



BROADCASTING

THE BUSINESS OF TELEVISION AND RADIO

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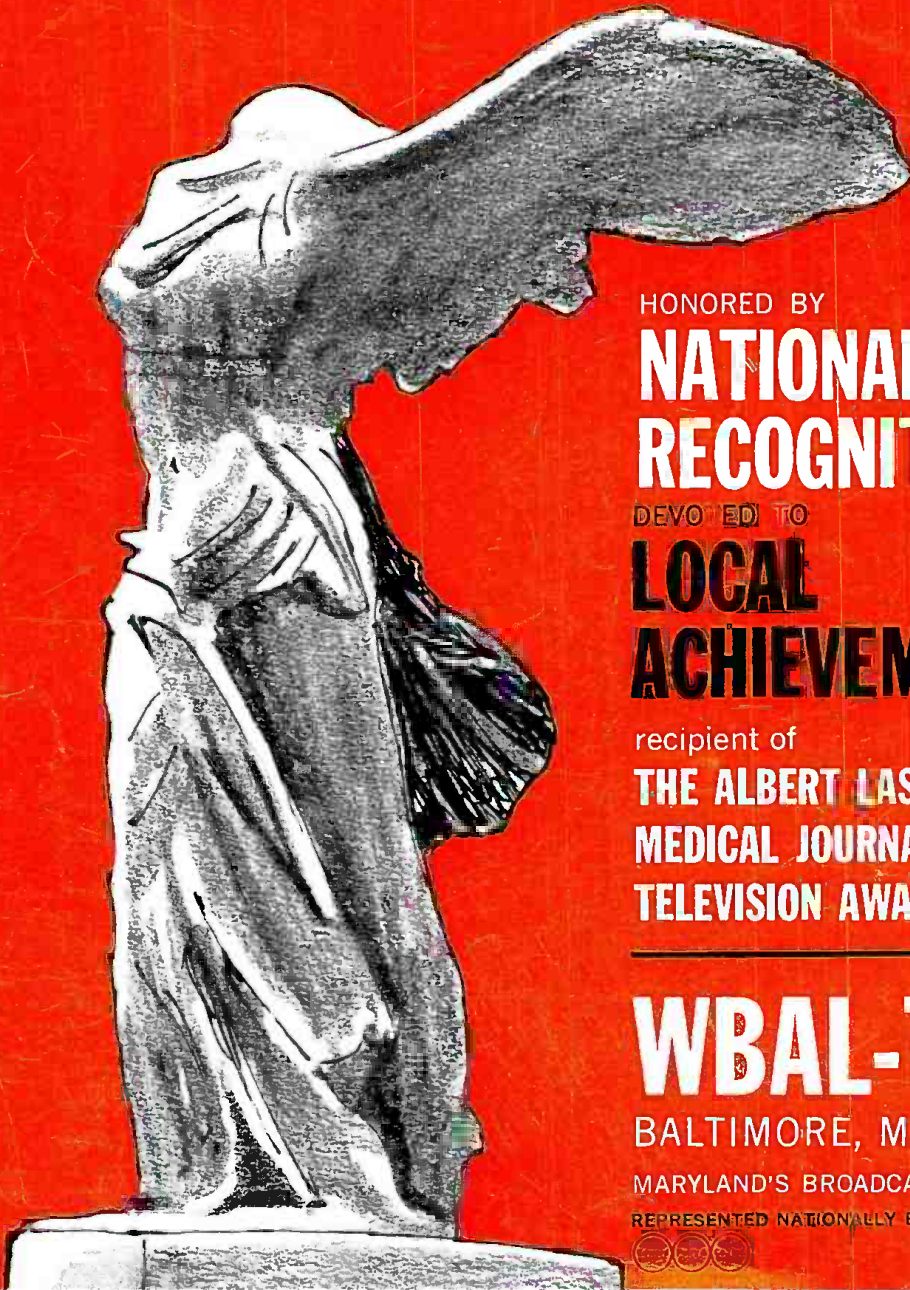
Tv network 'spot carrier' show
by rep fire, available substitutes 29

Justice Dept., FCC probe racing newscasts
as possible aids to gamblers 46

NEWSPAPER
Programs 68

WMCA's Labunski offers strong rebuttal to
Minow's radio charges 74

COMPLETE INDEX PAGE 7



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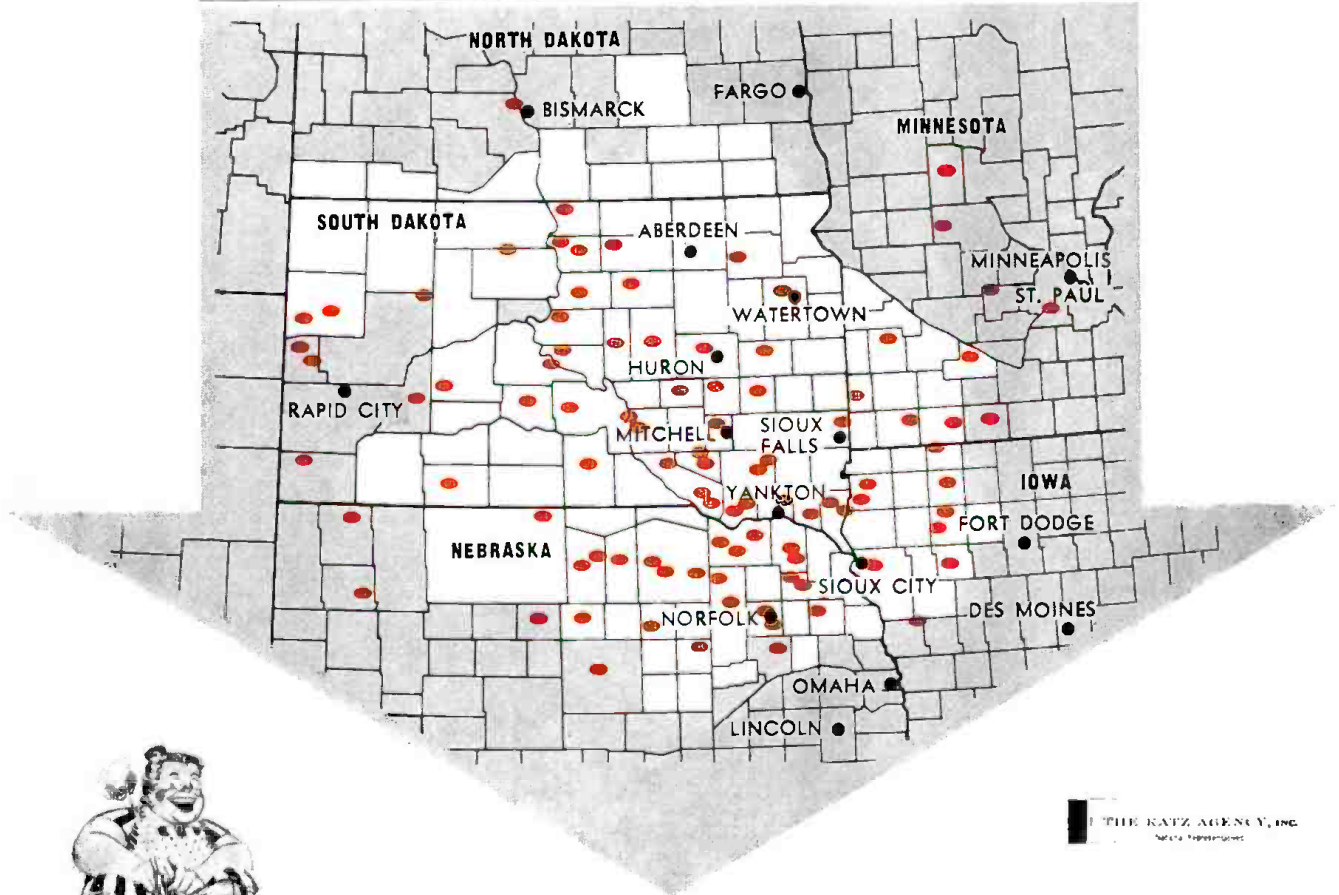
WBAL-TV

BALTIMORE, MARYLAND

MARYLAND'S BROADCAST CENTER

REPRESENTED NATIONALLY BY EDWARD PETRY CO.





THE KATZ AGENCY, INC.
NAT'L. REPRESENTATIVE



LIVESTOCK EXCHANGE FOR THE MIDWEST

The livestock business is a billion dollar a year industry in Big Aggie Land. Words like "Feeders," "Stockers," "Heifers" and "Steers," "Range Cattle" and "Fat Cattle" are heard thousands of times daily around Big Aggie Land. And among livestock men, WNAX-570 is mentioned just about as much. Last year alone, 145 cattle auction markets, Central Public Markets and individuals (represented by dots on map) used WNAX-570 to promote their regular sales.

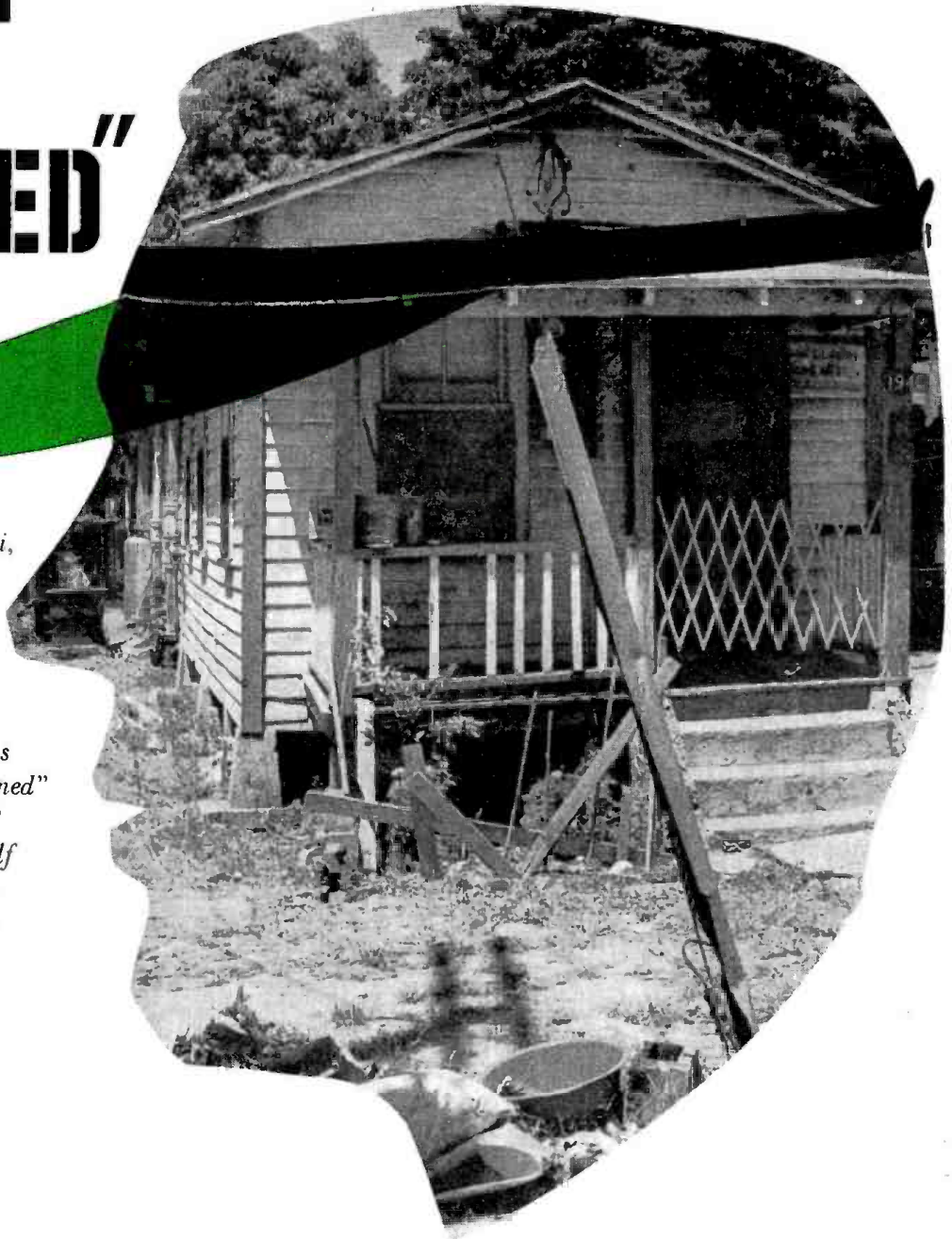
Experience has taught them a WNAX promoted sale guarantees a sale barn jammed with buyers from the giant five state coverage area of WNAX-570. Whatever your product, if it's buyers you want, you'll reach them with WNAX-570 providing powerful coverage of five-state Big Aggie Land, the nation's 40th radio market. Over 80% of Big Aggie Land's 2 1/4 million residents listen to WNAX-570 three to seven times a week.

WNAX-570 CBS RADIO
PROGRAMMING FOR ADULTS OF ALL AGES
 PEOPLES BROADCASTING CORPORATION
 Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
 Represented by Katz

PEOPLES BROADCASTING CORPORATION
 WNAX, Yankton, S. Dak.
 KVTY, Sioux City, Iowa
 WGAR, Cleveland, Ohio
 WRFD, Columbus-Worthington, Ohio
 WTTM, Trenton, N.J.
 WMMN, Fairmont, W.Va.

"MIAMI CON- DEMNED"

Sigma Delta Chi, Atlanta, has honored WCKT, Miami, with their coveted "Green Eyeshade" award for the most courageous contribution to journalism among all news media in the Southeast. The programs cited were "Miami Condemned" and "Condemned Plus 65," which in an hour and a half showed the slum conditions of Miami in a harsh, direct style that brought a new, unflinching candor to the television screen.



OTHER VALUED AWARDS WON RECENTLY BY WCKT:
(1) The Vigilant Patriots Award Citation, for "Red Star, Part 4," a documentary exposing specific activities of communists in the Americas; (2) The Freedoms Foundation George Washington Medal, for the Wayne Fariss regular 6 p.m. News program's 30-day expose of communists at work in Florida.

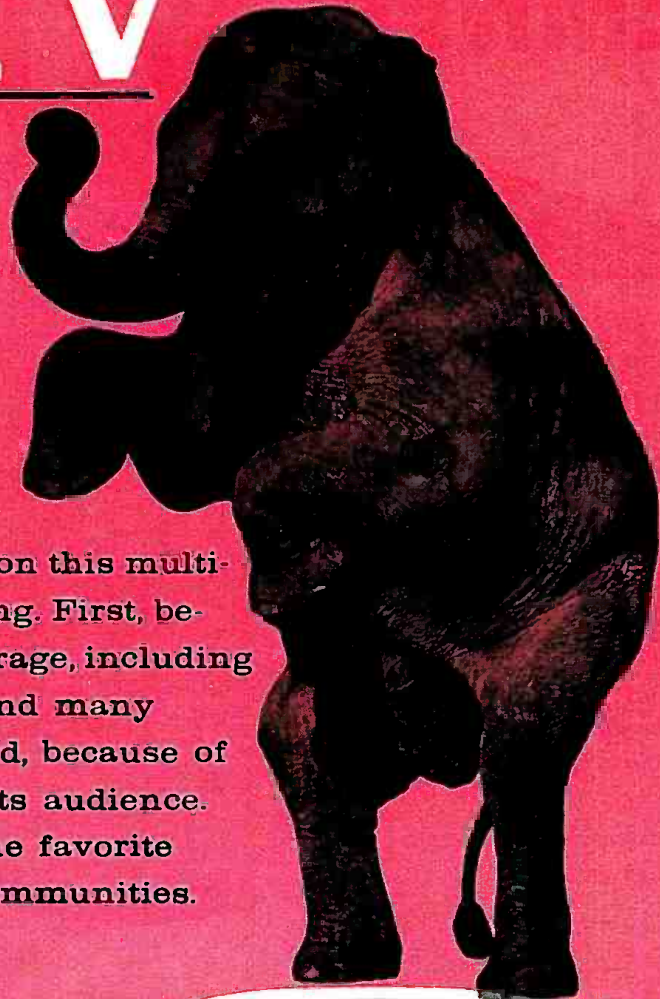


BISCAYNE TELEVISION CORPORATION
Miami, Florida • WCKR-Radio 610



the unforgettable station

WGAL-TV



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

WGAL-TV

Channel 8

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

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

Dodd 'final' hearing

Sen. Juvenile Delinquency Subcommittee has set May 11 as date for long-delayed "final" public hearing in its investigation of effect of television violence on children. Date hadn't been announced as of Friday (May 4), presumably because of fear some hitch might cause postponement, as has happened in past. But top network officials have been invited to appear on 11th before subcommittee headed by Sen. Thomas J. Dodd (D-Conn.). Among those expected to testify are Robert Kintner, president, NBC; James Aubrey, president CBS-TV; and Thomas W. Moore, vice president, ABC-TV.

