103
El Paso, Tex.	7	7	4,052	252,768	818,014	7	993,451	1,028,165	34,714—
Erie, Pa.	5	5	3,505	255,868	505,077	5	713,427	720,224	6,797—
Eugene, Ore.	6	6	5,926	160,352	487,034	6	699,968	735,396	35,428—
Evansville, Ind.-Ky.	5	5	8,181	195,757	514,546	5	708,937	755,149	46,212—
Fall River, Mass.-R.I.	2	2	*	*	*	2	*	*	*
Fargo-Moorhead, N. D.-Minn.	4	4	9,982	309,698	487,205	4	801,519	793,719	7,800
Fitchburg-Leominster, Mass.	2	2	*	*	*	2	*	*	*
Flint, Mich.	6	6	17,128	340,869	919,840	6	1,187,304	1,274,112	86,808—
Ft. Lauderdale-Hollywood, Fla.	5	5		114,318	624,496	5	723,205	811,898	88,693—
Fort Smith, Ark.	4	3	4,418	61,627	285,224	4	349,093	320,219	28,874
Fort Wayne, Ind.	4	4	18,310	499,208	991,362	4	1,530,022	1,244,815	285,207
Fort Worth, Tex.	7	7	33,597	935,410	1,580,455	7	2,283,661	2,223,491	60,170
Fresno, Calif.	9	8	27,286	687,576	1,089,645	9	1,627,302	1,694,132	66,830—
Gadsden, Ala.	3	3	20,328	65,639	214,929	3	300,113	274,712	25,401
Galveston-Texas City, Tex.	3	3		103,937	219,586	3	311,466	294,265	17,201
Gary-Hammond-East Chicago, Ind.	3	3		83,168	527,690	3	661,073	644,511	16,562
Grand Rapids, Mich.	6	6	18,026	647,055	932,678	6	1,450,822	1,471,249	20,427—
Great Falls, Mont.	4	4	42,944	57,737	386,788	4	529,073	530,450	1,377—
Green Bay, Wis.	3	3	6,480	172,937	483,778	3	644,178	545,754	98,424
Greensboro-High Point, N. C.	7	7	2,455	208,350	839,650	7	1,049,013	996,486	52,527
Greenville, S. C.	8	6	24,290	224,970	694,429	7	974,223	857,573	116,650
Hamilton-Middleton, Ohio	2	2	*	*	*	2	*	*	*
Harrisburg, Pa.	6#	5	10,261	377,066	593,640	6	926,562	778,850	147,712
Hartford, Conn.	6#	6	24,807	2,040,546	787,077	6	2,392,822	2,076,656	316,166
Honolulu, Hawaii	14#	11	63,588	672,249	1,612,818	12	2,212,365	2,422,120	209,755—
Houston, Tex.	12#	12	115,267	1,937,842	2,645,067	12	4,073,112	3,696,579	376,533
Huntington-Ashland, W.Va.-Ky.-Ohio	6	6	6,151	217,945	545,719	6	733,936	738,904	4,968—
Huntsville, Ala.	4	4		69,534	321,929	4	401,769	356,317	45,452
Indianapolis, Ind.	6	6	17,299	1,463,300	2,256,272	6	3,399,772	2,945,238	454,534
Jackson, Miss.	6	6	6,602	234,053	709,342	6	932,936	768,605	164,331
Jackson, Mich.	2	2	*	*	*	2	*	*	*
Jacksonville, Fla.	11	10	45,410	933,218	844,006	11	1,662,076	1,780,206	118,130—

Footnote explanations on page 96

Continued on page 91

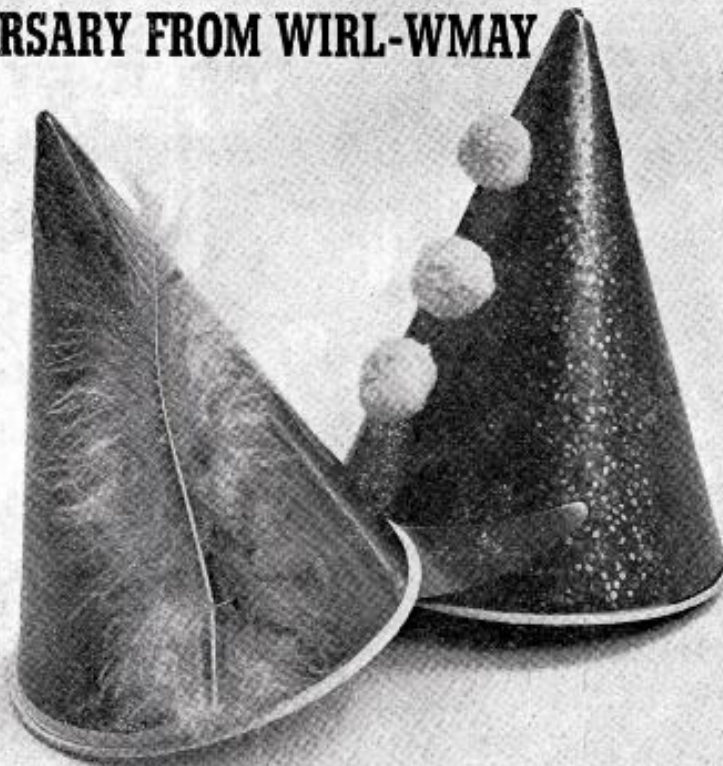
CONGRATULATIONS TO THE DAREN F. MCGAVREN COMPANY ON YOUR 10TH ANNIVERSARY FROM WIRL-WMAY

National advertisers own
Central Illinois with
**WIRL PEORIA and WMAY
SPRINGFIELD**

because both stations:

- are TOP RATED in their markets
- have the most aggressive news operation
- editorialize daily—and circulate 2,000 reprints
- offer the most dominant coverage
- operate 24 hours a day

*We're happy to be represented
by the Daren F. McGavren Company*



OUR RESPECTS to Daren F. McGavren, president, Daren F. McGavren Co.

"...where the fighting looks the thickest."

Daren F. McGavren, Scotch-Irish in name, but more Irish in philosophy and temperament, is one of those people who does many things well. Those who remember him as a vocalist with Stan Kenton say he sings with fervor and meaning. Those who remember him as a track star at the University of the Pacific say he ran with stamina and guts. Those who have seen him in the broadcasting marketplace say he sells with dynamic excitement.

But tempered by generations of California sunshine and 12 years in time sales, the McGavren "Irish" is a mixture of West Coast informality and Madison Avenue sophistication. "McGavren sells," a client station owner said, "because he mixes eloquence with humility; incisiveness with the subtle touch of blarney."

With red hair—although no one calls him "Red"—and a mien of youth and innocence—no one calls him "kid" either—McGavren has always fought a little harder to get what he wants, and for what he thinks is right.

In 1942, McGavren fought for a slot as a band singer with Kenton. He was young and looked even younger but he got the job. After winning that fight, McGavren found a bigger one—the war, and spent the next three years in the Air Force.

When he returned from war, McGavren, who had attended the University of the Pacific in pre-service days, wanted to return to school. But now he had a wife—the former Jean Parker of Columbus, Ohio—and two children. His will, however, was greater than his finances, so McGavren competed for a

field and track scholarship and won. This, plus a dance band which he organized, provided the means to finish his education. He even found enough time to become president of the student body.

Leaving the University, he went to work for KXOB (now KJOY) in Stockton as a local salesman. Within two years he was national sales manager of KXOA Sacramento, KXOB and KXOC Chico. A short time later, he became general manager of Western Radio Sales and McGavren found his niche and something even more important to battle for.

After a series of rapid expansions, the company became a national radio representative called The Daren F. McGavren Company. McGavren has an explanation for the company's meteoric success. "It was simply a matter of applying local techniques to the national field. Sales locally are a question of beating out the other stations in the market. Some national salesmen have a tendency to forget about competition and sell almost in a vacuum. At our company we know every station in our markets—their strengths and weaknesses. We never forget the nature of the "enemy."

Another tenet of his company's philosophy is that there is a wide gap between quantity and quality. "There is only one measure of a rep firm—gross billing."

"The number of stations means nothing if they spread you so thin that you can't properly service any of them. Here we limit our clients to those stations we can help and at the same time help us."

Another reason attributed by McGavren to his company's rapid growth is sound planning. "Radio representation is a highly competitive field requiring all of our best efforts. We've had opportunities to acquire television clients, but we felt we weren't ready."

McGavren said that his company will enter tv in due time. "When that time comes, we hope to develop the medium on the same sound basis as we did with radio."

But with recognition coming at him from many directions—he recently won a "Silver Mike" award—McGavren has one immediate business objective. "I would like," he says, "to represent a top radio station in each leading market in the country."

His future ambitions depend upon where the fighting looks the thickest and the chances of success least appetizing.

Daren McGavren, Darren McGavin, Bobby Darin; The evolution of a name in three parts

Several years ago, Daren F. McGavren was asked by a collector of Internal Revenue why he had never reported his earnings as a dramatic actor.

"That's easy," said McGavren. I have no earnings as a dramatic actor."

"Oh come, now," said the agent. "I've seen you on television."

"That wasn't me," the rep president replied. "That was Darrin McGavin."

"I see," said the agent as he reached for a tranquilizer.

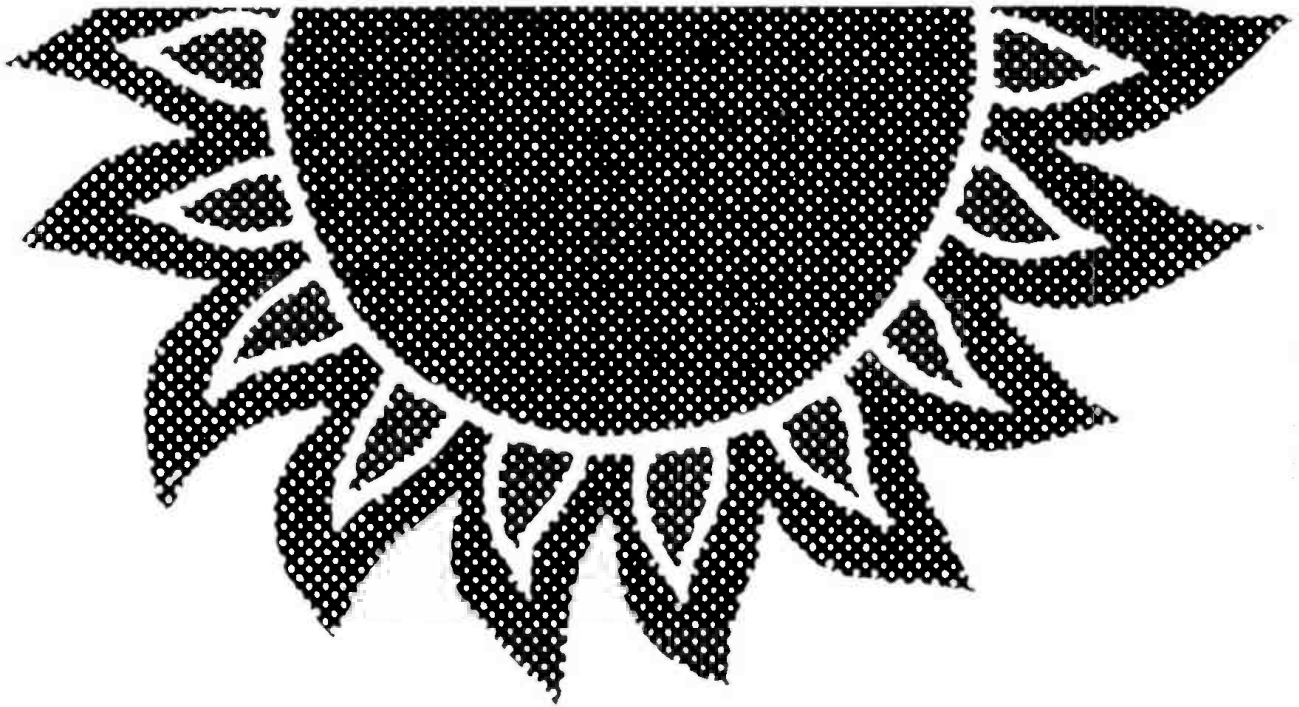
This confusion has been part of McGavren's life since 1948 when a drama student at the University of the Pacific liked the appellation of his classmate so well that he assumed it as his professional name. The actor, whose original name was Bill Richardson, was in a drama class with McGavren at the university. McGavren was taking the course as a prerequisite for his speech major.

Since that time, however, still another, "Darin" has come into the national spotlight. He is Bobby Darin, the singer, who admits he took his name from Darren McGavin, the actor, who took his name from. . . .

"I really wish he hadn't of done it," says the original McGavren. "It can sometimes be really inconvenient. My mother had no idea when she picked the old Irish name of Daren that she was starting a show business dynasty."



Mr. McGavren



WLOF RADIO – FIRST UNDER THE SUN
WITH ENTERTAINMENT • NEWS • PUBLIC SERVICE • SPORTS
AND AMONG THE FIRST TO SAY HAPPY ANNIVERSARY TO THE DAREN F. McGAVREN CO.

WLOF-ORLANDO

95 ON YOUR DIAL, 5,000 WATTS
HOWARD S. KESTER, VICE PRES., GEN. MGR.

WALT GIVES YOU MORE

Audience—solid #2 in the market*

Merchandising—30 billboards,
150 POP displays, "Walking Walt"—
live in supermarkets now in use

Market—Population—1,573,200

Retail Sales—\$2,008,457,000

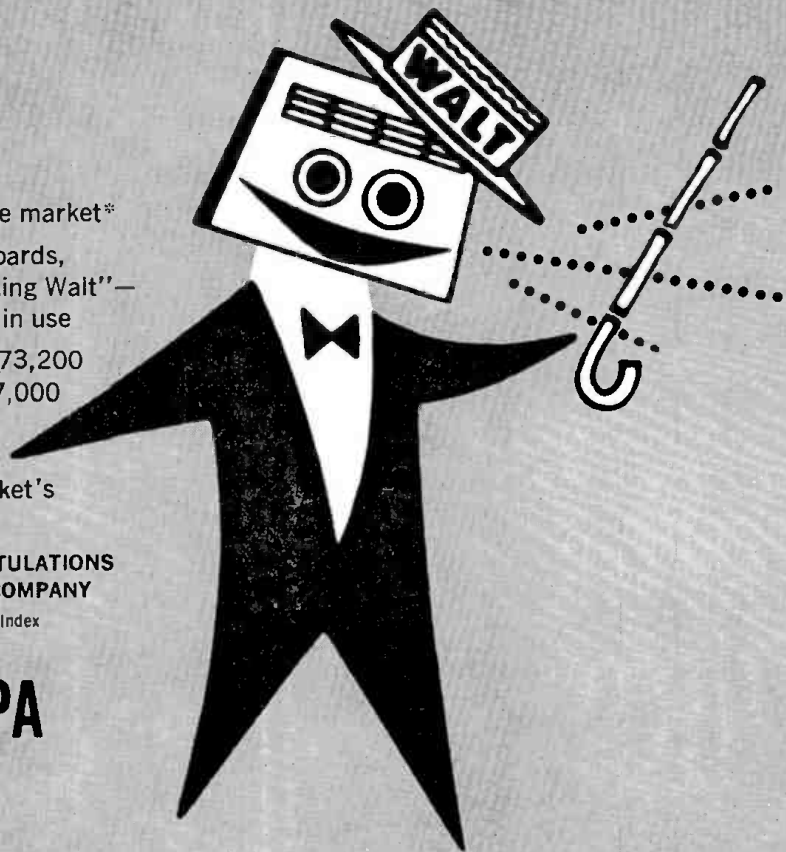
for LESS

Costs—lowest of the market's
five leading stations

THANK YOU AND CONGRATULATIONS
TO DAREN F. McGAVREN COMPANY

*August, 1962 Hooper Radio Audience Index

WALT TAMPA



Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re- porting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Johnstown, Pa.	6#	6	5,396	133,121	454,646	6	580,053	598,387	18,334—
Kalamazoo, Mich.	4	4	58	302,730	645,808	4	926,604	861,860	64,744
Kansas City, Mo.-Kan.	9	9	36,781	2,012,162	2,445,663	9	3,929,099	3,459,240	469,859
Kenosha, Wis.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	11	14,784	396,277	1,063,198	12	1,462,022	1,565,025	103,003—
Lake Charles, La.	4	4	608	97,889	323,939	4	408,278	420,080	11,802—
Lancaster, Pa.	5	5	4,973	235,545	447,061	5	677,168	592,766	84,402
Lansing, Mich.	5#	5	2,404	248,954	750,603	5	1,000,143	731,037	269,106
Laredo, Tex.	2	1	*	*	*	2	*	*	*
Las Vegas, Nev.	6	6	5,870	189,649	444,189	6	598,870	688,955	90,085—
Lawrence-Haverhill, Mass.-N.H.	2	2	*	*	*	2	*	*	*
Lawton, Okla.	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	3,664	191,301	512,953	3	709,909	733,413	23,504—
Lima, Ohio	1	1	*	*	*	1	*	*	*
Lincoln, Neb.	3	3	*	101,947	557,613	3	658,144	628,359	29,785
Little Rock-N. Little Rock, Ark.	8	8	44,338	432,476	589,689	8	992,132	1,103,872	111,740—
Lorain-Elyria, Ohio	2	2	*	*	*	2	*	*	*
Los Angeles-Long Beach, Calif.	31#	29	151,634	9,932,542	14,413,539	31	21,146,500	17,812,160	3,334,340
Louisville, Ky.-Ind.	10#	9	39,913	1,505,138	1,499,951	10	2,663,193	2,859,177	195,984—
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	6	6	7,399	155,020	847,732	6	978,254	832,992	145,262
Lynchburg, Va.	3	3	1,237	60,835	279,430	3	342,133	324,938	17,195
Macon, Ga.	7	7	1,000	211,139	574,227	7	762,883	780,929	18,046—
Madison, Wis.	3	3	11,446	335,347	740,687	3	1,045,581	1,039,551	6,030
Manchester, N. H.	3	3	28,264	168,395	471,701	3	651,684	647,982	3,702
Memphis, Tenn.	10	9	48,819	1,196,091	1,686,160	10	2,672,710	2,543,981	128,729
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami, Fla.	13	13	41,464	1,931,867	2,904,581	13	4,262,024	4,034,200	227,824
Midland, Tex.	3	3	7,312	86,664	265,646	3	346,989	325,874	21,115
Milwaukee, Wis.	9	8	46,685	1,567,589	3,038,514	9	4,430,333	3,772,358	657,975
Minneapolis-St. Paul, Minn.	13#	12	29,098	2,549,546	3,235,701	13	5,448,358	5,273,155	175,203
Mobile, Ala.	8#	8	6,064	260,710	653,772	8	864,342	999,816	135,474—
Monroe, La.	4	4	1,626	90,530	312,060	4	409,038	380,157	28,881
Montgomery, Ala.	6	6	7,673	258,692	505,771	6	793,443	759,721	33,722
Muncie, Ind.	1	1	*	*	*	1	*	*	*
Muskegon-Muskegon Heights, Mich.	4	3	1,630	168,805	325,684	4	513,534	468,490	45,044
Nashville, Tenn.	8	8	54,679	1,078,072	1,655,022	8	2,467,373	2,575,239	107,866—
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5#	5	5,404	555,531	948,577	5	1,376,408	1,330,230	46,178
New London-Groton-Norwich, Conn.	3	3	9,455	136,196	339,956	3	458,329	443,936	14,393
New Orleans, La.	10	10	69,627	1,185,808	1,639,605	10	2,513,785	2,457,698	56,087
New York, N. Y.	30	30	587,295	24,614,409	11,827,020	30	32,831,691	27,434,958	5,396,733
Newark, N. J.	6#	5	*	836,622	1,620,413	6	2,201,677	1,805,701	395,976
Newport News-Hampton, Va.	3	3	2,279	347,224	453,312	3	789,547	777,624	11,923
Norfolk-Portsmouth, Va.	7	7	10,521	678,684	1,318,779	7	1,958,615	1,683,703	274,907
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odessa, Tex.	4	4	*	59,471	355,381	4	399,945	410,760	10,815—
Ogden, Utah	4#	3	78,519	299,998	299,998	4	355,038	392,930	37,892—
Oklahoma City, Okla.	8	8	23,923	770,397	1,527,787	8	2,070,721	1,700,182	370,539
Omaha, Neb.-Iowa	7	7	27,633	994,135	1,712,505	7	2,358,783	2,200,370	158,413
Orlando, Fla.	10#	8	2,933	313,784	976,237	10	1,230,709	1,228,230	2,479
Paterson-Clifton-Passaic, N. J.	1	1	*	*	*	1	*	*	*
Pensacola, Fla.	8	7	3,532	90,508	622,819	8	708,814	800,999	92,185—
Peoria, Ill.	5	5	5,220	456,614	769,903	5	1,118,035	1,306,475	188,440—
Philadelphia, Pa.-N.J.	21	21	47,494	6,915,333	6,450,117	21	11,520,371	10,671,837	848,534
Phoenix, Ariz.	16	15	269,292	503,260	2,438,634	15	2,880,455	2,814,311	66,144
Pittsburgh, Pa.	20	20	72,886	2,631,644	3,689,824	20	6,198,993	5,324,262	874,731
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	23,518	241,124	488,570	5	726,913	748,826	21,913—
Portland, Ore.-Wash.	16	14	104,823	1,475,983	1,877,041	15	3,278,328	3,112,323	166,005
Providence-Pawtucket, R.I.-Mass.	13#	12	37,456	1,128,670	1,657,173	13	2,547,177	2,769,791	222,614—
Provo-Orem, Utah	4	3	23,862	19,986	198,400	4	254,933	250,420	4,513
Pueblo, Colo.	6	5	18,520	82,792	274,113	6	396,849	420,527	23,678—
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N. C.	5	5	52,811	557,566	514,953	5	1,043,023	1,017,259	25,764
Reading, Pa.	3	3	5,796	134,798	567,296	3	662,916	568,645	94,271
Reno, Nev.	6	6	4,069	87,970	360,856	6	443,531	466,211	22,680—
Richmond, Va.	9#	8	44,996	868,538	1,316,698	9	2,133,452	1,840,402	293,050
Roanoke, Va.	7#	6	9,313	198,508	605,303	7	783,862	778,319	5,543
Rochester, N. Y.	6	6	19,547	1,078,516	1,182,555	6	1,989,760	2,012,181	22,421—
Rockford, Ill.	4	4	162	224,130	621,960	4	830,145	849,373	19,228—
Sacramento, Calif.	6	6	23,008	1,100,199	1,163,219	6	1,971,879	2,054,522	82,643—
Saginaw, Mich.	3	3	12,418	155,758	405,335	3	526,340	511,030	15,310
St. Joseph, Mo.	3	3	2,108	126,707	373,969	3	465,473	429,460	36,013
St. Louis, Mo.-Ill.	17#	14	30,213	3,631,048	3,859,170	17	6,522,816	6,586,365	63,549—
Salt Lake City, Utah	10	10	104,567	444,866	1,396,418	10	1,942,278	2,051,298	109,020—

Footnote explanations on page 96

Continued from page 91

Item	No. of stations in operation	No. reporting \$25,000 or more sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re-reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
San Angelo, Tex.	4	4	3,064	43,766	315,251	4	351,760	337,603	14,157
San Antonio, Tex.	11 #	10	79,716	1,156,850	1,791,632	11	2,637,141	2,711,060	73,919—
San Bernardino-Riverside-Ontario, Calif.	23 #	21	10,975	480,566	1,428,081	21	1,774,102	2,034,902	260,800—
San Diego, Calif.	9	8	34,364	1,285,098	1,536,266	9	2,497,616	2,689,661	192,045—
San Francisco-Oakland, Calif.	19 #	18	101,712	5,296,435	5,205,650	19	9,174,293	10,109,509	935,216—
San Jose, Calif.	6	6	391	256,955	886,574	6	1,189,767	1,156,270	33,497
Santa Barbara, Calif.	6	6	6,813	105,826	722,176	6	815,459	759,118	56,341
Savannah, Ga.	6	6	10,225	195,594	475,547	6	649,682	700,623	50,941—
Scranton, Pa.	6	6	7,435	288,447	723,283	6	942,789	824,145	118,644
Seattle, Wash.	18	17	37,264	1,648,240	2,783,483	18	3,925,797	3,922,799	2,998
Shreveport, La.	9	8	33,273	703,044	629,383	8	1,174,589	1,274,434	99,845—
Sioux City, Iowa	3	3	1,426	109,591	309,925	3	401,870	368,813	33,057
Sioux Falls, S. D.	4	3	4,067	130,671	346,521	3	473,161	419,406	53,755
South Bend, Ind.	3	3	170	252,705	401,503	3	626,345	580,114	46,231
Spokane, Wash.	9	7	10,715	643,786	732,196	8	1,263,462	1,290,485	27,023—
Springfield, Ill.	3	3	9,425	113,792	672,623	3	772,533	738,361	34,172
Springfield-Chicopee-Holyoke, Mass.	10	9	24,918	286,187	937,586	9	1,193,461	1,242,672	49,211—
Springfield, Mo.	4	4	5,714	184,464	552,451	4	697,520	660,514	37,006
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	1	1	*	*	*	1	*	*	*
Steubenville-Weirton, Ohio-W.Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4	5,188	190,437	483,595	4	660,340	675,792	15,452—
Syracuse, N. Y.	10	9	22,071	887,539	1,416,671	10	2,061,193	1,887,453	173,740
Tacoma, Wash.	4	4	6,526	178,300	291,435	4	507,815	503,652	4,163
Tampa-St. Petersburg, Fla.	16 #	16	9,775	926,159	1,890,370	16	2,598,964	2,701,600	102,636—
Terre Haute, Ind.	3	3	74	92,676	325,953	3	404,407	454,436	50,029—
Texarkana, Tex.-Ark.	4 #	3	5,540	85,511	225,856	4	316,313	327,471	11,158—
Toledo, Ohio	4	4	21,640	642,911	1,325,324	4	1,816,879	1,494,812	322,067
Topeka, Kan.	4	4	2,254	369,963	636,530	4	972,404	918,304	54,100
Trenton, N. J.	3	3	330	233,594	433,886	3	647,020	670,353	23,333—
Tucson, Ariz.	10 #	9	51,946	145,796	829,833	10	1,009,927	1,149,844	139,917—
Tulsa, Okla.	7 #	6	43,023	702,737	951,295	7	1,569,032	1,775,954	206,922—
Tuscaloosa, Ala.	5	5	21,296	36,222	368,683	5	437,891	426,439	11,452

Footnote explanations on page 96

Continued on page 94



**ARIZONA'S MOST POWERFUL SALESMAN... KRUX • KTKT
SALUTES DAREN F. MCGAVREN CO., THE REP INDUSTRY'S
MOST POWERFUL SALESMEN ON THEIR 10TH ANNIVERSARY**

FATES & FORTUNES



Mr. Lake

Walter B. Lake, vice president and manager of the Los Angeles office, has been with McGavren for almost six years. He began his broadcasting career at KAGH Pasadena as an announcer in 1949. Following that he became assistant manager at KWEI, Weiser, Idaho. From 1952 through 1954 he was an account executive at KSDO San Diego. Before joining the McGavren company he was regional manager at KSDO Los Angeles in charge of national sales. **Lake** served as a major in the Air Force during the second World War and holds a bachelor's degree from the University of Nebraska. He also attended San Diego State College, and the Pasadena Institute for Radio. He is married.



Mr. Argow

From estimating department to account group member at Dancer-Fitzgerald-Sample in New York best describes the early drive and accomplishment of **Ed Argow**. That same determination catapulted him from New York salesman to manager of the Chicago office to New York sales manager in 3½ years. Holder of a degree in advertising from City College of New York. While there he was an All-Metropolitan outfielder, and later played professionally in the Colonial League. He served in Korea during that war as a Marine corporal. He is married and has three children.

Robert L. Williams started his sales career as an insurance representative with New York Life Insurance Co. Following that, he joined NBC-TV, and prior to joining McGavren, he was with Branham. He is director of sales development at the New York office. A former lieutenant in the U. S. Air Force, he holds a bachelor's degree in psychology-philosophy from Williams College. He is married and has one son, Robert L., III.

A former radio and television director for Batten, Barton, Durstine & Osborne, a professional singer, and a radio account executive for the Bolling Company, **Ralph C. Conner** is now assistant sales manager at McGavren. With experience

that includes such productions as Hit Parade, seven years in the Special Services branch of the U. S. Army, personal experience in clubs and television, **Conner** has comprehensive knowledge of both broadcasting and sales. He is married and has three girls.



Mrs. Horn

Claire Horn, director of research and promotion, has brought rare insight and experience in broadcast and media research to McGavren. Dr. Sidney Roslow of Pulse, Inc., has called her "the most capable radio research person in New York." For six years, director of research at WNEW, New York, she then performed research work at WOR-AM and FM in New York. Formerly she had been associated with McFadden Publications and Westinghouse Broadcasting Company. She has a six-year-old daughter and lives in Ossining, New York.

Comptroller **Herbert J. Lacy, Jr.**, has 12 years accounting experience before joining the company in July. He was with Peat Merwick Mitchell & Co. for five years, as a senior staff accountant. Following that he was with Kenyon & Eckardt rising from billing supervisor to business manager of the marketing division. Married, he has three children. He was graduated from Seton Hall College.

Chicago office manager **Robert D. Mahlman** had experience with two advertising agencies and one representative before joining the company. He was with Campbell-Ewald, Ralph Sharp Agency, and Edward Petry Company. He was recently manager of the Detroit office. He studied marketing at Wayne State University, is married and has one son, Robert, 2.

Recently promoted to manager of the Detroit office, **Harvey K. Glor** has experience as both a buyer and seller of time. He bought at Leo Burnett, and sold for Adam Young and Knorr Broadcasting at WSAM Saginaw, Michigan. He was graduated from Principia College and worked toward a masters of fine arts at the Art Institute of Chicago. A veteran of the U. S. Army, he is married and has two sons.

Selling the Bay area as manager of the San Francisco office is **Alexander R. Mackay**, who brought long experience in radio sales to the company. He has sold time for KALT Pasadena, KLAC Los Angeles and ABC at KGO San Francisco. **Mackay** served with the U. S. Navy during the war and subsequently

won a pre-medical degree from the University of Southern California. He is married and has one son.

Charles E. Hedstrom, southeastern manager, has served the communications industry all of his professional life. Holder of a bachelor's degree in communication arts from Michigan State University, he served as a communications specialist in the army. **Hedstrom** has worked for WKAR-TV East Lansing and NBC in Chicago. Married, he has one son, Charles, Jr., seven months.

Manager of the St. Louis office, **Thomas G. Sullivan** has radio sales experience on both the station and national level. At one time an account executive with WJW Cleveland, he then joined NBC AM Spot Sales as an account executive. A graduate from St. Bonaventure, with a degree in government, he served with the U. S. Navy during World War II.

Manager of the Dallas office, **Charles H. Boland** has had sales, on-the-air, and management experience with four Texas stations. He began his career as a sports announcer on KWTJ Waco and later became sales manager there. He was a sports announcer on KRLD Dallas; manager of KIXZ Amarillo; and commercial manager of KVIL Dallas. A graduate of S.M.U., he formerly was manager of the Headley-Reed office in Dallas. He is married and has four children.

On the air, on the local level, and on the national scene, there is one adjective that best describes **Monte Lang**—"salesman." **Lang**, formerly on-the-air personality and local salesman for WCAT Athol, Mass., and WESO Southbridge, Mass., has been with McGavren for 3½ years. A product of New York University, he was national sales manager for Bob Dore Associates and a promotion assistant at H-R. He is married and has a son, Kevin, 2½.

Michael E. Schwartz began his professional career as a reporter for the Long Island Daily Press. Shortly afterwards he became a space salesman for Ellis Publications. Holder of a journalism degree from Ohio Wesleyan University, he is married and has one child, Michael, 3. **Schwartz** is a salesman in the New York office.

Ray G. Watson has account experience with KVNI Coeur d'Alene, Idaho and the American Broadcasting Company at KGO San Francisco. At KVNI he also served as a sports announcer, newsman and copywriter. He is now an account executive. He served with the U. S. Army and was graduated from Washington State University with a degree in radio-tv speech.