Hearing could be explosive. Sen. Dodd has said subcommittee has "documents on file" showing network executives have ordered "more sex and violence" in shows to boost ratings. Presence of network chiefs would give senators opportunity to spread documents on record and ask for explanation.

Tv spot sales soar

There's now enough evidence in to indicate that first-quarter spot billing this year in television will be biggest first three-months in years. Final count expected to show spot moved ahead of comparable quarter last year by perhaps 20%, to \$180 million or more. Increase will come just after all-time fourth-quarter spot tv high of \$175 million-plus set last year (BROADCASTING, March 12).

Minow disappoints

"Extreme disappointment" was perhaps most polite way members of American Women in Radio and Television could express feeling over last-minute drop-out of FCC Chairman Newton Minow from Friday morning panel which included NAB President LeRoy Collins and others, but girls had more colorful phrases to show feelings privately, especially after they had arranged three months in advance to have limousine whisk him to talk before Milwaukee Jewish community center same day. AWRT had made sure Mr. Minow would attend before setting all other panel participants, had keyed early publicity and promotion efforts on FCC chairman's acceptance.

BAH evaluation

Recommendations of Booz, Allen & Hamilton in management survey of FCC (BROADCASTING, April 30) are back before agency staff for "objective and constructive evaluation." FCC Chairman Newton Minow has asked

CLOSED CIRCUIT[®]

key bureaus and departments to come up with appropriate recommendations under overall supervision of Executive Officer Robert Cox. Final staff suggestions then will be presented to full commission for further action. FCC is moving ahead on one BAH recommendation—establishment of employe review board—through discussion of new rules with legal fraternity.

Counter-programming

NBC-TV is making its first counter-programming move next season, despite "locked-in" schedule. Network has advertiser agreement and is moving Monday's *11th Hour* into 10-11 on Wednesday, and *Brinkley's Journal* will be slotted Mondays, 10-10:30, leaving half-hour available to stations, except for six Monday 10-11 specials to be scheduled during next season—and on those dates preempting *Brinkley*. Counter-programming involved *Ben Casey* on ABC-TV, Monday, 10-11, and *11th Hour*, which also has medical theme. Moves answer question of Bob Newhart's fate, since Sealtest dropped 10-10:30 Wednesday spot. Show is now cancelled.

Luncheon with Stewart

Dr. Irvin Stewart met with FCC for first time last week since he was named director of telecommunications for White House (BROADCASTING, April 2). Five commissioners lunched with Dr. Stewart, former member of FCC himself, Tuesday in FCC's executive dining room. Session was very amiable, with both sides expressing mutual interest and cooperation. No concrete proposals were made or subjects discussed by either side. Missing were Commissioner Frederick W. Ford (who is in Japan) and Robert E. Lee.

Radio active

Though it may not mark full return of radio drama-type series to former stature, Charles Michelson Inc., New York, one of largest distributors of radio programs in medium's heyday, is reported to be re-activating company's radio division. In recent weeks, company has received inquiries from dozen stations and has made first two sales in long time. Niagara Mohawk Power Co. has bought *Mystery Theatre* series for WQSR Syracuse and plans to buy series for several other upstate New York markets. WUST Bethesda, Md., has purchased *Life of Mary Sothorn*. Michelson has more than 20 radio serials in library.

Golf to NBC

NBC-TV on Friday (May 4) was in jubilant mood over what network seemed to think are potentially twin "wins" over CBS-TV: Shell's *Wonderful World of Golf* is moving from CBS-TV to NBC-TV because show and commercials can be shown in color (agency is Kenyon & Eckhardt); Arthur Godfrey, tied to CBS by contract, has been signed for one-week appearance as *Tonight* host (week of Sept. 24). There are 13 Shell golf shows, each one hour. They will be seen on Sundays, 4-5 p.m., starting next January.

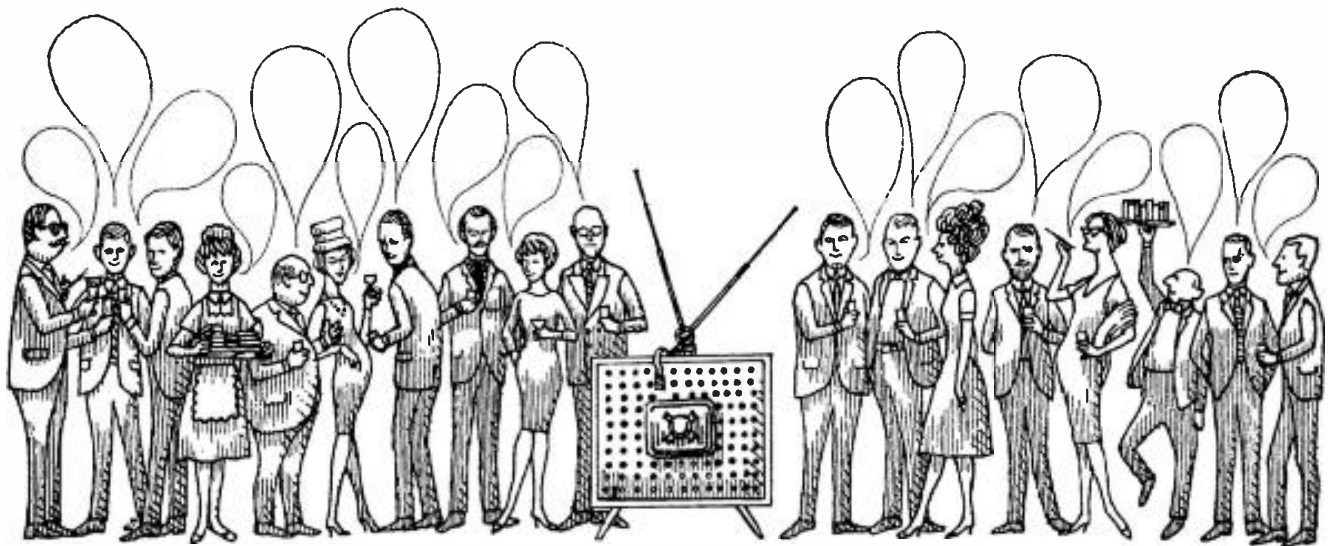
Sigalert to Cadre Co.

Shortly to be announced will be acquisition of Sigalert, electronic warning system for transmission of emergency messages, by Beta Instruments Corp., Dallas, division of Cadre Industries Corp. Lloyd Sigmon, vice president and general manager, KMPC Los Angeles and president of Sigalert and Air Watch Inc., inventor of system, has entered into agreement with Beta giving it exclusive rights to manufacture and market equipment nationally. System has important defense connotations by using carrier waves of existing standard radio stations without interfering with normal operations (BROADCASTING, April 30).

One up, one to go

Although all-channel receiver legislation passed House by overwhelming vote of 279-90 (story page 50) going in Senate is not expected to be that easy. There's formidable opposition to principle of government interference with free enterprise by making mandatory production of more expensive combination vhf-uhf receivers shipped in interstate commerce. But it's doubted whether this will be strong enough to override legislation already endorsed by President Kennedy and Senate Commerce Committee leadership.

Broadcasters involved in all-channel receiver effort to thwart deintermixture of eight markets were generous in their praise of Assn. of Maximum Service Telecasters in legislative fight and its executive director, Lester W. Lindow. They also applauded efforts of eight stations on firing line in months' long battle wherein some had to compromise with principle of no interference by government in private business.



WRC-TV personalities are conversation stoppers. Washingtonians sit up and take notice when WRC-TV personalities have the floor. Richard Harkness... Bryson Rash... Frank Forrester... Jim Gibbons... Jim Simpson... Inga Rundvold. They're all big names in an area abounding in VIP's. It's a fact... WRC-TV personalities deliver more homes than any competing channel in the important 11:00-11:30 P.M. service area, Monday through Friday. Same holds true against live local competition, 6:30-6:45 P.M., Monday through Friday.* Make your product the center of attraction in America's No. 10 market... let Washington's leadership station be your spokesman!

WRC-TV 

IN WASHINGTON CHANNEL 4
NBC OWNED
REPRESENTED BY NBC SPOT SALES

*FIRST AGAIN—ARB, NSI (1st in total homes, sign-on to sign-off, all week long. ARB, Mar. '62; NSI, Jan. '62)

WEEK IN BRIEF

Network participating shows are starting to feel the inroads of ex-network shows put into syndication. Station reps are urging cutback of clearances for network participants. See lead story . . .

SPOT CARRIERS IN SQUEEZE . . . 29

CBS is taking a firm stand against outside previewing of its programs, whether by federal agencies or the NAB Code Authority. NAB's proposed screening service for networks draws sharp objection. See . . .

STANTON OPPOSES SCREENING . . . 68

CBS has another irritant that's worrying its top echelon—an FCC undercover investigation of local news coverage offered by San Francisco stations. But the FCC says it has no censorship intent. See . . .

CBS YELLS 'FOUL' . . . 56

The horse-racing issue is up again. Both Dept. of Justice and FCC are pondering a plan to find out how much and what kind of racing information is being broadcast since turf law was passed. See . . .

RACING PROGRAM INQUIRY . . . 46

Procter & Gamble was the biggest spot tv advertiser in 1961, spending \$56.7 million (gross), but Wrigley was the brand name most advertised, according to analysis of spot spending for the year. See . . .

WRIGLEY TOPS IN SPOT . . . 30

Newton Minow, the FCC's outspoken chairman, really hasn't learned his radio lessons very well, according to Stephen Labunski, WMCA New York. He charges the chairman with misrepresenting radio facts. See . . .

MINOW'S SANDPAPER TEST . . . 74

The House has passed the all-channel tv set bill and it now goes to the Senate. Thus far there are few signs of serious opposition in that body though Electronic Industries Assn. is opposed to bill. See . . .

HOUSE PASSES SET BILL . . . 50

Forty years ago Westinghouse started a radio station in New York, WJZ. It later was sold. Now the company is getting back into the metropolis by buying WINS, subject, of course, to FCC approval. See . . .

WESTINGHOUSE BUYS WINS . . . 72

The big bonanza educational tv has been hoping for is an accomplished fact. Last week President Kennedy signed into law a bill providing \$32 million in matching funds to spur expansion of this medium. See . . .

KENNEDY SIGNS ETV BILL . . . 60

Communication history is about to be made. AT&T's experimental Telstar is due for launching in a few weeks. This miraculous three-foot globe is designed to relay tv programs to other countries. See . . .

TELSTAR WEEKS AWAY . . . 86

DEPARTMENTS

AT DEADLINE	9	GOVERNMENT	46
BROADCAST ADVERTISING	29	INTERNATIONAL	88
BUSINESS BRIEFLY	38	LEAD STORY	29
CHANGING HANDS	72	THE MEDIA	68
CLOSED CIRCUIT	5	MONDAY MEMO	24
COLORCASTING	84	OPEN MIKE	18
DATEBOOK	14	OUR RESPECTS	111
EDITORIAL PAGE	112	PROGRAMMING	80
EQUIPMENT & ENGINEERING	86	WEEK'S HEADLINERS	10
FANFARE	90		
FATES & FORTUNES	92		
FILM SALES	84		
FOR THE RECORD	98		



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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How many Americans will relive this story on Oct. 5, 1962?

On October 5, ABC Television comes on with a new, hour dramatic-action series drawn from the epic exploits of the famous Texas Division in World War II.

How big is the audience for this great story with all its physical excitements, its emotional tensions, its glories and griefs of men, and their women, at war?

It is very big.

It includes the men who were there. And, by way of common interest, every American who fought on any front.

And their families and friends. And every American who didn't get across, but was there all the same.

And youngsters. Kids for whom this great story will

now become *living* history.

In total, millions.

This is the audience for *The Gallant Men*.

This is the audience who will land at Salerno, Italy, with the Texas Division and follow them to victory in Rome.

The Gallant Men is first and always a story of men in conflict. The good, the bad, the brave and not so brave whose lives and loves were on the line—the bloody line from Salerno to Rome.

A big show, yes.

With big, built-in audience appeal. As several alert advertisers will begin discovering, beginning Oct. 5.



War correspondent Conley (Robert McQueeney) fights the good fight with a potent weapon—his typewriter.



Ernie (ex-boxer Roland La Starza) would be just as willing to fight it with his fists.



Captain Benedict (William Reynolds) is a hard man with a hard job. A combination that wins battles.



Pvt. D'Angelo (Eddie Fontaine) is handsome and speaks the language. A combination that wins dames.

COMING ON ABC-TV: THE GALLANT MEN

CBS-TV PLAN CUTS AFFILIATE PAY 6%

Hints loss could be partly offset by rising night charges

CBS-TV's long-awaited approach to curing so-called "economic imbalance" between network and station profits was revealed Friday: it boils down to about 6% reduction in affiliates' compensation, effective Jan. 1, 1963.

In return, officials held out hope for more liberal increases in stations' nighttime rates—to extent that nighttime rates for advertisers eventually may rise more sharply than 3% per year that has been average in recent years.

Plan, unveiled at CBS-TV affiliates convention (also see page 68), brought few cheers from stations and varying degrees of opposition. In some leading affiliates quarters plans were reported afoot to retain legal and economic counsel to see what, if anything, could be done to upset plan or at least tone it down. Other affiliate sources, equally well placed, said counter-measures are not nearly that far-reaching, at least at this point, but indicated committee would be named by Affiliates Assn.'s board of directors to explore prospects.

Fear of possible antitrust problems in group action obviously restrained some affiliates, and extent to which affiliates may act as body presumably will be first question for any legal counsel who may be retained. CBS-TV is not required to get affiliate approval of plan before putting it into effect but obviously hoped to get their acceptance, at least. CBS-TV officials indicated they feel most affiliates have seen—or will see—need for this move and accept it.

Afternoon Cuts ■ Compensation reduction, outlined by affiliates relations and engineering vice president, William B. Lodge, would be accomplished through approximately 22% or 23% cut in current gross time rates for afternoon hours, in effect, putting them at current net-rate levels but eliminating most current discounts for these periods.

Thus advertisers would pay—and network receive—same dollars as now for equivalent time, Mr. Lodge explained, but affiliates would be getting paid on basis of lower time rates and thus receive, for these hours, 22% or 23% less than now.

Saving to CBS-TV would be about \$4.1 million this year if new system were in effect this year, Mr. Lodge estimated. But, he added, because network expects 9% increase in business this year, stations would still have received

more dollars than they received last year.

He noted that though it's a 22% or 23% reduction in compensation for hours involved, it amounts to about 6% on all-day basis. And this, he said, is about 1.5% of average station's total revenues from all sources.

Hours covered by new plan are from noon to 5 p.m. Monday through Friday and from 10 a.m. to 1 p.m. on Saturdays. CBS-TV's time rates for these periods currently are 50% of nighttime rate, but Mr. Lodge emphasized that no network actually gets 50% of nighttime for daytime.