Continued from page 92

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Tyler, Tex.	4	4	2,208	99,727	283,796	4	362,861	377,119	14,258—
Utica-Rome, N. Y.	8	7	20,176	188,600	600,283	8	833,608	887,378	53,770—
Waco, Tex.	2	2	*	*	*	2	*	*	*
Washington, D.C.-Md.-Va.	17	17	50,982	3,157,867	5,305,611	17	8,016,585	7,038,582	978,003
Waterbury, Conn.	3	3	5,166	102,755	355,033	3	425,864	471,490	45,626—
Waterloo, Iowa	3	3	6,876	87,568	422,348	3	501,242	520,500	19,258—
W. Palm Beach, Fla.	9	7	2,694	105,997	651,974	9	782,128	813,706	31,578—
Wheeling, W.Va.-Ohio	5	4	162	475,101	633,259	4	1,017,142	862,662	154,480
Wichita Falls, Tex.	3	3	11,113	231,342	464,982	3	650,235	604,419	45,816
Wichita, Kan.	6	6	5,078	490,101	1,051,605	6	1,409,507	1,504,790	95,283—
Wilkes Barre-Hazleton, Pa.	7#	6	15,012	163,846	560,756	7	744,911	790,884	45,973—
Wilmington, Del.-N.J.	4	4	14,908	195,567	899,120	4	1,054,263	933,290	120,973
Winston-Salem, N. C.	5	5	6,368	160,119	742,921	5	906,001	921,290	15,289—
Worcester, Mass.	4	4	39,245	525,100	650,119	4	1,111,417	1,173,902	62,485—
York, Pa.	4	4	9,230	190,709	589,750	4	737,423	629,328	108,095
Youngstown-Warren, Ohio	5	5	49,772	468,534	832,695	5	1,279,718	1,223,115	56,603
	1401	1336	6,075,866	173,186,409	239,105,112	1388	383,057,391	355,406,672	27,650,719
Non-Metropolitan Areas of 3 or more stations									
Anniston, Ala.	3	3	309	24,081	242,276	3	263,394	253,275	10,119
Decatur, Ala.	3	3	*	25,925	136,240	3	161,321	164,076	2,755—
Dothan, Ala.	3	3	1,619	38,378	152,715	3	190,630	160,588	30,042
Selma, Ala.	3	3	1,236	11,244	122,005	3	132,418	126,216	6,202
Anchorage, Alaska	4#	4	221	128,550	614,932	4	815,628	765,212	50,416
Flagstaff, Ariz.	3	2	*	*	*	2	*	*	*
Prescott, Ariz.	3	2	*	*	*	3	**	**	**
Yuma, Ariz.	4	4	24,666	45,457	174,901	4	239,079	304,269	65,190—
Hot Springs, Ark.	3	3	*	25,728	148,377	3	173,711	207,511	33,800—
Pine Bluff, Ark.	4	4	*	31,984	247,377	4	271,227	279,112	7,885—
Eureka, Calif.	3	3	1,502	41,183	265,922	3	308,157	307,696	461
Merced, Calif.	3#	2	*	*	*	3	**	**	**
Modesto, Calif.	3	3	2,492	93,330	445,413	3	539,363	590,053	50,690—
Redding, Calif.	5	4	2,067	32,093	186,874	5	226,835	273,301	46,466—
San Luis Obispo, Calif.	3	3	548	52,184	225,688	3	278,693	247,325	31,368
Santa Rosa, Calif.	3#	2	*	*	*	3	**	**	**
Grand Junction, Colo.	4#	3	13,052	57,333	302,167	4	391,583	389,439	2,144
Daytona Beach, Fla.	3	3	1,264	52,808	246,957	3	291,970	306,114	14,144—
Gainesville, Fla.	4#	4	16,916	53,571	276,502	4	340,535	336,530	4,005
Lakeland, Fla.	3	3	3,396	51,222	261,604	3	311,245	305,575	5,670
Ocala, Fla.	3	3	*	29,997	217,744	3	246,940	264,784	17,844—
Sarasota, Fla.	4#	2	*	*	*	4	**	**	**
Tallahassee, Fla.	4	4	85	68,236	227,626	4	299,447	322,945	23,498—
Athens, Ga.	3	3	1,000	44,692	280,217	3	350,231	337,657	12,574
Gainesville, Ga.	3	3	25	43,342	301,567	3	359,579	342,599	16,980
Griffin, Ga.	3	3	1,141	23,141	179,255	3	202,855	199,150	3,705
Rome, Ga.	3	3	757	20,599	329,488	3	367,450	358,262	9,188
Valdosta, Ga.	4	4	*	56,494	176,100	4	223,639	242,111	18,472—
Hilo, Hawaii	3	3	20,276	5,566	136,287	3	160,410	139,089	21,321—
Boise, Idaho	6#	5	85,624	75,480	368,112	6	491,378	594,227	102,849—
Idaho Falls, Idaho	4	4	18,825	71,323	205,178	4	286,174	301,894	15,720—
Pocatello, Idaho	3	3	18,494	38,553	188,070	3	238,971	241,117	2,146—
Twin Falls, Idaho	3	3	56,477	26,643	236,297	3	288,358	288,515	157—
Mason City, Iowa	3	3	132	103,480	313,131	3	402,094	399,761	2,333
Bowling Green, Ky.	3	3	3,651	29,486	253,355	3	283,861	274,326	9,535
Paducah, Ky.	3	3	2,805	65,762	209,420	3	268,083	264,718	3,365
Alexandria, La.	3	3	2,880	79,299	359,385	3	429,087	375,961	53,126
Lafayette, La.	3	3	3,919	35,888	348,972	3	383,556	451,914	68,358—
Bangor, Me.	3	3	74,204	91,363	274,480	3	418,663	392,387	26,276
Salisbury, Md.	3	3	508	104,702	233,259	3	330,021	329,868	153
Greenville, Miss.	3	3	743	37,738	186,199	3	216,082	218,009	1,927—
Hattiesburg, Miss.	4	4	1,444	28,639	232,250	4	294,274	297,063	2,789—
Laurel, Miss.	3	3	876	15,967	260,636	3	300,443	291,109	9,334
Meridian, Miss.	5	5	35	68,436	274,646	5	335,159	355,342	20,183—
Joplin, Mo.	3	3	1,776	39,397	264,407	3	299,035	300,764	1,729—
Butte, Mont.	3	3	32,573	37,986	176,027	3	257,334	275,416	18,082—
Missoula, Mont.	4	4	10,641	43,969	262,126	4	309,324	324,976	15,652—
Farmington, N. M.	3	3	6,599	33,213	241,240	3	276,134	243,900	32,234
Roswell, N. M.	3	3	3,687	32,905	282,314	3	312,029	305,578	6,451
Elmira, N. Y.	3	3	5,717	44,522	284,068	3	328,146	290,766	37,380
Fayetteville, N. C.	4	4	7,508	36,583	414,320	4	467,228	474,044	6,816—
Goldsboro, N. C.	3	3	12,958	25,452	277,785	3	319,206	279,120	40,086
Kinston, N. C.	3	3	11,013	59,962	198,662	3	270,397	248,693	21,704
Rocky Mount, N. C.	3	3	7,218	33,671	239,027	3	281,752	251,909	29,843
Wilmington, N. C.	3	3	4,672	81,757	249,049	3	344,174	348,452	4,278—
Wilson, N. C.	3	3	10,668	75,432	188,533	3	275,960	251,868	24,092
Bismarck, N. D.	3	3	10,724	237,498	238,089	3	439,478	438,789	689
Minot, N. D.	3	3	798	84,102	257,181	3	322,338	320,604	1,734

Footnote explanations on page 96

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Klamath Falls, Ore.	3	3	11,677	51,401	171,115	3	224,483	246,312	21,829—
Medford, Ore.	4	4	6,418	58,989	300,065	4	358,402	393,968	35,566—
Pendleton, Ore.	3	2	*	*	*	3	**	**	**
Roseburg, Ore.	3	3	695	17,420	214,620	3	223,495	233,175	9,680—
Salem, Ore.	4#	3	6,241	73,885	243,289	4	334,101	374,079	39,978—
Williamsport, Pa.	3	3	4,915	67,139	214,652	3	293,756	289,497	4,259
Florence, S. C.	3	3	1,915	47,511	225,084	3	266,314	254,633	11,631
Orangeburg, S. C.	3	2	*	*	*	3	**	**	**
Spartanburg, S. C.	3	3	6,652	114,553	332,656	3	459,025	457,696	1,329
Sumter, S. C.	3	3		22,953	174,308	3	197,995	199,941	1,946—
Rapid City, S. D.	3	3	326	85,194	314,343	3	398,244	408,083	9,839—
Jackson, Tenn.	3	3	1,852	71,561	190,202	3	254,889	235,613	19,276
Big Spring, Tex.	3	3	477	76,996	144,838	3	230,693	235,026	4,333—
Burlington, Vt.	3	3	6,080	70,175	340,002	3	401,497	404,359	2,862—
Charlottesville, Va.	3	3	1,584	61,214	279,966	3	362,058	374,120	12,062—
Danville, Va.	4	4	869	49,260	473,172	4	529,109	470,456	58,653
Bellingham, Wash.	3	3		43,815	228,033	3	260,959	302,030	41,071—
Kennewick-Pasco, Wash.	3	3	303	47,930	184,058	3	215,213	220,385	5,172—
Walla Walla, Wash.	3	3	1,196	55,903	162,128	3	212,857	212,788	69
Wenatchee, Wash.	3	3	394	71,282	218,789	3	272,066	298,339	26,273—
Yakima, Wash.	4	4	861	103,343	322,993	4	405,686	433,035	27,349—
Clarksburg, W. Va.	3	3	5,396	31,905	244,813	3	279,381	350,298	70,917—
Parkersburg, W. Va.	3	3	77	55,328	189,717	3	235,379	275,781	40,402—
Eau Claire, Wis.	3	3	2,347	114,194	367,558	3	477,141	446,080	31,061
La Crosse, Wis.	3	3	10,218	84,688	316,636	3	437,472	412,887	24,585
Wausau, Wis.	3	3	2,887	100,701	233,220	3	313,595	270,152	43,443
Casper, Wyo.	3	3	4,960	42,233	232,073	3	268,894	284,565	15,671—
Cheyenne, Wyo.	4#	2	*	*	*	3	**	**	**
Totals	282	268	606,768	4,659,944	21,021,226	280	26,218,116	26,638,709	420,593—
Commonwealth & Possessions 3 or more stations									
Mayaguez, Puerto Rico	5	5	90,765	135,302	211,346	5	383,284	331,789	51,495
Ponce, Puerto Rico	5	4	124,332	249,116	138,989	5	492,280	363,552	128,728

Footnote explanations on page 96

Continued on page 96



1000 TIMES BETTER - IN PERSONALITIES - IN NEWS
 - IN SPORTS COVERAGE - IN AUDIENCE LOYALTY
 50,000 WATTS • THE VOICE OF LABOR • 1000 ON THE DIAL

WCFL CHICAGO

Continued from page 95

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^d	Local advertisers and sponsors ^d	Total stations reporting ^e	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
San Juan, Puerto Rico	10	10	431,187	966,162	973,058	10	2,048,682	1,640,158	408,524
Arecebo, Puerto Rico	3	3	5,539	87,339	104,211	3	190,818	163,355	27,463
Sub-totals	23	22	651,823	1,437,919	1,427,604	23	3,115,064	2,498,854	616,210
Other communities	14	10	41,260	523,189	309,978	14	832,453	821,078	11,375
Totals	37	32	\$693,083	\$1,961,108	\$1,737,582	37	\$3,947,517	\$3,319,932	\$627,585

¹ Before federal income tax.

² Excludes 249 independently operated fm stations.

³ Stations with less than \$25,000 time sales report only total revenues and total expenses. Stations with total time sales of \$25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,610 reporting stations.

⁴ Before commissions to agencies, representatives and others.

Note: — denotes loss.

⁵ Excludes data for 44 stations whose reports were not filed in time to be included in this report.

⁶ Total revenues consist of total time sales less commissions plus talent and program sales.

⁷ Not all stations in this market operated a full year during 1961.

* Data not published for groups of less than 3 stations.

** Data withheld to maintain confidentiality of individual station figures.

□ The corresponding figure published for 1960 (\$91,591) was in error. The correct figure for that year was \$215,423. This change does not affect any of the other figures for this market.

Individual market revenues in top 25—1961 vs. 1960

Market	No. Reporting \$25,000 or more in time sales	Total ¹ 1961 Revenues (000)	Total 1961 Ex-penses (000)	Total 1961 In-come ² (000)	TIME SALES (000)								
					Network		Gain or (Loss)	Spot ³		Gain or (Loss)	Local ³		Gain or (Loss)
					1961	1960		1961	1960		1961	1960	
New York	30	32,832	27,435	5,397	587	530	57	24,614	26,613	(1,999)	11,827	11,826	1
Chicago	25	22,970	16,262	6,708	85	149	(64)	11,519	12,374	(855)	12,329	11,360	969
Los Angeles-Long Beach	29	21,147	17,812	3,334	152	294	(142)	9,933	9,241	692	14,414	13,230	1,184
Philadelphia	21	11,520	10,672	849	47	53	(6)	6,915	6,924	(9)	6,450	6,448	2
Detroit	11	9,556	7,511	2,045	147	137	10	6,188	6,770	(582)	4,887	5,693	(806)
Boston	17	9,474	8,171	1,303	107	103	4	5,341	5,215	126	5,034	4,962	72
San Francisco-Oakland	18	9,174	10,110	(935)	102	108	(6)	5,286	5,113	183	5,206	5,679	(473)
Washington	17	8,017	7,039	978	51	54	(3)	3,158	3,420	(262)	5,306	5,007	299
Cleveland	9	6,541	5,570	971	128	141	(13)	3,638	3,438	200	3,039	3,476	(437)
St. Louis	14	6,523	6,586	(64)	30	52	(22)	3,631	3,744	(113)	3,859	4,243	(384)
Pittsburgh	20	6,199	5,324	875	73	83	(10)	2,632	3,038	(406)	3,690	3,780	(90)
Baltimore	15	5,655	4,892	764	281	174	107	2,273	2,308	(35)	3,942	3,911	31
Minneapolis-St. Paul	12	5,448	5,273	175	29	35	(6)	2,550	2,491	59	3,236	3,537	(301)
Cincinnati	8	5,016	4,291	725	528	528	2,892	3,081	(189)	2,084	2,338	(254)
Milwaukee	8	4,430	3,772	658	47	68	(21)	1,568	1,659	(91)	3,039	3,266	(227)
Miami	13	4,262	4,034	228	41	48	(7)	1,932	1,817	115	2,905	2,992	(87)
Buffalo	11	4,172	4,282	(110)	78	55	23	2,376	2,505	(129)	2,350	2,436	(86)
Denver	17	4,153	4,308	(155)	345	172	173	1,284	1,322	(38)	2,818	2,889	(71)
Dallas	12	4,141	4,020	121	32	47	(15)	1,910	1,872	38	3,029	3,047	(18)
Atlanta	18	4,104	4,189	(85)	91	92	(1)	1,855	1,873	(18)	2,634	2,939	(305)
Houston	12	4,073	3,697	377	115	122	(7)	1,938	1,948	(10)	2,645	2,957	(312)
Kansas City	9	3,929	3,459	470	37	56	(19)	2,012	2,090	(78)	2,446	2,488	(42)
Seattle	17	3,926	3,923	3	37	47	(10)	1,648	1,742	(94)	2,783	2,854	(71)
Indianapolis	6	3,400	2,945	455	17	16	1	1,463	1,577	(114)	2,256	2,286	(30)
Portland (Ore.)	14	3,278	3,112	166	105	118	(13)	1,476	1,598	(122)	1,877	1,998	(121)

¹ Total revenues consist of total time sales less commissions plus talent and program sales.

² Before federal income tax.

³ Before commissions to agencies, representatives and others.

() Denotes loss.

A 10-year track record on radio's finances

AM AND AM-FM RADIO FINANCIAL DATA,¹ 1951-61
(Industry Totals)

Year	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	National Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1961	\$617.2	\$35.8	6%	\$197.4	32%	\$384.0	62%
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55
1953	477.2	98.1	21	129.6	27	249.5	52
1952	473.2	109.9	23	123.7	26	239.6	51
1951	\$456.1	\$122.0	27%	\$119.6	26%	\$214.5	47%

B. Broadcast Revenues, Expenses, and Income²
(\$ Millions)

Year	Revenues	Expenses	Income
1961	\$583.6	\$551.6	\$32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6
1955	452.3	406.0	46.3
1954	448.8	406.3	42.5
1953	474.6	418.8	55.8
1952	468.6	407.5	61.1
1951	\$449.2	\$390.0	\$59.2

¹ Excludes independently owned fm stations
² Before Federal Income Tax.



First thing in the morning . . .

. . . you'll have confidence in knowing that an ARB Overnight Survey team was on the job the night before. The audience estimates you need will be on hand, ready for those all-important decisions you'll face today.

ARB Overnight Surveys truly build this confidence. More and more regular clients prove it. Telephone coincidentals are designed to give fast information to aid in the solutions of your most pressing audience problems . . . such as checking the audience to a new program or spotting an audience trend since the last regular ARB report. And they provide this information quickly, because on short notice a large staff of trained and experienced telephone interviewers is available. Whether it's a current program rating or a timely share of audience index, an ARB Overnight Survey is equally adept at providing answers for key decisions in any U.S. television market.

Consistently reliable audience estimates at a practical price is an offer worth investigating. Call your ARB representative and discuss it today.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

How the radio networks and stations fared

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE RADIO NETWORKS AND 3,610 AM AND AM-FM STATIONS 1960-61

(In thousands of dollars)

Item	4 Nationwide Networks	% Change from Previous Year	19 Owned and Operated Stations	% Change from Previous Year	3,591 Other Stations	% Change from Previous Year	Total 4 Nationwide Networks and 3,610 Stations	% Change from Previous Year
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$31,697	(0.7)	\$ 4,047 ¹	(5.0)
b. Sale of regional network time	2,301	9.7
c. Sale of other network time	1,529	40.9
Total network time sales	31,692	(0.7)	\$ 540	(17.7)	7,877	5.8
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned and operated stations	540	(17.7)
b. Paid to affiliated stations	3,732	(13.9)
Total participation by others (excluding commissions) in revenue from sale of network time	4,272	(14.4)
3. Total retentions from sale of network time	27,420	1.8	540	(17.7)	7,877	5.8	\$ 35,837	2.3
4. Non-network time sales:								
a. National and regional advertisers	22,549	(5.2)	174,803	(2.0)	197,352	(2.4)
b. Local advertisers	11,715	9.0	372,338 ²	(0.6)	384,053	(0.3)
Total non-network time sales	34,264	(0.8)	547,141	(1.0)	581,405	(1.0)
5. Total time sales	27,420	1.8	34,804	(1.1)	555,018	(1.0)	617,242	(0.8)
6. Deduct—Commissions to agencies, representatives, etc.								
7. Net time sales	4,707	(2.3)	6,557	(3.8)	54,909	(0.6)	66,173	(1.1)
22,713	2.7	28,247	(0.5)	500,109	(1.0)	551,069	(0.8)	
B. Revenues from incidental broadcast activities:								
a. Talent	6,978	(14.8)	2,018	(17.2)	10,386	(14.9)	19,382	(15.1)
b. Sundry broadcast revenues	1,113	(11.0)	468	(24.5)	11,580	³	13,161	(2.1)
Total incidental broadcast activities	8,091	(14.3)	2,486	(18.7)	21,966	(7.6)	32,543	(10.3)
TOTAL BROADCAST REVENUES	30,804	(2.4)	30,733	(2.2)	522,075	(1.3)	583,612	(1.4)
C. TOTAL BROADCAST EXPENSES	33,814	(12.0)	27,517	(0.2)	490,230	2.7	551,561	1.5
D. BROADCAST INCOME (before Federal income tax)	(\$3,010)	⁴	\$ 3,216	(17.0)	\$ 31,845	(38.0)	\$ 32,051	(33.7)

¹ Amount differs slightly from that shown in Item 2.b because of variations in accounting practices.

² Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

³ Less than one-tenth of one percent.

⁴ Loss in 1960 was \$6,895 thousand.

() Denotes loss or percentage decrease.

Note. Data for 1960 cover the operations of 4 nationwide networks, their 19 owned and operated stations, and 3,451 other stations.

Average radio station income by market size

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED¹ (Stations Operating Full Year)

Population of:	Average Time Sales Per Station Reporting				Average Per Station Reporting		
	No. of Stations Reporting Total Time Sales of \$25,000 or More ²	National and Regional Advertisers and Sponsors ³	Local Advertisers and Sponsors ³	Total Stations Reporting	Total Broadcast Revenues ⁴	Total Broadcast Expenses	Total Broadcast Income ⁵
2,000,000 and over	131	\$ 6,773	\$534,282	131	\$878,611	\$674,878	\$203,733
1,000,000-2,000,000	86	14,267	271,093	86	519,004	420,950	98,054
500,000-1,000,000	141	8,486	141,959	143	306,080	256,341	49,739
250,000- 500,000	148	4,439	98,827	149	247,175	214,981	32,194
200,000- 250,000	62	1,907	57,410	63	191,008	166,369	24,639
150,000- 200,000	60	2,024	59,117	60	195,228	171,967	23,261
100,000- 150,000	84	4,497	47,423	85	164,125	146,766	17,359
50,000- 100,000	39	5,171	25,901	39	132,789	116,065	16,724
25,000- 50,000	223	1,568	22,085	223	130,878	117,333	13,545
10,000- 25,000	411	1,055	14,455	415	99,290	86,859	12,431
5,000- 10,000	386	438	9,412	394	72,730	64,401	8,329
2,500- 5,000	217	372	4,419	233	54,131	46,898	7,233
Less than 2,500	72	146	6,319	76	56,547	48,870	7,677
TOTAL	2,060	\$ 2,830	\$ 75,709	2,097	\$190,350	\$158,954	\$ 31,396

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.

⁴ Total revenues consist of total time sales less commissions plus talent and program sales.

⁵ Before Federal income tax.

Continued on page 100

NOW A PROFESSIONAL PHOTO LIGHT THAT FITS THE PALM OF YOUR HAND... SO SIMPLE ANYONE CAN USE IT

COOLING VENTS
for instant escape of heat.

ADJUSTABLE HEAD
tilts for bounce lighting, is calibrated 30° below and 90° above horizontal. Control arm makes it easy to tilt and lock head at any angle.

SILICON RECTIFIER LIGHT SWITCH
has dimmer control for modeling and setup lighting levels, is conveniently located on handle for instant light control.

ORIGINAL EQUIPMENT ALSO INCLUDES:

FLOOD LENS
Dual-purpose lens affords choice of 110° x 48° or 60° x 54° beam for broader light coverage of subject area.

PORTRAIT LENS
Made of specially tempered glass for close-up work. Softens light and reduces contrast.

SUN GUN
PROFESSIONAL PHOTO LIGHT

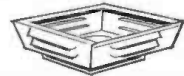


BARN DOORS
of ruggedized aluminum construction for easy adjustment and placement of light.

12-FOOT CORD

UNIVERSAL BRACKET
fits all cameras. Special bi-position mounting hole allows unit to be located at the side or 30° to the rear of camera.

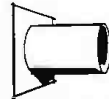
Optional accessories quickly adapt SUN GUN Professional Photo Light for every indoor lighting need.



Accessory holder. Adapts SUN GUN Professional Photo Light to accept the wide variety of specialized optional accessories.



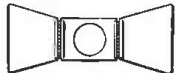
Daylight filter. Corrects color temperature of basic 3400°K lamp to permit use with daylight type color film. Eliminates need for conversion filters on camera, retaining full efficiency of expensive camera lenses.



Snoots. Provide a finely controlled beam for spot highlighting of small areas. Two sizes—large, and special optical "Sniper Snoot."



Super-Spread Lens. Spreads beam to match field of extra-wide-angle camera lenses.



Large Barn Doors. Permit horizontal control of light beam to conform to specific area lighting requirements or to keep light out of camera lens.



Special 3200°K filter. Converts color temperature of light for use with Type B color film.



Diffusing Filter. Spun-glass scrim provides soft, even, diffused light for close-up work. Includes removable spread lens.



Carrying case. For convenient carrying of SUN GUN and accessory lenses.

Here's the finest in professional photo lighting. Professional photographers across the country are using it to shoot their commercial productions—both movies and stills.

This SUN GUN® Professional Photo Light takes the place of studio lights 10 times bigger, 10 times heavier, 10 times more expensive. It pro-

duces 5000 watts of exposure at only 1000 watts' electrical cost—does the work of much studio lighting equipment easier and better.

Good? So good it won a 1962 Academy Award. Want to know more about this new SUN GUN Professional Photo Light? Ask your photo dealer—or mail the coupon below.



MAIL THIS COUPON TODAY FOR MORE INFORMATION

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS



Sylvania Lighting Products
Division of Sylvania Electric Products Inc.
730 Third Avenue, New York 17, N. Y.

Please send me free technical information on the new SUN GUN Professional Photo Light.

Name _____

Address _____

City _____ Zone _____ State _____

Averages for stations reporting losses by market size

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED¹
[Stations Operating Full Year]

Population of:	Average Time Sales Per Station Reporting				Average Per Station Reporting			
	No. of Stations Reporting Total Time Sales of \$25,000 or More ²	Networks	National and Regional Advertisers and Sponsors ³	Local Advertisers and Sponsors ³	Total Stations Reporting	Total Broadcast Revenues ⁴	Total Broadcast Expenses	Total Broadcast Losses ⁵
2,000,000 and over	71	\$6,956	\$130,094	\$202,783	72	\$308,882	\$393,888	\$85,006
1,000,000-2,000,000	58	3,592	85,872	155,040	60	213,159	277,673	64,514
500,000-1,000,000	123	5,579	72,351	139,015	128	188,617	226,121	37,504
250,000- 500,000	164	1,569	39,525	97,505	171	125,737	156,321	30,584
200,000- 250,000	46	1,574	32,532	95,186	50	116,627	136,752	20,125
150,000- 200,000	44	1,236	23,627	91,639	44	114,452	129,957	15,505
100,000- 150,000	55	1,776	31,227	101,064	58	123,782	144,275	20,493
50,000- 100,000	31	1,959	19,959	81,084	32	97,804	109,768	11,964
25,000- 50,000	154	1,933	15,709	73,724	156	89,298	102,048	12,750
10,000- 25,000	228	1,155	10,887	66,818	243	74,453	84,077	9,624
5,000- 10,000	144	289	6,598	52,044	169	52,666	58,662	5,996
2,500- 5,000	109	409	5,286	44,714	130	44,955	50,484	5,529
Less than 2,500	41	5	10,839	41,179	59	40,364	47,767	7,403
TOTAL	1,268	\$2,033	\$32,605	\$ 89,595	1,372	\$110,057	\$131,761	\$21,704

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.
² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.
⁴ Total revenues consist of total time sales less commissions plus talent and program sales.
⁵ Before federal income tax.

Report on revenue and expense of fm-only stations

BROADCAST REVENUES OF ALL FM STATIONS AND EXPENSES, INCOME, INVESTMENT IN TANGIBLE BROADCAST PROPERTY AND EMPLOYMENT OF 249 FM STATIONS OPERATED BY NON-AM LICENSEES

Item	A. Broadcast Revenues, Expenses, and Income				B. Investment in Tangible Broadcast Property		C. Employment		
	1961 Number of Stations	1960 Amount (Millions)	1961 Number of Stations	1960 Amount (Millions)	Original Cost (\$ Millions)	Depreciated Cost (\$ Millions)	Full Time	Part Time	
Total Fm Broadcast Revenues				Total Fm Broadcast Revenues		Total Fm Broadcast Revenues		Total Fm Broadcast Revenues	
Fm stations operated by:									
am licensees:									
Reporting no fm revenues	405	337					
Reporting fm revenues	284	\$2.9	234	\$3.6					
Non-am licensees	249	7.1 ¹	218	5.8					
Total fm stations	938	10.0	789	9.4					
Total Fm Broadcast Expenses				Total Fm Broadcast Expenses		Total Fm Broadcast Expenses		Total Fm Broadcast Expenses	
Fm stations operated by non-am licensees	249	\$9.7	218	\$8.2					
Total Fm Broadcast Income (before federal income tax)				Total Fm Broadcast Income (before federal income tax)		Total Fm Broadcast Income (before federal income tax)		Total Fm Broadcast Income (before federal income tax)	
Fm stations operated by non-am licensees	249	(\$2.6)	218	(\$2.4)					

() Denotes loss.
¹ Of this amount \$1.4 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.
NOTE: In view of the difficulty in a joint am-fm operation in allocating fm operation expense separately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation.

Revenue and income of 91 metropolitan area fm-only stations

SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME¹ OF 91 FREQUENCY MODULATION (FM) STATIONS OPERATED BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS

Standard Metropolitan Statistical Areas	Total Stations Reporting	Total Time Sales ²	Incidental Broadcast Revenues ³	Total Broadcast Revenues ⁴	Total Broadcast Expenses	Total Broadcast Income ¹
Boston	3	\$ 39,975	\$ 19,480	\$ 79,806	\$ 172,557	(\$ 92,751)
Chicago	15	753,805	391,708	1,168,055	1,180,276	(12,221)
Detroit	9	308,127	33,250	381,210	528,481	(147,271)
Houston	4	105,631	6,738	107,941	214,181	(106,240)
Los Angeles-Long Beach	20	690,506	265,877	952,357	1,192,328	(239,971)
Milwaukee	4	79,719	7,729	99,749	118,579	(18,830)
New York	4	172,334	44,274	207,620	317,567	(109,947)
Philadelphia, Pa.-N.J.	4	141,767	1,564	141,486	206,673	(65,187)
Providence-Pawtucket, R.I.-Mass.	3	55,423	3,266	53,371	108,902	(55,531)
Sacramento, Calif.	4	72,349	288	98,774	143,547	(44,773)
San Diego, Calif.	5	57,498	24,438	117,911	183,651	(65,740)
San Francisco-Oakland	10	249,284	11,590	300,244	456,267	(156,023)
Seattle, Wash.	6	111,035	43,049	190,064	326,003	(135,939)
Total	91	\$2,837,453	\$853,251	\$3,898,588	\$5,149,012	(\$1,250,424)

¹ Before federal income tax.
² Before commissions to agencies, representatives and others.
³ Includes revenues from providing functional music or other special services.
⁴ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.
() Denotes loss.



PRODUCE IT TODAY SELL IT TOMORROW ANYWHERE IN THE U.S.A WITH



*35th Anniversary
1927-1962
first and finest Air Shipping service*

Airtime comes only once per program. Priority handling of tapes, films and platters is a must . . . and it's assured only when you insist on shipment by AIR EXPRESS. There is only one AIR EXPRESS—the coordinated service of R E A Express and all 38 scheduled U.S. airlines. It's top priority, right after U.S. mail and passengers, everywhere in the U.S.A., Puerto Rico and Canada. 13,000 R E A Express trucks provide speedy door-to-door service. Cost? Low: 5 lbs. travel 1,000 miles for \$3.53. For shipping or receiving, specify AIR EXPRESS. It's as close as your phone. **CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE**

New wrinkle in hearings: witness hunt

FCC CIRCULARIZES OMAHA GROUPS TO BEEF UP PROGRAM INQUIRY

Over 100 organizations in and around Omaha have been solicited by the FCC as possible witnesses in the hearing scheduled Jan. 28 on the local program offerings of the three Omaha tv stations (BROADCASTING, Nov. 26).

The FCC sent a letter to the groups over the signature of Commissioner E. William Henry, who will preside at the hearing, telling the parties how to become eligible as witnesses "if you are interested in appearing and giving testimony." The letters went to all types of organizations from the Campfire Girls of America to Alcoholics Anonymous.

It was in direct contrast to FCC preparations for a similar local program hearing in Chicago last spring. At that time, the commission publicly disclaimed any efforts to secure witnesses (BROADCASTING, Feb. 26). Over 100 public witnesses appeared in Chicago.

No reason was given by the FCC for the solicitation of witnesses in Omaha. The Henry letter also enclosed copies of the FCC hearing order and, as "background information," the 1960 program policy statement—used by the commission as justification for its field forays into local programming.

The letter to Omaha groups begins with the issues in the hearing on the locally produced programming offered by KMTV (TV), KETV (TV) and WOW-TV and asks all those wishing to testify to notify the agency by Dec. 19. Such notifications are to be sent to the attention of Martin E. Firestone of the FCC's renewal branch. The Omaha issues include:

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

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

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

A definition of a local live program "for the purpose of this hearing" is included in the Henry letter.

Advance Planning ▪ Washington counsel for the three Omaha stations met with FCC attorneys last week to discuss a questionnaire sent to the stations seeking information in advance of the hearing. Lonnie Emerson, legal assistant to Commissioner Henry, and Tom



Commissioner Henry
He writes letters, too

Fitzpatrick of the hearing division will be government counsel at the hearing. They will be assisted by Mr. Firestone and James Juntilla, assistant chief of the Broadcast Bureau.

The stations, with the FCC agreeing to accept a joint answer on this question, were asked to submit a description of the Omaha audience including overall population; number and size of foreign language and minority groups; size of agricultural population; number and kinds of major religious organizations; educational facilities; recreational, sports and cultural facilities; number of newspapers; and the principal business trades or industries in the area.

The second question of KETV, KMTV and WOW-TV seeks a "detailed statement describing the efforts and activities by, or in behalf of, the station to

ascertain the needs and interests of the public served by the station for local programs. This statement shall include . . . and efforts (1) to make a canvas of the listening public and (2) to consult with civic leaders and others who bespeak the interests of the community . . ." Names and positions of the individuals contacted in following areas were asked for: public officials, educators, religious groups, agricultural organizations, charitable organizations, professional associations, ethnic groups, business organizations, labor groups, "musical, dramatic, literary and other similar entertainment or cultural organizations" and others.

The stations are asked if they maintain a complaint file and, if so, the number received on local programming during the past year and the manner in which they were resolved. Another question asks about programming and advertising standards or codes subscribed to and station policies designed to implement such codes along with a copy thereof.

Who Does What? ▪ This question follows: "Describe the facilities, staff and equipment available for the development, production and presentation of local program material [including] availability of mobile transmitting equipment; number of cameras and tape recorders, and name and occupational title of each person (exclusive of managerial officials) engaged in the development, production or presentation of local programs."

Exact copies of station logs for the month of October are requested by the FCC; number of hours the station was on the air; total hours of commercial and sustaining network programs, syndicated programs, feature films and total of all other broadcast hours.

With respect to October local programs, the stations are asked to classify and define them; day and time of broadcast, and whether "these programs were developed by the station in cooperation or consultation with, or to meet the needs of, specific community organizations."

Finally, the stations are asked for the number of public service announcements broadcast during October and "any additional material which will assist the commission in understanding the policies and practices of the station in serving the needs of its community in the area of local programming."

FCC's Christmas plans

A shuffled schedule of FCC meetings has been arranged for the next three weeks because of the Christmas holidays and plans of commissioners to be out of town. The regular meeting next week will be held Monday, Dec. 17, and there will not be a meeting Christmas week.

The first 1963 meeting will be held Thursday, Jan. 3, with the commission returning to its regular Wednesday sessions the week of Jan. 7.

“No Echo”

**Why Burgess
Magnetic Recording Tape
is 8 ways better!**



Higher frequency response, greater sensitivity — Burgess uses only acicular oxide particles (and disperses them evenly) to achieve finer sensitivity and top frequency response. Burgess wide bias latitude produces professional results on all types of recorders.



Lower print-through — Revolutionary Burgess dispersion processes greatly reduces the possibility of magnetic transfer from layer to layer. There is “NO ECHO” with Burgess tape, even after months of storage.



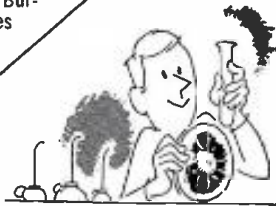
Greater tensile strength — new Burgess processes and formulas make Burgess tape ‘tough’ tape. Tensile strength is important wherever tape is given rough handling, as in schools and colleges.