ABC-TV, NBC-TV Rates ■ He noted that ABC-TV prices daytime at one-third of nighttime, that NBC-TV has bonus plan that puts daytime at about 40% of nighttime, and that because of discounts and "program contributions" CBS-TV actually receives less than 50% of its nighttime rate for daytime periods. Even CBS-TV affiliates, he said, on average charge only about 42% of their prime rates for daytime.

But affiliates, he continued, have been paid as if CBS-TV received payment for afternoon hours at full 50% of nighttime rates. He noted that this system has also meant that increases in evening time rates automatically increase daytime rates. Now that this automatic carry-over is eliminated, he said, CBS-TV should be more free to

Mack hospitalized

Richard A. Mack, former member of FCC whose activities triggered tv *ex parte* investigations, was admitted Friday to Broward General Hospital, Miami, for treatment of cirrhosis of the liver.

Mr. Mack was commissioner from 1955-1958 and his vote in five tv grants was disqualified in rehearings before FCC because he had discussed merits of case outside record. Mr. Mack and Miami attorney Thurman A. Whiteside were indicted for criminal conspiracy in Miami ch. 10 case. First trial ended in hung jury and Mr. Whiteside (who since has committed suicide) was acquitted in second trial. Mr. Mack was never tried again.

raise individual station's evening rates more frequently.

For advertisers, new quarter-hour prices in periods involved in change will range from 15% to 9.4% of nighttime hour rate, depending on volume. In dollars, it was stressed, these prices are equivalent to those actually charged now.

Mr. Lodge emphasized to affiliates that CBS-TV has "consistently" paid its stations more dollars than NBC-TV or ABC-TV pays—and said this will still be true after new plan takes effect.

Stressing rising volume of network's station payments, he said they totaled \$19.3 million in first quarter of this year as compared to \$16.7 million in first quarter last year.

Rising Expenditures ■ He also reviewed in detail rising network expenditures for programs and importance of network programs to affiliates, and pointed out that many millions of these dollars are not recovered from advertisers. He said CBS-TV's total program costs have grown from \$72 million in 1956 to \$210 million in 1961, and that in same period its unrecovered program costs increased by 65%.

Fact that CBS-TV set next Jan. 1 as effective date for changes was believed to be in recognition of affiliates' urging that nothing be done to upset their budget forecasts for 1962. It was understood that network originally—in discussions earlier this year—had hoped to make changes effective in 1962.

Affiliate resolutions commended Tom Chauncey, KOOL-TV Phoenix, as chairman of affiliates board; network President James T. Aubrey Jr. and associates for their work, especially in programming; senior sales vice president William Hylan and his associates for maintaining high sales standards; CBS News and its president, Richard S. Salant, for outstanding performance in news; and affiliate relations department officials and members, especially Robert Wood, for their assistance.

Dropout-option asked in Miami ch. 6 case

Remaining rivals for ch. 6 in South Miami-Perrine, Fla., Friday asked FCC to allow Coral Tv Corp. to partially reimburse South Florida Amusement Co., dismiss latter's bid and grant ch. 6 to Coral.

FCC had favored South Florida for grant but opened subsequent proceedings on issue of that company's charac-

WEEK'S HEADLINERS



Mr. Depew

programming in 1961. Before joining agency, he served with ABC for 10 years as tv director and assistant to national program director.

Howard Barnes, director of programs, Hollywood, CBS-TV Network, resigns, effective May 15, ending association with CBS that dates back to 1938, when he joined radio division in New York as producer-director. After 3½ years of naval service in World War II and tour as radio-tv vp of Dorland Adv. Agency, Mr. Barnes rejoined CBS in 1953 to create and develop new programs. He was program vp of CBS Radio from 1955 to 1960; when he assumed his present position with CBS-TV. Mr. Barnes resigned after declin-

Richard H. Depew, director of programming, Cunningham & Walsh, New York, elected vp. Mr. Depew joined C&W in 1957 as tv account executive and was named director of pro-

ing to accept new post as general program executive following notification that position he now holds is to be eliminated. He is second west coast CBS-TV program executive to resign following appointment of Hubbell Robinson as senior vp-programs (WEEK'S HEADLINERS, March 12). Guy della Cioppa, vp-programs, Hollywood, is also leaving May 15 (WEEK'S HEADLINERS, March 26).



Mr. Bates

William A. Bates, general manager of WDAF - AM - FM-TV Kansas City, elected vp of Transcontinent Television Corp. (WGR-AM - FM - TV Buffalo, N. Y.; WDAF - AM - FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, both California; WNEP-TV Scranton-Wilkes-Barre, Pa., and WDOK-AM-FM Cleveland, Ohio). Mr. Bates' first association with WDAF was in 1946 as member of announcing staff. After

three months he became assistant program director and, when WDAF-TV went on the air in 1949, was appointed program director of that outlet. Mr. Bates has served as general manager of WDAF properties since 1958.

Joseph Kotler, vp, Ziv-UA, joins Warner Bros. Pictures, New York, as vp and director of syndicated sales for company's new syndication division (see page 80).

Mr. Kotler, who served with Ziv-UA since 1948, will be located at Warner Bros. home offices in New York.



Mr. Kotler

Harvey L. Hudson, vp and general manager of WLEE Richmond, Va., becomes member of board of directors of parent Lee Broadcasting Co. and is simultaneously promoted to vp and managing director of station. **Joe Mason**, formerly with WPOP Hartford, Conn., named station manager with responsibility to Mr. Hudson.

For other personnel changes of the week see FATES & FORTUNES

ter in view of alleged forged letters and misrepresentations.

Coral would pay \$65,000 to South Florida and grant Sherwin Grossman, principal owner of that company, option to buy 7% of Coral stock, if FCC approves.

South Florida said it doesn't think ch. 6 would be profitable because FCC has permitted two Palm Beach stations to move nearer Miami. Coral said it accepted deal because it is "optimistic" that ch. 6 would do well. Applicants said they don't want to spend more time and money and wish to hasten advent of ch. 6 service.

Station break viewers minimized in tv study

Anti-television study is being presented by *New York Daily News* in 10 key cities throughout country. It was given to advertiser and agency officials in New York on Wednesday (May 2) and Philadelphia on Friday and is scheduled for eight other cities in next few weeks.

Study is part of overall survey made

for third year by *News* on profile of New York market. Study minimizes number of viewers who actually watch station break commercials, contending number is appreciably smaller than viewers watching program before and after commercial. Study was conducted by W. R. Simmons & Assoc. among 10,000 households in New York City market.

Contested Rise tv ad ordered halted by FTC

Federal Trade Commission has ordered Carter Products Inc., New York, to discontinue falsely disparaging competing products in deceptive tv commercials for its Rise shaving cream.

Also named were Carter's agency, Sullivan, Stauffer, Colwell & Bayles, and account supervisor S. Heagan Bayles. FTC action affirmed 1961 initial decision by hearing examiner (BROADCASTING, Aug. 28, 1961).

Challenged commercial claimed superiority of Rise over "ordinary" shaving cream. Rise admitted "ordinary" brand was chemical substitute, chosen

because it would come out of can "in a good puff and would disappear rapidly."

FCC's talk rubs off on its 'image'—Tatham

FCC "has done some pretty intemperate talking" and this affects agency's "image" as much as its regulatory actions, Arthur E. Tatham, board chairman of Tatham-Laird Inc., Chicago, said Friday at annual convention of American Women in Radio & Television. His observation was reply to question by Kenneth Cox, chief of FCC Broadcast Bureau, "Why is everybody afraid of the FCC?"

Mr. Cox said views of chairman or other FCC members are "only individual personal opinions." But Mr. Tatham said, "If you make statements like Mr. Minow you shouldn't be surprised at the reactions." Others taking part included NAB President LeRoy Collins, packagers Mark Goodson and Bill Todman, Bell & Howell President Peter G. Peterson and Johnson's Wax Advertising Manager Douglas Smith.



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MORE HOMES* 7-7:30 P.M.

THAN ANY OTHER NEWS PROGRAMS IN MARYLAND

*ARB March, 1962

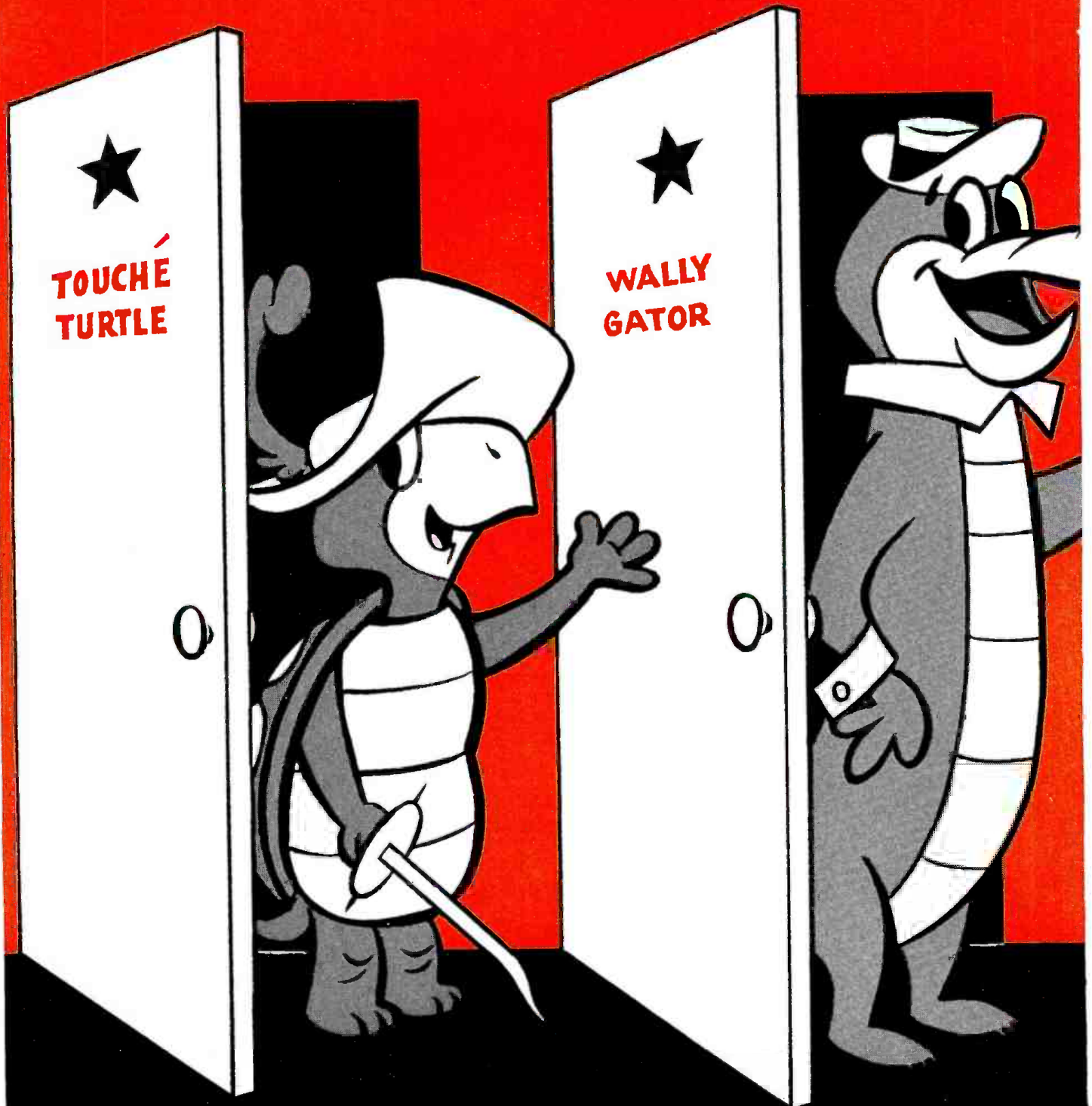
In Maryland Most People Watch NEWS on

WMAR-TV 

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

Meet The 3 Great



HANNA-BARBERA'S GREAT NEW SERIES OF

New Stars of Television!



©MANNA-BARBERA
PRODUCTIONS



**KNOCK ON ANY OF
THESE DOORS AND
OUT COMES A WINNER!**

Join this fast-growing list of stations who have already signed up for these 156 hilarious cartoons—in color—52 each of Touché, Wally and Lippy!

WPIX, NEW YORK
WXYZ-TV, DETROIT
WGAL-TV, LANCASTER
WTVW, EVANSVILLE
WTTG, WASH., D.C.
KPTV, PORTLAND, ORE.
WTIC-TV, HARTFORD
WNDU-TV, SO. BEND
WOC-TV, DAVENPORT
KQVR, STOCKTON
KCPX-TV, SALT LAKE CITY
KPIX, SAN FRANCISCO
WBNS-TV, COLUMBUS, O.
WBZ-TV, BOSTON

MINUTE CARTOONS!

Distributed Exclusively by

SCREEN  GEMS, INC.



LEADS IN SERVICE

"Stay tuned for the greatest spectacle in racing." This network cue, heard during the 4½ hour broadcast of the annual 500 mile auto race from Indianapolis, signifies the culmination of hundreds of man-hours of effort by WIBC staff members. Every Memorial Day since 1946 the world wide broadcast of the "500" has been produced, directed, announced and engineered by the WIBC team.

LEADS IN ACCEPTANCE

On May 30, for the 17th consecutive year, WIBC will originate the race broadcast to be heard on 450 stations of the Indianapolis Motor Speedway Network . . . the world's largest radio network for a one-day event. The sounds of Indianapolis will be heard on stations in 47 states and around the world via Armed Forces Radio.

LEADS IN AUDIENCE

During the rest of the year this team . . . administrative, announcing and engineering . . . is at work maintaining for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This team is ready to go to work for you . . . the national advertiser.

*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

DATEBOOK

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

*Indicates first or revised listing.

MAY

May 7 — New Mexico A.P. Broadcasters Assn. meeting, Albuquerque.

*May 8—Los Angeles Advertising Club, luncheon meeting, 12 noon at Statler-Hilton. Walter Weir, chairman of the executive committee, Donahue & Coe, New York, will speak on "The P.A. [Public Affairs] System."

May 9-11—Public Utilities Advertising Assn. 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12 — Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements — West." Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis Hotel, Palm Springs, Calif.

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

May 10-11 — Ohio Assn. of Broadcasters 25th anniversary convention. Featured speakers will be RAB President Kevin B. Sweeney; William Sansing, McCann-Marschalk Inc.; Howard Bell, NAB vice president for industry affairs, and James Juntilla, assistant to chief, FCC Broadcast Bureau. Somerset Inn, Shaker Heights.

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

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

May 11 — Wayne State U. Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

*May 11—Deadline Club (New York professional chapter, Sigma Delta Chi) annual dinner. Commentator Lowell Thomas will be m.c.; William B. Arthur, Deadline Club president, will preside. Hotel Pierre, New York; 7:30 p.m.

*May 11-12—Sigma Delta Chi Region 1 convention. Highlights include panel on "Jobs and Journalism," with representatives of ABC, NBC, CBS, AP, UPI and the New York Times (Friday afternoon); session on "Interpretation: Fact or Fiction" with Jules Bergman, science editor, ABC; Ira H. Lurvey, news analyst, WBZ Boston, and others (Saturday). Columbia U., New York.

May 12—California Associated Press Radio-

TVB sales clinics

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

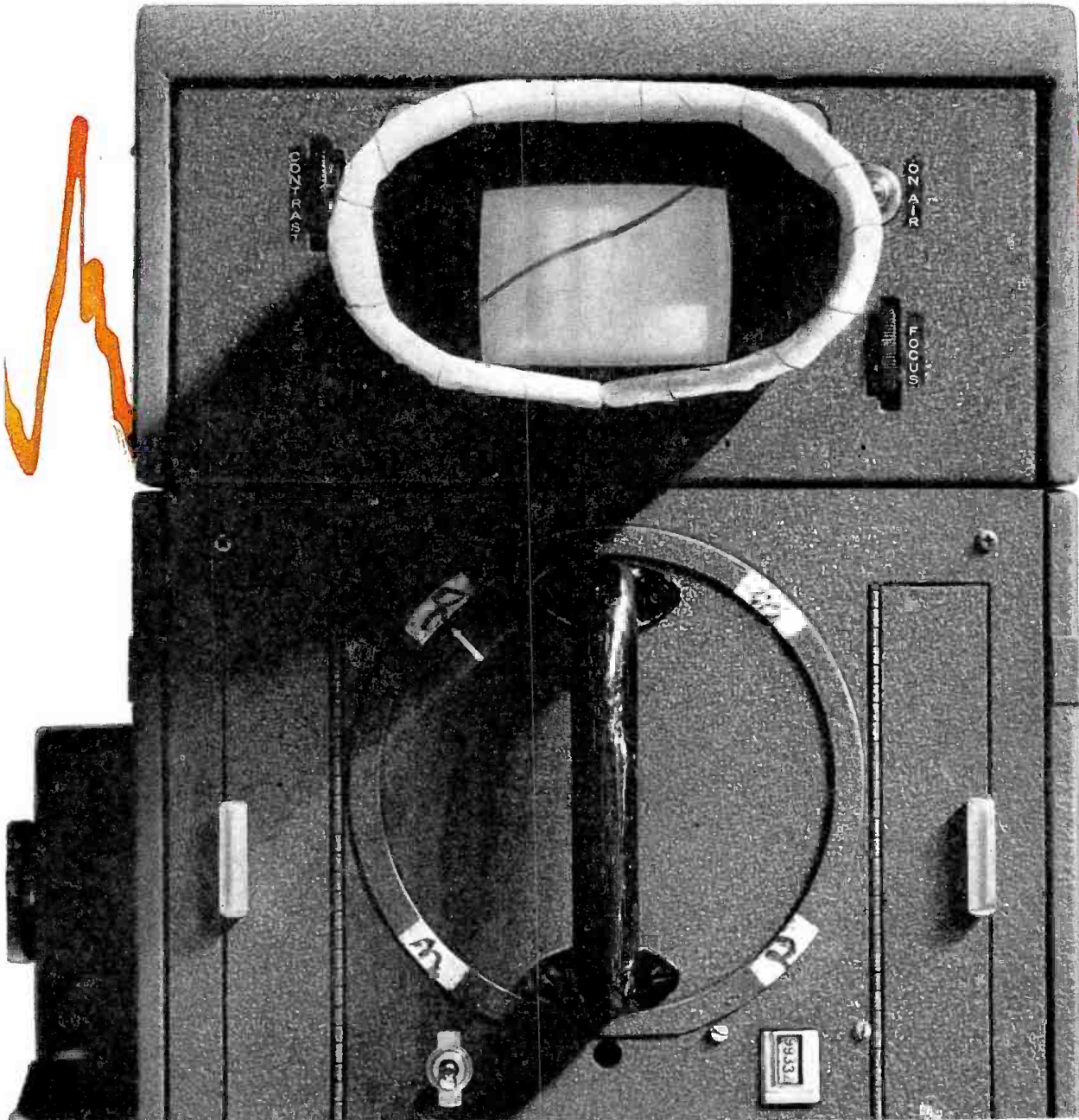
AS OF MAY 1, METRO BROADCAST SALES WILL REPRESENT WTTG, WASHINGTON, D.C. AND KMBC-TV, KANSAS CITY, MO.

SPECIAL EFFECTS. To take the best of broadcasting and turn it into a climbing sales chart, that's the operating philosophy behind METRO BROADCAST SALES, the nation's new, quality Station Representative. To produce these striking effects, METRO BROADCAST SALES: represents a limited number of selected stations in major markets... offers you complete, in-depth coverage... and employs experienced salesmen to meet your every need.

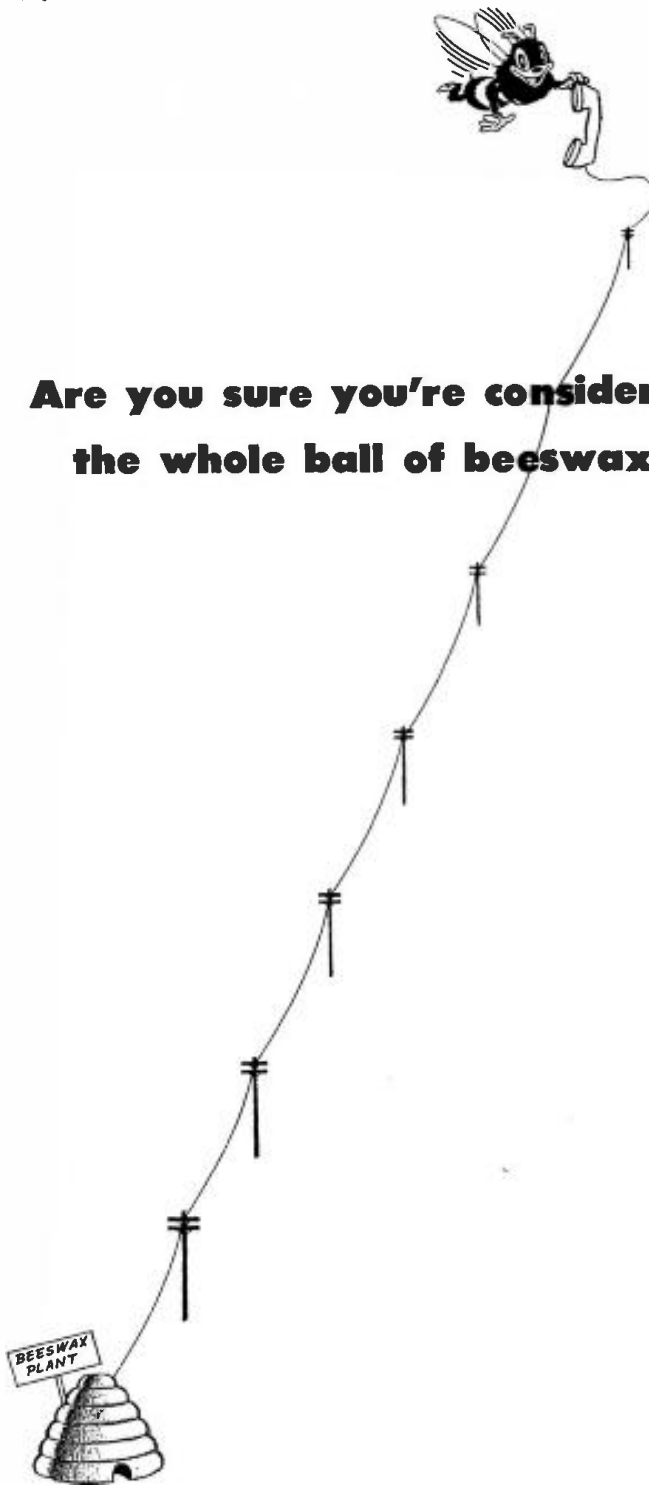
Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING

NEW YORK: PL 2-8228; PHILADELPHIA: LO 8-2800; CHICAGO: 467-6340; ST. LOUIS: MA 1-4800; DETROIT: 873-8800; LOS ANGELES: 365-1424; SAN FRANCISCO: DO 2-1945



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



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 c/M. (Nielsen Coverage Service Report #2, SR&D.)

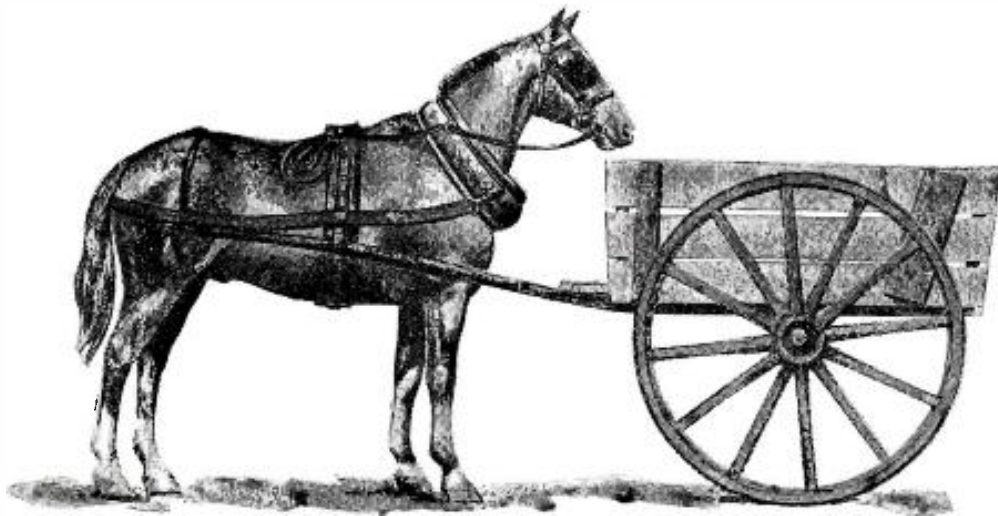
McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada



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

- Tv Assn., annual meeting. Yosemite National Park.
- May 12—UPI Broadcasters of Illinois, spring meeting. Inman Hotel, Champaign.
- May 12—Sigma Delta Chi Region 4 convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.
- May 12-13—Radio and television news clinic, sponsored jointly by the U. of Illinois, Illinois News Broadcasters Assn. and Radio-Television News Directors Assn. Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.
- May 13-15—Southwest Assn. of Program Directors for Television, annual meeting. Skirvin Hotel, Oklahoma City.
- May 14—Chicago Area Agricultural Advertising Assn., annual marketing seminar. 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.
- May 14—Georgia Assn. of Broadcasters and Atlanta Advertising Club sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.
- May 15—Joint meeting of Hollywood and Los Angeles Advertising Clubs and Southern California Broadcasters Assn., luncheon, noon, at Los Angeles Statler-Hilton. Leonard Reinsch, executive director, James M. Cox stations, and chairman of the U. S. Advisory Commission on Information, will discuss broadcasting during the 1960 political campaign.
- May 15-16—Council on Medical Television, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.
- May 15-18—Variety Clubs International, 35th annual convention. Dublin, Ireland.
- May 16 — Deadline for comments on FCC proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.
- May 16—Composers & Lyricists Guild of America awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original "specialized material" in both theatrical films and television and radio and tv commercials for original score and original song.
- May 16-17—Kentucky Broadcasters Assn., spring meeting. Featured speakers will be Vincent Wasilewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice president, Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.
- May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.
- May 17—Advertising Writers Club of St. Louis, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.
- *May 17—New Jersey Broadcasters Assn., spring meeting. Rutgers U., New Brunswick.
- May 17—Writers Guild of America, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.
- May 17—Southern California Broadcasters Assn., luncheon meeting, 12 noon, at Michael's Restaurant. Bernard Weinberg, president, Milton Weinberg Adv. Co., will be guest speaker.
- May 17—Assn. of Broadcasting Executives



What's wrong with this picture?

You've guessed it. Yet in television the problem of the cart before the horse isn't always so apparent.

For example, it's easy to be carried away by the glamor and glitter of a great show. But don't forget the horse—the commercial that pulls the show to sales.

At Ayer, we are continually seeking and finding fresh new ways to keep the commercial up in front—compelling, persuading, moving the product with sales and profit. It's *this* kind of money that makes the mare go.

The commercial is the payoff

N. W. AYER & SON, INC.

your key to more Virginia homes

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

*NCS '61 Radio—50% and over penetration

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

National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

of Texas, fourth annual "Betty" award banquet. Sheraton Dallas, Hotel, Dallas.

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

May 21—Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

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

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

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

May 24-25—Iowa Broadcasters Assn., annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—South Dakota Broadcasters Assn. meeting, Watertown.

JUNE

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

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

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

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

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

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

June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa.

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

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

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

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

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

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

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

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

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

OPEN MIKE®

Limited circulation

EDITOR: I never doubted that BROADCASTING has wide readership and depth penetration, but never until now did I know it has a captive audience.

You may be interested in the following letter we received from an inmate of an Oklahoma prison.

"Dear Mr. Feinblatt: I note in this week's BROADCASTING your company has developed an 'availability presentation'—and is willing to show others your format of same [BROADCAST ADVERTISING, April 16]. At your pleasure I would enjoy seeing a copy and if possible specifically one for Boston. Thanking you in advance."

It would appear that BROADCASTING has far greater circulation than at least one of its readers.—Stan Feinblatt, director of research, Adam Young Inc., New York.

No news hunger

EDITOR: I AM AT LOSS TO UNDERSTAND HOW YOU CAN MAKE STATEMENT THAT STRIKE-BOUND NEWSPAPERS IN MINNEAPOLIS HAVE LEFT CITIZENS "HUNGRY FOR NEWS" [THE MEDIA, APRIL 30]. RADIO AND TELEVISION HAVE BEEN PRIMARY NEWS MEDIA IN OUR AREA FOR

SOME TIME. MOREOVER, WE HAVE NOT SOUGHT TO EXPLOIT PLIGHT OF NEWSPAPERS BY GRABBING THEIR BUSINESS. I COMPLIMENT NEWSPAPERS FOR HAVING GUTS TO PRESERVE THEIR PROPERTIES BY REFUSING TO ACCEDE TO RIDICULOUS UNION DEMANDS.—STANLEY E. HUBBARD, PRESIDENT AND GENERAL MANAGER, KSTP-AM-TV ST. PAUL-MINNEAPOLIS.

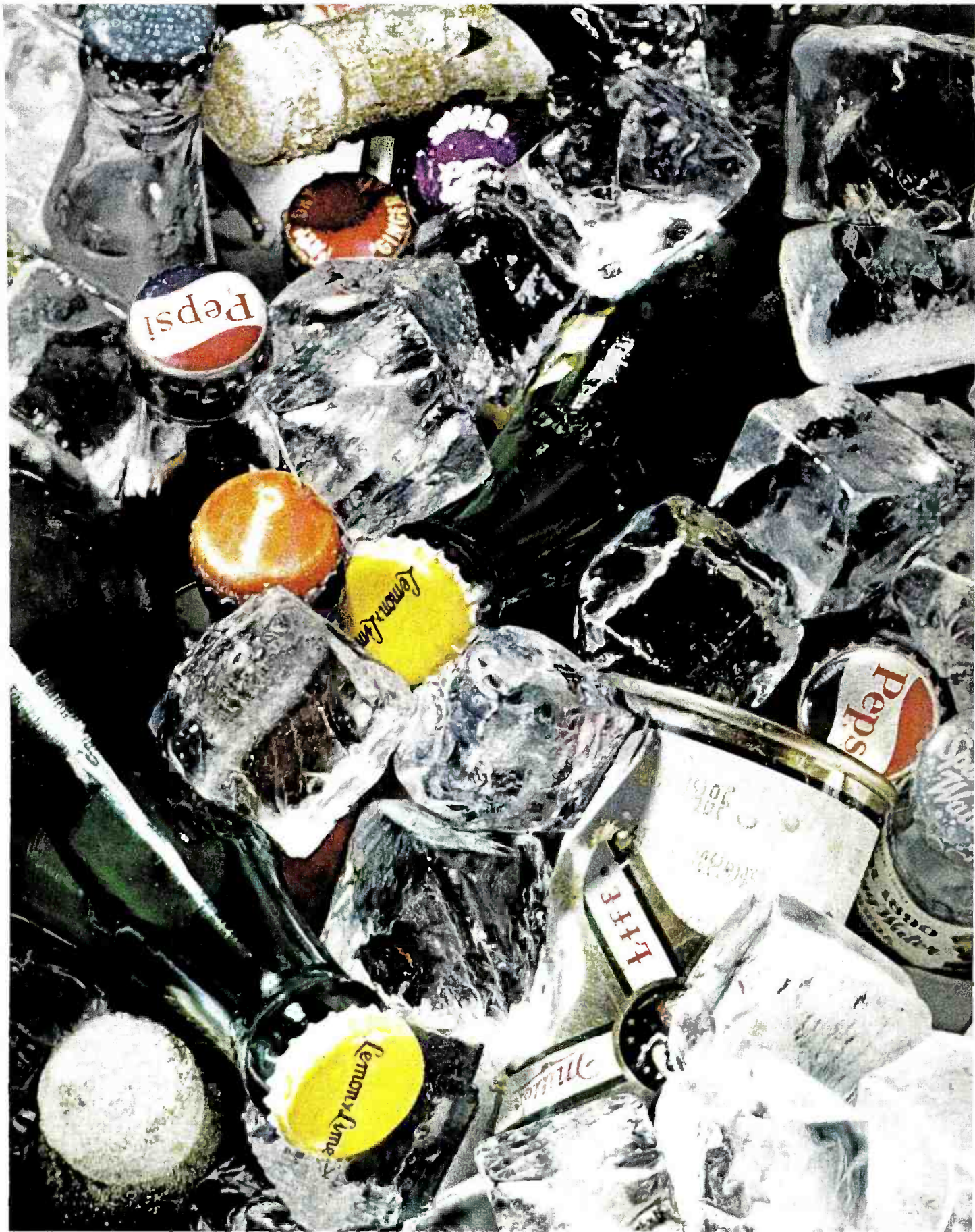
Civil War series

EDITOR: We would like to express our appreciation for the story you ran on our Civil War series, specifically the Battle of Shiloh, which we offered to stations at no charge [PROGRAMMING, April 16].