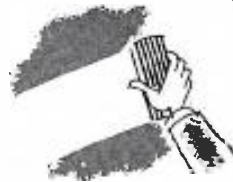
Lower noise level — New dispersion techniques eliminates “clumps” of oxide on Burgess tape. You get a lower noise level and eliminate “hissing” or “popping”.



Freedom from flake-off — New Burgess precoat formula eliminates flake-off, cuts the amount of head-cleaning necessary, and gives constant true-tone qualities.



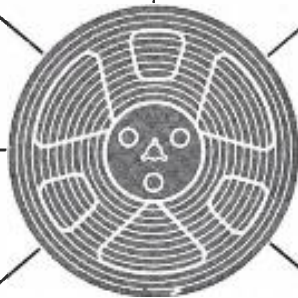
Superior built-in lubricant — Enables tape to glide smoothly, without friction or squeaking over recorder head and guides. Prolongs the life of tape recorder heads.



Erases clean — Burgess tape erases clean and evenly on home recorders. No bulk eraser needed!



Consistent satisfaction — Burgess new processes, monitored by rigid quality control, assure the user that Burgess tape is uniform from reel to reel. You get the same high reproduction quality today, tomorrow or next month.



Full line of Mylar and Plastic tape in all popular sizes for general and popular use. Attractive display boxes for fingertip inventory. Also convenient counter displays — all this makes for a profit picture for you.

BURGESS BATTERY COMPANY

DIVISION OF SERVEL, INC.

MAGNETIC TAPE DIVISION

FREEPORT, ILLINOIS · NIAGARA FALLS, CANADA



Will the IRS pick up the Voice's IOU?

VOA DIRECTOR LOOMIS LOOKS FOR A WAY TO REIMBURSE STATIONS

The Voice of America, caught in a promise-vs.-performance squeeze of its own is hoping the Internal Revenue Service will help it make good on the Voice's commitment to the 10 radio stations which served the government for three weeks during the recent Cuban crisis.

VOA director Henry Loomis, who told the stations they would be paid if they wished to be, was obliged to inform station officials at a meeting in Washington last week that his budget doesn't include funds for such uses.

But he agreed the Voice could ask the IRS for a ruling on whether the stations could take tax deductions to recover their VOA-connected expenses. This alternate solution was reportedly suggested by several of the participants at the closed meeting, and Mr. Loomis said later that "most" of the station officials welcomed it.

The actual query to the IRS will be made by Edward R. Murrow, director

of the U. S. Information Agency, of which the Voice is a part. Mr. Loomis explained that this high-level approach is appropriate in view of the "unprecedented" nature of the proposal.

Stations Helpful ■ Regardless of the IRS ruling, the pressure on the Voice is eased by the attitude of the stations. WSB Atlanta and KAAY Little Rock have already said they won't seek reimbursement, and officials of other stations reportedly indicated at the meeting they may follow suit.

In addition, Mr. Loomis said it was the sense of the meeting that, in the event of an adverse ruling from IRS, "very few of the stations" will ask the VOA to reimburse them for lost advertising revenue.

Mr. Loomis said advertiser cooperation helped keep losses down. He said some stations were able to switch sponsored programs pre-empted by the Voice from am to an fm affiliate. Others reportedly were able to move

sponsored programs from the VOA portion of the schedule to other open time slots.

Mr. Loomis met with the station officials Tuesday after President Kennedy and Mr. Murrow in a White House ceremony thanked them personally for their service to the Voice (see story page 105).

Mr. Loomis said nothing definite was decided at the meeting, that it was "an exploratory conference to determine ground rules" for reimbursement. He said no further meetings are planned, and that future negotiations will be carried on by correspondence.

The 10 stations—eight standard wave and two short wave—contributed large segments of their broadcast day during Oct. 22 to Nov. 17. Mr. Loomis didn't give any cost estimates, but he said the standard wave stations broadcast a total of 2,000 hours and the short wave outlets, a like amount.

Loomis Handled Details ■ Mr.



President Kennedy personally thanked 10 broadcasters for turning over their stations for "dusk to dawn" broadcasts of Voice of America programs into Cuba during the tense days beginning Oct. 22 with the President's blockade speech. Each broadcaster received an individual certificate of commendation from the President at a ceremony in the Rose Garden of the White House. To the President's right is Edward R. Murrow, director of the USIA. The others are (l to r): Thomas R. Bishop, KAAY Little Rock; Ralf Brent, WRUL New York (shortwave);

Frank Gaither, WSB Atlanta; Leonard Reinsch, Cox Stations and chairman, U. S. Advisory Committee on Information (behind Mr. Gaither); Newton N. Minow, FCC chairman; John M. Spottswood, WKWF Key West; Robert Bowman, KGEI Belmont, Calif. (shortwave) (behind Mr. Murrow); Rev. Aloysius B. Goodspeed, S.J., WWL New Orleans; Charles H. Topmiller, WCKY Cincinnati; James E. Nobles Jr., WMIE Miami (partially hidden by the President); George B. Storer Jr., WGBS Miami; Milton Komito, WCKR Miami, and Henry Loomis, director, VOA.

Loomis handled the detailed arrangements, and was advised to ignore financial considerations in "getting the job done," that is, getting Voice broadcasts into Cuba by standard wave radio.

Mr. Loomis said there was apparent agreement at the meeting that reimbursement should include costs in these three categories:

1. Additional expenses incurred in broadcasting for the Voice, such as overtime pay and the cost hiring of extra employes.

2. The actual costs of operating the stations while they were broadcasting for the Voice.

3. Advertising revenue lost through VOA pre-emptions of the stations' sponsored programs.

Mr. Loomis said he would ask the stations to provide these figures after the IRS submits its ruling. "If these costs are not deductible," he said, "we'll have to find the money. But I don't know where."

Problems Ahead ■ But even a favorable ruling from IRS won't constitute a complete solution. Two of the stations already enjoy a tax-exempt status through their licensees—WWL New Orleans, owned by Loyola U., and KGEI Belmont, an international short-wave station owned by Far East Broadcasting Co., a non-commercial firm financed through contributions. Mr. Loomis said tax deductions wouldn't help one or two other stations which report being "in the red."

Meanwhile, five of the stations are still carrying some VOA programming—WWL; WMIE and WGBS, both Miami; WKWF Key West; and WRUL New York, an international short-wave radio station.

But the costs for the four standard-wave stations do not pose a problem. Mr. Loomis said that the VOA is programming on them during time segments normally purchased by anti-Castro groups for broadcasts into Cuba, and that the groups are continuing to bear the costs. WGBS, WKWF and WWL had been part of the network operated by the Cuban Freedom Committee (BROADCASTING, June 4) until the Voice pre-empted the group's time on Oct. 22.

FTC cites Westinghouse

The Federal Trade Commission formally complained last week that Westinghouse Electric Corp. advertising has misrepresented rebuilt television picture tubes as new, when in fact they contain used parts.

Westinghouse immediately denied the charge and said it would "prove there is no deception."

Westinghouse has 30 days to file a formal answer to the government complaint.

THE CRISIS IN RETROSPECT

10 stations which carried Voice broadcasts to Cuba honored by President in White House ceremony

The significance of radio and the patriotism of broadcasters were stressed last week when 10 broadcasters received the thanks of their country at the White House. President Kennedy presented each one of them with certificates attesting to their patriotic cooperation in broadcasting Voice of America programs to Cuba during the Cuban crisis (BROADCASTING, Oct. 29 *et seq.*).

The broadcasters were honored at a ceremony in the White House rose garden last Tuesday morning. In addition to President Kennedy, Edward R. Murrow, director of the United States Information Agency, also voiced his thanks.

President Kennedy said:

"I want to express our thanks to the radio stations who were so helpful and contributed such an important national service to us during the difficult days that have just passed . . ."

After telling how the stations were contacted and how all volunteered their services, the President added:

"We are very grateful to them. I think they showed two things; first, how significant radio is in getting across a message beyond national boundaries; and secondly, they showed how patriotic were those men who ran these stations. We are glad to have them here today."

Mr. Murrow expressed the thanks of USIA, and said he is "grateful to these gentlemen for using their transmitters in the interest of truth."

Lines Laid ■ A bit of broadcast history was disclosed earlier the same day by Pierre Salinger, news secretary to the President, when he recounted how the government had ordered "unbeknownst to these stations" telephone line patches for a hookup between the Voice and the stations. He also told how he called each owner or manager at the 10 stations and how each "without hesitation" immediately volunteered the services of his station from "dusk to dawn." Mr. Salinger said the VOA broadcasts began with the President's speech the evening of Oct. 22 and continued for three or four weeks.

As soon as each station agreed to carry the government broadcasts, Mr. Salinger related, he nodded to his secretary who was on an open line to Henry Loomis, director of the VOA. Mr. Loomis immediately ordered the telephone company to close the circuit linking the station with the VOA.

There was no inference of the government ordering the stations to cooperate, Mr. Salinger emphasized.

"In each case I called the manager or the owner and I said I was speaking in behalf of the President. I told them we were about to embark on what would be a very difficult period in our relations with Cuba, and we felt it was imperative to get the American message into Cuba; that their station had a very strong signal in Cuba and I asked them to cooperate. . .

"There wasn't a single instance where they did not agree on the spot to cooperate," he said.

Donald M. Wilson, deputy director of USIA, was given credit by Mr. Salinger as having been the "key developer" of the scheme of using regular medium wave broadcast stations to saturate Cuba.

GO-AHEAD IN MOLINE

Moline Tv gets FCC approval to begin ch. 8 construction

Moline Tv Corp. got an FCC go-ahead last week to begin constructing a tv station in Moline, Ill. on ch. 8. Moline received the ch. 8 grant last spring but construction was stayed until finalization of then-pending rule-making involving that channel and ch. 2 St. Louis (BROADCASTING, May 21).

When it shifted ch. 2 from Springfield, Ill., the FCC also moved ch. 8 from Peoria, Ill., to Davenport-Rock Island-Moline. The ch. 2 move was remanded to the commission by the courts because of off-the-record representations but the action was affirmed by the FCC in July (BROADCASTING, July 23), clearing the way for removal of the Moline stay.

Moline received the ch. 8 grant on a 3-2 vote after a stormy period between FCC instructions to its staff and the final grant, during which the case was discussed in the U. S. House of Representatives. Principals of the winning applicant include Frank P. Schreiber (president-10%), Richard Stengel (9%), Francis J. Coyle (12½%), Victor B. Day (10%), David Parson (10%) and some 15 others. Mr. Schreiber is a former director of the Mutual Broadcasting System and spent 15 years with WGN-AM-TV Chicago.

The losing applicants for ch. 8 include Community Telecasting Corp. (which had been favored in an initial decision and received the votes of Commissioners Frederick W. Ford and John S. Cross), Tele-Views News Co., Midland Broadcasting Co., and Illiway Television Inc.

LAND MOBILE RADIO PROS AND CONS

FCC gets comments on plan to use uhf channels 14 and 15

The FCC received over 30 comments last week to a proposal by a group of communications companies, seeking expanded frequency availability for land mobile radio users, that uhf chs. 14 and 15 be reallocated for that purpose.

Seeking reallocation of the two channels is the Land Mobile Section of the Electronics Industries Assn. (BROADCASTING, Oct. 1). In making the proposal the Land Mobile Section acted independently of EIA or of the EIA Industrial Div. of which it is a part.

However, the Consumer Products Div. of EIA does not agree with the association's Land Mobile Section—marking the first time in EIA history that two groups within the organization have opposed each other (BROADCASTING, Dec. 3).

The Consumer Products Div. told the commission that reallocation of chs. 14 and 15 would be "in opposition to the will of Congress" as expressed in the all-channel receiver law. The law requires that all television sets manufactured for interstate commerce be capable of receiving all 82 channels, so that better utilization of the total vhf and uhf portions of the spectrum may be realized.

Great financial burdens would be placed on the 11 tv stations authorized on ch. 15 and the five on ch. 14, if they were required to make a channel change, the Consumer Products Div. said. Expense would also fall on the viewing public that would need to have changes made in its sets, or forego reception of these stations, it added.

Double Dialectic ■ Among the companies represented in the Land Mobile Section are General Electric, Philco and Motorola—all of which are also heavily interested in selling tv receivers and are members of the Consumers Products Div. RCA, a member of the Land Mobile Section, is opposed to the proposed rulemaking.

The National Assn. of Broadcasters told the FCC that the reallocation proposal should be denied "as having no support in fact and based on pure speculation." The NAB said that the Land Mobile Section disposed of the financial burden that would be thrust upon chs. 14 and 15 stations "in a rather cavalier manner" and that "such a 'Balkanization' of the spectrum is not in the best interests of frequency conservation."

Rather than reallocating two of the most desirable uhf channels, the NAB suggested that the commission consider forming a broad band, common carrier operation such as is used by telephone exchanges, to alleviate the

crowded facilities of mobile radio services. Deletion of any channels "would be a crippling blow to the future development of uhf service" the association charged.

To defend the desirability of lower uhf channels over the higher, the NAB referred to engineering data included in comments by the Assn. of Maximum Service Telecasters. The engineering report, prepared for AMST by A. D. Ring & Assoc., Washington, D. C., engineering consultants, studied the availability of the nearest low uhf channels to which existing stations on chs. 14 and 15 could move.

Ideals and Realities ■ The AMST report said that ideally the "actual field strengths delivered on the uhf channels are predicted to increase with increasing frequency." However, the report said, to make this possible a flat terrain is needed, and mountains to support highly elevated antennas. Such areas are not readily available and shadowing effects are caused by rolling terrain, trees, etc. Other facts supporting use of the lower uhf bands were supplied, such as greater receiver noise (approximately 1 db higher for the upper uhf spectrum) and antenna wave length which decreases directly as the frequency increases, delivering a weaker signal to the receiver.

The Committee for Competitive Tv told the FCC that "Enough bad things have happened to uhf television already." It would make sense in terms of where the need is to reallocate vhf chs. 12 and 13 to land mobile use, CCT argued. The committee said that mobile radio users already have available to them, frequencies near and comparable to that currently occupied by chs. 14 and 15.

The National Assn. of Manufacturers urged that reallocation action be taken immediately, before the all-channel receiver bill takes practical effect. NAM said the Land Mobile Section's petition deals with only a small fraction of the television spectrum. A group headed by one or more commissioners should be formed to survey mobile radio needs, NAM suggested, but it should result in action and not merely be a means of "sweeping the present problem under the rug."

Other Voices ■ A number of police, fire department and forestry groups told the FCC that it is necessary for proper service and safety for the public that the two uhf channels be reallocated for mobile radio users. This view was backed by Motorola Inc., in a filing separate from that of the Land Mobile Section. The company said that it will

Minow speech on KTTV

Address of FCC Chairman Newton Minow at the Town Hall of Los Angeles meeting Dec. 18 will be broadcast by KTTV (TV) Los Angeles from the Biltmore Hotel, 1-1:30 p.m. Highlights from the speech will be re-broadcast at 10:30 p.m., that evening.

Station also offered to give sight-and-sound coverage to the Los Angeles chapter meeting of the Academy of Television Arts & Sciences the evening of Dec. 19 at the Hollywood Palladium, at which Mr. Minow is to participate as one of an eight-man panel to discuss "What's Right and What's Wrong with Television." (See DATEBOOK for list of participants). ATAS, however, rejected KTTV's offer.

be the public that loses if the change is not made.

Comments were also received from bus, trucking and business interests that said that they felt it was necessary for the promotion of the country's economy that the reallocations be made and that the well-financed and influential broadcasting interests should not be promoted over the economy's needs.

Impersonation issue raised in am contest

One day after the hearing examiner had closed the record in an am comparative hearing, the FCC's Review Board added an issue to determine if the president-50% owner of one of the applicants falsely represented himself as an official of the federal government to obtain information.

Bolling Branham, trading as Douglas County Broadcasting Co., made the charge against Sid Williams of Five Cities Broadcasting Co. Mr. Branham is seeking 1520 kc in Douglasville and Five Cities, the same frequency in nearby Austell, both Georgia.

Mr. Williams allegedly represented to Theodore Matthews that he was a federal official when he quizzed Mr. Matthews about the transmitter site the latter had leased to Douglas County Broadcasting. In an affidavit, Mr. Matthews said that he believed Mr. Williams to be a government official when the Five Cities official requested permission to inspect the proposed Douglas County transmitter site.

The Review Board placed the burden of proof on Douglas County but refused to add an issue on that applicant's character qualifications if it fails to prove the charge against Mr. Williams.

NEW SMALL BUSINESS TV HEARING?

House unit asks study of option time, discount structure

A House Small Business subcommittee has asked for new hearings in the next Congress on charges television stations and networks restrict the opportunity of small businessmen to advertise on their facilities.

The recommendation was made in a report to the full subcommittee last week from Subcommittee No. 6, which held a hearing on the subject a year ago (BROADCASTING, Dec. 11, 1961).

The unanimously approved report said the record of the hearing "amply indicates there is substance" to complaints that such practices as option time and television discount rates prevent small businessmen from promoting their products on television.

The report said there was a lot of testimony "concerning what was described as a growing monopoly of the airwaves by large national advertisers which is placing the small businessman at a disadvantage."

Consequently, the report said, the subcommittee thinks the committee should order "a comprehensive survey of current time-selling practices by individual broadcasting stations, independent as well as affiliated," in the 88th Congress.

'Paramount Importance' ■ The report, which asserts the ability to advertise on television is of "paramount importance" to the small businessman, said such a survey would show whether new laws are needed to give relief to small businessmen who say they meet trouble in trying to buy tv time.

The report noted that the FCC has declined to act on the ground it has no authority to require "an equitable distribution of time."

The subcommittee wants to look into option time in particular and affiliate-network relationships in general. Testimony at the hearings, the report said, "was virtually unanimous that the use of the option-time clause in affiliation contracts has been a substantial factor contributing to the growing shortage of available time for local and regional programs."

The subcommittee noted complaints of "glaring inequities" in tv discount and rate structure policies of stations and networks. "The gist of these complaints is that the frequency rate structure is weighted in favor of the large purchaser and thereby aggravates the problem of limited-time availability, especially in prime-time periods."

The report added that there is documentary evidence as well as testimony indicating that the discrimination is not the fault of the local station "but has come about through economic pressures

exerted by large national advertisers."

Disagrees With FCC ■ The FCC view expressed at the hearing—that an increase in uhf channels would alleviate the situation by making more tv advertising time available—was not shared by the subcommittee. "It appears that even in the intermixed markets where uhf stations have network affiliations, advertisers . . . commonly prefer secondary time on the vhf to their regular time" on the networks' uhf affiliates, the report said.

The subcommittee, which examined radio as well as television practices, feels that radio poses no small business problem, "with the possible exception of discount practices." The report said "inequities in the rate schedules . . . have had an adverse effect on small business and will grow worse if not corrected."

In discussing radio, the subcommittee expressed concern "that in some quarters" that medium is considered to be for the small advertiser and television for the large. This subcommittee concern was heightened by the testimony of Kenneth Cox, FCC Broadcast Bureau chief, that the most desirable nighttime audience has been lost by radio.

If additional hearings are held, they will be conducted by a new chairman. Rep. Dale Alford (D-Ark.), who headed the unit in the 87th Congress, gave up his House seat to make an unsuccessful try for the governorship.

ACLU asks proscription of 'political' oaths

The American Civil Liberties Union has asked the FCC to stop broadcasters from using "political affidavits" in hiring performers, noting the case in which NBC refused to air the Weavers, a folksinging group, on the *Jack Paar Show* last Jan. 2.

John de J. Pemberton Jr., executive director of ACLU, said in a letter to Chairman Newton N. Minow released last week that the issue is not whether a station licensee should carry the Weavers or any other particular program, but whether a station or network should apply a political test or qualification to determine who may perform. It would not be censorship for the commission to outlaw such affidavits as contrary to the public interest, the ACLU said.

The Weavers had refused to sign an affidavit denying present or past membership in the Communist Party. They appealed to the commission, but their protest was rejected on the grounds that FCC interference would constitute illegal censorship.



95%
USE
FIDELIPAC
AUTOMATIC TAPE CARTRIDGES

Since time is money in the broadcasting business, it's understandable that the nation's most progressive and successful radio stations (nearly 50% of them) use automated equipment. 95% of these stations use FIDELIPAC® automatic tape cartridges (THE CARTRIDGE THAT MADE STATION AUTOMATION POSSIBLE), the proved "on the job" leader in quality and reliability.

The established dependability of FIDELIPAC® cartridges, puts you on the air, keeps you on the air **uninterruptedly!** Versatile FIDELIPAC® cartridges are the automated answer in broadcasting commercial spots, themes, breaks, jingles and total programming with push-button ease.

Put welcome efficiency and economy into your broadcast operations by putting FIDELIPAC® automatic tape cartridges to work for you: Models 300, 600 and 1200—300 feet, 600 feet, 1200 feet.

ask for
FIDELIPAC®

"The Standard of the Industry" by name,
from your regular source of supply.



**CONLEY ELECTRONICS
CORPORATION**

1527 Lyons Street • Evanston, Illinois

HEW's tv-and-children study 'set to go'

EXPERTS WILL RECOMMEND RESEARCH PROJECTS

A long-range study project to determine the effects of television on children is "all set to go." This was the word last week from the project's sponsor, the Dept. of Health, Education & Welfare.

Bernard Russell, deputy special assistant to HEW Secretary Anthony Celebrezze, said that "15 or 20" social scientists will be invited to a two-day conference in February to recommend specific research projects.

Mr. Russell, who is chairman of the project's steering committee, said the social scientists have already received background material and are being checked for agreement on a date for the conference. He said the meeting "probably" will be held in New York.

Although HEW is the sponsor, financing of the research studies is expected to be provided by segments of the television and advertising industries, as well as by the government and private foundations.

Representatives of these interests will be invited to a second conference—once the social scientists have made their recommendations—to decide which studies they want to underwrite.

Tv Cooperation Expected — Mr. Russell said HEW is confident of full sup-

port from the television industry. He noted that representatives of three tv networks, as well as Westinghouse Broadcasting Co. and NAB, served on the steering committee with him and Dr. Ralph Gary, of the Foundation for Character Education (BROADCASTING, July 9).

Dr. Gary, who is on the faculty of Boston U., is also a consultant to the Senate Juvenile Delinquency Subcommittee.

Sen. Thomas J. Dodd (D-Conn.), chairman of that subcommittee, urged HEW last summer to sponsor the project. The recommendation came in the midst of Sen. Dodd's hearings on the effects, if any, of television sex and violence on children.

Last July, in announcing plans for organizing the study, former HEW Secretary Abraham A. Ribicoff said "we are sponsoring this project with no preconceived ideas but with a sincere desire to find out what we can about the relationship between television and the behavior of children in relation to the various other influences on their behavior."

He also noted that "a variety of claims and counter claims surround the medium" and that the department hopes

that "we can separate the fact from the fancy."

Both the government and the television industry representatives have agreed that the findings of the research studies will be made public.

Notice rules cited by bureau in am case

On charges that proper public notices were not made, the commission's Broadcast Bureau recommended last week that the FCC dismiss the application of Garo W. Ray for a new am station (1530 kc, 250 w-D) in Seymour, Conn.

Mr. Ray made but one publication of his application. Commission rules require that two publications be made twice a week for two weeks. The bureau said Mr. Ray also failed to give such required data as transmitter location, antenna height and power; and the notice was made four months late, it was claimed. Mr. Ray wrote to the FCC and reported that he had made "notices" when in fact only one was made, the bureau said.

The Broadcast Bureau also charged that when Mr. Ray's application was designated for hearing, he once again failed to publish proper notices. Rules require an applicant to list all other applicants, their proposed facilities and the issues to be heard.

The bureau charged that Mr. Ray's violations amounted to an almost complete disregard for the public notice rule and necessitate dismissal of his application.

There are two other applicants for the same frequency — Continental Broadcasting Co. (1 kw, directional, daytime) in Hamden and Connecticut Coast Broadcasting Co. (10 kw, directional, daytime) in Bridgeport, both Connecticut.

Bribe try alleged in WMOZ renewal case

A WMOZ Mobile, Ala., disc jockey charged last week that an employe of WGOK New Orleans tried to bribe him to withdraw or retract an affidavit supporting the Mobile station's efforts to win a license renewal.

Jordan Ray Jr. told the FCC in a supplementary affidavit Dec. 4 that he was approached in Mobile on the weekend of Dec. 1 by Lester Foster who told him he would go to the penitentiary "because they were going to sue me if I did not withdraw or retract the statement that I had already made."

Mr. Foster worked for WMOZ until August 1962.

The Ray statement was the latest in a series of charges and countercharges involving the management and staffs of WMOZ and the OK station

Court asked to stop overpopulation talks

A prospective applicant for a new am station in Greenville, S. C., last week asked the U. S. Court of Appeals in Washington to order cancellation of the planned Jan. 7-8 FCC-NAB conference on alleged overpopulation of radio stations.

Fleet Enterprises told the court the conference probably would severely prejudice its rights, but that if the meeting is allowed to proceed, then the court should direct the FCC to allow Fleet Enterprises to participate.

When the FCC refused to reconsider its freeze on new am stations, it also returned as unacceptable the Fleet Enterprises application at Greenville, along with those of two dozen other prospective am applicants (BROADCASTING, Oct. 15). Fleet and many of the others turned down have appealed to the court.

In asking last week that the proposed "shirtsleeves working conference" be canceled by court order, Fleet maintained the FCC has no statutory authority to engage in such

a meeting to adopt new standards for am broadcasting. Such a conference with spokesmen for only one point of view cannot serve as a substitute for formal rulemaking required by the Communications Act and FCC rules, the petitioner said.

Fleet said the NAB represents less than one-third of the am stations and none of the parties frozen out by the commission. The meeting is likely to result in rulemaking which will be "effectively prejudged and decided, even before the proceedings are commenced," Fleet charged.

The South Carolina company said that it has written FCC Chairman Newton N. Minow, who described the upcoming meeting as "a very major conference," asking that Fleet be allowed to participate. The chairman has not replied, Fleet told the court, and maintained the conference will be on an off-the-record basis even though it is public.

Fleet Enterprises is owned by Thomas C., Jane H. and John H. Fleet.

group, owned by Jules Paglin and Stanley W. Ray Jr. (no relation to Jordan Ray).

Edwin Estes, WMOZ owner, told the FCC in a petition to reopen the record last month he is the victim of a "plot or conspiracy to acquire the station's frequency (BROADCASTING, Nov. 19). Hearing Examiner Herbert Sharfman recommended in May that WMOZ's renewal request be denied and Mr. Estes's license for WPFA Pensacola, Fla., be revoked.

Three employes of the OK station group, of which WGOK is a part, stated Mr. Estes's charges, contained in affidavits filed in mid-November, were false (BROADCASTING, Nov. 26).

Examiner cites deceit in finding on WIXI

A "propensity for deception" and repeated examples of unreliability by the owner of record compel the FCC not to grant a license to WIXI Irondale, Ala., Hearing Examiner H. Gifford Irion ruled last week in an initial decision.

The examiner found that W. D. Frink, who received a grant for WIXI on Oct. 12, 1960, had concealed agreements to relinquish management of WIXI and showed a "continuous lack of candor in dealing with the FCC.

Mr. Frink, who contracted in 1959 with Dorsey E. Newman stipulating that Mr. Newman could in the future buy 50% of WIXI, in 1958 made an agreement with Thomas Whitley, then general manager of WYDE Birmingham, and Hal Byrnes, which gave them an option to buy 49% of the station if they would invest in it and assume its management. Messrs. Whitley and Byrnes, Mr. Irion stated, were "solely responsible for the hiring and firing of personnel and the payment of salaries" from December 1960 to March 1961.

After Mr. Whitley's attorney advised him to withdraw from the management of WIXI, copies of the Whitley-Byrnes-Frink contracts were filed with the FCC.

Mr. Frink in March found two veteran broadcasters, Dean R. Upson and Harold W. Falter, and signed a contract with them providing that they were to assume management of WIXI and that they would be offered first chance to buy the station if Mr. Frink should decide to sell. They were not aware of the Frink-Newman agreement, Mr. Irion said, and Mr. Newman thought that Messrs. Upson and Falter were simply employes. Mr. Upson had complete control of WIXI, Mr. Irion found, and at that time Mr. Frink rarely visited the studio. Mr. Upson was at WIXI until November 1961, and Mr. Falter left a month later.

Firm admits challenged ad may be misleading

BUT CONTINENTAL WAX DIFFERS WITH FTC ON NAME

A floor-wax maker conceded to the Federal Trade Commission last week that there may be some basis for a hearing examiner's finding that radio-tv and newspaper advertising misrepresented its product.

But Continental Wax Corp., of Mt. Vernon, N. Y., said there is no basis for the examiner's order to the company to stop using the trade name "Six-Month Floor Wax."

The company was appealing an initial decision requiring it to stop claiming its liquid wax will last six months and to stop using the term "six months" in the trade name.

Attorney Milton Bass, representing the company before the full commission last week, said the claim implying the waxed floor would retain its beauty for six months "might" be deceptive. But he said there is no evidence that the wax won't give floors protection for six months.

The trade name itself is not in issue, he said, adding that the complaint dealt only with the advertising claims. Thus the name must be made an issue, and the commission must submit reasons

why the name, "an important company asset," should be discontinued.

FTC Attorney John T. Walker argued that specific inclusion of the trade name in the complaint is not necessary.

The complaint was filed Jan. 6, 1959, and the initial decision was issued last June 4.

KRNM-TV, KBAS-TV deleted by FCC

The FCC canceled the construction permits and deleted the call letters of two tv stations last week.

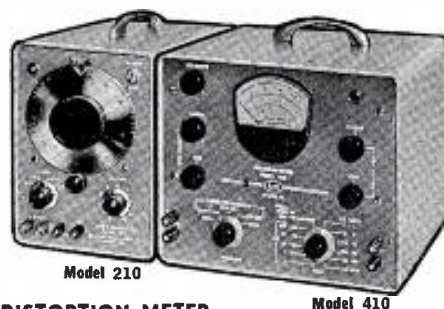
KRNM-TV Roswell, N.M., was deleted for failure to prosecute. New Mexico Telecasting Co. was permittee of the ch. 10 station, granted in February 1960.

The other station deleted was KBAS-TV Ephrata, Wash. (ch. 16), granted Feb. 15, 1957. KBAS-TV was owned by Cascade Broadcasting Co., which requested the cancellation. Cascade owns KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick - Pasco - Richland, KWIQ Moses Lakes, all Washington, and KLEW-TV Lewiston, Idaho.

New!



INSTRUMENTS for AUDIO MEASUREMENTS



MODEL 410 DISTORTION METER

- Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter

provides an accuracy of $\pm 5\%$ over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR

- Provides a sine wave signal from 10 cps to 100 kc • Output level within ± 1 db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, -70

db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

BARKER & WILLIAMSON, Inc.
Radio Communication Equipment Since 1932
BRISTOL, PENNSYLVANIA • Stillwell 8-5581



Are radio race results valuable to bookies?

DETECTIVES SAY YES AT WCLM REVOCATION HEARING

Two expert witnesses for the FCC Broadcast Bureau testified before a commission examiner last week that broadcast horse race results are of aid to illegal gambling operations regardless of how long they may be delayed before being aired.

The witness indicated, however, that the value does diminish with the passing of time, particularly the period before the next race, and whether or not faster alternate communication system is available.

The expert opinion was presented in Chicago before Chief Hearing Examiner James D. Cunningham during the commission's hearing on the order to WCLM (FM) Chicago to show cause why its license should not be revoked. Among the issues in the case is one including possible aid to gambling.

WCLM's broadcasting of United Press International race wire results on a multiplex subchannel as a portion of a "newspaper-of-the-air" type service to commercial subscribers has been under investigation. The special service was supplied by a firm called Newsplex Inc.,

headed by William G. Drenthe, who resigned in September as manager of WCLM. The station is owned by others in his family. WCLM contends that it as well as UPI observed all laws on delaying broadcasts of race results, including that of the FCC.

Results Help Gamblers ■ One witness, Sergeant Clark P. Gordon, head of the gambling unit of the Chicago Police Department's inspectional services division, said broadcast race results are of help to gamblers no matter when aired, but the value of the information does fade as the delay lengthens. He said value also depends in part on whether bookies can get their results earlier by some other means such as over the telephone.

Under cross-examination by WCLM's counsel, Robert M. Booth Jr., Sergeant Gordon said he enjoys going to the races on occasion and conceded people may be interested in horse race results even if they do not bet.

The other expert witness, Thomas B. Cecil, group supervisor, U. S. Treasury Dept., Louisville, Ky., said broadcast

results are of definite aid to gamblers at any time, but cited the most critical time as that between one race and the following one.

During cross examination, Mr. Cecil said he did not recall ever hearing a radio operating at the several hundred places he has investigated.

Gambling Raids ■ Broadcast Bureau attorneys Patrick Valicente and William Secrest also presented city and county police officers who testified about eleven gambling raids in the Chicago area, all but one earlier this year. In ten cases they said they found Newsplex Inc.'s special receivers. In the other case Newsplex service did not begin until a year after at the address involved.

Testimony showed that in ten cases the courts quashed the evidence or otherwise failed to convict. One case still pends. In three cases the WCLM records showed the addresses as the sites of Newsplex installations. In the seven other cases it appeared that the receivers had been taken there from other locations without the station's knowledge.

No Written Contract ■ Mr. Drenthe testified the Newsplex service began about a year ago to supply all types of news material to special subscribers and ended when he resigned at WCLM this fall. He said there was no written agreement between WCLM and Newsplex as of Jan. 1, 1962, and hence it could not have been filed as the FCC charges it should have been in the revocation order. He explained that WCLM's local attorney (not Mr. Booth) had the "understanding" outlined in his working notes at that time but there was no formal agreement. Later the agreement was supplied to the FCC.

FCC grants WRSV (FM), denies WFMT (FM) plea

The FCC last week granted a license to WRSV (FM) (98.3 mc) in Skokie, Ill. At the same time, the commission denied the opposing petition of WFMT (FM) Chicago, operating on 98.7 mc, which claimed interference (BROADCASTING, July 16) and a petition of the North Shore Fine Arts Committee.

The fine arts group had requested that the commission deny WRSV a license on the grounds that the new station was causing harmful interference to the WFMT outlet which provides quality music. The group claimed that WFMT was the only cultural station serving their area and charged that interference from WRSV constituted a deprivation of a cultural service and an invasion of their property rights—the right to use their fm sets in receiving fine arts programs without interference.

Chairman Newton Minow dissented.

'Races' show no lottery, FCC indicates

The syndicated tv program *Let's Go to the Races* has received an unofficial okay from the FCC as not being a lottery as long as participating sponsors do not require viewers to make a purchase to obtain contest blanks based on the program.

Although the commission refused a request by WDXI-TV Jackson, Tenn., to issue a declaratory ruling on the program, the agency noted the courts already have ruled, and the FCC's rules provide, that no consideration is involved—and therefore no lottery—when free contest entry blanks are provided. "No useful purpose would be served" by amendment of the FCC's lottery rules, as WDXI-TV also had requested, and no declaratory ruling is necessary, the FCC told the station.

Walter Schwimmer, Chicago, producer of *Let's Go to the Races*, said last week he is "delighted" with the FCC ruling which "dispels once and for all" any doubts as to whether the program is a lottery. A commission attorney agreed with Mr. Schwimmer's interpretation of the FCC letter—so long as sponsors of *Races* do not require a purchase as a condition for becoming eligible to win a prize.

Mr. Schwimmer, president of the

company bearing his name, said he is going into immediate production of *Let's Go to the Races*, a half-hour program featuring films of actual horse races (BROADCASTING, April 16). In the week preceding the broadcast, viewers pick up cards from participating merchants giving various numbers for each race. The viewer whose card has numbers corresponding to those of the winning horses on the program wins merchandise prizes.

The commission refused WDXI-TV a declaratory ruling last spring on the ground the agency then would be flooded with similar requests for rulings. WDXI-TV asked for reconsideration and the latest FCC statement that no ruling is necessary followed. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

Mr. Schwimmer also is producer of *Championship Bridge*, *Championship Bowling* and *World Series of Golf*. He is president of Radio Features Inc., syndicator of the radio quiz show *Tello-Test*. The last program has been on the air over 15 years and was ruled not a lottery by a federal court after such charges had been lodged against the *Tello-Test* by the FCC.

Supreme Court to review 'tv prejudice' case

The U. S. Supreme Court agreed last week to review a Louisiana murder conviction in which the defendant claims a television broadcast prejudiced the jury.

KPLC-TV Lake Charles filmed and broadcast three times in February 1961 an interview between Calcasieu Parish Sheriff Henry A. Reid and Wilbert Rideau, the defendant.

Mr. Rideau, under sentence of death, contends he was denied a fair trial for several reasons, including the trial judge's refusal to dismiss three jurors for cause although they told the court they had seen the interview in question. Seeing

the broadcast did not affect their impartiality, the jurors said.

A pre-trial motion to move the proceeding to another locality where the broadcast had not been seen was dismissed.

Mr. Rideau was convicted of robbing a Lake Charles, La., bank of \$14,000, and kidnapping and murdering a bank employe.

The interview in which Mr. Rideau described his role in the crime was filmed by Donald G. Johnson, KLPC-TV film director. Mr. Rideau was questioned at length by Sheriff Reid and made certain admissions which he contends led to his conviction.

OVERCOMMERCIALISM?

FCC may limit tv commercials to code standards—Minow

"Many, many, many" television stations are exceeding the NAB code limits on the maximum number of commercials, FCC Chairman Newton N. Minow charged Dec. 2 on CBS-TV's *Youth Wants to Know*. He said the commission has "preached, we've pleaded, we've done everything that we could to encourage the industry to straighten out its own standards."

Chairman Minow told his questioners and a nationwide audience that he feels strongly about the number of commercials on the air and that if the industry does not enforce the code, then "we'll have to enforce it for them." He noted that all countries except the U. S. have placed official ceilings on the quantity of broadcast commercials.

The FCC chairman is one of three commissioners who voted to ask for comments on proposed rulemaking to adopt into the FCC rules the NAB codes on the number of radio and tv commercials permitted (BROADCASTING, Dec. 3, CLOSED CIRCUIT, Nov. 26).

Speaking of live, international tv, Mr. Minow said that "eventually" commercials may be a part of satellite communications. He said the government should "never get into censorship" of programming sent overseas by commercial broadcasting.

Sec. 315 of the Communications Act "has got to be changed," Chairman Minow stressed in pointing out that the FCC has "a lot of troubles" with the equal time provisions. He said the section is "a little out of touch" with present day realities but, at the same time, adequate protection must be afforded to all political parties. "I don't know the answer," he commented.

The chairman again made a plea for higher-quality children's programs on tv. One of the principal obligations of tv is to offer children something "which will stretch them a bit, which will enlarge them a bit," he said. "Constant exposure to the idea that the solution to a problem is a kick in the belly or a slap in the face is certainly not very desirable."

On all types of programming, the chairman said, "we're seeing a much better level of performance all the time." The basic trouble is that too many broadcasters underestimate the cultural and educational wants of their audience, he maintained. However, he said, there still are "many, many higher levels to be reached in television."

Chairman Minow decried the "unfortunate consequences where we'll find that two programs or three programs that you want to see are all on at the same time. I've asked the networks if they wanted some help from us to try to arrange this to let us know, but so far they have not responded."

WSPA-TV can stay on Paris Mt. until March

WSPA-TV Spartanburg, S. C., which has been ordered by the FCC to remove its transmitter from Paris Mountain (BROADCASTING, Dec. 3), was given temporary authority to continue operating from that site until March 10, 1963. The station has an application pending to move to Caesar's Head Mountain, 15 miles northwest of the Paris site.

At the time of its original application, WSPA-TV proposed a transmitter on Hogback Mountain but received a modification for Paris before the station was built. If the Caesar's Head site is not approved, WSPA-TV would be left with the original authorization for Hogback Mountain.



- DAIRY
- BOTTLER
- BAKERY
- DRUG CHAIN
- CANDY
- POTATO CHIPS
- PACKAGED MEATS
- SUPER MARKETS
- FROZEN FOODS
- GAS STATIONS

They need the
"SELL" in
JUNIOR AUCTION
COPYRIGHTED

A live 30 minute copyrighted television show that has thousands of youngsters selling sponsors' products

JUNIOR AUCTION
Now in 32 markets!
Your market may
be open... contact

MIKE FADELL CO., Inc.
603 SECOND AVE. SOUTH
MINNEAPOLIS 2, MINN. • FE 3-3416



Rahall defends format changes in tv case

THEY DENY THEY CUT QUALITY AFTER WINNING GRANT

Executives of WLCY Tampa-St. Petersburg defended changes in the station's program format last week during an FCC hearing on whether those changes were cause for reconsideration of a television grant to the owners of WLCY.

The FCC stayed a January grant of ch. 10 Tampa-St. Petersburg to WTSP-TV Inc. and ordered the record reopened for an examination of WLCY programming and the character qualifications of WTSP-TV Inc. The corporation is principally owned by Sam G., N. Joe and Farris E. Rahall, who also own WLCY.

Sam G. Rahall, general manager of WLCY and president of WTSP-TV Inc., said last week WLCY's format had been modified to emphasize news, discussion, information features and entertainment in the spring of 1960.

Losing applicants contended WLCY "beefed up" its public affairs programming for WTSP-TV Inc.'s presentation in the ch. 10 hearings and dropped the programs after the hearing record closed.

Pure Coincidence ■ The program changes were coincidental, Mr. Rahall

said. He testified WLCY had been known earlier as a local St. Petersburg station and he sought to serve Tampa and outlying areas as well. Changes included termination of an MBS affiliation and elimination of "block programming" (programs of greater than five minutes in length). *Open Mike*, a nightly telephone-interview-discussion program, is offered in partial satisfaction of public affairs programming, WLCY said.

Hearing Examiner Millard F. French refused to admit tape recordings of WLCY programming submitted by Florida Gulfcoast Broadcasters Inc., a losing applicant. Florida Gulfcoast intended to show WLCY's log classifications of a 1962 FCC composite week were improper and were therefore grounds for a challenge to WLCY program classifications made by WTSP-TV Inc. in the ch. 10 hearings.

Many WTSP-TV Inc. public service program proposals were based on WLCY programs no longer on the air. Mr. Rahall argued, however, that *Open Mike* properly served as an adequate substitute for the omitted programs.

The Losers ■ Other losing applicants participating in the hearing: City of St. Petersburg (WSUN-AM-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc. and Bay Area Telecasting Corp.

The hearing resumes today (Monday) with the City of St. Petersburg's presentation of up to 20 witness to bolster its charge that WLCY's pre-hearing programming was "a sham designed primarily to obtain a preference in this proceeding."

Miami v fights moves of v's in Palm Beach

A Miami television station asked a federal court in Washington last week to prohibit two West Palm Beach, Fla., tv stations from moving their antennas nearer to Miami and thus putting a Grade B signal into that city.

WTVJ (TV) Miami argued that WPTV (TV) and WEAT-TV, both West Palm Beach, should have moved their antennas northward in order to serve what the Miami station said were unserved people. WTVJ attorney J. Roger Wollenberg also claimed that the two Palm Beach stations had conducted no survey to determine Miami program needs.

At issue was an FCC grant last February to the West Palm Beach stations authorizing them to move their antennas 12 miles southwest of Palm Beach, increase the height of their an-

By popular demand

Final recommendations by the Office of Network Study to the FCC, published exclusively in BROADCASTING a week ago, have been made available to news media by the commission. Part I of the staff's final report, stamped "not for public inspection" was released because of so many requests for the document following its publication in BROADCASTING, a commission spokesman said.

tennas and boost their powers (BROADCASTING, March 5).

Defending the FCC's action, FCC attorney Ruth V. Reel contended that the stations are still considered Palm Beach outlets and thus there is no requirement to survey Miami program needs. She also maintained that the moves by the Palm Beach stations entailed no loss of service to anyone.

The argument was heard by District of Columbia Circuit Judges Wilbur K. Miller, Walter M. Bastian and J. Skelly Wright.

House unit urges priority to commercial satellites

A subcommittee of the House Science & Astronautics Committee has recommended that the government give priority to development of commercial rather than military communications satellites.

The subcommittee on Applications, which held five days of hearings during September and October on the status of various communications satellite programs, said in a report last week that "the overwhelming advantage lies in the commercial satellite."

The subcommittee said it understood the military's need for a communications satellite of its own. But, the report added, "The testimony presented . . . did not indicate that [the Dept. of Defense's] plan can be justified on a cost effectiveness basis."

The Defense Dept. plans outlays of \$475 million over the next four years to develop a medium-altitude satellite and to begin work on a follow-up high-altitude synchronous system, which is generally regarded as superior.

But the report noted that Syncom, a high-altitude satellite being developed under contract to the National Aeronautics & Space Administration, is scheduled for trial in January. For the military to embark on a medium-altitude satellite project at this time, the report added, seems unwise.

The report also said that developing a new satellite when such NASA-supported or associated projects as Relay,

Easy
As
↑...

Finding the circumference of WSBT-TV's new grade B contour is a breeze for engineers. But of more interest to advertisers, we now cover an 8,000 sq. mile area in northern Indiana and southern Michigan* . . . have a potential audience of 1.3 million! It's axiomatic — WSBT-TV has created a new South Bend market with its new tower-power combination. Get the facts and figures from Raymer or WSBT-TV, South Bend.

*FCC Contour Maps.

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

Paul H. Raymer, National Representative



Telstar and Syncom "would be available with modification (except for transmitting tube of proper frequency) appears to be disregarding the development that has been carried out by others."

FCC asked to okay Golden Meadow plan

John A. Egle and KLFT Radio Inc. have jointly asked the FCC to grant Mr. Egle the vacant 1600 kc frequency in Golden Meadow, La. (BROADCASTING, Aug. 6) and dismiss the KLFT application, allowing reimbursement up to \$3,100 to the latter.

Both parties ask the KLFT dismissal and will support Mr. Egle's request for an "immediate grant" of his application. Payment would be made to KLFT Radio Inc. (Clerville Keif Sr. and Edward T. Diaz) not to exceed \$3,100. Approval of the final figure would be made by the FCC and should the commission decide against reimbursement KLFT agrees to continue request for dismissal.

The Golden Meadow frequency was vacated when the FCC revoked the license of Leo Joseph Theriot for KLFT (BROADCASTING, March 19) because of repeated technical violations and misrepresentations to the commission.

Uhf group favored as vhf applicants

FCC Hearing Examiner Forest L. McClenning issued an initial decision last week which looked towards granting the application of South Texas Telecasting Co., and denying that of Nueces Telecasting Co. for a new tv station on ch. 3 in Corpus Christi, Tex.

South Texas which had operated KVDO-TV on ch. 22 in Corpus Christi, which has been dark since Aug. 19, 1957, but still authorized, was deemed "the superior in broadcast experience, in integration of ownership and management, and past broadcast record" by Examiner McClenning. The examiner said the aggregate qualification of South Texas tended to assure that it could effect proposals advanced in applying for the channel change. These factors outweighed the minor preferences given Nueces in its proposed programming and studios, the examiner said.

South Texas had agreed that contingent upon the grant of its application Clinton D. McKinnon would buy an additional 192 shares of stock increasing his interest from 3.8% to 77.7%.

Nueces is owned by Jack C. Vaughn, Grady H. Vaughn Jr., Cecil L. Trigg, and Jack Ryan (each 25%). Messrs. Vaughn and Trigg have interest in KVII-TV Amarillo, KROD-AM-TV El Paso, KOSA-TV Odessa, all Texas, and KRNO San Bernardino, Calif.

BROADCASTING, December 10, 1962

FCC offers tutelage for questionnaires

A special question and answer session has been scheduled by the FCC for tomorrow (Tuesday) to help licensees in preparing replies to the commission's questionnaire on political broadcasting. The questionnaires began going into the mails last week and FCC staff representatives will be available tomorrow at 10 a.m. at Room 7134 Post Office Bldg., to answer questions about the questionnaires.

Licensee replies to the requested information on the 1962 primary and general election campaigns are due at the commission by Dec. 28. The FCC also has warned licensees that the Senate Subcommittee on Freedom of Communications (watch-dog) may ask further questions of all stations. Therefore, broadcasters were told to retain their records on political broadcasting for at least six months.

Competing application dismissed in Austin case

Austin Broadcasting Co. moved a step closer toward a grant of ch. 24 Austin, Tex., when the FCC's Review Board granted a joint petition for the dismissal of competing applicant Capitol Telecasting Co. fortnight ago. Austin Broadcasting (Willard Deason, president and 99% owner) paid Capitol \$2,500 as partial reimbursement of expenses in prosecuting the ch. 24 application. Capitol, owned by Dalton Homer Cobb, listed actual expenses of \$3,809.

The Deason application was retained in hearing status to resolve a remaining question—a request for waiver of the commission's rules specifying the minimum signal required over the principal city to be served. The only commercial tv station presently operating in Austin is KTBC-TV (ch. 70).

FCC okays transfer of WCKT to Sunbeam Tv

Another *ex parte* case was dropped from the FCC books last week when the commission approved an agreement for Sunbeam Tv Corp. to acquire the physical assets and programming rights of ch. 7 WCKT (TV) Miami, owned by Biscayne Tv Corp., for \$3.4 million (BROADCASTING, Nov. 26).

Over a year ago, the FCC set aside the 1956 grant to Biscayne because of off-the-record contacts with former Commissioner Richard A. Mack prior to the grant and awarded ch. 7 to Sunbeam. In last week's order, Biscayne was told to cease operations of WCKT no later than Jan. 4, 1963, and authorized Sunbeam to begin ch. 7 operations immediately after Biscayne ceases.

Sunbeam, principally owned by Miami businessman Sidney D. Ansin, was given a four-month license on ch. 7. It was ordered by the FCC to file a renewal application by next April 12 and the commission announced that competing applications would be accepted between April 12-June 12, 1963.

Biscayne also is selling WCKR-AM-FM Miami to James M. Cox interests (which along with Niles Trammell and John Knight interests presently own Biscayne) for \$500,000. No action was taken on the radio transfer by the commission last week.

Sunbeam and Biscayne were ordered by the FCC to file, within one week, a copy of the agreement and the FCC order with the U. S. Court of Appeals in Washington which retained jurisdiction over the case. Biscayne also has agreed to withdraw its court appeal of the FCC's 1961 decision upon approval of the Sunbeam agreement.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1: PERFORMANCE

With a big, clean sound that is comparable to an FM broadcast, Continental's 317B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.

Write for details today.

Continental
Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
Subsidiary of Ling-Temco-Vought, Inc.

Complaints swamp IRS on tax tab plan

CAPLIN CAPITULATES ON SOME ITEMS, SAYS REST WILL BE 'FAIR'

A battery of Internal Revenue Service and U. S. Treasury men were on the receiving end of two days of opposition, argument, contention, warnings and doom-laden prophecies on the effect of the proposed rules for treating travel, gift and entertainment expenses for tax purposes on business and the national economy.

Even before the widely heralded hearing (BROADCASTING, Dec. 3) got underway, Mortimer M. Caplin, internal revenue commissioner, bowed to a whirlwind of opposition and announced some liberalizations in the proposed rules.

Most of the actions announced by Mr. Caplin will lessen the burden of record keeping.

Throughout the two days, spokesmen for national trade associations, national industries, small businesses and individual businessmen charged and counter-charged that the proposed regulations were onerous and burdensome. They attacked also the \$10 ceiling for entertainment allowances which would not require documentation on tax returns.

The rules were drawn up by the IRS to put into effect the 1962 tax law, passed by Congress last summer. One of the major changes, backed by the administration, was an attempt to tighten up tax deductions for entertainment and travel, both of which are important in broadcasting and advertising circles.

At the conclusion of the Washington hearing last Wednesday, Mr. Caplin said that the IRS does not want to interfere with legitimate expense account deductions. He promised that the rules as finally issued—and they must be out by Jan. 1 for the new tax year—“will achieve a basically fair

and sound approach consistent with the intent of Congress.”

Receipts, Receipts ■ Under the rules as originally announced, taxpayers claiming business deductions of \$10 or more would have had to document them with bills, receipts and other memoranda justifying their relation to the conduct of their business.

The rule also noted that any gift costing \$25 or more could not be deducted as a business gift. The top for promotional material, which includes the name of the donor business, was set at \$4.

Among other provisions, business luncheons would have to be justified with names of guests, nature of the business discussions, hours of the lunch, name of restaurant, etc. Similar record keeping would be required for travel, and in part for convention entertaining costs.

The whole intent, Mr. Caplin stated, is to cut down on the amount of expense account living.

In announcing revisions in the rules, Mr. Caplin anticipated some of the objections raised during the hearing.

The rules will require less detail on expenses claimed as business deductions. Instead of having to list separately taxi fares, local telephone calls, gasoline for a car, and parking fees, a business traveler will be able to lump them all into a major item. Similarly, he will not be required to name the restaurant where he dines alone. Tips may be included as part of basic expense, not listed separately as originally required.

Also modified were other provisions requiring the taxpayer to give the time of a business meal and a detailed breakdown of the use of club and other facilities. Other revisions did away with

the requirement that names of business conferees be given where a luncheon takes place during a meeting, if some of those at the meeting do not attend the lunch.

Mr. Caplin said that IRS is giving strong consideration to raising the provision requiring itemization for expenditures of \$10 or more.

Most of the witnesses who spoke at the hearings urged that this figure be raised to \$25 or \$50.

Others proposed that the IRS accept company accounting measures as proof of the bona fides of expense account deductions.

KQED income tops expenses for year

Educational tv station KQED (TV) San Francisco had income of \$426,600 during its fiscal year which ended June 30. Expenses amounted to \$425,000, leaving a “profit” of \$1,600. According to General Manager James Day, however, a deficit of \$52,000 remains.

In his report to the membership meeting in San Francisco Nov. 19, Mr. Day reported 14,867 dues-paying members. Dues run at \$12.50, \$14.50 and \$17.50 yearly, dependent on what the viewer considers his “fair share” to support the operations of the ch. 9 etv outlet.

Elected a director of the Bay Area Educational Tv Assn. at the meeting was Norris Nash, vice president of Kaiser Industries Corp. and a local civic leader. Two honorary directors were named: Dr. Clark Kerr, president of the U. of California, and Dr. Glenn S. Dumke, chancellor of the California State College System. Re-elected directors for four-year terms: Mortimer Fleishhacker Jr., president of the etv association; John L. Merrill, president, Merrill Co.; Mrs. Benson B. Roe; Dr. Harold Spears, superintendent of schools, San Francisco; and Caspar W. Weinberger, attorney and moderator of KQED's *Profile: Bay Area*.

Financial notes . . .

AT&T dividend ■ AT&T directors declared a dividend of 90 cents per share to stockholders of record Nov. 30, payable Jan. 2, 1963.

Warner Bros. dividend ■ Warner Bros. declared a dividend of 12½ cents per share payable Feb. 5, 1963, to stockholders of record Jan. 11, 1963.



A plan to triple the number of vhf outlets

SCIENTIST ESTIMATES 1,300 STATIONS POSSIBLE

A National Bureau of Standards scientist last week unfolded a plan to triple the number of channels in the vhf band of television frequencies.

R. S. Kirby, of the Central Radio Propagation Lab. in Boulder, Colo., presented his plan to a packed luncheon meeting of the Assn. of Federal Communications Consulting Engineers in Washington Dec. 6.

Five of the seven FCC commissioners were present at the luncheon.

Basis of the new plan is four-fold: (a) the use of 100-mile minimum separation between co-channel stations (compared to 170-mile co-channel separation now in use); (b) use of alternate polarization; (c) precision offset of transmitting antennas, and (d) use of directional receiving antennas.

Under the plan, the number of cities with six services would increase from the present 10 to 102 in 416 markets; the number of cities with five services, from 10 to 135; the number of cities with four services from 35 to 166; the number of cities with three services from 68 to 221; the number of cities with two services from 128 to 280 and the number of cities with one service from 289 to 400.

The plan is predicated on the deletion of only two channels—both in existing seven-station markets (New York and Los Angeles).

Among the top 10 markets, an additional channel would be added to Chicago, Detroit, San Francisco, St. Louis; two additional channels would be added to Pittsburgh, and three to Philadelphia. Boston and Washington would retain the present four channels now in each city.

800 More ■ Instead of the present 500-odd vhf stations on the air, Mr. Kirby estimated that over 1,300 stations could be operating under his plan.

In a mathematical delineation of the present minimum 170-mile separation between co-channel stations, Mr. Kirby estimated that the median separation among operating stations is actually 207 miles. Under the proposed NBS plan, he calculated, the median separation would be 120 miles.

Adjacent channel separation could be lowered to 37 miles, he figured; this is 23 miles shorter than the existing 60 mile minimum.

Mr. Kirby also estimated that existing stations should be able to maintain almost their present service areas under the proposed plan, using the grading system established by the Television

Allocations System Committee (Grade 1, excellent picture; Grade 2, good picture, etc.). This would require, he agreed, higher powers and taller towers.

The Boulder scientist sent shivers down the spines of government and outside engineers when he suggested that a test might be undertaken to see whether co-channels stations could not be fitted in between existing stations.

One of the examples he showed would be the use of two channels in Peoria, Ill., which is 100-odd miles from co-channel stations in Chicago and St. Louis.

The proposed plan, Mr. Kirby said, makes better and more efficient use of the spectrum than the present FCC plan.

Present as head table guests were FCC Commissioners T. A. M. Craven, Rosel H. Hyde, Frederick W. Ford, Robert T. Bartley and E. William Henry.

RCA introduces new tv-tape recorder

A new television tape recorder, compact in design and readily convertible to color operations, has been introduced by RCA.

Scheduled for delivery beginning in January, the new TR-2 recorder will be available in two models for either studio or mobile installations.

For studio installations, the recorder is contained in three 84-inch-high racks, while the mobile version uses four 66-inch racks to accommodate vehicle mounting. Either model is capable of color operation with the addition of a color playback accessory.

The TR-2 is reported to perform virtually all the functions of standard-size tv tape recorders due to pre-wiring the machine to accept a variety of accessories. These include such optionals as two-speed operation (7½ or 15 inches of tape per second), linelock for lap dissolves, automatic timing corrector, and air bearing headwheels.

Conversion Possible ■ RCA also has announced that its tv tape recorders can be converted to half-speed operation for color as well as for monochrome programs, resulting in a 50% saving in tape.

RCA Broadcast & Communications Products Div. earlier this year developed equipment for converting recorders handling black-and-white programming to half-speed operation. Subsequent tests now have confirmed that the

conversion equipment also handles color programming, "with no discernible difference in quality."

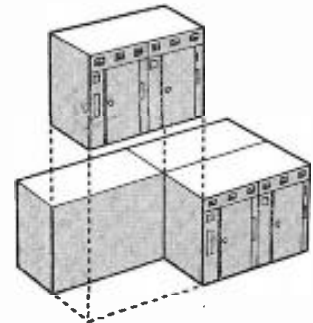
First shipments of the new conversion kits have been sent to NBC, the Anaheim, Calif., public school system and the South Carolina etv network.

RCA said that in addition to reducing tape usage by one-half, broadcasters and other tv tape recorder users also will realize savings in tape storage space and in shipping costs.

Republic's purchase off

Directors of Republic Corp. have voted to terminate proceedings for the acquisition of America Corp., Victor M. Carter, Republic chairman, announced last week. Republic is studying other properties for possible acquisition, he said. He attributed the dropping of the America deal chiefly to "long and costly legal delays" stemming from Government antitrust action. Republic's interest in Consolidated Film Industries and America's in Pathé Labs (which together were said to handle 40% of the nation's film processing) aroused government fears that a combination would produce a monopolistic situation in restraint of trade and the antitrust action resulted.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 2: DRIVER STAGE

for Continental's 317B 50 kw transmitter is the 315B 5 kw transmitter which can be increased to 10 kw (316B) or 50 kw (317B) simply by adding the various power groups.

Write for details today.

Continental
Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS

LTV Subsidiary of Ling-Temco-Vought, Inc.

NASA-RCA to launch Relay satellite

WHILE U.S. AND RUSSIA PLAN CO-OP SPACE EFFORTS

Relay, the National Aeronautics & Space Administration's medium altitude space communications satellite, built by RCA, is scheduled for launching this week.

A 30-minute, trans-Atlantic exchange of Christmas greetings has been arranged between a committee headed by Shad Northshield, NBC News producer and the European Broadcasting Union (AT DEADLINE, Dec. 3).

In other space communications developments reported last week:

■ The U. S. and the Soviet Union announced they have agreed to cooperate in peaceful use of space for communications, weather and geomagnetism programs. The experimental space communications system using Echo II, which the U. S. plans to launch next year, may be developed along with the U.S.S.R. and other countries.

The agreement was worked out by Dr. Hugh L. Dryden, Deputy Administrator of NASA, and A. A. Blagonravov, a Soviet scientist during talks at New York and Geneva.

■ Despite the failure of a medium-angle camera on Tiros VI Dec. 1, the satellite's wide-range camera continues

to work, according to NASA. A similar situation occurred July 5 in Tiros V, the U. S.'s other operating weather satellite.

■ NASA's Automatic Picture Transmission Subsystem, designed to send local cloud cover pictures from meteorological satellites to inexpensive ground stations, passed initial ground-based checkout tests, the agency said. The system relies on a technique "similar in principle to the method now used to transmit radio news photographs," NASA reported.

■ A fifth foreign communications point for Telstar was approved by the FCC Dec. 5 when the agency okayed modification of AT&T licenses for communication with Companhia Radio Internacional do Brasil at Rio de Janeiro.

Ampex unveils portable Videotape recorder

Ampex Corp., Redwood City, Calif., introduced a portable tv tape recorder for non-broadcast use at a special showing in New York last week. The new VR-1500 is a basic closed circuit tv recording system specifically designed for applications in education, military training, industry, medicine, sports and other areas.

The VR-1500, including the Videotape recorder, camera and receivers, will be available for delivery after July 1963 at a price of \$11,900, or approximately one-fourth the cost of previously available systems, Ampex announced. The suitcase-size recorder is also about 1/20th the size of previous Videotape recorders, which Ampex introduced to commercial tv in 1956.

Automated tv camera developed by CBC

A completely automatic television camera has been tested for a year at CBXT (TV) Edmonton, Alta., by the Canadian Broadcasting Corp. The camera performs all the normal functions of zooming, panning and tilting without the use of a cameraman.

The camera was produced for CBC by Evershed Co. of England. It uses a single Taylor and Hobson lens with variable focal length from 50 to 200 mm and is housed in a 20 by 30 foot studio. Camera operation is controlled from the video switching location in the transmitter booth by one operator. A completely transistorized servo mechanism developed by CBC staff at Montreal, Que., is used. The camera is useful as a labor saving device, the station using a skeleton staff of only a techni-

cian and booth announcer for late news, signoff news, flash announcements and station promotions.

Both camera positioning and lighting requirements are maintained on a fixed basis. This necessitates rigid control over staging and lighting in the studio area. As a result a high quality picture is transmitted while allowing producers a controlled and smooth camera movement to meet production needs.

Lighting levels are set uniformly and camera movements do not affect any variance in video levels. The entire studio area is provided with back and key lighting, which required considerable experimentation before usable results were obtained.

General Electric reveals new laser development

General Electric scientists have successfully produced visible, coherent light from electrified semiconductor crystals. H. Brainard Fancher, general manager of GE's Semiconductor Products Dept. in Syracuse, N. Y. announced last week.

GE said that the light beam is brilliant red in color, and the wavelength can be varied by changing the chemical composition of the crystal.

Lasers are electronic devices that emit a sharply beamed coherent light pattern of a single frequency. The light is called "coherent" because it occurs in a regular succession of waves of the same length. Lasers are considered important because they can be used to produce coherent light waves in the extremely high frequencies which potentially can carry vast amounts of information.

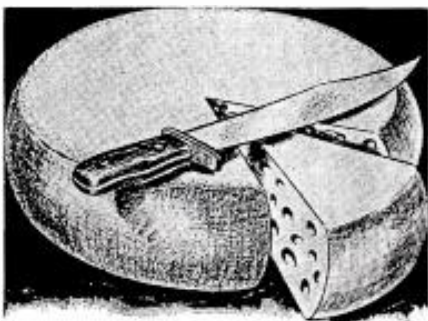
Single-channel uhf converter

Domestic Electronic Corp., North Hollywood, Calif., has put a single-channel converter on the Los Angeles Market (model 34-6). It is factory tuned to receive KMEX (TV) ch. 34 when the set is tuned to ch. 6, which is not allocated to Los Angeles.

The unit, smaller than two cigarette packs joined, runs on a seven-cent penlight battery and retails for under \$10. Special adhesive panels attach the converter to any tv set. Installation instructions are printed in both English and Spanish to aid set-owners in converting their vhf receivers to the uhf signals of the all-Spanish programming of KMEX.

Technical topics...

New pamphlet ■ RCA Semiconductor & Materials Div. has made available a new pamphlet on design of wideband transistor amplifiers, which describes the design considerations for using the RCA 2N697 and similar types in wide-



Get Your Slice

OF THIS RICH
AGRICULTURAL
AND INDUSTRIAL
MARKET

with
WREX-TV

FOR DOMINANT COVERAGE
OF NORTHERN ILLINOIS and
SOUTHERN WISCONSIN

Represented by



H-R TELEVISION, Inc.



band transistor amplifier circuits. Copies of the RCA Application Note SMA-7 can be obtained free from RCA, Commercial Engineering, Somerville, N. J.

New tape cartridge ■ Unireel Inc., Boonton, N. J., announces the availability of a new continuous loop tape cartridge which features, according to the company, positive tape braking and simplicity of reloading. The cartridge, available in all standard lengths from 25 to 562 feet, contains Teflon bearing for extra long life and Styrofoam pressure pads to insure proper hard wrap.

Purchase agreement ■ Litton Industries Inc., Beverly Hills, Calif., has agreed to purchase Emertron Inc., Silver Spring, Md., a subsidiary of Emerson Radio & Phonograph Corp., and coordinate its operations with Litton's Radcom Div., with headquarters in College Park, Md. Emertron makes electronic systems, mostly for defense.

KHOL-TV installation ■ A Chrono-log STEP System has been installed at KHOL-TV Kearney, Neb. The STEP System automates the video and audio switching during the station break pe-

riod. In addition, STEP controls the preroll of film projectors and the advancing of slides.

New RCA tubes delayed

RCA announced Nov. 30 that shipments of its shorter, 90-degree, round color tube originally planned for next spring will be delayed because of "technical difficulties encountered during pilot production."

Electron tube division has advised tv set manufacturers RCA will be unable to ship shorter tube for about 9 to 15 months.

INTERNATIONAL

VENEZUELAN TV TO EXPAND

\$1.5 million plan will add seven stations giving tv coverage to 97.5% of population

Radio Caracas Tv has undertaken a \$1.5 million expansion program which officials say will expand its reach to 97.5% of Venezuela's population.

Details of the project, to be completed within 18 months, were reported last week by NBC, which since 1960 has owned a 20% stock interest in the company and which is taking a leading role in the expansion program.

Officials said the company, now on

ported, include one of the longest such hops in the world, totaling about 200 miles, between Caracas and Barcelona.

The construction program also provides for 27,000 square feet of studio space.

When completed, the network will carry 15 hours of programming daily, with more than half originating live in Caracas.

George A. Graham Jr., chairman of the board of NBC International, said that "Radio Caracas has proved, in less than a decade, its success as a station in the realms of programming, technical know-how and commercial competition. The decision to become a network on a nationwide basis is encouraging to broadcasters everywhere who believe that the medium can reach its full potential only when it reaches its maximum audiences."

Russians increase global broadcasts

A sharp increase in the amount of Soviet Union international broadcasting, apparently as a result of the Cuban crisis, was reported by the U. S. Information Agency last week.

The agency said total U.S.S.R. international broadcasting as of Dec. 1 amounted to 1,205 hours a week, a 13% increase since Jan. 1 and the highest rate of expansion that has been recorded since 1956.

The agency noted that most of the increase coincided with the crisis in the Caribbean. It also said that the expanded Soviet schedule included a 100% increase in Spanish language broadcasts to Latin America.

The report said the number of hours

devoted to these broadcasts jumped from 45 hours and 30 minutes to 101 hours and 30 minutes, of which 70 hours were beamed specifically to Cuba for the first time.