Frankly, the response was much greater than we had expected and we were hardly able to keep up with the requests. . . .—Jack Buttram, production director, WMUU Greenville, S. C. (Bob Jones University).

Honors for Paulu

EDITOR: . . . [In your] item, "Sigma Delta Chi honors six in radio-tv field" [THE MEDIA, April 16] . . . there was no mention that among the winners of the 1961 awards for distinguished service in journalism to be given by SDX



who buys the most?

young adults buy the most!

(young adults buy the
most beverages...and most
of almost everything)

Young adults (under 50) buy 68% of all beverages. This means that when you buy young adult ABC Radio, you're buying beer, ale and soft drink advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults;



promotes to young adults; presents to the beverage advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to beer, ale and soft drinks, young adults buy the most. Ask your ABC Radio sales representative for all the young adult facts.

ABC RADIO  **FIRST WITH YOUNG ADULTS**

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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BROADCASTING, May 7, 1962

on May 12 was Burton Paulu, who won an award . . . in the field of research about journalism for his book, *British Broadcasting in Transition*.

. . . This book was published April 26, 1961 [by U. of Minnesota Press, 250 pp. \$5]. . . With the Pilkington Committee report on British broadcasting expected soon this is a particularly appropriate time to focus attention on this book, in which Dr. Paulu traces developments in British broadcasting since 1955. It is a sequel to his earlier book, *British Broadcasting: Radio and Television in the United Kingdom* [BROADCASTING, Jan. 14, 1957]. . . — Janet Salisbury, promotion manager, University Press, University of Minnesota, Minneapolis.

An alert competitor

EDITOR: I don't know whether it's a lack of a musical ear on the part of our competitors down the street, or a typo by your usually accurate magazine, but please be advised that the musical notes on KMPC [FANFARE, April 16] are not C-E-G-C as reported. . . . As one of the country's great ears, I can state unequivocally that the notes are C-E-G-E.—Red Blanchard, CBS Radio, Hollywood.

Cover to cover

EDITOR: I receive many magazines, but the only one that I read from cover to cover is BROADCASTING. . . .—J. James Moore, president, Ears International, Pittsburgh, Pa.

Goodwill ambassadors

EDITOR: I was greatly impressed by the stature and number of people from the broadcasting industry who were ambassadors on a goodwill tour to Latin America for the industry [BROADCASTING, April 9].

. . . This letter is to raise a question as to . . . selecting these ambassadors within the National Assn. of Broadcasters. . . . It is not their lack of experience or devotion to duty . . . but how many are able to communicate with our neighbors to the South. . . .

There are many broadcasters in this country who are conversant with the Latin mind and who can speak passably or fluently the Spanish language; to name a few: Jack Nobles, WMIE Miami; John Redfield, KIFN Phoenix; Edward Grieg, KLOK San Francisco; Levi Beall, KFSC Denver.

They [NAB] could get more mileage if they sandwiched in among all the fine people . . . a few of our American broadcasters who broadcast in Spanish and who understand the Latin American thinking. . . .—Harlan G. Oakes, Harlan G. Oakes Assn., Advertising Representatives, Hollywood.

new...
exciting...
wonderful...

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP
RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY
RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January-February 1962 Hooper . . . double of all other area stations. Lowest cost per thousand audience . . . in fast growing Tampa-St. Petersburg market.

WWNR
RADIO 62

Beckley - W. Virginia . . .

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience . . . featuring great personalities.

WNAR
RADIO 111

Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market. . . . where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY
RADIO 122

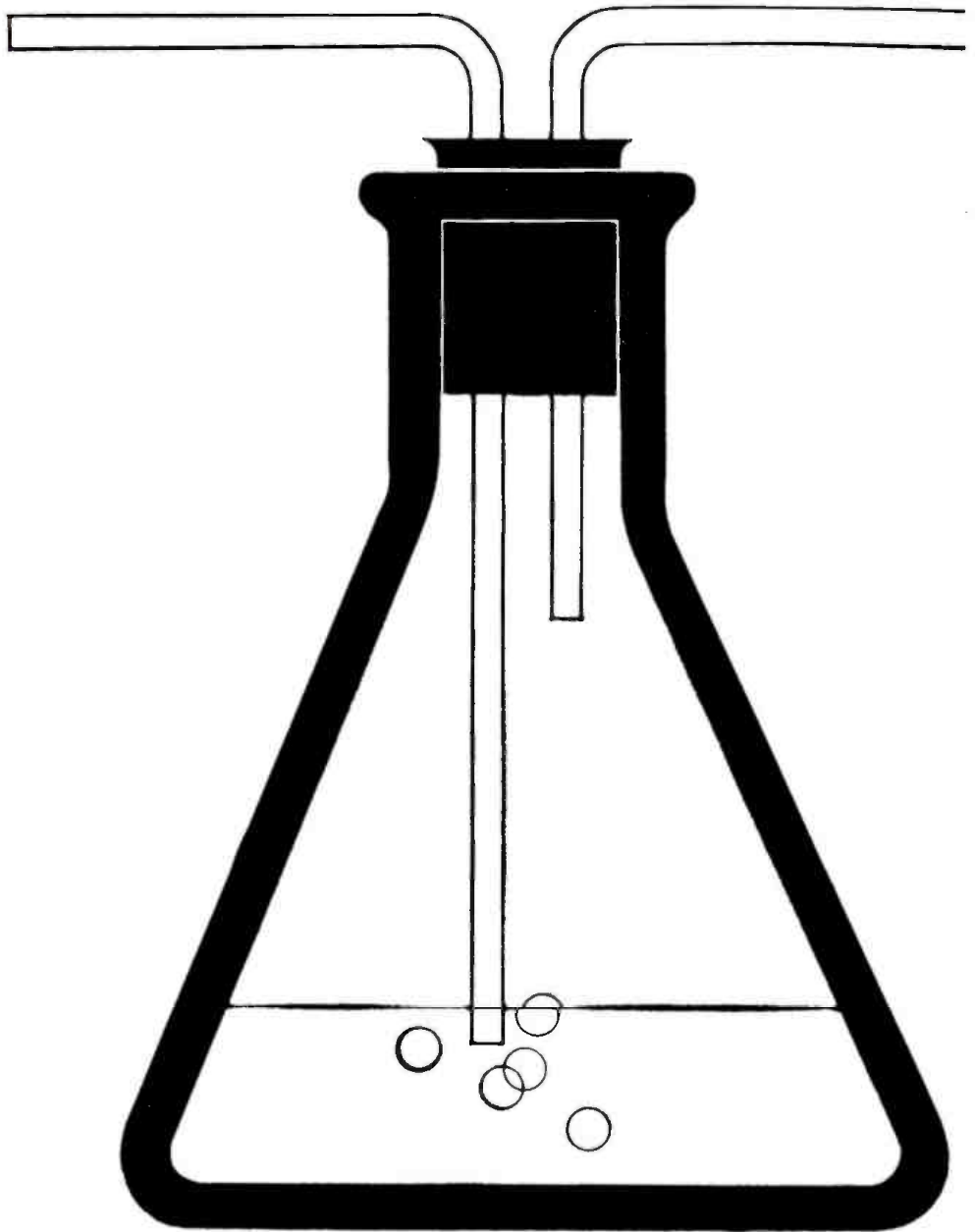
Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP

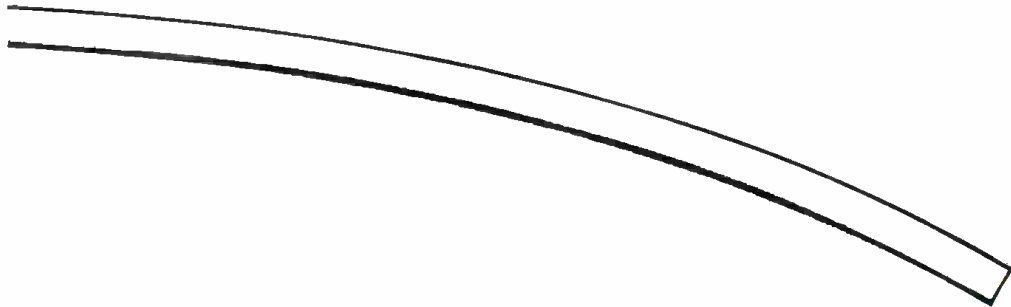
N. Joe Rahall, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.

A FROZEN FORMULA? NO!



Because people are different . . . markets are different. They require tailored programming to meet the difference. That's why Storer Broadcasting Company's formula is to have no single formula for its 9 key markets.

NEW YORK WHN	LOS ANGELES KGBS	PHILADELPHIA WIBG	DETROIT WJBK	DETROIT WJBK-TV	MILWAUKEE WITI-TV	CLEVELAND WJW
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INDIVIDUAL FORMULAS? YES!

Instead, an individual format is created for each station to meet the needs and desires of that community. Small wonder a Storer Station gives you so much for your advertising dollar. *Important Stations in Important Markets.*

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

MIAMI
WGBS

TOLEDO
WSPD

TOLEDO
WSPD-TV

STORER
BROADCASTING COMPANY

How Nesbitt's plans to make both consumers, bottlers happy

This is the story of how a small company among giants in the highly competitive soft drink field beats them to the punch—at least for a couple of 13-week schedules during the year—by coordinating newspapers, point-of-purchase and merchandising with the characters and story-line in broadcast spots, and by pounding hard on all promotional and publicity undertakings during the campaign in one market after the other.

Nesbitt Fruit Products Co. of Los Angeles, through its network of bottlers, is the largest seller of orange soft drinks in the United States—yet must operate with a company budget of under half a million dollars in a product category where it's estimated more than \$300 million will be spent for advertising in 1962. Most of Nesbitt's promotional money is spread out in co-op funds among a variety of bottlers throughout the country.

For the spring and summer of 1962, Nesbitt's had to develop a program that would penetrate the great mass of advertising aimed at the six-to-sixteen-year-old market for soft drinks, and do it for a fraction of the funds spent in this market by the soda pop "majors" as well as candy makers, toy manufacturers, etc.

Furthermore, the program had to be adaptable to the varied markets North, South and East, as well as in Nesbitt's western home territory—and be operable at the bottler's convenience.

Considering all these elements, the agency recommended an approach by television spots on children's shows to capture the younger segment of the market, and by radio spots on teenage music programs to win the "older" element of Nesbitt's markets.

Maximum Effect ■ Since frequency for any Nesbitt's bottler would, at best, be relatively light, it was obvious that a highly memorable and penetrating message was needed. "The Children's Marching Song" was selected as the musical vehicle for both the radio and tv spots.

Changed to "The Children's Drinking Song," the jingle starts from this first stanza:

*This young man, he drank one,
He drank Nesbitt's just for fun,
With a chug-chug, chug-a-lug,
Have a happy drink!
Happy Nesbitt's Orange Drink!*

In the 60-second spot on both radio and tv, the tune goes for four stanzas and winds up with the group (six adults and six children) excitedly inviting each other to "Let's all go down to the store

for more Happy Nesbitt's orange drink!"

The tune has a real swing for the teenager—recent recordings by artists such as Mitch Miller received excellent reception from this group—yet it remains a children's marching song with outstanding appeal over many, many years for the tots.

For the youngsters, however, tv seemed the answer; a one-minute animated dramatization of the four stanzas, two involving a small boy and two involving a girl. Naturally, at the end, all four get together to "go down to the store for more Happy Nesbitt's orange drink!" Both radio and tv 60-second versions allow a 30-second lift-out, using two of the stanzas and the tag, or the tag itself can become a 10-second i.d. Thus, complete flexibility is provided for the bottler who wishes to cut in with a local announcement.

Quick Recording ■ The adaptation was composed by Al Allen of Allen/Asher & Associates Inc. in Hollywood, who did a magnificent job of introducing his orchestra and vocalists to the song and getting the recording within two hours. He recorded for tv animation, handled by Quartet Films of Hollywood.

Nesbitt's national representatives were assembling at the plant in Los Angeles 24 hours after the radio recording was cut. A pressing was played for them, and we unfolded a giant storyboard during the song, pointing to the frames for each line—and ending with a presentation that stretched completely across the room.

The district managers were enthusiastic. Provided with storyboards considerably reduced in size and pressings of the record, they began contacting bottlers across the country. At this writing, approximately 200 markets are scheduling the Happy Nesbitt's radio spots, and 25

or 30 will run the tv spots.

An important corollary to this story of getting the most out of a small co-op budget which must be adapted to individual bottlers' timing situations and other problems is the tie-in with point-of-purchase material.

Taking our cue from the first little character in the tv production, we carry the "Nesbitt's Boy" on in-store material such as banners, streamers and bottle collars—and on truck signs, posters, etc. His broad grin enhances the same theme repeated four times in the Nesbitt commercial.

Nesbitt's bottlers feel confident that store display will be obtained, particularly on summer weekends during the heaviest concentration of spots.

Joint Promotion ■ Typical of the market-by-market co-op approach to coordinating all promotional efforts around the spot broadcasting is the Los Angeles area, now in programming for the summer months. In this market, five bottlers and Nesbitt's are getting together for a 13-week tv purchase on leading children's shows.

Intensive efforts are planned for on-air demonstrations and audience participation with the product to support the spot programs.

In-store banners, truck signs and other collateral will be distributed to tie in with the programs. Newspaper ads also will display the tv character, and will run heaviest during the broadcast schedule.

This type of market concentration will be repeated in key markets throughout the country—San Francisco, Seattle, Minneapolis, Detroit, New Orleans, etc.

The client, Nesbitt Fruit Products Inc., and the agency, Charles Bowes Advertising, confidently expect the results to put a new face on the public image of this nearly 40-year-old favorite of all orange drinks.

Leo Pambrun started as a \$5-a-week printer's devil 25 years ago in Chicago, wrote himself into a job with a mail order concern and eventually administered himself into advertising management with firms such as Stewart-Warner, Crosley and Majestic. He formerly handled commercial responsibility for Purex tv shows at another agency, but is now an account executive with Charles Bowes Advertising Inc., Los Angeles, a member of National Advertising Agency Network.