Other areas receiving increased attention from Soviet broadcasters were Africa and the Far East.

The report said the new U.S.S.R. total puts it further ahead of the rest of the world in international broadcasting, Red China is second with 780 hours a week and the USIA's Voice of America third, with 740 hours a week.

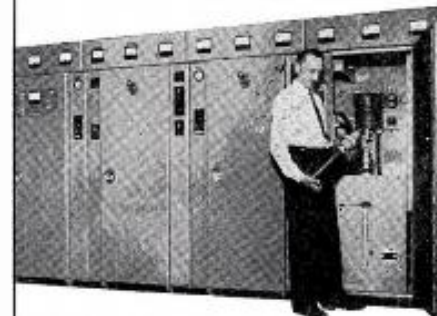


Mr. Graham
Cites Radio Caracas success

ch. 2 in Caracas, will become a network using ch. 3 at Sabana Larga, ch. 10 at El Tigre, ch. 2 at Ciudad Bolivar, ch. 3 at San Felix, ch. 3 at Barquisimeto, ch. 10 at Curimagua and ch. 7 at Trujillo. A number of repeaters also will be employed.

Microwave links, NBC authorities re-

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 3: AMPLIFIER for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. Write for details today.

*Pat. No. 2,836,665

*Continental
Electronics*

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

Higher sales expected for U.S. shows overseas

Gross sales of U. S. film and tape programs abroad in 1963 should rise to \$55 million from about \$45 million this year, John G. McCarthy, president of Television Program Export Assn., told the trade group's board of directors at its annual meeting last Monday (Dec. 3).

Mr. McCarthy called his figures "conservative" and stressed that the removal of barriers could increase sales substantially. He pointed out that currency problems in Latin America are expected to be counteracted by favorable moves in other countries in 1963. He cited Japan where dollar restrictions may be lifted, as an example (see story below).

"Only as foreign barriers are surmounted and then kept constantly under surveillance can full markets be established for our programs regardless of their obvious entertainment value," Mr. McCarthy advised the TPEA board. "Nationalistic attitudes, censorship and government subsidies limit American salesmanship."

During 1962, he said, the Italian allocation of dollar exchange for the importation of U. S. tv programs has tripled, adding \$500,000 a year to companies' revenues from this market. Similar advances, Mr. McCarthy said, were made in West Germany and Japan.

tion, as is customary. The next fiscal year begins April 1, 1963.

The number of registered tv sets in Japan has risen to almost 11.8 million as of Sept. 30, the association reported. During November approximately 22% of the air time of the four Japanese commercial tv stations was devoted to film, 9% imported tv films.

CBC criticized by Canadian group

The Canadian Broadcasting Corp. is spending too much on expansion of facilities and its own film production, the Glassco Royal Commission On Government Organization stated in its report released Nov. 27 at Ottawa.

The commission suggested that the CBC should have at least one-third of its filmed television production done by private enterprise. This, it said, would represent an annual saving of about \$1 million. The commission reported that CBC now spends about \$42.5 million annually on film and video-tape production. It was also critical of the CBC's self-sufficiency policy which it said has retarded development of facilities to serve the private entertainment industry.

The commission also urged a careful government review of CBC plans to build large plants at Toronto and Montreal for program production.

ITC's overseas film sales

Independent Television Corp., New York, reports new sales totalling \$269,000 in Mexico and Central America. The contracts represent more than 2,000 half-hours of programming, according to John E. Pearson, vice president in charge of international sales, ITC.

New sales by country are: El Salvador (*Fury, Lone Ranger, William Tell, Ramar of the Jungle, Beachcomber, Sgt. Preston of the Yukon, Supercar, The Pursuers, Ghost Squad, Four Just Men, Mystery Is My Business*); Nicaragua (*Lone Ranger, Fury, Lassie, Four Just Men, Gale Storm Show*); Panama (*Lassie, Fury, Cannonball*); Honduras (*Broadway Goes Latin, Supercar*); Guatemala (*Supercar, Best of the Post*); Mexico (*Fireball XL 5, Best of the Post, William Tell, Count of Monte Cristo, Sgt. Preston, New York City Confidential, Cannonball, Susie, Adventures of Charlie Chan*).

BBC plans color tv in 1964

BBC-TV plans to transmit its first regular color programs before the end of 1964 with two hours of color tv a week in the London area. By the end of 1965 BBC-TV hopes to cover 60% of the country with about two hours of

Rules changed for Cannes tv-film fest

Changes affecting television film entry rules for the Tenth International Advertising Film Festival (June 17-22, 1963 in Cannes, France) have been announced by the executive committee of the Screen Advertising World Assn. meeting in Paris.

Television categories have been increased to 11. Entry lengths have been modified as follows: "15-45 seconds" and "over 45 seconds" become "up to 20 seconds," "from 20-40 seconds" and "over 40 seconds."

Increasing the size of the jury panel which will judge entries "permits equal representation between the cinema and television groups," the association said.

Further arrangements will be discussed at a January meeting.

Uhf etv planned in Toronto

Toronto, Ont., probably will be the first Canadian city to have a uhf educational television station, when the Metropolitan Education Television Association of Toronto applies for a ch.

19 license. The Canadian Board of Broadcast Governors has stated that it would reserve ch. 19 for educational purposes. META officials plan to apply for the license in the near future with the station to cost about \$300,000 and on an annual operating budget of \$250,000.

Japan seen raising film imports quota

The television division of the Motion Picture Export Assn. of America last week told its membership there are indications the Japanese dollar ceiling on tv film imports will be raised from \$3.3 million this year to \$7 million in 1963.

The association quoted a dispatch from Rengo Tsuschin, a Japanese news agency, which said the Japanese Finance Ministry will approve an increase in the importation of foreign tv films next year and the currency allotment is expected to be raised from \$3.3 million to \$7 million. The Japanese Tv Broadcasters Assn., the dispatch said, will ask the Finance Ministry to allocate the amount of dollars to each sta-

For Convenient,

Low-Cost Remote Control SPECIFY **rust** SYSTEMS

Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make _____ Model No. _____

Name _____ Title _____

Station _____

Address _____

City _____ State _____



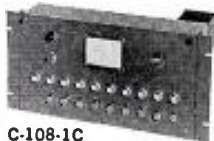
GENERAL ELECTRONIC

LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.



C-108-0C



C-108-1C

color programs an evening.

Leonard Miall, secretary of the BBC's television extension committee, said that it is not certain whether BBC-TV would use the American color system or one developed in France. BBC is experimenting with these systems, both of which are compatible.

Mr. Miall said, "We don't want to postpone the decision on the method of transmission any longer than we have to . . . We want that decision taken soon. Our target is to start a color service before the end of 1964."

NBC aids Jamaican tv

NBC International is providing technical, financial, management and programming help in the establishment of a television service for the newly-independent Govt. of Jamaica, W. I. (BROADCASTING, Nov. 26). NBC International also assisted in the establishment of tv stations in Kenya and Gibraltar. Sierra Leone and Sudan will initiate tv in 1963 under the aegis of NBC International.

Abroad in brief...

Film sale ■ Canadian Broadcasting Corp. has sold films of a number of its television productions to the Australian Broadcasting Commission. Included in the late 1962 sale was a two-hour production of the comic opera *The Barber of Seville*, Gilbert and Sullivan operettas *H.M.S. Pinafore* and *The Pirates of Penzance*, 18 half-hour episodes of the musical show *While We're Young*, and 12 half-hour documentary programs *St. Lawrence North*.

New station ■ CFDR is the call letter of a new 5 kw station on 790 kc at Dartmouth, N. S., which began operations on Dec. 1. General manager is Sydney C. Pilkington and program manager Cyril G. Lynch. Station is represented by Radio Representatives Ltd., Toronto.

CBS series sold ■ Two new CBS-TV series, *The Beverly Hillbillies* and *True*, have been sold to the Nihon Television Network Corp. in Japan. CBS Films is now sold out in Japan in all new and current production it has available for overseas distribution.

New Zealand sale ■ Eight tv series, including four currently on NBC-TV, have been sold by NBC International to the network of the New Zealand Broadcasting Commission. The series are *Dr. Kildare*, *Dick Powell Show*, *Bonanza*, *Loretta Young Show*, *87th Precinct*, *Hopalong Cassidy*, *Shirley Temple Specials*, and *The Americans*.

Frequency-power change ■ Capital Broadcasting Co. of Bermuda an-

nounced change in frequency and power of their radio station ZFB-1, from 910 kc and 55 w to 960 kc and 1 kw. Monty Sheppard, general manager, said the change was necessitated by the interference received from U. S. stations during peak long-range reception periods. ZFB-1 has also initiated 24-hour broadcasting.

Alberto-Culver's selection ■ Alberto-Culver Co., Chicago (toilet goods), has appointed Cockfield, Brown & Co. Ltd., Toronto, Ont. to handle advertising in Canada. Campaigns have not yet been announced, but company's advertising director, Charles A. Pratt, has stated all advertising will be on television. Alberto-Culver has a plant at Oshawa, Ont.

Exclusive rights secured ■ General Production Services, Canadian radio producer-distributor, has secured exclusive distribution rights in Canada for *The World of Fashion*, two-minute radio series usually broadcast five times a day, Alfred Davidson, fashion consultant who is the program's producer and commentator, announced. Series will be carried on about 100 stations in the U. S. and Canada as of Jan. 1, Mr. Davidson said.

Canadian office ■ Doyle Dane Bernbach, New York, is opening a Canadian office in Montreal, with Mike A. Rakmil, formerly of Stanfield, Johnson & Hill Ltd., Montreal, as manager.

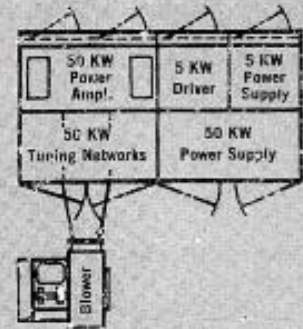
CTV adds two ■ CTV Television Network Ltd., Toronto, Ont., has added two rebroadcasting stations to its nine station national network. CJSS-TV Cornwall, Ont., on ch. 9, now rebroadcasts all CTV network programs of CJOH-TV Ottawa, Ont., following sale of the station to CJOH-TV. In western Canada, CHAB-TV Moose Jaw, Sask., has built a ch. 9 satellite station with 140 kw video and 75 kw audio power at Regina, Sask., which was expected to be on the air by Dec. 1.

BBC gets 'Hedda Gabler' first

British viewers will get the first look at the \$300,000 Anglo-American production of *Hedda Gabler* starring Ingrid Bergman. CBS last week gave the BBC permission to telecast the taped 90-minute Ibsen play on Dec. 28, while CBS-TV continues to seek sponsorship before setting a date for U. S. showing.

CBS reportedly has found an advertiser for one-half sponsorship, but the commitment hinges on the signing of an advertiser for the other half. The program, taped in London earlier this year, was produced by CBS Talent Assoc.-Paramount Ltd. and the BBC. A simultaneous telecast in England and the U. S. had been originally planned.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 4: COMPACTNESS

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

*Continental
Electronics*

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

SINCE 1894

**COATS &
BURCHARD
COMPANY**
appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

Write for complete information and analysis of your specific requirements (no obligation).

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

FATES & FORTUNES

BROADCAST ADVERTISING

Edward J. Maroney and **Robert H. Cremin** elected vps of Chicago office of McCann-Erickson. Mr. Maroney, with M-E for eight years, heads commercial production department in Chicago office. Mr. Cremin, with agency for two years, is supervisor of Brunswick Corp. and Helene Curtis Industries accounts.

Ray Freedman, with Sander Rodkin Adv. Agency Ltd., Chicago, for three years, elected vp and member of executive planning board.

Gene E. Bryson elected vp of McCann-Erickson, Los Angeles. Mr. Bryson joined M-E in March 1957 as account executive and was promoted to senior account executive in 1961.

Ralph M. Bryant, account executive at Donahue & Coe, New York, elected vice president.

Harold L. Strauss, with North Adv. since 1955, elected vp in charge of financial administration of agency's New York office.

Walter J. Phillips, director of pr and advertising for National Car Rental System Inc., St. Louis, elected vp in charge

of advertising and pr. Mr. Phillips was manager of passenger service for American Airlines before joining National Car in 1955.

Jack G. Crockett, marketing research manager of The Nestle Co., White Plains, N. Y., promoted to special assistant to vp-marketing. Mr. Crockett joined Nestle in 1954.



Miss Coyle

Ann Coyle, vp and member of management committee of Lilienfeld & Co., Chicago, promoted to vp-secretary. Miss Coyle joined agency as creative director in 1955. Earlier, she was with Tatham-Laird.

William R. Walker, former advertising and pr manager of The Fluor Corp. Ltd., international engineering-construction company, Los Angeles, appointed general manager and financial relations specialist of Los Angeles office of Harshe-Rotman & Druck, pr firm.

Jerome (Jerry) McCauley, former director of sports sales for ABC-TV, joins H-R Television, New York, as senior account executive.

E. William Dey Jr. and **Theodore N. Williams**, account executives at Foote, Cone & Belding, New York, promoted to account supervisors.

Frank McMann, former research manager of Lynn Baker Inc., New York advertising agency, appointed director of research for Radio Advertising Bureau. Mr. Baker also served as project director at Mogul, Williams & Saylor and in similar post at Institute of Motivational Research.

Bennett Ades joins Sander Rodkin Adv., Chicago, as account executive.

Helen Gurley Brown, account executive with Kenyon & Eckhardt, Los Angeles, resigns to go on lecture tour, filling request for speeches that have followed publication of her book, *Sex and the Single Girl*.

Robert B. Clark, assistant advertising manager of Sunkist Growers, Los Angeles, promoted to advertising manager. **William E. Tyson** named manager of merchandising department. Mr. Clark has worked in both sales and advertising divisions of Sunkist since 1937.

W. Stephen Dietz, senior vp of Kenyon & Eckhardt, elected president of American Youth Hostels for 1963.

Lee Ross, former advertising manager of Savarin Coffee; **John Troy**, formerly with Clairol Inc., and **DeWitt Taylor**, previously with Colgate-Pal-

molive, join Kastor, Hilton, Chesley, Clifford & Atherton, New York, as account executives. New members of agency's traffic department are: **William Campbell**, formerly of Hicks & Greist, and **James R. McCartney**, formerly of J. Walter Thompson. Added to production department are: **Samson Tauber**, **Albert Schott** and **Marjorie Wicht**.

Charles R. Kelley, formerly with advertising and merchandising departments of The Kroger Co. (grocery and meat products), Cincinnati, named assistant to director of advertising for Interstate Bakeries Corp., Kansas City, Mo.

Rand Oslund, for past two years writer-producer in radio-tv department of D. P. Brother & Co., Detroit, appointed supervisor of agency's audio-visual services. Earlier, Mr. Oslund had been with WWJ-TV Detroit.

Grover Allen, tv producer with Wade Adv., Chicago, for past five years, promoted to newly created position of director of tv production. Mr. Allen's responsibilities will include assignment and direction of other radio-tv producers and supervision of all commercial production for Wade.

Kay Shelton appointed media manager of Botsford, Constantine & Gardner, San Francisco, replacing **Edith Curtiss**, who resigned.

Herbert Amster, formerly with Grey Adv., McCann-Erickson and Ben Sackheim Inc., joins advertising department of Baumritter Corp., New York furniture manufacturer.

Natalie Gutman, formerly with Sudler & Hennessey and Kudner Inc., both New York, joins Impact Adv., Washington, D. C., as copy chief, replacing **Lorraine Kachulis**, who goes on maternity leave.

Frank L. Kurtz named copy chief of Allen & Reynolds, Omaha advertising agency.

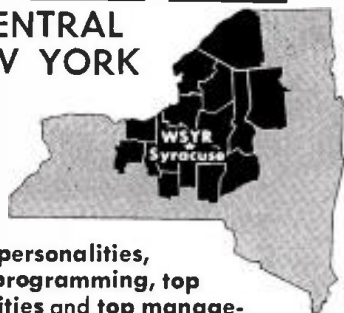
Harold A. Strofel, **Clinton E. Frank Inc.**, and **David A. Evans**, McCann-Erickson, join copy staff of George H. Hartman Co., Chicago.

Estes Jones, former pr director of Lippincott & Margulies, joins N. W. Ayer & Sons, New York, in pr department.

THE MEDIA

John E. Erickson, manager of Chicago office of Spot Time Sales, elected president of New York-based station representative firm, succeeding **William T. Heaton**, who resigned. **Carleton F. Loucks**, east coast sales manager, was elected vp.

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK



Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area. WSYR's big margin of superiority is confirmed by all recognized market coverage studies.



Represented Nationally by
THE HENRY I. CRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco





Mr. Wheeler

Howard L. Wheeler, account executive with ABC Radio in Los Angeles, elected executive vp and general manager of KGB-AM-FM San Diego, effective Dec. 17. He succeeds **Marion R. Harris**, former owner and manager of KGB until its sale to Willet H. Brown (AT DEADLINE, May 14), for whom Mr. Wheeler worked at Don Lee Div. of RKO General from 1948 to 1958 in various sales capacities. Mr. Wheeler was general sales manager of KHJ-TV Los Angeles when he left organization.

Don Edlund, director of advertising for Volkswagen in San Francisco, named general manager of KCIN Victorville, Calif. Other new KCIN appointments: **Denslow Woods**, sales manager; **Glenn Darwin**, program director; and **Neil Linder**, news editor.

Edgar R. Smith appointed local sales manager of WOKR (TV) Rochester, N. Y.

Wharton (Chip) Green, former air personality and salesman of WTLB Utica, N. Y., joins WBVM, that city, as sales manager and newsman.



Mr. Gassaway

Richard Gassaway, local sales manager of KIMA-TV Yakima, Wash., named national sales manager of Cascade Broadcasting Co. (KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick-Pasco Richland, KWIQ

Moses Lakes, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho). Mr. Gassaway has been with Cascade for five years. **Robert DiPietro**, with Cascade for three years, promoted to local sales manager, succeeding Mr. Gassaway.

John D. Kelley, account executive with H-R Television for past two years,

appointed to similar post in New York office of BTA Div. of Blair Television.

William Mulvey, assistant to sales manager of WNHC-TV New Haven, Conn., joins WFIL-TV Philadelphia, in similar capacity. Both stations are licensed to Triangle Publications Inc.

William P. Rogers, senior partner of Royall, Koegel & Rogers, New York and Washington law firm, and former Attorney General of United States (1957-61), elected to board of directors of The Washington Post Co. and will serve on its executive committee. Mr. Rogers has been legal advisor of *Newsweek*, *Art News* and *Portfolio*, which are owned by The Washington Post Co. He will now serve as legal advisor for these magazines, as well as for Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.).



Mr. Reith



Mr. Fields

Harry W. Reith, general manager of WKST New Castle, Pa., assumes added duties of general manager of sister station, WKST-TV Youngstown, Ohio, replacing **Philip J. Richtscheidt**, vp and general manager, who resigns. **Herman (Sonny) Fields**, local sales manager of WJRZ Newark, N. J., promoted to director of sales for Newark outlet. Both stations are owned by Communications Industries Corp., New York.

Leonard A. Doughty appointed assistant supervisor of Travelers Broadcasting Service Corp. transmitter in Avon, Conn., according to **Harold A. Dorschug**, director of engineering for WTIC-AM-FM-TV Hartford, Conn., Travelers-owned stations.

Robert Wickhem named chief engineer of WKOW-AM-TV Madison, Wis.

James Wilkie, former air personality with WWOD-AM-FM Lynchburg, Va., joins WDMS, that city, as chief engineer and staff announcer. **Barbara Jean** appointed WDMS women's director.

Lee Allan Smith, assistant manager of WKY Oklahoma City, re-elected president of Assn. of Independent Metropolitan Stations (AIMS) at annual meeting in New York fortnight ago.

Jerry Gabriel, research and development engineer on president's long-range planning staff at Jack & Heintz Div. of Lear Siegler Inc., Cleveland, leaves that post this month to become vp for operations of Home Entertainment Co. of Los Angeles, which holds pay-tv fran-

chise for city of Santa Monica, Calif., Los Angeles coastal suburb. **Jack Orbison**, former CBS-TV director, will be HECLA program director.

Cecil M. Sansbury, general manager of WHP - AM - FM - TV Harrisburg, Pa., since September 1959, elected executive vp and member of board of directors of WHP Inc., licensee of stations. As well as serving as chief executive officer of corporation, Mr. Sansbury will continue as general manager. He is former general manager of WSEE (TV) Erie, Pa.



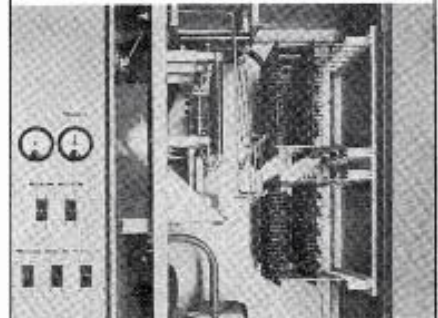
Mr. Sansbury

Robert C. Wisnewski appointed to newly created position of director of program operations for WIS-TV Columbia, S. C. Mr. Wisnewski, former senior producer-director of WRDW-TV Augusta, Ga., joined staff of WIS-TV in October 1961.

Dave Overton, staff announcer of WSM Nashville, Tenn., appointed assistant program director.

Denny Bracken, radio personality formerly with KFMB San Diego, joins KNX Los Angeles, assigned to cast of *Story-Line*, station's Monday-Friday, 12:30-5 p.m. multi-feature show.


CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 5: SILICON RECTIFIERS are used throughout Continental's 317B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help. Write for details today.

Continental Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
Subsidiary of Ling-Temco-Vought, Inc.



ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

NBC Affiliates' election results

A. Louis Read of WDSU-TV New Orleans last week was elected chairman, board of delegates, NBC-TV Network Affiliates, and **Lyell Bremser** of KFAB Omaha was elected chairman of NBC Radio Network Affiliates executive committee. Elections of officers for both radio and tv affiliate groups were held in conjunction with the annual NBC Affiliates' convention in New York (see story, page 52).

Mr. Read succeeds **Jack Harris**, KPRC-TV Houston, who remains on the board of delegates in an *ex-officio* capacity. **Otto Brandt**, KING-TV Seattle, and **Richard O. Lewis**, KTAR-TV Phoenix, elected vice chairman; **Marcus Bartlett**, WSB-TV Atlanta, secretary-treasurer; **Charles Batson**, WIS-TV Columbia, S. C., continues on board, and **Owen Saddle**, KMTV (TV) Omaha, re-elect-

ed to board for two-year term. New members to board: **David Baltimore**, WBRE-TV Wilkes-Barre; **George Comte**, WTMJ-TV Milwaukee; **Gordon Gray**, WKTV (TV) Utica; **James Schiavone**, WWJ-TV Detroit, and **Willard Schroeder**, WOOD-TV Grand Rapids.

Mr. Bremser succeeds **William Grant**, KOA Denver, as executive committee chairman of NBC Radio Affiliates. **Thomas Carr**, WBAL Baltimore, was elected secretary; **Rex Preis**, WOAI San Antonio, and **Bob Kelley**, KCRA Sacramento, were named to committee. Others on the affiliates executive committee: **John Tansy**, WRVA Richmond, vice chairman; **Thomas Barnes**, WDAY Fargo; **Les Biederman**, WTCM Traverse City; **Gustav Brandborg**, KVOO Tulsa, and **Robert Rich**, WDSM Duluth, Minn.

ciated Press, named special broadcasting membership executive in New York.

Ed Bailey joins news photography staff of WIIC (TV) Pittsburgh.

Donald E. Lowstuter, assistant research director of Mutual Broadcasting System, promoted to research director. Prior to joining network in 1960, Mr. Lowstuter served with A. C. Nielsen Co., New York, for five years, and earlier as circulation research specialist for Hearst magazines.



Mr. Lowstuter

Joseph W. MacConkey, executive director of news and special events for KTVH (TV) Hutchinson - Wichita, Kan., appointed executive secretary of Sen. James B. Pearson (R-Kan.), effective Jan. 2, 1963.

Keith Allen, formerly with KMYC-FM Marysville and KXOA Sacramento, both California, joins KOOL-AM-FM Phoenix as disc jockey.

William G. Hune-feld Jr., general sales manager of KPIX (TV) San Francisco, joins WDAU-TV Scranton, Pa., as sales manager. Mr. Hune-feld, who joined KPIX sales staff in 1953, formed Los Angeles office of Television Advertising Representatives in April 1959.



Mr. Hune-feld

Bob Dixon, former CBS-TV announcer and WCBS-TV New York personality, joins KVOA-TV Tucson, Ariz., as host of station's new *Bob Dixon Show*.

James Grant, public affairs director of WTCN Minneapolis, joins WFBM-AM-FM-TV Indianapolis, assigned to special *Town Hall Meeting* project designed to bring eminent speakers on national and international affairs to Indianapolis.

George Berkley, former news director of WAAB-AM-FM Worcester, Mass., and special assignment editor for WCOP-AM-FM Boston, named news secretary of Governor-elect Endicott Peabody of Massachusetts.

Ed Hardy and **Van Kirkwood** appointed news directors of WXYZ-AM-FM and WXYZ-TV Detroit, respectively.

Dave McGhee, former news director of WKNX-AM-TV Saginaw, Mich., joins news department of WFBM-AM-FM-TV Indianapolis. **Jim Green** appointed WFBM statehouse reporter, replacing **Jim McManus**, who resigned.

Zeke Segal, assistant editor-reporter

for CBS News, appointed New York city editor.

Henry S. Ross, producer of news programs for WPIX (TV) New York, appointed to new post of assistant news director. Prior to joining WPIX, Mr. Ross served with CBS-TV as assistant director of news programs.

Curtis Blank, former production manager of NBC-TV, joins WINS New York as business manager.

Robert Cummings appointed production manager of WDAU-TV Scranton, Pa.

Robert P. Irving, assistant traffic supervisor of WGN Chicago and with *Chicago Tribune* organization for 27 years, appointed director of industrial relations for WGN-AM-TV. Stations are owned by Tribune Co.

David E. Kenney, manager of Triangle Publications' WNHC-FM New Haven, Conn., joins WADS Ansonia, Conn., as general manager. Mr. Kenney succeeds **Sidney E. Byrnes**, who resigned to become president and general manager of WSOR Windsor, Conn.



Mr. Kenney

H. Blake Chatfield appointed senior publicist at KTTV (TV) Los Angeles, succeeding **Ted Krec**, who resigned to become pr director of Memorial Hospital of Long Beach.

Douglas Lovelace, regional membership executive in Louisville for Asso-



Mr. McNally

Michael McNally, manager of Chicago office of Daren F. McGavren Co., national radio station representative, joins ABC-owned WBKB (TV) Chicago as account executive. Previously, Mr. McNally was manager of McGavren's St. Louis office and before that he had been with The Coca-Cola Co., San Francisco, for more than eight years.

H. Blake Chatfield, publicist formerly with NBC-TV and Young & Rubicam, joins publicity staff of KTTV (TV) Los Angeles.

PROGRAMMING

Harold L. Danson, director of pr and educational program sales for Independent Television Corp., New York, appointed general sales manager for syndication. Mr. Danson joined ITC in 1961 as sales executive. He has also served as home office sales executive for NTA and Ziv-TV.

Jerry Briskin, former Screen Gems producer, rejoins production company as assistant to Harry Ackerman, vp and executive producer.

John H. Louis, former midwestern spot sales manager of Ziv-UA (now United Artists Television), joins Official Films, New York, as eastern sales manager. Mr. Louis also served with WCPO-TV and WLWT-TV, both Cincinnati.

Donald F. Williams, formerly with

Fred Astaire Studios in New York in sales-promotion, appointed sales director of Paragon Productions, Washington.

Bud Haley, actor-announcer, named production supervisor of The Singers Inc., producers of musical commercials. Firm has moved to new offices at 1549 N. Vine St., Hollywood. Telephone: 469-1346.

Merwin Gerard, former creator, producer and packager of *Alcoa Presents* and *One Step Beyond* series, signed by Four Star Television to produce hour-long Robert Taylor series set for airing next season on ABC-TV. Production of new series, as yet untitled, is scheduled to begin early in 1963.

Murray Golden, director currently filming "The Way of Aaron," segment of NBC-TV's *Bonanza* series, has signed with General Artists Corp. for representation in all fields. GAC plans to package tv series from original story, "The Wish" written by Mr. Golden, with William Bendix as star.

Paul Blustain, producer-director for three years with McCann-Marschalk, New York, and before that with Young & Rubicam, that city, joins New York staff of Fred Niles Communications Centers Inc. as executive producer.

EQUIPMENT & ENGINEERING

Richard M. Blanco appointed director of sales for New York motion picture division and military sales division of Technicolor Corp., Hollywood.

New Pioneer president



Mr. Wood

Sidney A. Wood, board chairman of Wilbur B. Driver Co., Newark, N. J., manufacturer of electrical and electronic alloys, was elected president of de Forest Pioneers Inc., New York, succeeding **Dr. Allen B. DuMont**, New Jersey industrialist and electronic scientist. The de Forest Pioneers Inc. was organized in 1952, and according to their by-laws, "for the express purpose of bring together the men who worked and associated with Dr. de Forest, to perpetuate the memories of those days and to pay tribute to his transcendent genius." Dr. de Forest, the famed inventor of the three-element vacuum tube and often referred to as the father of radio and electronics, died in June 1961 at the age of 86.

E. Bruce McEvoy, distribution sales manager for electronic tube division of Sylvania Electric Products, New York, appointed assistant to vp-marketing. **William T. Buschmann**, Pacific regional sales manager, succeeds Mr. McEvoy as distributor sales manager.

John J. Shenk, former marketing manager for CBS Electronics' special products and recently responsible for sales of special components and assemblies of Varo Inc., Garland, Tex., named research and development sales administrator for Raytheon Co.'s industrial components division in Newton, Mass.

John W. Thornton, vp in charge of marketing of Joy Manufacturing Co. (heavy machinery), Pittsburgh, joins Blaw-Knox Co. (steel products), that city, as product planning manager, newly created post.

ALLIED FIELDS



Mr. Miller



Mr. Mehlig

John C. Miller, president of Berlin-Chapman Co. (bleachers and grandstands, heat exchangers, special processing equipment), Berlin, Wis., elected chairman of board of directors of Broadcast Clearing House, centralized billing company, New York. **Lee P. Mehlig**, BCH executive vp and co-founder two years ago, elevated to president and chief operations executive, replacing **John E. Palmer**, who has resigned. Promotions in New York office: **Donald A. Norman** to general sales manager; **Harold F. Walker** to eastern sales manager, and **Jock Flournoy** to administrative manager. **James D. Bowden** remains midwest sales manager of Chicago office as does **Frank W. Crane** in Los Angeles. Prior to formation of Broadcast Clearing House, Mr. Mehlig was general sales manager of KGMC Englewood, Colo. (see BROADCAST ADVERTISING story, this issue).

INTERNATIONAL

Karl Steeves, former market research and sales development director of Paul L'Anglais Ltd., station rep firm, Montreal, and director of tv sales department of Canadian Assn. of Broadcasters, Toronto, elected vp and director of media for McConnell, Eastman & Co. Ltd., Toronto.

Dr. B. K. Byram, general manager of CHFI-AM-FM Toronto, Ont., appointed

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1—PERFORMANCE comparable to FM

PART 2—DRIVER STAGE power increase capabilities from 5 kw to 10 kw to 50 kw

PART 3—AMPLIFIER Weldon Grounded Grid Circuit (Pat.)

PART 4—COMPACT DESIGN requires just 72 square feet

PART 5—SILICON RECTIFIERS used throughout the 317B

Continental Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS

Subsidiary of Ling-Temco-Vought, Inc.

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.



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.

chairman of research and development committee of Bureau of Broadcast Measurement, that city.

Michael Yeates and **Robert Otto** join staff of London bureau of American Radio News (ARN) Inc., voice news agency, New York. Mr. Yeates has been with British Broadcasting Corp. Mr. Otto was formerly ARN's Auckland, New Zealand, correspondent. **Pierre Jeffrier**, ARN Paris correspondent, named associate bureau chief of voice news agency's Central European bureau. **Don Rockwell**, formerly with WCOL-AM-FM Columbus, Ohio, appointed Berlin, Germany, correspondent for ARN, under Bureau Chief Kurt Jager Jr.

DEATHS

Sanford Helt, 55, founder and president of Radio Engineering & Maintenance Corp., Lexington, Ky., died Nov. 22 in that city. Mr. Helt built WIRE Indianapolis in 1923 and two years later moved WLAP, then located in Louisville, to Lexington, Ky. He served as WLAP's chief engineer until 1948 when he left station to form his own engineering firm.

Henry E. Abt, 58, president of Brand Names Foundation, New York, died Nov. 29 of heart attack in Minneapolis. Mr. Abt, who had been executive head of Brand Names since 1945, was previously head of group relations department of National Assn. of Manufacturers. He was member of board of Advertising Federation of America.



Mr. Abt

James W. Christopher, 50, president of J. W. Christopher Adv. Agency, Pasadena, Calif., died Nov. 30. Mr. Christopher was past president of Advertising Assn. of the West and Pasadena Advertising Club.

Robert Kerr, 40, station relations coordinator of Canadian Broadcasting Corp., Ottawa, Ont., died Nov. 30. Mr. Kerr represented CBC in discussions with its affiliated stations and with political parties.

Ira Dilworth, 68, former director of program evaluation for Canadian Broadcasting Corp., died Nov. 30 at Vancouver, B. C. Mr. Dilworth joined CBC in 1938 as British Columbia regional director, became director of its international service in 1946, Ontario regional director in 1953 and director of English-language networks in 1956.

FANFARE

WRAL-TV Raleigh popcorn provided for every pot

Aware that popcorn, the old movie theatre mainstay, has become just as popular alongside the family television set, WRAL-TV Raleigh, N. C., distributed 7½ tons of the stuff in 50,000 self-pop containers to viewers in eight cities within its coverage area to promote ABC-TV's *Sunday Night Movie*.

Boy Scouts delivered the corn and program schedules and earned \$2,500 for their projects fund. The distribution was to families in Raleigh, Durham, Wilson, Rocky Mount, Goldsboro, Fayetteville, Clinton and Burlington.

KCBS cited for polio work

San Francisco's Bay Area Medical Assn. Committee for K.O. Polio Program has written 700 area advertisers and agencies drawing attention to KCBS San Francisco's role in selling

a polio vaccine immunization program this fall. The letters cite KCBS's "splendid coverage" and call attention to the station's "community-spirited effort" and "ability to move a mass audience." More than 2.5 million persons were treated during the two days of the campaign, the committee said.

Drumbeats . . .

Color presentation ■ WGN-TV Chicago's 1,700 hours of color programming this year and the extensive on and off air promotion of color by the independent station are detailed in a presentation sent to advertising executives fortnight ago. Brochure accents color growth generally too, including prediction all tv will be 100% color in 10 years.

Pin one on me ■ KNBR San Francisco is reminding the trade that it has changed calls from KNBC by circulating diapers imprinted with the call

letter information and held together by a large safety pin to which a note is attached stating, "Unpin for the big change."

Road code plug ■ WJW-TV Cleveland has begun a "Live in COURTesy, Not in Court" campaign by prowling Cleveland streets in a safety patrol car painted florescent green. The patrol car driver mentions one courteous woman driver on the air daily. Weekly winners are awarded an installed set of seat safety belts.

Record album presentation ■ ABC Radio has released a new presentation for affiliates and potential advertisers which combines 33½ rpm records with print. The presentation is an illustrated booklet containing three vinyl records of personalities, programs and news taken off the air.

City song ■ WNOX Knoxville, Tenn., has dedicated "Song of the City," a 45 rpm recording, to its home town. The song and four other numbers were composed and arranged by Allyn Ferguson and produced by Archer Productions, Hollywood.

Retail sales contest ■ WMCA New York supplied the prizes Nov. 16 for advertiser B. Meier & Son, a New York food broker who conducted a retail division sales contest for Broadcast Meats products. The salesman with the largest volume of sales in the contest period won an expense-paid weekend at the Waldorf-Astoria Hotel. Runners-up received a transistor radio, two seats to a Broadway play and record albums.

Gracias ■ WSB Atlanta, Ga., is circulating a flyer thanking its listeners for their indulgence during the Cuban emergency

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- 52 weekly issues \$7.00 104 weekly issues \$12.00 Payment attached
 52 issues & Yearbook published next November \$12.00 Please bill

name _____ title/position* _____
company name _____
address _____
city _____ zone _____ state _____

Send to home address—

* Occupation Required

when the station was cooperating with the government in broadcasting the Voice of America during night hours. The flyer written in Spanish with English translation reminds listeners of resumption of normal night scheduling.

\$250 WFBM stipend ■ WFBM-AM-FM-TV Indianapolis has named Janet M. Santilli, a senior at Indiana U., as the station's first winner of a \$250 award intended to "encourage outstanding students . . . to seek careers in radio or television." Miss Santilli was selected for her work in public affairs. The WFBM stations also cooperate with the university by offering summer internships.

Seeks mutts-of-the-month ■ Tennessee Ernie Ford is championing non-pedigreed dogs with his "The First Annual Ol' Ern All-Mutt Contest" which ends Saturday, Dec. 15. Limited to California dogs of undeterminable origin, the contest requires owners not older than 10 years to submit a photograph taken with his or her mutt. Winner will appear on the *Ernie Ford Show* (daily at noon, ABC-TV).

Louisiana-bound? ■ Visitors to Louisiana will be issued brochures which list the call letters, frequencies, channels and home towns of radio and television



No secret: KMEX-TV's rates are going up

KMEX-TV Los Angeles' all-Spanish language uhf station is raising its rates next month (see cut), but no one could honestly say the station hadn't warned its advertisers it would do so.

The new station's Golden Charter plan gave its first customers substantial discounts when they purchased non-cancellable two-year con-

tracts (BROADCASTING, Sept. 24).

Now with the rate hike imminent, KMEX's Torero is flashing the news on an outdoor sign at 4202 Wilshire Blvd. where it's intended to catch the eyes of agency-client commuter traffic. Other KMEX billboards feature the cartoon figures, too, but they are directed primarily at the consumer market.

stations, courtesy of the Louisiana Assn. of Broadcasters, the state motor hotel association and the state tourist

bureau. The LAB is seeking reaction of broadcaster members to determine whether the idea ought to be continued.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 29 through Dec. 5 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. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

WVNA-TV Tusculumbia, Ala.—Elton H. Darby.
WGHP-TV High Point, N. C.—Southern Bcstrs. Inc.
WIBF-TV Jenkintown, Pa.—William L. Fox.
WSEW (TV) Oil City, Pa.—Great Lakes Tv Co.

CP CANCELLED

KRNM-TV Roswell, N. M.—N. M. Telecasting Co. Deleted call letters and cancelled cp, as modified, which authorized new tv on ch. 10 in Roswell. Principals: Perry C. Maxwell, Penrod Toles and Clarence E. Hinkle. Action Dec. 3.

LICENSE CANCELLED

KBAS-TV Ephrata, Wash.—Cascade Bestg. Co. Deleted call letters and cancelled li-

cense as modified for tv of ch. 16 in Ephrata. Action Dec. 3.

APPLICATION

WOAY-TV Oak Hill, W. Va.—Request waiver of Sec. 3.652(a) of rules to identify itself as Oak Hill-Beckley, W. Va. Ann. Nov. 29.

New am stations

ACTIONS BY FCC

Deer Lodge, Mont.—Powell County Bestg. Co. Granted cp for new am to operate on 1400 kc, 250 w. P.O. address c/o James R. Wheeler, 402 N. Second St., Douglas, Wyo. Estimated construction cost \$9,500; first year operating cost \$18,000; revenue \$30,000. Principals: James R. Wheeler (99% plus) and Elizabeth L. Wheeler & M. K.

Daniels (each less than 1%). Mr. Wheeler is radio engineer; Mrs. Wheeler is housewife; Mr. Daniels is attorney. Action Nov. 28.

Canton, N. C.—Vernon E. Pressley. Granted new am to operate on 920 kc, 500 w-D. P.O. address 34 Pearl St., Canton. Estimated construction cost \$18,150; first year operating cost \$36,000; revenue \$40,000. Mr. Pressley is salesman WSKY Asheville, N. C. Condition: must curb any objectionable interference to WWIT Canton. Action Nov. 9.

Existing am stations

CALL LETTERS ASSIGNED

WEZQ Winfield, Ala.—John Self.
KKCM Jacksonville, Ark.—Jacksonville Bestg. Inc.
KEKO Kealahakua, Hawaii—Maunaloa Bestg. Inc.
WJTO Bath, Me.—Winslow T. Porter.

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Changed from WMMS.
 WJCO Jackson, Mich.—TV Corp. of Michigan Inc. Changed from WRST.
 WKJR Muskegon Heights, Mich.—Muskegon Heights Bcstg. Co.
 WYKP Ocean City—Somers Point, N. J.—Bi-States Bcstrs.
 WBNO Bryan, Ohio—Williams County Bcstg. System.
 KGTN Georgetown, Tex.—Georgetown Bcstg. Co.
 KBAT San Antonio, Tex.—Texas Star Bcstg. Co. Changed from KENS.
 KGRS Pasco, Wash.—Century Bcstg. Corp. Changed from KPKW.

APPLICATIONS

KEZY Anaheim, Calif.—Cp to increase power to 5 kw-N and 10 kw-D from 1 kw; change from DA-1 to DA-N; install new trans.; operate trans. by remote control from studio location daytime only. Ann. Dec. 4.
 KAOR Oroville, Calif.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Dec. 3.
 KFTW Fredericktown, Mo.—Mod. of cp (as modified, which authorized new am) to increase daytime power to 1 kw from 250 w and change type trans. Ann. Nov. 29.

New fm stations

ACTIONS BY FCC

Bradenton, Fla.—Sunshine State Bcstg. Inc. Granted cp for new class C to operate on 103.3 mc, 26 kw. Ant. height above average terrain 135 ft. P.O. address Box 1038, Bradenton. Estimated construction cost \$18,832; first year operating cost \$6,550; revenue \$9,345. Principals: Robert R. Nelson (56.2%), Edgar E. Unsworth (15.1%), Wilber E. & Randolph C. Schonek (each 8.5%), Walter H. Wyar & Raymond S. Ferrine (each 5.8%) and Bette F. Nelson (1%). Sunshine owns WRD Bradenton. Ann. Nov. 28.
 Portsmouth, N. H.—Knight Bcstg. of N. H. Inc. Granted cp for new class B fm to operate on 100.3 mc, 20 kw. Ant. height above average terrain 210 ft. P.O. address 490 Commonwealth Ave., Boston, Mass. Estimated construction cost \$23,000; operating cost and revenue will be jointly with WHEB Portsmouth. Principal: Norman Knight (100%). Mr. Knight also owns WHEB Portsmouth; WEIM Fitchburg, Mass.; WGR Manchester, WTSL Hanover and WTSV-AM-FM Claremont, all New Hampshire. Action Dec. 5.
 Cookeville, Tenn.—Helen L. Cunningham. Granted cp for class A to operate on 94.3 mc, 3 kw. Ant. height above average terrain 105 ft. Mrs. Cunningham sole owner. Action Nov. 30.
 Cookeville, Tenn.—WHUB Inc. Granted cp for new class A fm to operate on 98.3 mc, 1.50 kw. Ant. height above average terrain 400 ft. P.O. address 523 Spring St., Cookeville. Estimated construction cost \$12,175; first year operating cost \$15,000; revenue \$15,000. Principals: M. L. Medley (60%) and Martin L. Medley Jr. (40%). Applicant owns WHUB Cookeville. Action Nov. 30.

Existing fm stations

CALL LETTERS ASSIGNED

KNJO (FM) Thousand Oaks, Calif.—Thousand Oaks Bcstg. Co.
 WWOQ (FM) Boca Raton, Fla.—Boca Raton Bible Conference Grounds Inc.
 WMVJ-FM Miami Beach, Fla.—Community Service Bcstrs. Inc. Changed from WMBM-FM.
 *WVIS (FM) Terre Haute, Ind.—Indiana State College Board.
 WMT-FM Cedar Rapids, Iowa—WMT-TV Inc.
 WLRW (FM) Champaign, Ill.—Modern Bcstrs.
 *WVIK (FM) Rock Island, Ill.—Augustana College.
 *WPHS (FM) Warren, Mich.—Warren Consolidated Schools.
 WCTS-FM Minneapolis, Minn.—Central Conservative Baptist Theological Seminary.
 WIOD-FM Charlotte, N. C.—Carolina Bcstg. Co. Changed from WSOC-FM.
 WCLV (FM) Cleveland, Ohio—Janssen Bcstg. Co. Changed from WDOG (FM).
 WHIS-FM Bluefield, W. Va.—Daily Telegraph Printing Co.

APPLICATION

WOXR (FM) Oxford, Ohio—Cp to change frequency to 97.5 mc, ch. 248, from 97.7

mc, ch. 249; increase ERP to 20 kw from 600 w; change ant. height above average terrain to 210 ft. from 150 ft.; install new trans. and ant.; change studio location; operate trans. by remote control. Ann. Nov. 29.

Ownership changes

ACTIONS BY FCC

WMFC Monroeville, Ala.—Granted assignment of license from William M. Stewart (100%), d/b as Monroe Bcstg. Co., to Mr. Stewart (97%), Carolyn H. Stewart (2.8%) and Ralph L. Jones (.2%), tr/as Monroe Bcstg. Inc. No financial consideration, as assignment of shares to Mr. Stewart's wife and attorney and incorporation is for tax purposes. Action Nov. 30.

KTCS Fort Smith, Ark.—Granted assignment of license from B. M. Salyer Jr., Jerry J. Salyer, and Omar C. Thompson (each 25%), Paul A. Keesee and Leon C. Nance (each 10%) and Lovelle Morris (5%) d/b as KTCS Radio Co., to Mr. Thompson (34%), Mr. Morris and Bill Harper (each 25%), Messrs. Nance and Keesee (each 10%), tr/as Big Chief Bcstg. Co. Consideration \$40,000. Action Dec. 5.

KPIX-TV San Francisco, Calif.—Granted assignment of license from Westinghouse Bcstg. Co. (Calif.) to Westinghouse Bcstg. Co. No financial consideration, as assignment is to facilitate liquidation of Calif. company, wholly-owned by WBC. Action Nov. 30.

WLAW Lawrenceville, Ga.—Granted acquisition of positive control of licensee corporation, Radio Gwinnett Inc., by Stephen B. McGarity (33½%), now 100%) from Eathel Holley and Leslie E. Gradick Jr. (each 33½%). Consideration \$39,000. Action Dec. 5.

KTRG Honolulu, Hawaii—Granted transfer of control of licensee corporation from Maurice J. Sullivan (36.3%); Alister W. Macdonald & John E. Porter (each 11.7%); Henry Chun Hoon, John H. Fujieki, Takeshi Yokono, Richard Fujieki, Frederick H. Shintaku & Clarence Chun Hoon (each 2.8%); Albert T. Teruya, Frank J. Hata & Minoru Hata (each 5.9%); and Wallace Teruya (5.8%), d/b as Ala Moana Bcstg. Inc., wholly owned by Hawaiian Pacific Inc., to same persons tr/as Hawaiian Paradise Park Corp., sole owner of Hawaiian Pacific Inc. No consideration, as transfer is for business reasons. Action Dec. 5.

WKYV Louisville, Ky.—Granted assignment of license from Radio Kentucky Inc. (ownership not available) to The Polaris Corp. (50%), Merchants' National Bank and Trust Co., Indianapolis, Ind. (trustee for 37.2%) and Ferris E. Traylor (12.8% and votes shares of Merchant National Trust) d/b as Producers Inc. Consideration \$305,300. The Polaris Corp. is data processing firm. Shares in Producers voted by John H. Kelly. Mr. Kelly is 50% owner WFOX Milwaukee, Wis. Mr. Traylor is 47% owner WTVW (TV) Evansville, Ind. Action Dec. 5.

WWMT (FM) New Orleans, La.—Granted acquisition of negative control of licensee corporation, Custom Electronics Inc., from George R. Montgomery, Peter H. Walmsley and Macy O. Teetor Jr. (each 33½%) by Messrs. Montgomery and Teetor (each 50%). Consideration \$19,689. Action Dec. 4.

KATL Miles City, Mont.—Granted transfer of control of licensee corporation to Robert J. Scanlan (81.16%), son and executor of estate of Sarah M. Scanlan (deceased). No financial consideration involved. Mr. Scanlan is vp, general manager and publisher of Miles City Star, daily newspaper. Action Nov. 30.

WUSM Havelock, N. C.—Granted assignment of license from Jack S. Younts (100%), d/b as Radio-Marine, to Mr. Younts (30%), E. S. Younts (12.5%), Sandhill Community Bcstrs. Inc. (42.5%) and others, tr/as Friendship Bcstrs. Inc. Consideration \$9,000. Mr. Younts is majority stockholder in Sandhill, licensee of WEEB Southern Pines, N. C. Action Nov. 30.

KVKM-TV Monahans, Tex.—Granted assignment of cp and license from John B. Walton, J. B. Walton & J. Ross Rucker (each 33½%), d/b as Tri-Cities Bcstg., to John B. Walton (100%), tr/as Tri-Cities Bcstrs. No financial consideration involved, as J. B. Walton, father of John B. Walton, plans to receive assets of corporation in lieu of debt it owes him and transfer assets to son as gift. Messrs. Walton, Walton & Rucker are also owners of KVKM Monahans (see below). Action Nov. 30.

KVKM Monahans, Tex.—Granted acquisition of positive control of licensee corporation, Monahans Bcstrs., by John B. Walton (100%, presently 32%) from J. Ross Rucker (36%) and J. B. Walton (32%). No financial consideration involved, as J. B. Walton, father of John B. Walton, plans to receive assets of corporation in lieu of debt it owes him and transfer assets to John B. Walton as gift. Messrs. Walton, Walton & Rucker are partners in KVKM-TV Monahans (see above). Action Nov. 30.

KEYE Perryton, Tex.—Granted assignment of license from Carl Ellis, Jessie Stewart & Virby Conley (each 82 shares) and Irvin R. Buchanan (4 shares), d/b as Great Plains Bcstg. Co. (250 shares issued), to Dossie Marion Wiggins & Frank Junell (each 35%), T. D. Wiggins (20%) and William J. Wallace (10%), tr/as Perryton Radio Inc. Consideration \$160,000. Action Dec. 5.

KCTV-TV San Angelo, Tex.—Granted acquisition of positive control of licensee corporation, Westrex TV Co., by Big Spring Bcstg. Co. (49.42% before transfer, 98.84% after) through purchase of stock of B. P. Bludworth and Roy Simmons (each 25%). Houston H. & Edward H. Harte (each 48.32%) and A. L. Hall (3.36%) own Big Spring Bcstg. Consideration \$228,000. Action Dec. 5.

WAGE Leesburg, Va.—Granted assignment of license from James H. & Valeria H. Symington (69% jointly), and A. V. Tidmore & John R. Gill (each 15.5%), d/b as WAGE Inc., to same persons in same percentages tr/as Radio WAGE Inc. No consideration, as change is for corporate reasons. Action Dec. 5.

APPLICATIONS

WBMG (TV) Birmingham, Ala.—Seeks acquisition of positive control of permittee corporation, Birmingham TV Corp., from H & E Balaban Corp. (50%), owned by Harry and Elmer Balaban through stock and trusteeships, to Winston-Salem Bcstg. Inc. (50% before transfer, 100% after), large company with no majority stockholder. No financial consideration involved. Winston-Salem owns WTOB-AM-FM Winston-Salem, N. C.; WSGN Birmingham and WLOW Portsmouth, Va. Ann. Nov. 29.

WABT Tuskegee, Ala.—Seeks assignment of license from Elizabeth S. Wilder (100%), d/b as Radio Tuskegee Inc., to Madison Davis Jr. and Jean D. Davis (each 50%), tr/as Maco Bcstg. Inc. Consideration \$39,000. Mr. Davis is past employe of WOWL-TV Florence, Ala.; Mrs. Davis is housewife. Ann. Dec. 3.

KAIL (TV) Fresno, Calif.—Seeks assignment of cp from B. L. Golden, Elbert H. Dean and L. W. Fawns (each 33½%) to Mr. Golden (66½%) and Mr. Fawns (33½%). Consideration \$9,000. Ann. Dec. 4.

KCHU (TV) San Bernardino, Calif.—Seeks transfer of control of permittee corporation from Norman H. Rogers (100%), d/b as KCHU Tv Inc., to The Sun Co. of San Bernardino, Calif., large corporation with no majority owner, though James A. Guthrie controls majority interest through trusteeships. Consideration \$196,409. Sun Co. owns Daily Sun, Evening Telegram & Index, and Sunday Sun-Telegram, San Bernardino newspapers. Ann. Dec. 3.

KBAY-FM San Francisco, Calif.—Seeks assignment of license from Rogan Jones (41.41%), d/b as KGMJ Inc., and others to Kaiser Industries Corp., large corporation with no majority stockholder. Kaiser owns KHVH-TV Honolulu and KHJK (TV) Hilo, both Hawaii, and has applied for ch. 44 in San Francisco. Consideration \$75,510. Ann. Dec. 3.

KSPA Santa Paula, Calif.—Seeks assignment of license from Franklin and Christie Palmer James (100% as joint tenants) to Mr. James (100% individually). No financial consideration involved. Ann. Dec. 5.

WILZ St. Petersburg Beach, Fla.—Seeks transfer of control of licensee corporation, Holiday Isles Bcstg. Co., from Charles W. Mackey & Richard L. Marsh (58.4% in privacy), William D. Mangold (23.9%), George S. Saltsman (9.7%), Jack Faulkner (3%) and estate of Charles L. Spence (7.6%) to Mr. Mackey (65.9% individually), Mr. Marsh (26.5% individually) and estate of Mr. Spence (7.6%). Consideration \$23,442. Messrs. Mackey and Marsh own 70% and 30% respectively of WGGG Gainesville, Fla. Ann. Dec. 5.

WPLO-AM-FM Atlanta, Ga.—Seeks assignment of license from Plough Bcstg. Company, Inc., wholly owned by Plough Bcstg. Inc., to latter company. No financial consideration involved. For other information see WMPA-AM-FM Memphis ap-

PROFESSIONAL CARDS

JANSKY & BAILEY
 Offices and Laboratories
 1339 Wisconsin Ave., N.W.
 Washington 7, D.C. Federal 3-4800
Member AFCEE

JAMES C. McNARY
 Consulting Engineer
 National Press Bldg.
 Wash. 4, D. C.
 Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
 Upper Montclair, N. J.
 Pilgrim 6-3000
 Laboratories, Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS
 CONSULTING ENGINEERS
 RADIO & TELEVISION
 527 Munsey Bldg.
 Starling 3-0111
 Washington 4, D. C.
Member AFCEE

**COMMERCIAL RADIO
 EQUIPMENT CO.**
 Everett L. Dillard, Gen. Mgr.
 Edward F. Lorentz, Chief Eng.
 INTERNATIONAL BLDG.
 DI 7-1319
 WASHINGTON 4, D. C.
Member AFCEE

A. D. Ring & Associates
 41 Years' Experience in Radio
 Engineering
 1710 H St., N.W. 298-6850
 WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES
 CONSULTING RADIO ENGINEERS
 930 Warner Bldg. National 8-7757
 Washington 4, D. C.
Member AFCEE

Lohnes & Culver
 Munsey Building District 7-8215
 Washington 4, D. C.
Member AFCEE

RUSSELL P. MAY
 711 14th St., N.W. Sheraton Bldg.
 Washington 5, D. C.
 Republic 7-3984
Member AFCEE

L. H. Carr & Associates
 Consulting
 Radio & Television
 Engineers
 Washington 6, D. C. Fort Evans
 1600 Conn. Ave. Leesburg, Va.
Member AFCEE

KEAR & KENNEDY
 1302 18th St., N.W. Hudson 3-9000
 WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
 CONSULTING ENGINEERS
 INWOOD POST OFFICE
 DALLAS 9, TEXAS
 MElorea 1-8360
Member AFCEE

GUY C. HUTCHESON
 P.O. Box 32 CRestview 4-8721
 1100 W. Abram
 ARLINGTON, TEXAS

**SILLIMAN, MOFFET
 & KOWALSKI**
 1405 G St., N.W.
 Republic 7-6646
 Washington 5, D. C.
Member AFCEE

GEO. P. ADAIR ENG. CO.
 CONSULTING ENGINEERS
 Radio-Television
 Communications-Electronics
 1610 Eye St., N. W.
 Washington, D. C.
 Executive 3-1230 Executive 3-5851
Member AFCEE

WALTER F. KEAN
 CONSULTING RADIO ENGINEERS
 Associate
 George M. Sklom
 19 E. Quincy St. Hickory 7-2401
 Riverside, Ill. (A Chicago suburb)
Member AFCEE

HAMMETT & EDISON
 CONSULTING RADIO ENGINEERS
 Box 68, International Airport
 San Francisco 28, California
 Diamond 2-5208
Member AFCEE

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hiland 4-7010
 KANSAS CITY 14, MISSOURI

JULES COHEN
 Consulting Electronic Engineer
 617 Albee Bldg. Executive 3-4616
 1426 G St., N.W.
 Washington 5, D. C.
Member AFCEE

CARL E. SMITH
 CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland 41, Ohio
 Phone: 216-526-4386
Member AFCEE

J. G. ROUNTREE
 CONSULTING ENGINEER
 P.O. Box 9044
 Austin 17, Texas
 Glendale 2-3073

VIR N. JAMES
 CONSULTING RADIO ENGINEERS
 Applications and Field Engineering
 232 S. Jasmine St.
 Phone: (Area Code 303) 333-5562
 DENVER 22, COLORADO
Member AFCEE

**JOHN H. MULLANEY
 and ASSOCIATES**
 A Division of Multronics, Inc.
 2000 P St., N.W.
 Washington 6, D. C.
 Columbia 5-4666
Member AFCEE

A. E. Towne Assocs., Inc.
 TELEVISION and RADIO
 ENGINEERING CONSULTANTS
 428 Taylor St.
 San Francisco 2, Calif.
 PR 5-3100

PETE JOHNSON
 Consulting am-fm-tv Engineers
 Applications—Field Engineering
 Suite 601 Kanawha Hotel Bldg.
 Charleston, W.Va. Dickens 2-6281

MERL SAXON
 CONSULTING RADIO ENGINEER
 622 Hoskins Street
 Lufkin, Texas
 NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
 Consulting Engineer
 AM—FM—TV
 Microwave
 P. O. Box 13287
 Fort Worth 18, Texas
 Butler 1-1551

ERNEST E. HARPER
 ENGINEERING CONSULTANT
 AM FM TV
 2414 Chuckanut Shore Rd.
 Bellingham, Washington
 Telephone: Regent 3-4198

**RAYMOND E. ROHRER
 & Associates**
 Consulting Radio Engineers
 436 Wyatt Bldg.
 Washington 5, D. C.
 Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR.
 BROADCAST ENGINEERING
 CONSULTANT
 Box 220
 Coldwater, Michigan
 Phone: BRoadway 8-6733

**SPOT YOUR
 FIRM'S NAME
 HERE . . .**

To be Seen by 160,000* Readers
 —among them, the decision-mak-
 ing station owners and manag-
 ers, chief engineers and techni-
 cians—applicants for am, fm, tv
 and facsimile facilities.
 *ARB Continuing Readership Study

**Service
 Directory**

**COMMERCIAL RADIO
 MONITORING CO.**
 PRECISION FREQUENCY
 MEASUREMENTS
 AM-FM-TV
 103 S. Market St.,
 Lee's Summit, Mo.
 Phone Kansas City, LaClede 4-3777

**CAMBRIDGE CRYSTALS
 PRECISION FREQUENCY
 MEASURING SERVICE**
 SPECIALISTS FOR AM-FM-TV
 445 Concord Ave.,
 Cambridge 38, Mass.
 Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington 6, D. C.
 for availabilities
 Phone: ME 8-1822

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 28

	Lic.	ON AIR	CPS	TOTAL APPLICATIONS
		Cps.	Not on air	For new stations
AM	3,742	52	129	550
FM	1,030	32	155	166
TV	523	53	78	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 28

	VHF	UHF	TOTAL
			TV
Commercial	485	91	576
Non-Commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,727	1,017	512
Cps on air (new stations)	66	46	65
Cps not on air (new stations)	126	146	73
Total authorized stations	3,919	1,209	658
Applications for new stations (not in hearing)	205	13	61
Applications for new stations (in hearing)	298	152	48
Total applications for new stations	503	165	109
Applications for major changes (not in hearing)	59	3	10
Applications for major changes (in hearing)	345	98	45
Total applications for major changes	404	101	55
Licenses deleted	0	0	0
Cps deleted	1	0	2

¹Includes 3 stations operating on unreserved channels.

WJJD-AM-FM Chicago and WCAO-AM-FM Baltimore. Ann. Dec. 5.

KJIM-AM-FM Fort Worth, Tex.—Seeks transfer of control of licensee corporation, Trinity Bcstg. Co. (13,023 shares issued), from James M. Stewart, Paul E. Taft & Milton R. Underwood (each 2,630 shares), William D. Schueler (2,503 shares), Ann Johnson Mitsch (519 shares), F. Kirk Johnson Jr. (518 shares) and F. Kirk Johnson (1,593 shares) to W. C. Windsor Jr. Consideration \$300,000. Mr. Windsor owns film production company. Ann. Nov. 21.

KOL-AM-FM Seattle, Wash.—Seeks transfer of control of licensee corporation, Seattle Bcstg. Co., from Archie Taft Jr. (55%), Marie Storm Taft (20%) and W. L. Simpson (25%) to Mark Goodson and William S. Todman (each 50%), tr/as F-V Productions Inc. Consideration \$850,000. Messrs. Goodson & Todman have wide interests in broadcast field, including Goodson & Todman Productions, producer of network tv shows. Ann. Nov. 30.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of South Texas Telecasting Inc. to change facilities of station KVDO-TV Corpus Christi, Tex., from ch. 22 to ch. 3, and denying application of Nueces Telecasting Co. for new tv station to operate on ch. 3 in Corpus Christi. Action Dec. 4.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward denying application of W. D. Frink, tr/as Jefferson Radio Co., for license to cover cp for station WIXI Irondale, Ala., which had been designated for hearing on issues concerning misrepresentation and concealment of material facts, transfer of control and other matters. Action Dec. 4.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Cherryville Bcstg. Inc. for new am station to operate on 1590 kc. 500 w, D, in Cherryville, N. C.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. Action Dec. 4.

DESIGNATED FOR HEARING

Coastal Bcstrs. Inc., Virginia-Potomac Bcstg. Corp., Colchester Bcstg. Corp., Herndon, Va., WPRW, Prince William Bcstg. Corp., Manassas, Va., WEMD, Easton Bcstg. Co., Easton, Md.—Designated for consolidated hearing applications for new daytime am stations to operate on 1440 kc with DA of Coastal with 1 kw, Virginia-Potomac, 5 kw, and Colchester, 1 kw, and for change of operation on 1460 kc of WPRW from 500 w, D, to 5 kw, U, DA-2, and WEMD from 500 w, DA, D, to 500 w-N, 1 kw-LS, DA-2; made WKCW Warrenton, Va., and WPRW with respect to latter's existing operation, and Burlington Bcstg. Co., Burlington, N. J., Burlington County Bcstg. Co. and Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J. latter three applicants for new am stations, parties to proceeding; denied requests by Coastal and Virginia-Potomac for conditional grants. Action Dec. 5.

The Prattville Bcstg. Co., and Billy Walker, Prattville, Ala.—Designated for consolidated hearing applications for new daytime am stations to operate on 1330 kc—Prattville Bcstg. Co. with 1 kw, DA, and Billy Walker with 500 w; issues include Sec. 3.35(a) multiple ownership determinations concerning Prattville application. Action Dec. 5.

Rockdale Bcstrs., Rockdale, Tex.—Designated for hearing application for new daytime am station to operate on 1510 kc, 500 w; made KSTV Stephenville and KGTV Georgetown, Tex., parties to proceeding. Action Dec. 5.

■ By memorandum opinion & order, commission designated for hearing, at time and place to be determined later, applications for assignment of licenses of stations WAVY & WAVY-TV (ch. 10) and aux., Portsmouth, Va., from Tidewater Teleradio Inc. to WAVY Inc., subsidiary of Gannett Inc., newspaper and broadcast interests. It denied related petitions by Beachview Bcstg. Inc., losing applicant for ch. 10, and disapproved proposed agreement for Tidewater to reimburse Beachview \$98,750 for "out-of-pocket" expenses in connection with their competitive hearing. Comr. Lee not participating; Comrs. Craven and Henry dissented. Action Nov. 28.

OTHER ACTIONS

■ Commission granted applications of Purdue University for two new uhf tv transla-

plication below. Ann. Dec. 5.

KLIC Monroe, La.—Seeks assignment of license from estate of Dr. Frank P. Cerniglia (100%), to Mrs. Marie Z. Cerniglia (100%), administratrix of Dr. Cerniglia's estate. No financial consideration involved. Ann. Dec. 3.

KANE New Iberia, La.—Seeks transfer of control of licensee corporation, New Iberia Bcstg. Inc., from George H. Thomas (50%) to Charles W. & Joan Thomas Brakefield (50% jointly); other stockholders are J. J. Davidson Jr. (30%) and D. H. Castille Sr. & Donald Bonin (each 10%). Consideration \$62,000. Mr. Brakefield is insurance agent. Ann. Dec. 5.

WCOP-AM-FM Boston, Mass.—Seeks assignment of license from Plough Bcstg. Corp., wholly owned by Plough Bcstg. Inc., to latter company, large corporation of more than 50 stockholders. No financial consideration involved. See WMPS-AM-FM Memphis below for other information. Ann. Dec. 5.

WMOX Meridian, Miss.—Seeks assignment of license from Birney Imes Jr. (100%) to Mr. Imes (100%), d/b as Lauderdale Bcstg. Inc. No financial consideration involved. Mr. Imes is also owner of WCBI Columbus, WELO Tupelo and WNCAG Grenada, all Mississippi. Ann. Dec. 3.

KHUB Fremont, Neb.—Seeks assignment of license from H. C. and Leroy L. Snyder (each 50%), d/b as Snyder Enterprises, to H. C. Snyder (100%), tr/as KHUB Inc. Consideration \$17,786. Ann. Dec. 5.

WDHA-FM Dover, N. J.—Seeks assignment of license and cp from Peter L. Arnov (98%) and his mother & father (each 1%), d/b as Drexel Hill Assoc., to same parties tr/as Drexel Hill Assoc. Inc. No financial consideration. Ann. Nov. 30.

WHAM & WFAM (FM) Rochester, N. Y.—Seeks assignment of license from William F. Rust Jr. (77.5%) and Ralph Gottlieb (22.5%), d/b as Genesee Bcstg. Corp., to same persons in same percentile tr/as Rust Bcstg. Inc. No financial consideration involved, as purpose of assignment is to liquidate Genesee. Rust also owns WKBR-AM-FM Manchester and WTSN Dover, both New Hampshire, and WAEB-AM-FM Allentown, WNOW-AM-FM York & WRAW Reading, all Pennsyl-

vania, and is applicant for ch. 13 in Dover. Ann. Dec. 3.

WKET-FM Kettering, Ohio—Seeks assignment of license from Joe Speidel III (90%) and Thomas D. & Catherine B. Johnson (each 5%), d/b as Speidel Bcstg. Corp. of Ohio, to Mr. Speidel (83.333%), Russell George-Busdicker (16.666%) and Jean W. Speidel (.001%), tr/as Speidel Bcstg. Corp. No financial consideration involved. Speidel Corp. owns WOIC Columbia, S. C.; Mr. Speidel is majority owner of WPAL Charleston & WYNN Florence, both South Carolina; Mr. George-Busdicker has minority interest in WJOT Lake City, S. C. Ann. Dec. 4.

WGPA-AM-FM Bethlehem, Pa.—Seeks assignment of license from Pauline H. Adams & Girard Trust Corn Exchange Bank (77%), trustees, B. Ellis Service (10%), Donald S. Taylor (9%) and John Strohmeyer (4%), d/b as Bethlehem's Globe Publishing Co., to same persons tr/as A. B. E. Bcstg. Co. No financial consideration, as assignment is to facilitate business dealings. Ann. Nov. 30.