The Exception To The Rule
W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV Mobile-Pensacola has enjoyed
50% or More Share of Audience in every March ARB
Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call
AVERY-KNODEL—Representatives
or: C. P. PERSONS, JR., General Manager



we got



through in 6 places

The 6 ABC Owned Radio Stations Have Won 6 Radio Free Europe Awards for Public Service Programming.

For millions of people behind the Iron Curtain freedom is a voice many miles away. The voice belongs to Radio Free Europe. It costs money, lots of money, to keep it going. That's why each of the six ABC Owned Radio Stations set out to win community support for Radio Free Europe in their own local markets. The General Manager of each station recorded a series of special messages to be beamed behind the Iron Curtain. In addition, the voices of a number of national celebrities were used to make direct fund appeals. In six of our largest cities, listeners got

the message. The result? They responded — most generously. So generously that all six stations received special awards from Radio Free Europe. This public service activity by the six ABC owned radio stations serves as an example of Radio Free America doing its utmost to strengthen Radio Free Europe.



ABC OWNED RADIO STATIONS

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

A big audience



North Carolina's Grade A World

where only one station provides
Grade A Coverage of 14 cities
ranging in population from
11,000 to over 120,000, and City
Grade Service exclusively to the
state's top metropolitan market—
Winston-Salem, Greensboro,
High Point

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION



WINSTON-SALEM / GREENSBORO / HIGH POINT

SPOT CARRIERS CAUGHT IN SQUEEZE?

- Network participation shows attacked by representatives
- Top syndicated programs are made available for station use
- Too early to tell what pressure and new programs may mean

So-called "spot-carrier" programs on the television networks are the targets of a rising attack which is beginning to take the form of a pincers movement.

Station representatives, long opposed to the participating-program trend in nighttime tv networking, are becoming more aggressive in urging their stations to cut back their clearance of such shows. At the same time, the mounting volume of former network shows being released into syndication—now totalling more than 40 series (also see page 30)—is giving stations more and more programs of prime-time calibre to substitute as vehicles for national-spot and local sale.

Will it Hurt Clearances? ■ This combination of renewed insistence on and

broader opportunity for local replacements of network participating programs appears to be too new, relatively, to permit an accurate appraisal of the extent to which it is cutting into clearances of these network shows.

The main target of the current attack appears to be next fall's programming and the design is more to nibble away at participation shows than to cause their wholesale rejection by stations. Even the reps in many cases say it would be foolhardy, economically, for a station to reject network "spot-carrier" offerings indiscriminately—apart from option-time rules that still give networks first call on two and a half hours of their affiliates' evening time.

Yet there appears to be increased

willingness on the part of stations to substitute syndicated for network programs around the prime-time edges, and in one case that came to light last week a station—in a one-station market—disclosed that it plans to replace all of its network programming with feature films on one night a week.

How the Representatives See It ■ The gist of reps' arguments to stations is this:

"The advertisers want the prime-time minutes. But you (stations) are giving them away by scheduling so many network participating shows in prime time. Many of these advertisers formerly were heavy in spot. There are only two ways we can get them back—one is by recapturing some of the time given over

Educators win seven-year battle of federal funds for tv

This amiable gathering represents the conclusion of a seven-year battle to gain federal funds for the advancement of educational tv: President John F. Kennedy signs into law the House-Senate compromise bill authorizing \$32 million government grants to etv (see story page 60). Behind the President stands Secretary of Health, Education & Welfare Abraham Ribicoff, whose office is in charge of disbursing the grants, with the FCC in consultant capacity.

Joining in the ceremony and awaiting one of the many souvenir pens with which the President signed the bill are prime movers of the etv legislation: (l to r) Sen. Norris Cotton (R-N. H.); Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee; Rep. Hale Boggs (D-La.); Sec. Ribicoff; Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. William Springer (R-Ill.) and Sen. John Pastore (D-R. I.).

The bill provides funds for estab-

lishment of new etv stations and expansion and improvement of existing facilities. Earlier measures to

pass such legislation passed the Senate on two occasions but died in the House.



SPOT CARRIERS CAUGHT IN SQUEEZE? continued

to network shows and the other is by extending the station break to 70 seconds."

A check of leading representatives by BROADCASTING last week confirmed that reps are concerned over the "spot carrier" problem and attempt in various ways to "propagandize" their stations at every opportunity. Most reps stressed that they are not exhorting their stations to drop network shows, but are explaining that it is the most feasible method of obtaining increased revenue at this time.

Privately, they admit there is little likelihood that networks will agree in the near future to a general 70-second station-break in prime time, but hope that stations will maintain pressure on networks in this area.

Softening Process ■ One rep explained: "Our strategy is if stations keep pressing for an extended break, the networks will be 'softened up' and won't feel too unkindly toward a station that drops some of the network shows."

Participation or "spot carrier" selling is exerting its strongest impact during the current season, with "minute buys" having accounted for 75% of the prime time availabilities on ABC-TV; 55% on NBC-TV and 25% on CBS-TV. It has been estimated conservatively that time devoted to "minutes" in regular network series this season represents approximately \$3.8 million each week in gross billing (one-time rate).

Representatives are convinced that this network minute sales approach in prime time will expand before it contracts. Though sales formulas for all programs in the 1962-63 season are not yet firm, indications are that the min-

ute trend will be as widespread as this year.

Dearth of 20's ■ Though representa-

New Warner syndications

New off-network product was placed in syndication last week by major film producer Warner Bros. The program load includes many hour series now out of network prime-time.

It is Warner's entry in syndication of shows which have had previous exposure in the U. S. (on ABC-TV).

In setting up this arm, Joseph Kotler, former vice president of Ziv-UA, joints Warner Bros. as vice president and director of syndicated sales.

Among the hour series: *Maverick*, *Surfside 6*, *Sugarfoot*, *The Roaring 20's*, *Bronco*, *Bourbon Street Beat*, *The Alaskans* (total of seven different series). New half-hour series: *Lawman* and *Colt .45*. Warner spokesmen said they could not reveal at this time the total number of episodes involved in each of the series.

tives generally were cautious about revealing details of their discussions or formal communications with the stations they represent, it became known last week that at least one major rep has circulated to stations a special report that outlined bluntly the problem and the proposed solution. The representative, who asked for anonymity,

told stations that a spring sampling of the prime-time 20-second situation indicates there will be "a serious if not drastic dearth of 20-second prime-time advertisers this summer . . . there are just more good 20-seconds available in a market than there are advertisers who want them." He added pointedly:

"Network minute participation carriers are sweeping prime-time spot advertisers away from us in an avalanche."

The report suggested that the most immediate moves can be made only by television station management, and stressed that "this summer and fall the station that shows national spot revenue gains of any substantial amount is going to be the station that programs nighttime minute spots (within local programs)."

Summer-Fall Problems ■ Warning that stations may be in for summer and fall billing problems of "alarming proportions unless these hard facts" are faced, the rep report suggested that stations exercise "Brinkmanship" in their business relationship with the networks.

"We must push the networks as close to the wall as we can," the report asserted. "We must strain every relationship with the networks, we must be willing to take great risks in our network relations. Admittedly, this will require toughness and finesse but, believe me, we will be rewarded if we are willing to face up to it and we will be in trouble if we don't. We will need not only half-hour syndicated films but also good one-hour vehicles as well as feature films in such prime time as 7:30-9 p.m. on weekdays and certainly no less than 6-7:30 p.m. on weekends. For the summer, 10 p.m. to 11 p.m. areas should be opened up."

The report conceded that a network

Wrigley top brand name in '61 spot tv

P&G HEADS SPOT TV ADVERTISERS WITH \$56.7 MILLION, TVB REPORTS

Wrigley chewing gum was the brand name most advertised in spot tv in 1961 with gross billings of \$10,098,750. Procter & Gamble, accounting for more than \$56.7 million in spot tv at gross rates, ranked as No. 1 national advertiser in the medium. Food and grocery products were the largest product category (nearly \$171 million).

The spot billing figures come from Television Bureau of Advertising, which reported on N. C. Rorabaugh Co.'s estimated \$617,398,000 in total national and regional spot in 1961, a yearly increase of 2.3%. TvB released the tabulation today (May 7).

Other leading brand advertisers in

spot: Wonder Bread (more than \$6.1 million), Coca-Cola (more than \$5.8 million). Spot advertisers ranking after P&G include: Lever (more than \$18.9 million), General Foods (over \$17.8 million) and Colgate-Palmolive (nearly \$15 million).

Other top categories by product: cosmetics-toiletries, over \$59.8 million; ale-beer-wine at \$52.6 million, and household laundry, more than \$48.1 million.

TvB also pointed up the spot television length used the most: the one-minute accounted for \$475 million or 77% of the total; IDs for \$65.5 million, or 10.6%, and programs, more than \$76.7 million, or 12.4%.

Top 100 Spot Tv Advertisers

1. Procter & Gamble	\$56,704,290
2. Lever Brothers	18,976,870
3. General Foods	17,856,170
4. Colgate-Palmolive	14,989,170
5. Coca-Cola Co.	10,745,140
6. William Wrigley Jr.	10,098,750
7. Bristol-Myers	9,586,450
8. Standard Brands	8,752,320
9. American Home Products	8,713,090
10. Continental Baking	8,535,930
11. P. Lorillard	8,003,050
12. Miles Laboratories	7,636,790
13. Philip Morris	6,374,160
14. Corn Products	6,126,570
15. Kellogg Co.	5,978,780
16. International Latex	5,323,280
17. Alberto-Culver	5,150,090
18. Gillette	5,062,430
19. J. A. Folger & Co.	4,735,150

affiliation is valuable, but added: "By all means let us use the networks, but let's not let them use us to the point where they endanger our revenue in our blue chip area—prime time."

Oppose Campaign ■ Though other representatives agreed with the substance of this report, many believed they should not be campaigning openly for the dumping of network programs. They felt this was a decision that stations themselves must make, although they conceded that when stations complained about the lack of spot revenue, they invariably emphasized that additional billing could be forthcoming if more prime time were available for sale by reps.

A basic consideration to both stations and reps is this: if a station dropped some of its "weaker" network shows, could sufficient spot business be obtained to compensate for programming and station time? A station ordinarily receives about 30% of its network rate for a network program, while a locally inserted show brings in about 70% (after commissions for the rep and the agency).

A canvass of reps and leading film distributors indicates there is no unanimity of opinion, but in recent months there appears to be a stronger inclination on the part of some stations to replace network programs with syndicated films or feature films. Some reps believe it is too early to say that a trend in this direction is developing, but believe that a groundswell is here and could be nurtured, provided that stations are willing to risk nurturing it.

Stronger Hand for Reps ■ One station representative, who espouses the more-prime-time-for-spot idea, said: "Reps are taking advantage of the currently favorable Washington climate which has

been encouraging local stations to take a stronger hand in their programming. The tone being set by Washington offers sufficient justification for stations to preempt network programs, or to delay or re-schedule them. Network newscasts

Network splits condemned

Edward P. Shurick, executive vice president of Blair-Tv, last week attacked network sales practices which permit an advertiser to "split down the middle the commercial time span of a minute into sales messages about two different and distinct products—and for the price of half-a-minute."

He also took note of network offerings of regional markets "on a selective basis" comparing this to "going hunting into the back country with a Rolls Royce instead of a workhorse jeep" and adding that this applied also to national magazines "trying to localize."

Mr. Shurick made his remarks May 3 at the Broadcasting Executives Club in Boston. As part of the program, Bill MacRae of the Television Bureau of Advertising, ran off a showing of *Selectronic Marketing*, a 15-minute presentation dealing with spot television.

are finding it harder going because more and more stations are using that station option time for their own local newscasts. It seems to me that we may be seeing the beginning of a trend, because it's my feeling that more stations

are deciding to put syndicated shows or movies in prime time."

Some of the leading film distributors questioned replied there is "more interest" on the part of stations for feature films and for syndicated programs, particularly those of a documentary nature. They cited many individual instances of sales made to stations for nighttime scheduling, but noted these transactions were largely in markets of three stations or less. They said that in some instances they replaced network programs, but in others were on stations not ordered by the network client.

One unusual sale revealed to BROADCASTING involves KEYT (TV) Santa Barbara. The station, a primary NBC-TV affiliate which also takes ABC-TV programming, is scheduling its Friday-night block from 7 p.m. to approximately 11:30 p.m. with two Warner Bros. feature films, purchased from Seven Arts Associated. An interesting sidelight is that each Saturday the features will be repeated, starting at 12 noon. Advertisers will be offered a package buy for both days. The features on Friday night will replace NBC-TV's *International Showtime*, *David Brinkley's Journal*, *Chet Huntley and Tonight* (a portion), and ABC-TV's *77 Sunset Strip*, it was reported. This move is slated to take effect on June 15.

Representatives who had heard of the KEYT move called it "daring," even though Santa Barbara is a one-station market. One official said: "I hope this wakes up some stations. As long as ABC-TV and NBC-TV are programming top-flight movies, there is no reason why the stations themselves can't deliver a good movie and get more money than they're getting from carrying network movies."

20. Nestle Co.	4,718,820	37. General Motors Dealers	3,165,920	54. E. & J. Gallo Winery	2,195,310
21. Lestoil Products	4,662,670	38. Sterling Drug	3,008,580	55. American Oil	2,134,330
22. Avon Products	4,540,460	39. Carnation Co.	2,979,480	56. Phillips Petroleum	2,064,900
23. Anheuser-Busch	4,535,130	40. Welch Grape Juice	2,930,970	57. Theo. Hamm Brewing	2,058,460
24. Pepsi-Cola Co.	4,336,350	41. Humble Oil & Refining	2,884,190	58. Pillsbury Co.	2,049,150
25. General Mills	4,272,080	42. Simoniz Co.	2,846,360	59. North American Phillips Co.	2,045,830
26. American Tobacco	4,237,670	43. Liggett & Myers Tobacco	2,845,350	60. Norwich Pharmacal	2,001,210
27. Warner-Lambert Pharma.	4,183,090	44. Pharmcraft Labs.	2,767,730	61. Scott Paper	1,971,020
28. Hunt Foods & Industries	4,166,380	45. Quaker Oats	2,754,440	62. Ralston Purina	1,959,940
29. Carter Products	3,872,170	46. United Vintners	2,731,060	63. Louis Marx & Co.	1,883,810
30. Food Manufacturers	3,682,270	47. U.S. Borax & Chemical	2,603,750	64. Maybelline Co.	1,866,060
31. Pabst Brewing	3,508,490	48. Richardson-Merrell	2,594,400	65. Deluxe Reading Co.	1,841,780
32. Brown & Williamson Tobacco	3,464,840	49. Falstaff Brewing	2,555,760	66. Helene Curtis Industries	1,763,010
33. Campbell Soup	3,366,570	50. American Chiclé	2,549,530	67. Pacific Tel. & Tel.	1,757,550
34. Jos. Schlitz Brewing	3,353,160	51. Hills Bros. Coffee	2,543,510	68. Vic Tanny Enterprises	1,732,070
35. Ford Motor Co.	3,329,700	52. Andrew Jergens Co.	2,540,400	69. Atlantic Refining	1,712,290
36. Canadian Breweries	3,216,180	53. R. J. Reynolds Tobacco	2,299,740	70. C. Schmidt & Sons	1,669,820

'61 SPOT TV: BY QUARTERS

January-March	\$151 million
April-June	\$161 million
July-September	\$128 million
October-December	\$178 million

'61 SPOT TV: BY DAY PARTS

Daytime	\$163 million
Early evening	\$128 million
Prime evening	\$195 million
Late night	\$131 million

Spot tv gains in 1961 hit by high talent costs—Cash

A strong condemnation of rising talent costs in the production of television commercials is being issued today (May 7) by Television Bureau of Advertising's president, Norman E. Cash.

Mr. Cash says that for the "first time" in spot tv gains have been "negligible" in 1961 and this may be blamed mostly on increased talent charges. His statement was issued in reporting the annual national-regional tv billing breakdown by advertisers.

Concern over the effects on spot tv advertisers of new contracts with the American Federation of Television & Radio Artists and the Screen

Actors Guild was expressed by top spokesmen of leading advertisers and agencies as early as the winter of 1960 (BROADCASTING, Dec. 26, 1960, *et seq.*)



Mr. Cash

the strongest influences in this is talent costs for commercials. No doubt, a few members of the in-

involved unions had substantial incomes but many more who might have been employed regularly, have been priced out of work.

"Creative people have been forced to use other devices to sell an advertiser's product or service. Agencies are reporting as much as a 50% increase in talent charge due to the high residual costs which can only reduce further the number of people employed in the making of television commercials.

"In the next negotiations, I hope the full membership of the unions involved will be heard to the extent that they can become involved again on the payroll of the advertiser."

71. Sun Oil	1,646,550	89. Swift	1,403,740	Maxwell House Coffee	5,290,570
72. Wander Co.	1,599,690	90. Helena Rubinstein	1,393,650	Alka-Seltzer	4,884,420
73. Ward Baking	1,589,370	91. M. J. B. Co.	1,388,180	Folger's Coffee	4,735,150
74. Great Atlantic & Pacific Tea	1,585,970	92. Chrysler Dealers	1,356,680	Avon Cosmetics	4,540,460
75. John Morrell & Co	1,583,220	93. General Motors	1,355,560	Gleem	4,204,090
76. Beech-Nut Life Savers	1,572,580	94. Safeway Stores	1,354,630	Dash Detergent	4,179,950
77. Golden Press	1,539,140	95. Chesebrough-Pond	1,353,090	Pepsi-Cola	4,173,050
78. National Biscuit Co.	1,529,570	96. Pan-American Coffee Bureau	1,340,930	Yuban Coffee	4,053,340
79. J. Nelson Prewitt, Inc.	1,526,880	97. Liebmann Breweries	1,325,700	Colgate Dental Cream	4,042,410
80. General Electric	1,503,080	98. Plough, Inc.	1,318,910	Kent Cigarettes	4,031,400
81. Consolidated Cigar	1,484,540	99. Ex-Lax, Inc.	1,310,020	Tide	3,733,010
82. National Federation of Coffee Growers of Colombia	1,465,180	100. Pet Milk Co.	1,305,910	Mr. Clean	3,711,830
83. F & M Schaefer Brewing	1,450,440	Top Spot Tv Brands in 1961		Post's Dry Cereals	3,366,660
84. Greyhound Corp.	1,444,240	Wrigley Chewing Gum	\$10,098,750	Clorox	3,339,800
85. Standard Oil of California	1,440,660	Wonder Bread	6,155,680	Nescafe	3,174,740
86. Pearl Brewing	1,410,920	Coca-Cola	5,837,900	Chase & Sanborn Coffee	3,143,600
87. Piel Bros.	1,409,790	Kellogg Various Dry Cereals	5,829,050	Budweiser Beer	3,137,330
88. National Dairy Products	1,406,960			Parliament Cigarettes	3,067,330
				Bufferin	3,009,870

Tv commercials festival award winners

TOP AWARD TO FSR FOR ALCOA'S 'QUALITIES OF ALUMINUM' SERIES

BBDO emerged with the best entries in six different product categories at the third annual American Television Commercials Festival in New York last Friday (May 4). The biggest agencies, as in the past two years, walked off with the lion's share of the "best" and "runners-up" commercials.

Out of 35 product categories, major agencies such as BBDO, Leo Burnett, Young & Rubicam, Benton & Bowles, J. Walter Thompson and N. W. Ayer had about two-thirds of the "best" ratings.

The No. 1 winner for a series of commercials, regardless of product, was Fuller & Smith & Ross for its "Qualities of Aluminum" commercials for the Aluminum Co. of America. On Film Inc. was the film producer. Runner-up to Alcoa was Johnson's Baby Products' "A Baby's World," via Young & Rubicam. Alcoa also topped the competition for best institutional commercial

and for best black and white cinematography.

A special citation for best video-tape production, an award sponsored by Minnesota Mining & Mfg. Co., was presented for Chevrolet's "Anniversary Album Offer," which was taped at NBC-TV, Burbank. Campbell-Ewald was the agency. In other special citations, Edie Adams was selected best spokesman for her Muriel Cigars commercials, and the festival judges voted cumulative recognition to Stan Freberg and the staff of Freberg Ltd. for their series of commercials for Chun King, Cheerios, Nytol and *Tv Guide*. Mr. Freberg was guest speaker at the awards luncheon at the Waldorf-Astoria.

This year's winners were selected from a record 1,254 commercials entries. Winners of the various product categories were shown at the luncheon in color on a large screen. Regional awards will be announced at the Mid-

west Festival, May 11, in Chicago; Canadian Festival, May 16, in Toronto; Southwest Festival, June 7, in Dallas, and West Coast Festival, June 13, in Los Angeles.

The complete list, naming category, commercial, client, agency and producer:

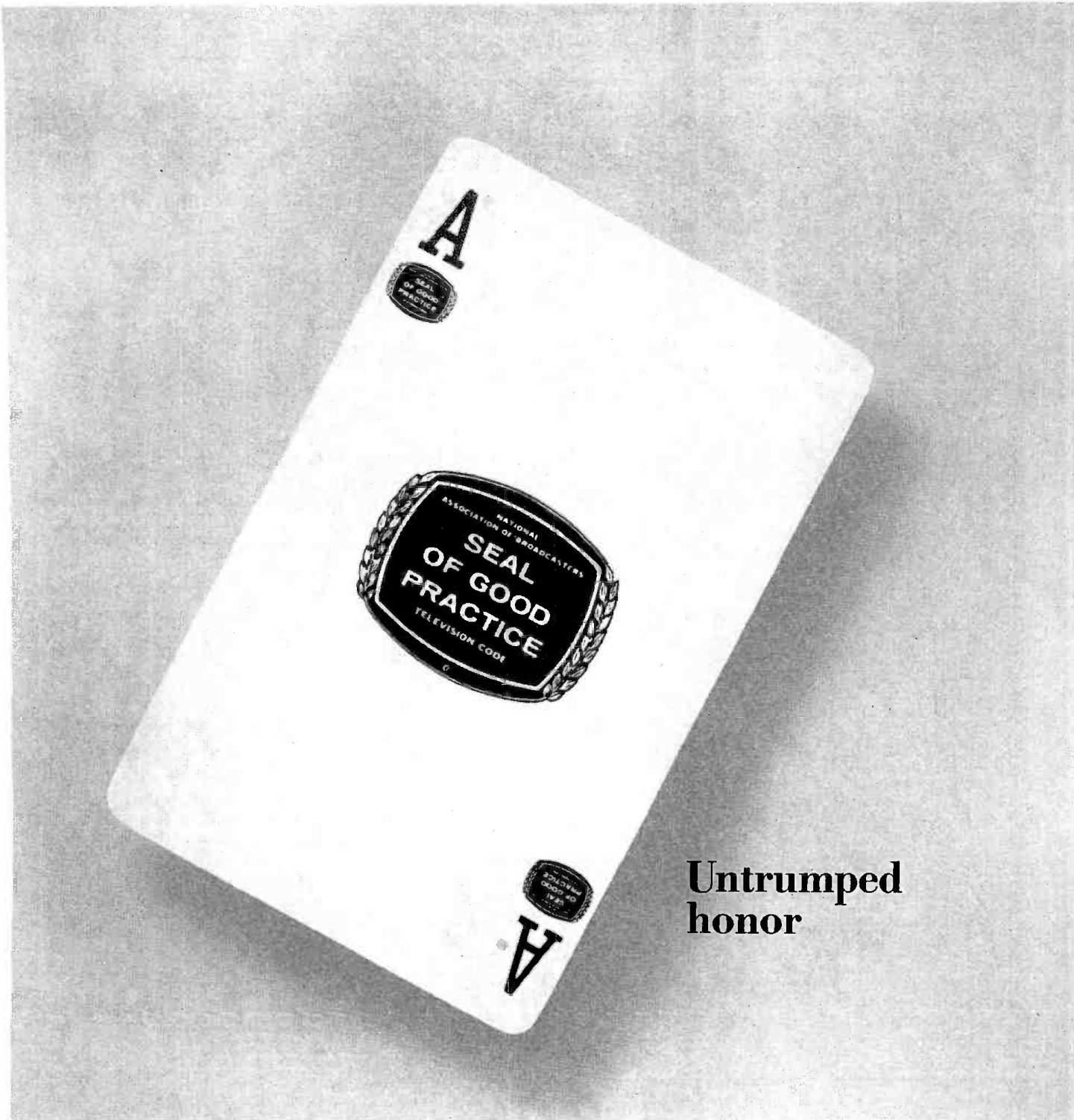
Series (Regardless of Product): Best—Alcoa "Qualities of Aluminum," Aluminum Co. of America; Fuller & Smith & Ross, On Film Inc., Princeton & N.Y. **Runner-up—**Johnson's Baby Products "A Baby's World," Johnson & Johnson; Young & Rubicam Inc., Transfilm-Caravel, N.Y.

Apparel Category: Best—DuPont "Sweaters of Orion," E. I. DuPont de Nemours; BBDO, Elliot, Unger & Elliot-Screen Gems, N.Y. **Runner-up—**Thom McAn "Charlie—The Hook," Melville Shoe Corp.; Doyle Dane Bernbach, MGM Teletudios, N.Y.

Appliances (Home): Best—G. E. Coffee-maker "Peek A Brew," General Electric Home Appliances; Maxon, Electra Film Productions Inc.

Appliances (Office): Best—Xerox 914 Copier "Little Girl," Xerox Corp.; Papert, Koenig, Lois, Elliot, Unger & Elliot-Screen Gems, N.Y.

Automobiles: Best—Chevrolet Corvair "Swamp," Chevrolet Div., General Motors; Campbell-Ewald, Woodburn & Walsh, Coral



Untrumped honor

In meaning and significance the coveted Seal of Good Practice is an unexcelled honor in broadcasting. WPIX-11 is singularly proud in being the *only independent TV station in New York* whose high commercial standards and practices has merited this emblem of the conscientious broadcaster. It is also *your* guarantee that *this* television station measures up.

where are your 60-second commercials tonight?



Gables. Runner-up: Willys Jeep "Hatari," Willys Motors; Norman, Craig & Kummel, Paramount Pictures (Africa).

Auto Accessories: Best—Autolite Batteries "Micro Interior," Electric Autolite Div., Ford Motor; BBDO, Sarra Inc. Runner-up: Autolite Spark Plugs "City Traffic," Electric Autolite Div., Ford Motor; BBDO, Sarra Inc.

Baked Goods & Confections: Best—Oreos "Little Girls Have Pretty Curls," National Biscuit Company; McCann-Erickson, Inc., Morris Engel Productions, N.Y. Runner-up: Levy's Rye "Pigeon," Henry S. Levy & Sons; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y.

Baking Mixes: Best—Pillsbury Golden Yellow Cake Mix "Fun," Pillsbury & Co.; Leo Burnett Co., On Film Inc., Princeton & N.Y. Runner-up: Occident Flour "Sifting—Forget It," Russell Miller Milling Company; John W. Forney, Minneapolis, Videotape Productions of N.Y.

Banks: Best—BankAmericard No. 1, Bank of America; Johnson & Lewis Inc., San Francisco, FilmFair Inc., Hollywood. Runner-up: Great Western Savings "One-Third Less," Great Western Savings & Loan;

Dairy Assn.; Campbell-Mithun Inc., Sarra Inc. Runner-up: Imperial Margarine "Wonders," Lever Bros. Co.; Foote, Cone & Belding, Elliot, Unger & Elliot-Screen Gems, N.Y.

Coffee & Tea: Best—Instant Maxwell House "Cup & A Half," General Foods Corp.; Benton & Bowles, Television Graphics Inc. Runner-up: Martinson's "You'd Never Know," Joseph Martinson & Co.; Grey Adv., Filmways Inc.

Cosmetics & Toiletries: Best—Max Factor Nail Polish-Lipstick "Ooh La California," Max Factor; Carson/Roberts Inc., Los Angeles, FilmFair, Hollywood.

Baby Products: Special Citation—Johnson's Baby Products "A Baby's World," Johnson & Johnson; Young & Rubicam Inc., Transfilm-Caravel Inc., N.Y.

Bath Soaps: Special Citation—Camay "Newlyweds," Procter & Gamble; Leo Burnett Co., Filmways Inc., N.Y.

Deodorants: Special Citation—Ban "Documentary No. 3," Bristol-Myers; Ogilvy, Benson & Mather, WCD Inc.

Hair Products: Special Citation—Adorn "Whirl It & Curl It—Pamela," Toni Co.;

ductions Inc., N.Y.

Insurance: Best—Allstate "Angleton, Tex.," Allstate Insurance; Leo Burnett Co., WFAA-TV, Dallas. Tie for Runner-up: Liberty Mutual "Bodies In Motion," Liberty Mutual Insurance; BBDO, Filmways Inc., N.Y. Tie for Runner-up: Liberty Mutual "Beating The Light," BBDO, John Sutherland Productions, Hollywood.

Laundry Soaps & Detergents: Best—Ivory Snow "Surprise," Procter & Gamble; Benton & Bowles, On Film Inc., Princeton & N.Y. Runner-up: Vel "Animated," Colgate-Palmolive; Lennen & Newell, Elektra Film Productions, N.Y.

Media: Best—N.Y. Herald-Tribune "Sunday-Bosley," New York Herald-Tribune; Papert, Koenig, Lois Inc., Videotape Productions of N.Y. Runner-up: Reader's Digest "What Women Want in Men," J. Walter Thompson, MPO Videotronics Inc.

Metals & Materials: Best—Alcoa Pilfer-proof Wine Caps, Aluminum Co. of America; Ketchum, MacLeod & Grove, Pittsburgh. Producing Artists Inc., N.Y. Runner-up: Plywood Sheathing "Hidden Values," Douglas Fir Plywood Assn., Cole & Weber Inc., Tacoma, Era Productions, Hollywood.

Packaged Foods: Tie for Best—Chun King Chow Mein "Documentary," BBDO, Minneapolis, Freberg Ltd., Hollywood; Skippy Peanut Butter "Elephants," Best Food Div., Corn Products Refining; Guild, Bascom & Bonfigli, Quartet Films Inc., Hollywood.

Packaged Foods, Oils & Dressings: Special Citation—Hunt's Tomato Sauce "Pot Roast," Hunt Foods; Young & Rubicam, Los Angeles, Television Commercials Inc., Hollywood.

Paper Products & Foils: Best—All Scott Products "Thank Goodness," Scott Paper Co.; J. Walter Thompson, On Film Inc., Princeton & N.Y. Runner-up: Scott Soft Weve "Soft Jazz," Scott Paper Company; J. Walter Thompson, Ansel Productions Inc., N.Y.

Pet Products: Best—Sergeants Flea & Tick Spray "Drug Store," Polk Miller Products; N. W. Ayer & Son, Philadelphia, Group Productions, Detroit. Runner-up: Laddie Boy Baked Meat Balls "Come & Get It," Pet Foods Inc.; Richard K. Manoff Inc., Farkas Films Inc.

Pharmaceuticals: Best—Band-Aid "Breathing Bandage," Johnson & Johnson; Young & Rubicam, On Film Inc., Princeton & N.Y. Runner-up: Bufferin "Arthritis," Bristol-Myers; Young & Rubicam, On Film Inc., Princeton & N.Y.