WICU-FM-TV Erie, Pa.—Seeks assignment of license from Gibraltar Enterprises Inc. to Dispatch Inc., owned by Edward H. Lamb family. No financial consideration involved, as assignment is corporate change only. Ann. Dec. 3.

WAGG Franklin, Tenn.—Seeks acquisition of positive control of licensee corporation, Williamson County Bcstg. Inc., from Ann R. Ormes (19% before transfer, 6.8% after) by William R. Ormes (50% before, 82.1% after). Consideration \$3,200. Ann. Nov. 29.

WLAF La Follette, Tenn.—Seeks acquisition of positive control of licensee corporation, La Follette Bcstg. Inc., from James B. Childress (36.46% before transfer, 3.12% after) by David A. Rawley Jr. (36.46% before, 69.80% after). Consideration \$17,900. Ann. Dec. 3.

WMPS-AM-FM Memphis, Tenn.—Seeks assignment of license from WMPS Inc., wholly owned by Plough Bcstg. Inc., to latter company, large corporation with more than 50 stockholders. No financial consideration involved. Also see applications of WCOP-AM-FM Boston and WPLO-AM-FM Atlanta; in addition, Plough owns

for stations to operate temporarily on chs. 79 and 83 to serve Chicago, Ill., by rebroadcasting programs of its airborne experimental educational stations KS2XGA and KS2XGD at Montpelier, Ind. At present time, viewers in Chicago area are unable to adequately receive direct signals. Translator stations will serve estimated population of four million persons and will enable Chicago viewers to receive satisfactory pictures of airborne transmissions. Grant is conditioned to cessation of these translator operations if applications are made and granted for regular operation. Comrs. Bartley and Craven dissented. Action Dec. 5.

■ By memorandum opinion & order, commission reconsidered its Nov. 8 report and order in doc. 13860 to extent of assigning ch. 67 to Independence and ch. 70 to Ottawa, Kans., which cities were deprived of their only channels in that report which made various channel changes in Kansas and Nebraska. Action Dec. 5.

WCBT Roanoke Rapids, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

WKRC Cincinnati, Ohio—Waived Secs. 3.188 (d) and 3.189 (b) of rules and granted authority to install new trans. and change theoretical parameters of DA system. (Is licensed on 550 kc, 1 kw-N, 5 kw-LS, DA-2). Action Dec. 5.

***WVHC (FM) Hempstead, N. Y.**—Granted cp to change trans. of noncommercial educational fm station and increase ERP from 10 to 220 w; remote control permitted. Action Dec. 5.

■ By letter, commission denied request by Central Bcstg. Co. (WHO), Des Moines, Iowa for waiver of Sec. 3.21 (a) (1) of rules and returned, without prejudice, its tendered application to increase power to 750 kw. Its request for waiver of Secs. 1.354 and 3.24 (g) of rules are moot due to commission's decision not to authorize operation with power in excess of 50 kw at this time. Commissioner Lee dissented. Action Dec. 5.

■ By letters, commission (1) dismissed as unacceptable for filing under May 10 am partial freeze order applications for new daytime am stations of Dover Bcstg. Co. to operate on 1070 kc, 5 kw, in Richmond, Va., and Gulf South Bcstrs. Inc. to operate on 1110 kc, 1 kw, in Houma, La., and (2) closed record in docs. 14488, 14705. Action Dec. 5.

■ By letter, commission (1) denied amendment filed July 12 by Wendell-Zebulon Radio Co. seeking to further change DA system proposed in its application to increase power of WETC Wendell-Zebulon, N. C., and returned amendment as unacceptable for filing under May 10 am partial freeze order and (2) denied its Sep. 25 "supplement" requesting return of its Jan. 24 amendment and acceptance of July 12 amendment. Action Dec. 5.

■ By letter, commission returned as unacceptable for filing under May 10 am partial freeze order amendment filed by Abacoa Radio Corp. to increase power of proposed operation of station WWWW Rio Piedras, P. R., from 500 w to 10 kw. (Station WWWW has pending application to change facilities from 1520 kc, 250 w, U, to 1190 kc, 500 w, DA-2, U). Action Dec. 5.

■ Commission granted request by Spartan Radiocasting Co. and extended special temporary authority to March 10, 1963, to operate station WSPA-TV (ch. 7) Spartanburg, S. C., from Paris Mountain, pending commission consideration of and action upon its pending application to move trans. to site on Caesar's Head Mountain. Action Dec. 5.

■ By memorandum opinion & order, commission granted application of Radio Skokie Valley Inc. for license to cover cp of its new class A fm station WRSV (98.3 mc) Skokie, Ill., and (1) denied opposing petitions of Gale Bcstg. Inc., licensee of fm station WFMT (98.7 mc) Chicago, which claimed interference, and of North Shore Fine Arts Committee alleging deprivation of cultural service resulting from interference to or substitution of WFMT signal by that of WRSV. Chairman Minow dissented and issued statement. Action Dec. 5.

■ By order, commission deleted condition that no construction be commenced prior to further order, which was attached to ordering clause of commission's May 16, 1962, decision granting application of Moline Tv Corp. for new tv station to operate on ch.

8 in Moline, Ill., and denying competing applications of Community Telecasting Corp., Tele-Views News Inc., Midland Bcstg. Co., and Illiway Tv Inc. condition shall be of no further force and effect. Chairman Minow and Comr. Craven not participating; Comr. Ford dissented. Action Dec. 5.

■ By order, commission denied applications by Kennett Bcstg. Corp. (KBOA), Kennett, Mo., and Broadcast Bureau for review of Review Board's Sep. 25 refusal to add programming and misrepresentation issues in proceeding on application of Bootheel Bcstg. Co. for new am station in Kennett. Action Dec. 5.

■ By order, commission approved agreement by Biscayne Tv Corp. and Sunbeam Tv Corp. to resolve outstanding matters in Miami, Fla., tv ch. 7 proceeding. Under agreement (1) Sunbeam buys physical assets of Biscayne now used in latter's operation of tv station WCKT, and its rights under certain film licensing agreements, for \$3,400,000; (2) Biscayne dismisses its pending appeal in Court of Appeals, and (3) grant of cp is now made effective previously awarded to Sunbeam on Aug. 3, 1961, which set aside Jan. 18, 1956, grant to Biscayne. By separate action, commission (1) authorized Sunbeam to operate temporarily on ch. 7, upon cessation of operation of WCKT on that channel by Biscayne, for period ending Feb. 4, 1963; (2) ordered Sunbeam to file application for renewal of license on ch. 7 by April 12, 1963, and (3) further ordered that ch. 7 be available for filing competing applications between April 12 and June 12, 1963. Above actions were taken on Dec. 5 by Comrs. Minow (chmn.), Bartley, Lee and Ford; Comrs. Craven and Henry present but not participating.

WRFL Freeport, Ill.—Granted renewal of license. Chairman Minow abstained from voting. Action Nov. 28.

■ By memorandum opinion & order, commission denied application by Friendly Bcstg. Co. for remission or mitigation of \$4,000 forfeiture ordered by commission on June 20 for willful or repeated violations of Communications Act and commission rules by operating fm station WCUI Cleveland Heights, Ohio, with new trans. making equipment tests without notifying commission and commencing program tests without authorization. June 20 action reduced by half original \$8,000 assessed in Dec. 6, 1961, notice of apparent liability. However, in considering licensee's application for mitigation or remission, commission found no cogent reason for further reducing amount of penalty. Commissioner Hyde abstained from voting. Action Nov. 28.

■ By second report, memorandum opinion & order, commission terminated that part of fm allocations proceeding which considered possible reduction in power or ant. height of certain fm stations authorized before July 25, 1962. Commission has concluded not to apply these limitations to existing stations generally, though new stations and changes in existing stations will be required to conform. It was concluded that tremendous losses in existing service which would result outweigh the possible gains. Action Nov. 28.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in consolidated proceeding on applications of Wide Water Bcstg. Inc. and Radio Voice of Central New York Inc. for new am stations in East Syracuse and Syracuse, respectively, both New York, in docs. 14669, 14671, denied petition by Radio Voice for review of adverse ruling of Examiner denying admission of its engineering exhibit as surrebuttal evidence. Board Member Nelson not participating. Board Member Stone issued concurring statement. Action Dec. 5.

■ By memorandum opinion & order in consolidated proceeding on applications of Five Cities Bcstg. Inc. and Douglas County Bcstg. Co. for new am stations in Austell and Douglasville, respectively, both Georgia, in docs. 14736-7, granted petition by Douglas County and enlarged issues to determine whether Sid Williams, president, director, and 50% stockholder of Five Cities did on Oct. 1, 1962, falsely represent himself to Theodore T. Matthews of Douglasville as being representative of federal government while endeavoring to obtain information concerning application before FCC, or made representations which reasonably led Mat-

thews to believe that Williams was such representative, and, if so, whether Five Cities possesses character qualifications to be licensee of FCC; further directed that burden of proof and of going forward with evidence with respect to this issue is upon Douglas County. Action Dec. 3.

■ By memorandum opinion & order in proceeding on application of WBUX Bcstg. Co. to increase power of station WBUX Doylestown, Pa., from 1 kw to 5 kw, with continued operation on 1570 kc, DA, D, (1) denied petition by Interstate Bcstg. Inc. (WQXR), New York, N. Y., to enlarge issues, and (2) denied WBUX motion to strike WQXR petition. Action Dec. 3.

■ Scheduled oral argument for January 4, 1963, in proceeding on application of Pioneer States Bcstrs. Inc. for new am station in West Hartford, Conn. Action Nov. 30.

■ Granted petition by Broadcast Bureau and extended to Dec. 4 time to respond to joint petition for approval of agreement filed by Progress Valley Bcstrs. Co. and Shakopee Bcstg. Co., applicants for new am stations in Shakopee, Minn. Action Nov. 30.

■ By memorandum opinion & order, commission in consolidated proceeding on am applications of Rockland Bcstg. Co., Blauvelt, Rockland Radio Corp. and Rockland Bcstrs. Inc., Spring Valley, all New York, in docs. 14510-3, (1) denied untimely filed motion by Broadcast Bureau for enlargement of issues and (2) on own motion, enlarged issues to determine (1) whether Sidney Fox (a partner of Rockland Bcstg. Co.) misappropriated and/or entered into conspiracy with others as result of which they misappropriated from American Cyanamid Co. certain confidential information and materials pertaining to production of various pharmaceuticals and converted such confidential matter to their own use and for sale to others including foreign firms, in breach of Fox's employment contract with American Cyanamid, and (2) whether Rockland Bcstg. Co. possesses requisite character qualifications to be licensee. Board Member Nelson not participating. Action Nov. 30.

■ Granted petition by Potomac Bcstg. Inc. and extended to Dec. 10 time to respond to petition by Keyser Bcstg. Corp. for reconsideration and stay of processing of Potomac's application for new am station in Keyser, W. Va. Action Nov. 29.

■ Granted petition by Pinellas Radio Co. and extended to Dec. 3 time to file its opposition to motion of Cherry Bcstg. Co. (WDBO), Orlando, Fla., to enlarge issues in proceeding on Pinellas' application for new am station in Pinellas Park, Fla. Action Nov. 29.

■ Granted petition by Broadcast Bureau and extended to Nov. 28 time to file reply to joint request for approval of agreement filed by Eastern Bcstg. System Inc., Colonial Bcstg. Co., George F. O'Brien and Fairfield Bcstg. Co., in proceeding on their applications for new am stations in Brookfield, New Milford and Easton, all Connecticut, respectively. Action Nov. 28.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ In accordance with agreements reached at Nov. 8 hearing in proceeding on applications of Five Cities Bcstg. Inc. and Douglas County Bcstg. Co. for new am stations in Austell and Douglasville, Ga., respectively, received in evidence Five Cities Exhibit 3 and closed record, and ordered proposed findings to be filed by Jan. 11, 1963. Action Dec. 3.

By Hearing Examiner Thomas H. Donahue

■ Upon agreement of parties at Nov. 28 prehearing conference in proceeding on am application of WBUX Broadcasting Co. (WBUX), Doylestown, Pa., scheduled certain procedural dates, and hearing for Dec. 20. Action Nov. 29.

By Hearing Examiner Arthur A. Gladstone

■ Continued Feb. 11 hearing to Feb. 25, 1963, in proceeding on applications of Service Bcstg. Corp. and Z-B Bcstg. Co. for new am stations in Kenosha, Wis., and Zion, Ill., respectively. Action Nov. 29.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled hearing conference for Dec. 7 in proceeding on applica-

Continued on page 135

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 and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 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

Station-sales manager midwest 500,000 market. Personal and industry resume with photo, please. Box 469R, BROADCASTING.

Ohio daytimer needs experienced small station manager who knows full operation as working manager. Box 491R, BROADCASTING.

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 584R, BROADCASTING.

Experienced manager for a growing regional station in a solid mid Atlantic market. Emphasis on sales. Forward complete resume and references. Box 586R, BROADCASTING.

Sales

Commercial manager for top rated am-fm in 50M Texas City. Should be creative, substantial citizen of management quality. Guarantee plus commission. Benefits. Full details first letter. Box 421R, BROADCASTING.

East coast metropolitan market. No. 1 station has opening for strong professional radio salesman. Should be capable of billing \$10,000 per month, draw against 15%. Group benefits. Box 448R, BROADCASTING.

Sales-announcer combination wanted for 1,000 watt network station in southeast. Good job for a good man in a progressive market. Box 532R, BROADCASTING.

Top rated good music station in southern California coast market of over 200,000 has opening for experienced, aggressive, stable salesman. Salary plus 25% over monthly billing of \$2,000. Box 561R, BROADCASTING.

Wanted: Salesman for central Texas daytimer. Salary and commission. KTON, Belton, Texas.

This may be your big chance to really do something big in radio—to move forward into a top notch position with a top notch operation. Radio one in Waco is looking for a salesman who can sell against aggressive competition. Our 10 kw station has the sound, it's the undisputed leader. The fastest growing station in the great southwest. And it's more than quadrupled sales during the last year. With all this what you need is ability and desire to sell. We'll give a good protected account list, pay a guarantee against commissions. Write or phone on Wednesday Thursday, or Friday: Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas. Phone PL 4-1488.

Suburban Chicago. Permanent position expanding organization. Original ownership. 5 kw AM-130 kw FM. 20% commission—advance. Complete details. Wheeler, WEAU, Evanston, Illinois.

We have a top production team, we are a good music station only. We are the only fm and am station in a market with over 60% of the homes fm and over 20% fm exclusive. We need a self starting salesman and one that can close! We offer a top guarantee plus commission to the right man. Send full resumes to director of sales, Box 5, Ann Arbor, Michigan, or phone area code 313-, NO 3-0589.

Good salesmen needed! Many openings through Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minnesota. Write today for free application.

Help Wanted—(Cont'd)

Announcers

Aggressive modern operation needs sharp, swinging disc-jockey who knows production and can comply with format policy. Air mail audition tape, background letter, references Box 714P, BROADCASTING.

Top flight R & B jock for traffic times. Top northern market. Must pass rigid personal investigation. Good opportunity for right man. Tape and resume. Box 209R, BROADCASTING.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer. \$100 weekly. Box 326R, BROADCASTING.

Wanted: announcer with tight board, good production, \$175.00 per week. Send unedited half hour air check. Box 441R, BROADCASTING.

Announcer-engineer. Ohio station needs a first phone who is sharp on maintenance. Send full details and tape to Box 481R, BROADCASTING.

Ohio daytimer needs announcer with first class ticket. Experience unnecessary but desirable. Box 490R, BROADCASTING.

Five kw within 100 miles of Chicago wants announcer with several years of staff experience and proved news writing ability. Personal interview required. List age, education, experience in detail. Do not send tape. Box 517R, BROADCASTING.

Announcer wanted by South Carolina 1,000 watt network station. Good operation in friendly city. Send full details including references. Box 531R, BROADCASTING.

Mature, authoritative deejay who wants to grow with solid upstate New York station. We have a new proven format for local radio. Excellent working conditions. If you're ambitious and sincere about a real radio future, rush a tape, picture and complete background summary now. Box 541R, BROADCASTING.

Sports(caster) all of it, any of it. Radio and tv, experience, recognition even college graduate. Let's move up, write now. Box 544R, BROADCASTING.

Georgia daytimer—good pay for first ticket combo man. Bright, enthusiastic air, capable engineering. Box 548R, BROADCASTING.

Announcer-salesman. Salary & commission. School trained beginner OK if you can sell. Adult music. KGHT, Hollister, California.

Sports(caster), all of it, any of it. Radio and tv, experience, recognition even college graduate. Let's move up, write now. Box 544R, BROADCASTING.

Gulf coast 5 kw quality good music station needs quality announcer with first phone. Send photo, resume, character and financial references and audition tape. Box 568R, BROADCASTING.

Combo announcer—first phone for number one station in medium Michigan market. Air work only—no maintenance. Modern formula experience desired. Excellent opportunity work with sharp crew. Unusually attractive salary. Rush tape, snapshot, present income to Box 575R, BROADCASTING.

Need mature morning man. \$450 per month to start. Tape and resume to KERZ, Freeport, Texas.

Help Wanted—(Cont'd)

Announcers

Need immediately pleasant voiced, fast-paced announcer with 1st ticket, capable of production-type work. Station is number one in four station market of 125,000. Staff is pleasant and capable, we need a good man to join us. Air mail tape, resume, requirements: Hugh Barr, P.D., KLO, Box 1499, Ogden, Utah.

Wanted—staff announcer fast paced good music station. Resume and tape to KWNT, Davenport, Iowa.

Chicago suburban, first phone. Permanent, immediate, experienced. Tape please and detailed letter. WEAU, Evanston, Illinois.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Morning man, experienced for 5,000 watt full-time station near Philadelphia. Must have good sound and board know-how. Profit-sharing plan and fringe benefits. WCOJ, Coatesville, Pennsylvania.

DJ with 1st phone top 40 experience. \$115 per week. 1½ overtime, double pay holidays. In St. Louis area, contact Chuck Norman, WGNU, Granite City, Illinois.

Opening soon. New clear channel radio station serving Granite Falls, Hickory and Lenoir, N. C. Now accepting applications for experienced announcers, engineers, salesman and copywriter. Good salary. Excellent working conditions. Paid hospitalization and life insurance. Good opportunity with growing group organization. Member "Childless Stations" group. Send complete resume to: Robert S. Culler, Manager, WKJK, Box 155, Granite Falls, North Carolina.

Modern formula Storz-WLS type morning deejay for number one pulse rated 5,000 watt station. Must know pop music and have production experience. Want real pro to join swinging station, part of growing prestige chain. Top dollar for top man. Send tape, resume, photo, recent earnings to Skip Knight, WTRU, Muskegan, Michigan.

Md.: Resort area seeking engineer-announcer with first ticket. Talent and ability more essential than experience. Send tape-resume, WPTX, Lexington Park, Maryland.

D.J. Comedy! Professional package now \$2.50. Box 92, Kansas City, 41, Mo.

Announcers needed! Get set for tomorrow's opportunity today. Free application. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minn.

Technical

Experienced young man with first class ticket to be chief engineer for top-notch Pennsylvania small market kilowatt operation, directional at night. Excellent opportunity for right man. Salary starts at \$100. Be your own boss. Box 430R, BROADCASTING.

Chief Engineer—Ohio daytimer. Complete responsibility for maintenance of modern well engineered station. Must be capable of handling modest amount of air time. Send resume, salary requirements and tape. Box 480R, BROADCASTING.

New Daytime 500 watt directional Salina, Kansas, needs chief engineer who can also make installation. Send background and salary requirements. Box 534R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Combination play by play man and chief engineer. Must be good at both. Great Plains state. Box 554R, BROADCASTING.

Gulf coast 5 kw directional station wants good audio engineer capable of maintenance and administrative work. Not afraid to get hands dirty. Experience with directional antenna systems helpful. Send resume, photo, financial and character references. Box 569R, BROADCASTING.

Engineer—some announcing. Kilowatt day-timer. Limited experience accepted. KVMA, Magnolia, Arkansas.

Kick the snow habit. Live a little in the fabulous Southwest. Moderate climate, blue skies, skiing from Thanksgiving to Easter only two hours away at playground high in mountains. Excellent school system. Work with dominant station in state's second largest market. AM, FM, SCA. Poor housekeepers but wonderful bunch of people, all adults, with record of low turnover, want to keep it that way. Position open for engineer, prefer man with ability to learn if experience is lacking. Help maintain and install some SCA installations. Write KBIM, Box 910, Roswell, New Mexico.

Chief engineer, announcer, 5 kw da—new RCA transmitter. Must be well qualified and ambitious. Good pay to right man. Present chief called to active duty in military. Leaves about January first, 1963. Call WION, Phone 2-300 or write Box 143, Ionia, Michigan.

Chief engineer—news station, Chicago area. KW fm-am directional. State experience and salary. WNSH, Box 1430, Highland Park, Illinois.

Technicians, let us find you that better job. Free Application. Broadcast Employment Service, 4825 10th Ave. So., Minneapolis, 17 Minn.

Production—Programming, Others

Traffic manager for Philadelphia area regional radio operation. Forward resume and salary desired to Box 520R, BROADCASTING.

Combination program director-news editor. Qualified local news reporter and rewrite ability. Midwest. Box 555R, BROADCASTING.

Newsman—Present newsman leaving for metro market. Need "radio pro" dedicated to sound, ethical journalism. Must be able to write, gather, and air news in a factual, authoritative manner for 5000 Watt midwest independent that has earned reputation as prestige news station. Resume, references, photo, and tape required first letter. Box 571R, BROADCASTING.

Newsman wanted immediately coverage local news. Good salary, permanent. Approx. 60 miles from New York City. Box 591R, BROADCASTING.

Newsman to gather, write, and air local news. Must have mature judgment and authoritative delivery. WSMI, Litchfield, Illinois.

RADIO

Situations Wanted—Management

Manager. Documented sales ability. Thirteen years successful management. Top character and owner references. Box 391R, BROADCASTING.

Have attache case... will travel. The attache case is loaded, ready to fire a barrage of selling ideas, and it's automatic, not just a single shot. Over twenty years of advertising sales experience. Currently and for five years sales manager of medium market radio station. Ready for one of the first fifty markets. Knowledge and experience in all media. Can furnish resume together with top recommendations. Box 563R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Owners—is your general manager just a salesman? That's not enough to make your station good! Buy knowledge of laws, procedures, administration and genuine love for radio. If you already have a sales manager, but need someone to take care of the store. Box 564R, BROADCASTING.

Top flight manager available due to change of ownership. Mature, heavy sales, fifteen years major market experience. Excellent p&l and public relations background, and proven ability for building ratings to market dominance. Box. 566R, BROADCASTING.

Age 37, radio-tv, 12 year experience includes manager radio, plus radio-tv sales management, program director, former college prof—outstanding record. Desires management or sales management. Box 526R, BROADCASTING.

Announcers

First phone personality, showmanship maturity, college, 5 years experience, No. 1 ratings, draft free. Available immediately. Box 743P, BROADCASTING.

Negro Disc Jockey announcer. Tight board, excellent news, refreshing dj style. Tremendous potential. Top 40 or good music. Box 203R, BROADCASTING.

Radio-tv announcer seeks position in east. Married. One child. Box 450R, BROADCASTING.

Announcer/dj. Swinging production. Convincing commercials. Cheerful. Youthful. Experienced. Reliable. Box 488R, BROADCASTING.

Negro disc jockey. Announcer, tight board. Steady, dependable. No floater. Box 518R, BROADCASTING.

Indiana, Kentucky, Ohio! 24, college graduate, 2 years dj, 1 year continuity. Pix, resume with tape. Box 523R, BROADCASTING.

Available now. Announcer, dj. Pleasant voice, go anywhere, draft exempt. Box 524R, BROADCASTING.

Attention east or pacific northwest. Will graduate from college in August. Looking for employer with long range plans. Experienced in sports, production, programming, and announcing. Box 527R, BROADCASTING.

Newsman. Talented writer. Background in publications, radio, tv. Seeks position at prestige news operation, emphasis on writing-gathering. Currently employed as newscaster. Box 528R, BROADCASTING.

Attention southeast radio-tv stations: Want an announcer that'll be an asset from the very beginning? I have five years commercial experience in radio plus college degree in radio-tv. Currently employed as announcer-program director. Would like opportunity to work into tv. What can you offer? Box 536R, BROADCASTING.

Women's continuity writer, smooth commercial voice, sales. West Coast preferred. Box 545R, BROADCASTING.

Wants work. Disc jockey, announcer. Good board, well trained, sincere. Box 548R, BROADCASTING.

Warm personable relaxed announcer desires matching location. 5 years experience. Box 552R, BROADCASTING.

9 years major eastern seaboard. Resonant voice. Available immediately. Box 553R, BROADCASTING.

Radio-tv. News and sportsman desires southwest location. 5 years in midwest market. Quality play by play and vast news experience. Box 558R, BROADCASTING.

Announcer with formal training but no experience needs first job. Willing worker. Box 567R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Country disc jockey, announcer, available. Tape and resume on request. Box 572R, BROADCASTING.

Gott a be movin. Early bird dj-mornin man. Experienced program director-sales manager. Married vet. This eager earner seeks larger market. Bigger reward. All inquiries answered promptly. Presently employed. Box 574R, BROADCASTING.

Top flight announcer seeking opportunity to manage small market radio or p.d. with view to same. 33, college degree, excellent references, 7 years with present employer. Box 577R, BROADCASTING.

Besides doing a well paced dj show with excellent production I have experience and know how in all phases news, including rewriting. 2 years experience but sounds like more. This non floater needs \$100 minimum. Box 579R, BROADCASTING.

Announcer, d.j. Experienced, mature authoritative delivery, tight board, production. Will relocate. Box 580R, BROADCASTING.

First phone announcer with sense of humor, production know how and lightning fast board. Box 581R, BROADCASTING.

Wait—Stop—announcer, dj, newsman p.d. 4 years experience, swinging bright, tight board. Real pro, wants good market. Box 582R, BROADCASTING.

Announcer, 2½ years experience AFRS, all phases, 3rd phone, excellent references. Box 589R, BROADCASTING.

Announcer—ATS broadcasting graduate. Sales experience, tight board, draft free. Tape and resume on request. After 5 call LA 8-4886 or write. Al Reisman, 115-72 231 Street, Cambria Heights 11, New York.

Announcer, experience, first phone. A.T.S. announcing school graduate. New York or California area. Tape and resume on request. Week days call JU 8-6000 ext 341. After six weekends PL 7-9475 or write Bob Stone, 403 West 54th Street, New York, New York.

Announcer. Three years experience. Write copy. Some selling. Hugh Price, Homer Louisiana.

Announcer-d.j. Young, married, 2 years limited experience, willing to work, relocate anywhere. Seek full time, advancement, permanency. Del Barnes, Box 1022, USL, Lafayette, Louisiana.

Go first class all the way! A polished, professional mike man with first FCC license seeks solid spot. Dependable family man in late twenties. Telephone 312-328-7650, now!

D.J. announcer, mature, experienced moderate top 40. Relocate. Frank Sacks, 20557 Stout, Detroit 19, Michigan. KE 5-6680.

SOLD-SOLID Adult morning man seeks challenging opportunity and permanence responsible station with advancement possibilities. Seven years radio, year television. Family—veteran. Northeastern states. Jerry Anthony, 620½ West Washington, Bradford, 368-6503, Pennsylvania.

D-j, hard worker, 22, married, 3 years experience all fields of music. Tight board, 1 year college, draft free, available immediately. Boyd Magers, 715½ E. Bridge, Blackwell, Oklahoma.

Combo-man. January 1st. 8 years experience, 4 here. PD, dj, sales. Modern radio, top rated jock. Married, family. Prefer west. Jack Teiken, 1319 Jefferson, Galesburg, Illinois. Phone 343-9776.

Situations Wanted—(Cont'd)

Technical

First phone, no experience. Willing to learn. Presently radio operator. Married, draft exempt. Prefer south central. Box 338R, BROADCASTING.

First phone. Chief. combo experience. Will relocate. Box 503R, BROADCASTING.

Top announcer—chief engineer. Combo. 5 years experience. \$600. 622-4118. Ocala, Florida. Box 593R, BROADCASTING.

Engineer. Desires position as engineer or chief. Experienced installing 5 kw directional. No drifter, married, honest, presently employed. Box 560R, BROADCASTING.

Chief-combo, Wilmington, Delaware, Olympia 6-6611. Room 415, mornings only.

Engineer, 1st class, 41 years old, wishes to relocate. Current station going remote. Available immediately. Reply to Robert Benninger, c/o WDBC, 600 Ludington Street, Escanaba, Michigan.

Production—Programming, Others

Newsman on number one clear channel in sixth US market desires new position. Available February 1, 1963. Top references. Top local and regional reporting, writing. For tape, resume, write, Box 387R, BROADCASTING.

Hard hitting newsman's newsman. Colorful brilliant style. Decade's experience. College journalism. My news makes money. Box 435R, BROADCASTING.

First rate newsman, now doing morning news for 50,000 watter in top 20 market. I dig, write and air news and documentaries. Leadership ability. Aggressive. Quality voice. Family. Interested? Box 442R, BROADCASTING.

News director. Extremely capable and well experienced journalist. Background includes radio, television, newspaper, editorial writing, documentaries, and public relations. College education. Now employed in major market. Seek position with prestige station that is vitally concerned with news and community affairs. Box 537R, BROADCASTING.

Are you looking for a good experienced dj, newsman, production idea, man, reliable man? I would like to make a move the first of the year. 12 years experience. Personality dj, program director. Run my own board. Desire a position with future management possibilities. Interested in town about 50,000 to 100,000 population. Married, age 38. Send replies to Box 538R, BROADCASTING.

Some kind of a nut . . . on an adult level. Experienced in all phases of broadcasting. Presently top rated in medium market. Original, imaginative, steady, family. Prefer morning show and/or pd position with secure adult station. Box 540R, BROADCASTING.

30, draft exempt, have good dj job recently acquired. But a fish out of water. Want news. Can air same with quiet authority. Also editorialize and copy write. 4 years college, 3 years reporting. Mature voice, outlook. Want west or mid-west local. (Not California). Box 542R, BROADCASTING.

Programming operations. For station that truly wants efficiency and effectiveness. Top air promotion, music, people. Format or softer. Top experience, education, references. Larger, markets. Box 557R, BROADCASTING.

Do you need complete local news, interviews? Experienced college graduate, draft exempt, hard worker. Box 559R, BROADCASTING.

Is there a sports job now anywhere? Will consider only sports director or assistant director. Five full years radio, permanent. Box 586R, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local—salesman wanted for station in 500,000 plus set midwest market. Man we want must love selling. Must have television experience. Excellent protected list. Income in five figure bracket. Pro's only apply. Once in a lifetime opportunity for right man. Box 493R, BROADCASTING.

Sales manager for television station. Unusual opportunity for young aggressive salesman with good radio or television experience to join dynamic organization. Box 502R, BROADCASTING.

TV time salesman for major Ohio VHF market. Excellent sales climate. Good accounts and prospect list. Salary and commission, profit sharing. Send complete job history including sales volume. Only men with good competitive experience and desiring more than 10,000 annually, please. Box 590R, BROADCASTING.

Announcers

New, progressive channel 21, in all UHF Fresno area market, has two openings for free lance men, or salesman-announcers. One hour, prime time rate \$90.00. Independent station specializing in local sports and special community salutes, with live-remote facilities. Teenage bandstand set also available. High commissions or net amount of your total billings. Resume and pics to Harold Gann, KDAS-TV, Box 321, Hanford.

Technical

Immediate opening permanent position plant technician eastern major market. TV transmitter experience required. IBEW agreement. Box 522R, BROADCASTING.

Wanted experienced tv studio engineer. Must have 1st phone. State experience and salary requirements first letter. Box 78R, BROADCASTING.

Immediate opening permanent position plant technician eastern major market. TV transmitter experience required. IBEW agreement. Box 522R, BROADCASTING.

250 Kilowatt uhf has need for engineer. Strong on maintenance, must have sufficient experience to assume full responsibilities for maintenance shift. Salary open. Wire or phone M. J. Lamb, WIMA, Television, Lima, Ohio.

Immediate opening experienced tv engineers. Expanding two station operation, for maintenance and operation studio, remotes and video tape equipment. Send complete resume to Chief Engineer, WMVS, Milwaukee 3, Wisconsin.

Production—Programming, Others

Midwest tv station needs experienced continuity writer. Send samples, photo, resume, salary expected. Box 358R, BROADCASTING.

Top rated station in large southern market reorganizing art department. Will hire two artists—tv experience preferred, but not necessary. Write immediately, no samples, first letter. Box 547R, BROADCASTING.

TELEVISION

Situations Wanted—Management

Experienced in managing local and national sales, heavy in both. Excellent New York agency, advertiser, network contacts. Hard sell with national representative. Excellent programming experience. Salary secondary. 10 years broadcast, 36 years old, married, excellent references. Available immediately. Box 370R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Leading tv newscaster, major northeast metropolitan market seeking greater opportunity. Writer, lecturer and top government and industrial narrator. Thorough broadcasting background. Minimum—\$12,000. Box 439R, BROADCASTING.

Looking for television announcing opening. Currently in St. Louis radio. Full command of broadcasting basics. Can write. Will relocate anywhere. Box 485R, BROADCASTING.

Veteran broadcaster radio/tv wishes to make change after January 1. Total 17 years all phases. Presently employed in sales-announcing-production. Have station management and ownership background. Prefer southwest or Colorado. Box 521R, BROADCASTING.

Age 37, radio-tv, 12 year experience includes manager, radio, plus radio-tv sales management program director, former college prof.—outstanding record. Desires management or sales management. Box 526R, BROADCASTING.

Employed, quality tv announcer with 8½ years successful experience. Last 3½ years at CBS outlet servicing ½ million viewers. Strong on news, weather, commercials and variety shows. I CAN SELL! If looking for man of excellent character on way up, write to Box 556R, BROADCASTING.

Technical

Technical director desires production, direction position. First phone with engineering background. Experienced in production and direction, is looking for a chance to prove ability in this field. Small or medium market. Box 519R, BROADCASTING.

Production—Programming, Others

Top producer-director of number one station in top-ten market available after first of year. College graduate. During past ten years, have worked in several top markets. Interested in sports or a position as production director. Have written, produced, directed programs of all types. Box 376R, BROADCASTING.

Director, asst. producer. Currently production staff member at large midwest station. Experience in writing and directing—seek position with challenge, opportunity and future. Salary secondary, rather gain creative experience, young, single, college. Willing to relocate and/or travel. Box 344R, BROADCASTING.

Writer. Knows his stuff and knows tv. Male. Best in the business. Box 436R, BROADCASTING.

TV newsman—on air daily northeast. Nine years experience all phases including radio and newspaper. Box 440R, BROADCASTING.

Network and local experience in all phases of production. Assistant director seeks job with future. Commercial or educational. College grad. Single. Will relocate. Box 533R, BROADCASTING.

Film director—Graduate, motion pictures U.C.L.A. Experienced in TV film editing, production, etc. Desire more creative position than present station offers. West Coast area preferred. Box 549R, BROADCASTING.

Producer-director, 11 years tv, married. Trade hard work, minimum salary for permanent opportunity anywhere. Box 550R, BROADCASTING.

Program director, production manager, producer, director, account executive, seeks permanent program director assignment. Medium market. Exciting 10 years tv background, mature, able and qualified. Prefer west or midwest. Box 573R, BROADCASTING.

Production assist. FCC 1st phone. Experience in film, summer stock looking to apply experience in tv. Hane A.A.S. degree in radio & tv production and programming. Send for resume. Prefer northeast local. Box 578R, BROADCASTING.

WANTED TO BUY

Equipment

Wanted—5,000 watt am transmitter not over 10 or 12 years old. Meet FCC specifications. Box 322R, BROADCASTING.

Immediate second hand 5 kw transmitter, RCA, Collins, or Gates (no composite), audio console, three (3) turn tables, microphones, etc. Reply to Box 587R, BROADCASTING.

Six sections of 6 1/8 inch 75 ohm teflon transmission line and six 6 3/4 inch flanged 90° elbows. Please state condition and price in replies. Write George R. Townsend, WWLP, P.O. 2210, Springfield, Mass., or call 785-1201.

Wanted console, must be in good condition. State condition and full details. Box 588R, BROADCASTING.

Wanted by our clients. B & W Distortion Meters and Oscillators, also other measuring and test equipment. Ariel Electronics, Box 725, Sag Harbor, New York.

For Sale

Equipment

For sale: WE 1 kw fm transmitter and GE frequency meter. Best offer. Box 562R, BROADCASTING.

RCA BC-10A Remote console, four months old, used less than 25 hours. Cost \$814. Make offer. Box 543R, BROADCASTING.

VTR's. 7 quarter-hours and 4 half-hours. Like new. Sell all or part. Make offer. Ray McCay Agency, Inc., 322 Peachtree Road N.E., Atlanta 5, Georgia. Tel. CE 3-1198.

Collins tape cartridge machines like new \$249.00, 4 for \$899.00. Box 125, Lafayette Hill, Pennsylvania.

500 watt AM transmitter with spare transformers. Beautiful condition, reliable. 7 years old, Gates 500 GY. Box 525R, BROADCASTING.

A 5500 selection standard radio transcription library, like new; one Rek-O-Kut Imperial portable disc recorder. Give-away prices! Chief engineer, KDBC, P. O. Drawer 740, Mansfield, Louisiana.

Mobile remote broadcast BC-604 converted surplus equipment, good condition. Three 12-volt mobile units, 50 watt transmitters with control heads, mikes, antennas. One base station with power supply. Frequency 26.31 MC. Equip base station and three cars for \$700.00. KMMO, Marshall, Missouri.

WE RD100 program dispatching system. Right and left turrets including 10WE 185-1 monitor selector switches, each 20 points. Six individual line control panels. Three WE ASR75076 metering panels and 17 WE 48-218A jackstrips. Will consider any reasonable offer beginning at \$1000. Box 592R, BROADCASTING.

Raytheon 1000A \$1,500. Gates remote control \$700. Gates modulation monitor \$425. Doo-little frequency meter—\$150. W.E. limiter—\$150. Whole package—\$2,650. Box 106, West Branch, Michigan.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

BUSINESS OPPORTUNITY

Needed immediately \$3,000. Return in two years at rate of 10%. Box 551R, BROADCASTING.

Radio syndicate being formed, have doctors, dentists and lawyer with FCC background. Minimum \$5,000. Box 576R, BROADCASTING.

Will sell all or part of Texas radio CP to an experienced radio man. Box 583R, BROADCASTING.

Miscellaneous

Christmas Comedy is featured in the December issue of "Days, Dates, and Data." Contains patter, gags, promos, and a Santa Interview. \$3.00 Show-Biz Comedy Service (Dept. X), 65 Parkway Court, Brooklyn 35, New York.

Station managers: Will write and tape your commercials. Also available feature shows. Network writer-announcer. Box 303R, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Special rates to religious broadcasters 6 to 9 a.m. daily. WMDE, Greensboro, North Carolina.

"Deejay file." Quotes, kickers, liners, record info, hints. Complete program package for deejays and P.D.'s. \$10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

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.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

RADIO

Help Wanted—Announcers

ANNOUNCER WANTED

Major market fm station; must be experienced in news reporting, with some knowledge classical music; college degree required. Send tape and resume only if qualified.

Box 516R, BROADCASTING

Sales

GROWING FM GROUP

Operation needs qualified salesmen. Salary and commission; unique opportunity for management. Please state all details first letter.

Box 515R, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

PROGRAM DIRECTOR-ANNOUNCER
Experienced, creative and responsible. Good rating history with three major chains in major markets. Very hot on promotion. Versatile. Varied background includes all phases automation. Married, two children, veteran.

Box 530R, BROADCASTING

RADIO

Situations Wanted—Announcers

ATTENTION: ABC, Crowell Collier, Balaban, Metromedia, Westinghouse, Ben Strause, Storer and other quality station owners . . .

TOP NIGHTTIME PERSONALITY AVAILABLE!!!

Want results plus sales? That's me!!! If you are looking for a great voice, forget it. I guarantee to deliver the teenagers in your market, plus carry the adult segment. Currently employed in very large market, and proving my point. Will move for the right deal. Will consider top markets only. Please don't answer if you aren't prepared to part with some bread. All replies confidential.

Box 585R, BROADCASTING

TELEVISION

Help Wanted—Technical

WANTED: Experienced Transmitter operator for VHF station WPRO-TV. This position is permanent and requires experienced, sober, reliable man who can follow instruction with a minimum of supervision. Top salary scale. Send resume to:

**Ralph T. Voigt
Chief Engineer
WPRO-TV
24 Mason Street
Providence, Rhode Island**

WANTED TO BUY

Stations

WANT TO BUY

Medium to small market radio station with good earnings record. Midwest preferred. No brokers.

Box 535R, BROADCASTING

OWNERSHIP OR ACTIVE CONTROL

small market station. Long record of pulling losers into profit class. Now semi retired but too much energy to quit work. Confidential. Lets talk it over. Lots of the old timers know me.

**Doc Pournelle
Anacortes Motel
Anacortes, Washington**

For Sale

Stations

FLORIDA KILOWATT

for sale in fast growing medium market—\$120,000 net, 25% down, balance over 10 years at 6%. No payments for 90 days—interest payments only for first 6 months—\$17,500 net profit for 1961.

Box 539R, BROADCASTING

FOR SALE

5 kw OAK DUMONT U.H.F. T.V.

STATION CH. NO. 27

WITH COMPLETE STUDIO EQUIP.

LESS CAMERAS.

WILL ENTERTAIN TERMS.

MILEX ELECTRONICS

460 Jericho Turnpike

Mineola, New York

Phone: Pioneer 7-3302

For Sale—(Cont'd)

Stations

DEBT FREE 30,000 WATT

FM in Southwest, all new equipment, \$18,000. Terms 1/3rd cash balance over three years. Less for all cash.

Box 443R, BROADCASTING

FOR SALE 1,000 WATT

daytime, with excellent frequency in prosperous West Texas. Single station market. Owner in other businesses, will sell for less than \$100,000. Write:

Box 565R, BROADCASTING

MIDWEST FULLTIMER

Excellent facility with coverage of almost 400,000 population. \$350,000 with not more than 29% down and good terms.

Box 500R, BROADCASTING

GUNZENDORFER

CALIFORNIA DAYTIME earner growing market. \$150,000 terms.

ARIZONA FULLTIMER for owner-manager. Asking \$70,000 with \$10,000 down.

PACIFIC STATES TELEVISION. Asking \$300,000.

FM's \$65,000, \$100,000, \$200,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone **OL 3-8800**
864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ky.	single	daytime	\$ 68M	terms
Ariz.	small	fulltime	70M	10M
Ala.	medium	fulltime	125M	29%
Fla.	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms
Pa.	metro	daytime	195M	terms

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

PACIFIC NORTHWEST. Exclusive daytime station. Doing \$36,000. Profitable. Asking \$33,000. 29% down. Illness causes sale.

EAST SOUTH CENTRAL. Daytime. Exclusive market. Absentee owned. Gross exceeds \$4,000 a month. Very profitable. Asking \$65,000 including real estate. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

**For Best Results
You Can't Top A
CLASSIFIED AD
in**

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

tion of Dixie Radio Inc. for new am station in Brunswick, Ga. Action Nov. 29.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Miami Television Corp., Miami, Fla., for leave to amend its application to show additional estimated expenditures for ant. system, credit, deferred payments, and other items, in Miami tv ch. 10 proceeding. Action Nov. 30.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Nov. 30 prehearing conference, scheduled further conference for Jan. 28, 1963, and continued Dec. 28 hearing to Feb. 25, 1963, in proceeding on applications of Continental Bcstg. Co. for new am station in Hamden, Conn., et al. Action Nov. 30.

■ In accordance with proceeding at Nov. 30 prehearing conference, dismissed as moot motion by Northern California Educational Tv Assn. Inc. to default Redding-Chico Television Inc., competing applicant in Redding, Calif., tv ch. 9 proceeding; scheduled prehearing conference for Dec. 17, and continued Dec. 3 hearing to Jan. 9, 1963. Action Nov. 30.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Jan. 2 in Washington, D. C., and Feb. 4, 1963, in Cumberland, Md.; Wellersburg Tv Inc. and People's Community Tv Assn. Inc. for new vhf tv translator stations to serve Wellersburg, Pa., and Cumberland, Md., respectively. Action Nov. 29.

■ On own motion, scheduled further prehearing conference for Nov. 30 in Redding, Calif., tv ch. 9 proceeding. Action Nov. 29.

■ Granted request by applicant and continued Dec. 17 date for exchange of exhibits to Jan. 28, 1963, and Jan. 7 hearing to Feb. 18, 1963, in proceeding on am application of Progress Bcstg. Corp. (WHOM), New York, N. Y. Action Nov. 28.

■ On own motion, rescheduled Jan. 14 hearing for Jan. 15, 1963, in proceeding on applications of Jupiter Assocs. Inc., Somerset County Bcstg. Co. and Radio Elizabeth Inc. for new am stations in Matawan, Somerville, and Elizabeth, all New Jersey, respectively. Action Nov. 27.

By Hearing Examiner Chester F.

Naumowicz Jr.

■ Granted request of applicant and extended from Nov. 30 to Dec. 10 date for informal exchange of exhibits, and left unchanged other procedural dates specified in Hearing Examiner's Oct. 30 order in proceeding on application of Cannon Bcstg. Co. for new am station in Woodbury, Tenn. Action Nov. 30.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Broadcast Bureau and extended from Nov. 30 to Dec. 10 time to file initial proposed findings and from Dec. 10 to Dec. 20 for replies in proceeding on am applications of Asbury Park Press Inc. (WJLK), Asbury Park, and City of Camden (WCAM), Camden, both N. J. Action Nov. 30.

■ On request of Rockland Bcstrs. Inc. continued Dec. 10 hearing to Dec. 20 and extended from Dec. 3 to Dec. 17 time for exchange of proposed exhibits in proceeding on Rockland's application for new am station in Spring Valley, N. Y., which is consolidated for hearing in docs. 14510 et al. Action Nov. 29.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint motion by applicants and extended from Dec. 3 to Dec. 17 time to file proposed findings and from Dec. 21 to Jan. 4, 1963, to file replies in proceeding on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va., respectively. Action Dec. 3.

■ Granted petition by Valparaiso Bcstg. Co. and advanced Feb. 11 hearing to Feb. 8, 1963, in proceeding on its application, et al., for new am stations in Valparaiso, Ind. Action Dec. 3.

BROADCAST ACTIONS

**by Broadcast Bureau
Actions of Dec. 4**

WTRE (FM) Greensburg, Ind.—Granted SCA on sub-carrier frequency 67 kc.

WBGW (FM) Tallahassee, Fla.—Granted SCA on sub-carrier frequencies of 67 and 42 kc; condition.

WWMT (FM) New Orleans, La.—Granted

renewal of license of fm station and SCA.

WOOD-TV Grand Rapids, Mich.—Granted licenses covering changes in tv station (main trans. and ant., and aux. trans. and ant.).

WTUP Tupelo, Miss.—Granted mod. of license to change studio location; remote control permitted; condition.

WRAL-FM Raleigh, N. C.—Granted mod. of SCA to change program service on sub-carrier frequencies of 41 and 67 kc.

K09EC, K11EI, K13DY Ferry, Wash.—Granted cps to replace expired permits for new vhf tv translator stations.

K02BD Scottsburg, Ore.—Granted mod. of cp to change frequency from ch. 3 to ch. 2.

WCOC-TV Meridian, Miss.—Granted mod. of cp to change ERP to 2.11 kw vis. and 0.963 kw aur., and change type trans.

K74BD, K80AW, K82AL Dubuque, Iowa—Granted mod. of cps to make changes in ant. system for uhf tv translator stations.

KBBI (FM) Los Angeles, Calif.—Granted mod. of cp to change type trans. and type ant.

■ Following stations were granted extensions of completion dates as shown: WCOC-TV Meridian, Miss., to June 4, 1963; WDWL-FM Athens, Ga., to June 12, 1963; KDES-FM Palm Springs, Calif., to March 3, 1963.

Actions of Dec. 3

WMUS-FM Muskegon, Mich.—Granted SCA on multiplex basis.

KFLY Corvallis, Ore.—Granted license covering increase in daytime power, installation of new trans. and change in studio location.

Kennett Bcstg. Corp., Kennett, Mo.—Granted cp and license for new low power station.

Television Improvement Corp., Satellite Beach, Fla.—Granted cp for new uhf tv translator station, on ch. 82, to translate programs of WLOF-TV (ch. 9) Orlando, Fla.

WONE-FM Dayton, Ohio—Granted cp to decrease ERP to 14.5 kw.

WJBK-FM Detroit, Mich.—Granted cp to install aux. trans. and change ERP to 3 kw.

WRBL-FM Columbus, Ga.—Granted cp to increase ERP to 16.5 kw.

KVIL-FM Highland Park-Dallas, Tex.—Granted cp to change type trans.

WJEF Grand Rapids, Mich.—Granted cp to make changes in ant. system; condition.

WTSV-FM Claremont, N. H.—Granted cp to install new trans. and new ant.

Actions of Nov. 30

*WJSC-FM Wilberforce, Ohio—Granted extension of completion date to Dec. 31.

■ Granted renewal of license for following stations: *KANW (FM) Albuquerque, N. Mex.; KAUS Austin, Minn.; KBOI, KBOI-FM and SCA, Boise, Idaho; KDXU St. George, Utah; KHBR and aux., Hillsboro, Tex.; KILE Galveston, Tex.; KMBL Junction, Tex.; KMFN (FM) and SCA, Corpus Christi, Tex.; KOKE Austin, Tex.; KOVO Provo, Utah; *KSTE (FM) Emporia, Kans.; KSVP Artesia, N. Mex.; KSYL Alexandria, La.; KTOK and aux., Oklahoma City, Okla.; KUPD, KUPD-FM and SCA, Tempe, Ariz.; KWRD Henderson, Tex.; KXTV Phoenix, Ariz.; KXYZ and aux., Houston, Tex.; WBEE and aux., Harvey, Ill.; K80AD, Lone Pine Television Inc., Lone Pine; KCEY Turlock; KEZY, KEZR (FM), Anaheim; KGER Long Beach; KGMS and alternate main, Sacramento; KGB and aux. and alternate main, KGB-FM San Diego; KLTV San Jose; KPOD Crescent City; KWAC Bakersfield; KOFY, San Mateo, all California.

WRJC Mauston, Wis.—Granted license for am station.

*KUMD-FM Duluth, Minn.—Granted mod. of license to change main studio location and remote control point.

KZUN Opportunity, Wash.—Granted cp to make changes in ant. system (increase height).

Tri-City Improvement Corp., Bessemer, Ramsey and Wakefield, all Michigan—Granted cps for new vhf tv translator stations, on chs. 10 and 8, to translate programs of KDAL-TV (ch. 3) Duluth, Minn. and WDSM-TV (ch. 6) Superior, Wis.

WZZM-TV Grand Rapids, Mich.—Granted mod. of cp to change type ant., specify studio location, make changes in ant. system, change ant. height to 1000 ft.; ERP 295 kw vis. and 148 kw aur.

WGBB Freeport, N. Y.—Granted mod. of cp to change type trans. and redescribe trans. location.

WKBX Kissimmee, Fla.—Granted mod. of cp to change type trans.

High Rock Television Assn. Inc., Keyser, W. Va.—Granted cp for new vhf tv translator station, on ch. 11, to translate programs of WJAC-TV (ch. 6) Johnstown, Pa.

Frostburg Community TV Inc., Frostburg, LaVale and Cresaptown, all Maryland.—Granted cp for new uhf tv translator station, on ch. 82, to translate programs of WJAC-TV (ch. 6) Johnstown, Pa.

Actions of Nov. 29

Westinghouse Bcstg. Co., Baltimore, Md.—Granted cp and license for new low power station.

K12AH Big Piney, Wyo.—Granted cp to change trans. location, type trans., type transmitting ant., and make changes in ant. system for vhf tv translator station.

K08BW Timber Lake, S. D.—Granted mod. of cp to change principal community to Timber Lake, Glencross and Trail City, S. D., ERP to 13.8 w, type trans., and make change in ant. system for vhf tv translator station.

K09CB Roy, Mont.—Granted mod. of cp to include Horse Ranch Area, Mont. in principal community, and change type trans.

Actions of Nov. 28

WOIC Columbia, S. C.—Granted increased daytime power on 1320 kc. from 1 kw to 5 kw, continued nighttime operation with 1 kw (DA-N), and installation of new trans.; conditions.

KTEM Temple, Tex.—Granted increased daytime power on 1400 kc. from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KVOW Riverton, Wyo.—Granted increased daytime power on 1450 kc. from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WRVC (FM) Norfolk, Va.—Granted cp to change frequency to 102.9 mc; condition; remote control permitted.

■ Granted renewal of license for following California stations: KACL Santa Barbara; KAGR Yuba City; KBEE Modesto; KCOY Santa Maria; KCRA and aux. and alternate main, Sacramento; KDAY and aux., Santa Monica; KDB-AM-FM Santa Barbara; KEAP Fresno; KERN Bakersfield; KFAX San Francisco; KFI and aux., Los Angeles; KFV Modesto; KGES and aux., Los Angeles; KGEE Bakersfield; KHSL Chico; KITS Bishop; KINS Eureka; KIOT Barstow; KIBT (FM) and SCA, San Diego; KKIS Pittsburg; KLAN Lemoore; KMAK (aux. and alternate only) Fresno; KMBY Monterey; KMI-AM-FM Fresno; KOGO and aux., San Diego; KOWN Escondido; KOKR Oxnard; KPAY Chico; KPAC Bakersfield; KRCK Ridgecrest; KRDU Dinuba; KRNO San Bernardino; KSCO-AM-FM Santa Cruz; KSMA-AM-FM and SCA, Santa Maria; KSUE Susanville; KTIM-AM-FM San Rafael; KTOB Petaluma; KTRB and aux., KTRB-FM Modesto; KUBA and aux., Yuba City; KUDE-AM-FM and SCA, Oceanside; KUZZ Bakersfield; KWG and aux., Stockton; KWSD Mt. Shasta; KAAR (FM) and SCA, Oxnard; KCAL-FM Redlands; KFEB-FM Sacramento; KFMX (FM) San Diego; KGGG (FM) Garden Grove; KMAX (FM) Sierra Madre; KNBB (FM) Newport Beach; KNOB (FM) Long Beach; KPRI (FM) and SCA, San Diego; KRKD-FM and SCA, Los Angeles; KSRF (FM) and SCA, Santa Monica; KWME (FM) Walnut Creek; KYA-FM San Francisco; *KEBS (FM) San Diego; *KEMR (FM) Loma Linda; KEYT (TV) Santa Barbara; *KQED (TV) San Francisco; KBAY-FM and SCA, San Francisco; KBKA (FM) and SCA, Los Angeles; KBKO (FM) and SCA, San Francisco; KCBH (FM) Los Angeles; KCRA-FM Sacramento; KDPC (FM) and SCA, San Francisco; KDVO (FM) and SCA, Riverside; KFAC-FM and 2 aux. and SCA, Los Angeles; KFMW (FM) and SCA, Los Angeles; KFMW (FM) and SCA, San Bernardino; KHJ-FM Los Angeles; KOGO-FM and SCA, San Diego; KPEN (FM) and SCA, San Francisco; KRFM (FM) Fresno; KSBW-FM and SCA, Salinas; KBIQ (FM) (alternate main and aux.) Avalon; KRKC King City.

WMBO-FM Auburn, N. Y.—Granted cp to install new trans. and ant., increase ERP to 47 kw, and change frequency to 106.9 mc; condition.

Capital Cities Bcstg. Corp., Providence, R. I.—Granted cp and license to change power to 0.1 w and type trans. for low power station.

Join the good work of
**BROADCASTERS
FOUNDATION, INC.**

PURPOSE

To preserve individual human dignity, to foster the spirit of brotherhood and to aid financially those broadcasters who cannot help themselves.

RESOURCES

A fund has been established to carry out this worthy purpose, through individual and corporate gifts (tax deductible), with proceeds from the Annual Mike Award Banquet and via other means now being developed.

RESPONSIBILITY

After four decades and through the good work of Broadcast Pioneers and its charity arm, The Broadcasters Foundation, Inc., our industry is now able to care for and attend to the practical welfare of those who have contributed to its greatness and are in need.

This is your opportunity... become a member of

THE BROADCAST PIONEERS



H. V. Kallenborn
Founder



General David Sarnoff
Honorary President

An organization dedicated to maintaining the great traditions of broadcasting and to the preservation of the many historical documents and materials of early-day radio and television for future generations to study.

ACHIEVEMENTS

- Broadcasters Hall of Fame
- Annual Individual Awards
- Radio Oral History Project*
- Quarter Century Club
- Annual "Mike Award"
- Broadcasters Foundation, Inc.

**In cooperation with Columbia University.*

MEMBERSHIP IS OPEN to all persons who have worked in the field of radio for twenty years or more or in television ten years or more.

JOIN IN THIS GOOD WORK NOW!

Send for your membership application blank to:

Edward Voynow
National Membership Chairman
c/o Edward Petry & Co., Inc.
400 North Michigan Avenue
Chicago 11, Illinois

Dues only \$10.00 a year. (Add \$5.00 with application for silver Pioneer lapel insignia.)

A handwritten signature in cursive script that reads "Ward L. Quaal".

Ward L. Quaal
National President

For more information write:

BROADCAST PIONEERS
2501 Bradley Place
Chicago 18, Illinois

OUR RESPECTS to Paul Henning Willis

His aim: full value for every ad dollar

When the Western States Advertising Agencies Assn. selected Paul H. Willis, vice president and advertising director of Carnation Co., as its "Advertising Citizen of 1960," the WSAAA naturally stressed his service to such organizations as the Advertising Council, the Assn. of National Advertisers, the Los Angeles Ad Club and the All Year Club of Southern California in honoring his "overall contribution to the advertising profession over a long period of years."

A different view of Mr. Willis was expressed last week by a longtime associate. "Yes, Paul's a good citizen," he said, "and he's also a good man to work with. There's no shilly-shallying, no indecisiveness about him. You know where you are all the time. He's primarily a hard-headed businessman, out to get full value for every dollar his company spends for advertising. But he also has an appreciation of creative talent that is rare among businessmen."

His Own View ■ Mr. Willis has his own explanation of his place in advertising and at Carnation. "My father was an ordained Methodist minister who believed in the individual's responsibility to his fellow men and I'd have a guilty conscience if I didn't do my part to help improve advertising. Furthermore, it's plain common sense. A better advertising world is good for Carnation along with every other advertiser and with the responsibility for a budget of nearly \$15 million a year, I'd better be concerned about how effectively it is spent."

This concern undoubtedly explains the placement of the major part of Carnation's advertising money in television. Currently, two nighttime programs on NBC-TV (the 90-minute *The Virginian* and the hour *It's a Man's World*) and four daytime shows on CBS-TV (*As the World Turns*, *Art Linkletter's Houseparty*, *Password* and *To Tell the Truth*) carry commercials for Carnation Evaporated Milk, Carnation Instant Nonfat Dry Milk, Coffee-mate and Friskies Pet Foods. Carnation also sponsors *My Three Sons* in Canada and is heavy in spot tv.

Radio still plays an important role in Carnation's advertising picture, although perhaps not as large as during the 20 years that the *Contented Hour* was a network fixture. "We're on more than 200 radio stations, mostly for evaporated milk, with the commercials aimed principally at Negro and Spanish-speaking listeners and at the rural and small-town audience," Mr. Willis reported. "We were a pioneer advertiser on Keystone's home-town stations and, getting back to tv, we were the first advertiser

to sign up with Los Angeles' new uhf all-Spanish tv station."

Tv Comes First ■ He listed network tv as the company's largest individual medium, with magazines second, radio third and spot tv fourth. This is a radical change from 50 years ago, when outdoor boards blazoned the "cream from contented cows" message and the broadcast media had not yet been born. The future may bring other changes just as great in Carnation's media mix, he said, but he declined to try to guess what they would be.

"Geriatrics is already having an effect, with the production and advertising of products designed especially for our senior citizens," he stated. "A still shorter work week will also bring changes in living and buying habits that will affect advertising practices."

Born in Clarendon, Tex., May 25, 1910, Paul Henning Willis was moved at an early age to Chicago. At Hyde Park High School, Paul was a class officer, captain of the soccer team and the male singing lead in the school operettas. At the U. of Chicago, where he majored in finance and banking, he dropped his other extra-curricular activities for a six-nights-a-week-and-Sunday job as trouble shooter for a large coal company.

A Soft Answer ■ "This was valuable experience," Mr. Willis commented. "Once you've learned how to pacify a woman whose house is ice cold because the coal she'd ordered hadn't been delivered on time and her furnace had gone out, and to keep her as a customer, the most temperamental creative

artist is simple to handle." He did not say so, but this may explain his cordial relations with George Burns and Gracie Allen during the eight years their show was on CBS-TV for Carnation.

"That was one of the most successful transitions of a program from radio to television," he said. "It did a good job for us and if Gracie hadn't decided to retire in 1958 we'd probably still be sponsoring them. It was also the first every-other-week sponsorship deal in tv and we and our agency and CBS-TV spent a lot of time and effort working out the contract terms that set the pattern for this type of sponsorship."

Graduating from college in the midst of the depression, Paul put in several months of pavement pounding before landing a job at Kraft Cheese Co. as a tax specialist early in 1933. Six years later he obtained a transfer to Kraft's advertising department. After another six years, while he acquired a liberal education in national advertising techniques, he joined Carnation in 1945 as advertising manager.

At that time Carnation was a decentralized operation. The general offices were in Oconomowoc, Wis.; the executive office, where he was based, was in Milwaukee. His chief concern was evaporated milk advertising. In 1948, Carnation moved all the key people of all divisions to Los Angeles and all advertising was consolidated there, under the supervision of Mr. Willis, who was then general advertising manager.

In 1950, Mr. Willis was made an assistant vice president and in 1955 promoted to his present post of vice president and advertising director. In 1953 he earned an AMP degree from Harvard Business School, after taking two 13-week advanced management courses. He is vice chairman, All Year Club of Southern California; president, Advertising Education Fund of the West; member of the Ad Council's tv and radio committee, the ANA-AAAA committee for improving advertising content and the ANA advertising management development committee; director, U. of Chicago Club of Greater Los Angeles; former director of the Ad Club of Los Angeles and the ANA; member of the American Academy of Advertising, the Westport Beach Club and Phi Kappa Psi.

With his wife, Bettie Sullivan Willis, daughter, Patricia (17) and son Paul (13), Mr. Willis lives in a Bel-Air house, complete with pool. (An older daughter, Carolyn, is married and lives in the East.) His hobbies are bridge, singing, swimming and paddle tennis.



Mr. Willis
Appreciates creative talent

Bait for the mousetrap

THE financial record of radio in 1961, which became available last week, is bound to lend momentum to the campaign to persuade the government to reduce the number of radio stations. The FCC's report shows that nearly 40% of all am stations lost money in 1961. That figure can be put to use by those who want the government to protect stations against competition.

Undeniably radio had a relatively bad year in 1961. Not only did a larger proportion of stations lose money than had ever shown losses before, but total profits for the am system were lower than they had been in 22 years. And in that same 22-year period the number of stations more than quadrupled. The case for reduction of competition looks better now than it ever has.

But we suggest that broadcasters pause before joining the rush to support the crusade for government protection. What that crusade can easily lead to is a situation infinitely more troublesome than the one broadcasters now face. If, as clear-headed broadcasters have consistently argued, the government begins weeding out stations for the purpose of improving the economic status of those that are left, the government must apply some kind of economic regulation to the survivors. It cannot grant economic monopolies without imposing restraints on the ways that those monopolies do business and on the profits they can make.

Forgetting economics entirely for the moment, it can be said on considerable evidence that there are more stations now in business than there ought to be. In many parts of the country the air is cluttered with signals that interfere with one another—the result of a gradual erosion of engineering standards under the pressure of broadcasters to fit new stations into places where they cannot be comfortably accommodated. As we have said for years, there is need for a return to engineering order in the am spectrum.

But to undertake a reappraisal of engineering standards, and their deterioration, is one thing, and to ask for a reduction of stations on economic grounds is another. In the long-range interest of the broadcasting business it must be hoped that the NAB and individual broadcasters who participate in the forthcoming FCC conferences on station "overpopulation" will keep that distinction firmly in mind.

A federation of broadcasting

IF the NAB board of directors faces up to its responsibilities when it meets in Phoenix next month, it will consider a problem much larger than that involved in the fate of LeRoy Collins as its president.

The NAB should consider policy as well as personnel. The plain fact is that the NAB, because of basic conflicts of interest among segments of its membership, is not organized or equipped to give effective leadership in the broadcasters' bread and butter issue—preservation of free competitive broadcasting.

Recent events underscore these built-in conflicts. President Collins, for some inexplicable reason, sounded off against cigarette advertising. The Radio Advertising Bureau, whose job it is to create business for radio stations, had to repudiate the head of the NAB. The Television Bureau of Advertising found it painfully necessary to inform all interested groups that it did not agree. All networks, publicly or privately, did likewise.

Now being organized, is a formidable group of regional stations who oppose inroads into their technical coverage. They are organizing because the NAB cannot take a position in their behalf.

In television, the Assn. of Maximum Service Telecasters was formed to protect service to natural areas of coverage by opposing drop-ins and short separations—the tv counterpart of radio's Clear Channel group.

There is the \$500,000-a-year Television Information Office which operates outside of but in conjunction with the NAB. The Station Representatives Assn. has operated for years. The Fm Assn. was formed several years ago to foster a new and now growing aural medium.

Broadcasters and related groups are shelling out perhaps as much as \$10 million a year in these various "trade association" activities. NAB itself takes in \$1.7 million. Both RAB and TvB are over the \$1 million mark.

We have said before that what is needed is a new all-inclusive policy, geared toward combining of forces in the only area in which all segments have an indivisible interest and that is the philosophy of free enterprise broadcasting. Recent events point up the need for a "federation" of broadcasting and a new concept of attack.

At the top would be a single unified organization. Its area would be broad public policy. It would be the legislative lobby and it would handle nationwide public relations. It would work with the state associations at the grass roots.

The "federation" would be responsible to a board representing every segment of the radio-tv arts. Each unit, as now, would have its own director and staff. The networks, which now have little if any voice, yet are the largest entities, could become a separate unit. So too with TvB, RAB, AMST, Fm Assn., state associations, SRA, film syndicators, manufacturers and all others having a legitimate stake in the welfare of broadcasting.

These affiliate organizations would contribute to the support of the federation. Each would pay its own way and do its own job.

Who should head this federation? He should be a man of proven ability and of stature—not necessarily a politician. He should *believe* in what he is doing. He should be an advocate ready to fight all attempts to impinge upon broadcasting's free estate whether by Congress, the FCC or by private groups.

If the NAB board does not meet both the policy and personnel issues next month, it may find itself presiding over the gradual liquidation of the association through defections in membership.



Drawn for BROADCASTING by Sid Hix
"We're only getting 66 cents in our cutlery deal orders . . . you held the price card upside down!"

TV Camera of the Sixties!



Distinctive silhouette of "TK-60", television studio camera that's years ahead in performance.

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationally new quality... over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



THE MOST TRUSTED NAME IN TELEVISION

Knowledge of a Market is Important



John Cory, Ron Collins, Lou Hummell, Lloyd Griffin, Bill Walters, Don Roberts, Richard Nickeson (WISC-TV) and Bill Tynan — PGW Colonels on the scene in a Madison Super Market.

WISC-TV MEETS ITS REPS

Each PGW Colonel is well schooled on the Madison market. Frequent visits plus research in depth furnished by WISC-TV enable each Peters, Griffin and Woodward office and each Colonel to better serve agencies and clients. They know first-hand the full story of the wide coverage and popularity of Channel 3 in Wisconsin, Illinois and Iowa.



WISC-TV
MADISON, WISC.



Represented Nationally by Peters, Griffin, Woodward, Inc.