Public Service: Best—Southern California Cancer Center; Foote, Cone & Belding, Los Angeles, Cascade Pictures of California. Runner-up: NYC Dept. of Traffic "Cross At The Green," McCann-Erickson, Hankinson Studios Inc., N.Y.

Soft Drinks: Best—Pepsi-Cola "Masquerade," Pepsi-Cola Co.; BBDO, Televideo Inc., N.Y. Runner-up: Veep "Refrigerator," Coca-Cola Bottling; William Esty Co., Wylde Films Inc.

Toys: Best—Mattel "Talking Horse Blaze," Carson/Roberts Inc., Los Angeles, Lou Lilly Productions, Los Angeles. Runner-up: Ideal "Electric Roadway," Grey Adv., James Love Productions, N.Y.

Travel: Best—Greyhound Bus "Visitors," Grey Adv., WCD Inc., N.Y. Runner-up: Pan American "Everyone," Pan American Airlines; J. Walter Thompson, Filmways Inc., N.Y.

Utilities: Best—AT&T "Gee But It's Great To Phone," N. W. Ayer & Son, Philadelphia, Pintoff Productions, N.Y. Runner-up: Yellow Pages "Walking Fingers," AT&T; Cunningham & Walsh, Farkas Films, N.Y.

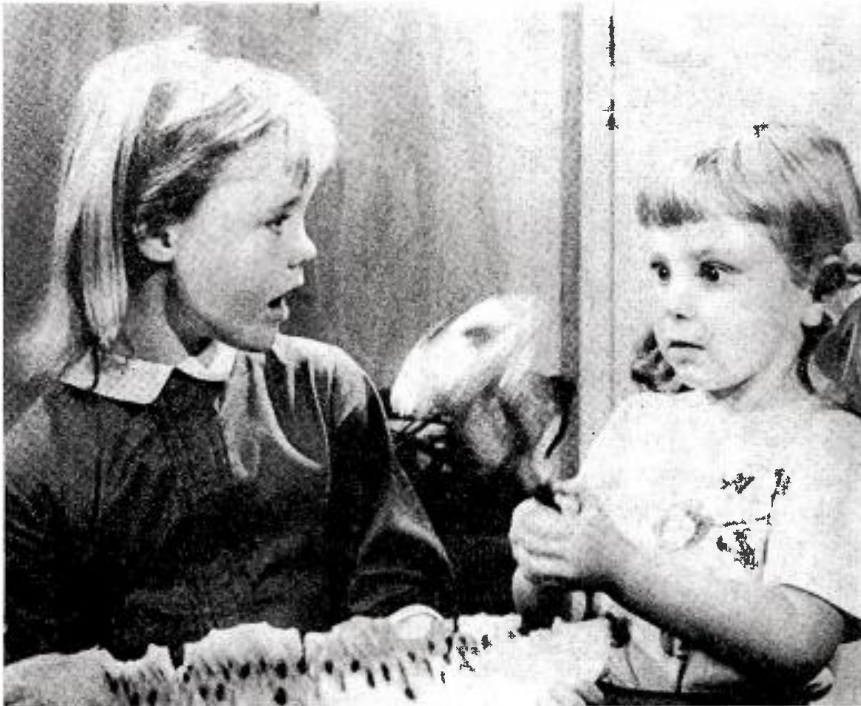
Local Retail: (Tie) Best—Brady Oldsmobile "Smallest Dealer," Brady Oldsmobile, Minneapolis-St. Paul; Bozell & Jacobs, Minneapolis, Studio One, Minneapolis. 7-Eleven Food Stores "Watermelons," Stanford Advertising, Dallas, WFAA-TV, Dallas.

SPECIAL AREAS

Program Openings & Billboards: Tie for Best—Walt Disney Show "Wonderful World of Color," Eastman Kodak Co.; J. Walter Thompson, Walt Disney, Hollywood. The Ford Show "Peanuts . . . Dinner," Falcon Division, Ford Motor; J. Walter Thompson, Playhouse Films, Hollywood.

Best 8-10 Second ID's—Culligan Water Softener "Call Softly," Culligan Inc., Northbrook, Ill.; Alex T. Franz, Chicago, Dallas Williams Productions, Hollywood. Runner-up: Purex Liquid Bleach "Two Bottles," Foote, Cone & Belding, Los Angeles, Cascade Pictures of California.

Program Cast Commercials: Best—State Farm Insurance "Jack Benny Show," Needham, Louis & Brorby, J.&M. Productions, Beverly Hills. Runner-up: American Dairy Assn. "Dinah 'n Milk," American Dairy



The surprise when an aluminum bell doesn't ring is registered on the faces of these youngsters in a commercial that won a "best," regardless of product, for Alcoa. Announcer, citing the lack of a bell sound as one of the few things Alcoa scientists have yet

to overcome, then goes on to enumerate the many uses and versatility of aluminum products. Alcoa commercials also won best-institutionals, and a special citation for best black and white cinematography during the past year.

Doyle Dane Bernbach, Los Angeles, FilmFair Inc., Hollywood.

Beers & Wines: Best—Piel's "Beach," Piel Brothers, Brooklyn & N.Y.; Young & Rubicam, Columbia Screen Gems, Hollywood. Runner-up: Jax-Narragansett "Nichols & May," Jackson Brewing, N.O.; Narragansett, R.I.; Doherty, Clifford, Steers & Shenfield, Pelican Film Inc.

Cereals: Best—Kellogg's Corn Flakes "Package Reader," Kellogg Co.; Leo Burnett Co., MPO Videotronics, Los Angeles. Runner-up: Cheerios "Open Oat," General Mills, Inc.; Dancer-Fitzgerald-Sample, Freberg Ltd., Hollywood.

Cigars & Cigarettes: Best—Winston "Match Folders," R. J. Reynolds Inc.; William Esty, Pelican Films. Runner-up: Old Gold "Four Cigarettes," P. Lorillard; Grey Adv., Filmways, N.Y.

Cleansers & Waxes: Best—Windex "John, Mary & George," Drackett Co.; Young & Rubicam, MPO Videotronics, N. Y. Runner-up: Johnson's Shoe Polish "Presto," S. C. Johnson & Son; Needham, Louis & Brorby, Lou Lilly Inc., Hollywood.

Dairy & Margarine: Best—American Dairy Assn. "Butter Crust Pie," American

North Adv., Wilding-Tv Inc., Chicago.

Men's Toiletries: Special Citation—Remington Shaver "Football," Sperry Rand Inc.; Young & Rubicam, Inc., Audio Productions, N.Y.

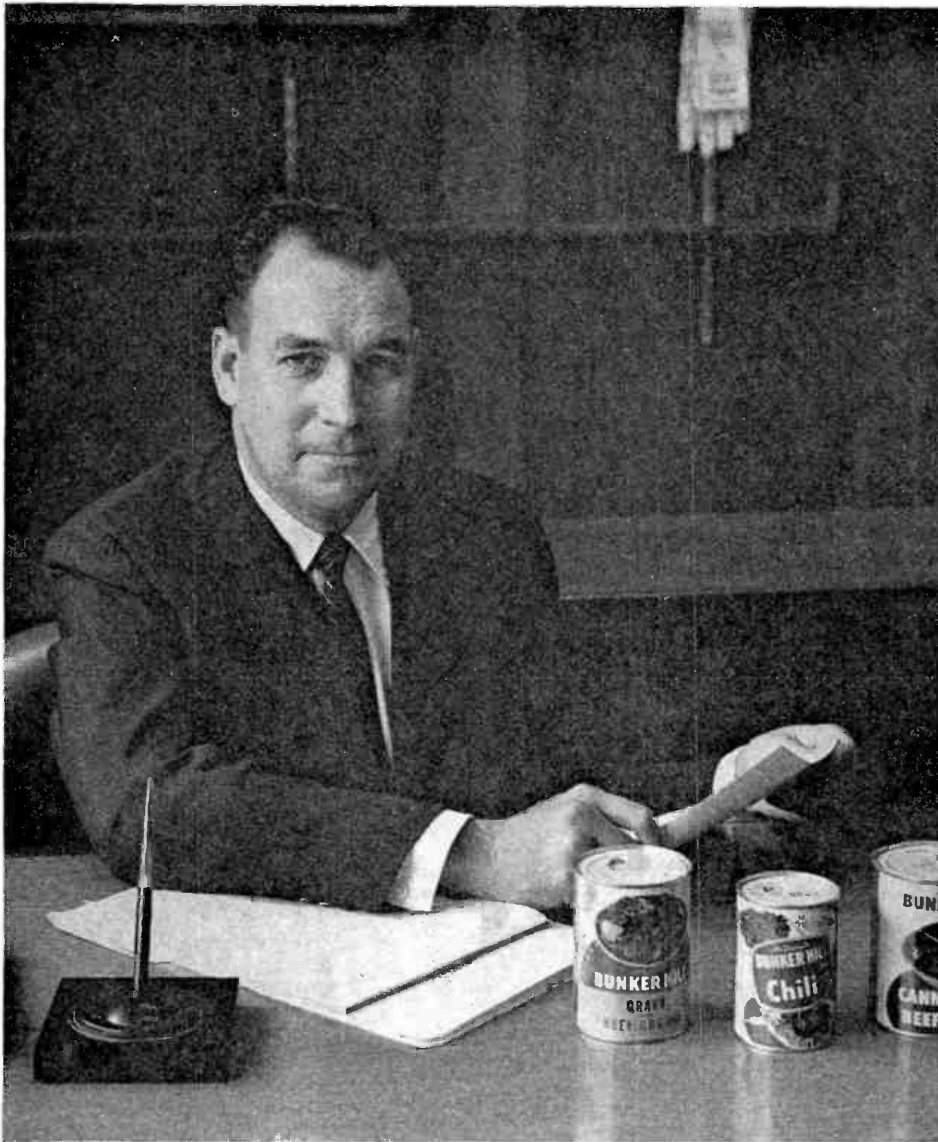
Gasolines & Lubricants: Best—Texaco "Man Who Wears The Star," Texaco; Benton & Bowles, Filmways Inc., N.Y. Runner-up: Shell X-100 Motor Oil "Additive Ash," Shell Oil Company; Ogilvy, Benson & Mather, MPO Videotronics, N.Y.

Gift Items: Best—Kodak Film "Turn Around," Eastman Kodak Co.; J. Walter Thompson, Filmways Inc., N.Y. Runner-up: Polaroid Cameras "Funny Face," Polaroid Corp.; Doyle Dane Bernbach, Inc., Elliot, Unger & Elliot-Screen Gems, N.Y.

Home Furnishings: Best—U. S. Steel Sinks "Photography," United States Steel; BBDO, Ferro, Mogubgub & Schwartz Inc., N.Y. Runner-up: Eveready Flashlight Batteries "Magnet-Car," Union Carbide; William Esty Co., WCD Inc., N.Y.

Institutionals: Best—Alcoa "Workability," Aluminum Co. of America; Fuller & Smith & Ross, On Film Inc., Princeton & N.Y. Runner-up: Westinghouse "Solar Pump," Westinghouse; McCann-Erickson, Audio Pro-

**“Charlotte’s WSOC-TV...
really beefed up sales for Bunker Hill”
— Edward Acree, CW&A**



“With a station like WSOC-TV, and a product like Bunker Hill Canned Beef, our heavy two-year tv schedule could really beef up sales. And it did. Today, Charlotte is one of the two biggest markets for Bunker Hill Canned Meats.”

EDWARD ACREE, Vice Pres.
Cargill, Wilson and Acree, Inc.
Richmond, Charlotte

Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America’s 19th largest tv market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That’s why you get more for your advertising money on WSOC-TV...one of the great area stations of the nation.

WSOC-TV

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

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

How Seaboard caught the warm sound and sight of cold cash

To effectively tell the story that "Seaboard rents money" to those who need it, Seaboard Finance Co. and its new advertising agency, Foote, Cone & Belding, Los Angeles, decided on the broadcast media. On television, they'd show gleaming silver money artistically piled on a studio floor or pouring in a dazzling stream before the camera. On radio, they'd have the sound of money, the happy tinkle, the satisfying ring of solid coins. What could be easier?

As it turned out, almost anything else would have been easier. First, for the tv ID's, a lot of money was needed—\$78,000 in silver dollars, halves and quarters that filled 85 sacks, each weighing more than 70 pounds. When the sacks had been delivered to the studio, escorted by two armed guards, and the coins carefully arranged, the effect was fine to the naked eye, but the cameraman looking through his lens saw only a shiny mass.

Try, Try Again ■ Then began hours of experimenting with backgrounds, lights and camera angles to turn the gleaming mound of silver into something identifiable as coins on the tv screen.

Meanwhile, sound engineers worked until they got the right mike placements to produce a sound on the tape recognizable as money. After more experiments, a track was developed that would deliver the tinkling sound of cold cash to the average home tv set.

But these problems were much simpler than those involved in producing the radio spots. Two of the

three 1-minute spots which, along with their 20-second and 10-second versions, had been approved for production, featured calypso singers backed by appropriate musical instruments. The plan was to use coins for rhythm (obtained by shaking 26 silver dollars in a metal deep-fry basket) and for the sound of money pouring in a clinking cascade (recorded in the men's room where the tile floor enhanced the reverberating sound of the coins).

Eventually the producers were satisfied they had at last captured a realistic sound of money. But in an on-the-air test the agency and recording people listening on their portables and auto radios heard only the voices and the musical instruments: the



beautiful sound of money had vanished. Bud Davis, broadcast supervisor at FC&B, learned from radio engineers that silver coins, shaken in a metal basket or spilled on a hard surface, produce a ringing sound that starts at 400-600 cycles per second and rises to 12,000-16,000 cps, some harmonics going even higher.

Frequency and Sets ■ But most am radio stations, unlike tv's fm sound, send out signals with an upper limit of about 10,000 cps. Further, the speaker in a typical compact am set measures no more than 3½ inches and delivers no more than 3,500-4,500 cps. "In short," Mr. Davis related, "we were producing sound effects for hi-fi rigs and dogs, but not for radio sets in autos and kitchens." The solution was found in re-recording the money sounds, selecting the best portion by equalization and raising the level to an intensity that would push the sound into the small receiver by brute force.

"If you listened to the Seaboard commercials on a turntable the hot money sounds might knock your ears off," Mr. Davis asserts. "When the master for the pressings was cut the sound was so high and so hot that three fuses protecting the cutting head blew out. . . . But over the air and out of the set the sound is friendly and tinkling. And it sounds like money."

Early in March, 35 tv stations began putting the Seaboard IDs on the air over 150 times a week. At the same time more than 230 radio stations started telling their listeners, at a rate of 3,390 times a week, that:

They're renting money at Seaboard,

Lots of money at Seaboard.

Come in—apply for a Seaboard loan.

Money? Sil! See Seaboard. . . .

All to the sound of money, heard clearly, realistically and invitingly in the background.

Assn.; Compton Inc., Chicago, NBC-TV, Burbank.

Premium Offers: Best—Chevron Gasoline "Soap Box—Camera," Standard Oil of California; BBDO, Elektra Film Productions, N.Y. **Runner-up:** Chevrolet "Anniversary Album," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, NBC-TV, Burbank.

Children's Market Special Citation: Best—Arnold Cookie Pops "Pop Goes The . . ." Arnold Bakeries; Donahue & Coe. MGM Telestudios, N.Y. **Runner-up:** Laura Scudder Potato Chips "Noisiest," Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y.

Retail Stores: Tie for Best—Brady Oldsmobile "Smallest Dealer," Bozell & Jacobs Inc., Minneapolis, Studio One Productions, Minneapolis. 7-Eleven Food Stores "Watermelons," Stanford Advertising, Dallas, WFAA-TV, Dallas.

Special Citation: Best—Budget Under \$2000—Occident Flour "Sifting—Forget It," Russell Miller Milling; John W. Forney Inc., Minneapolis, Videotape Productions of N.Y.

Also Cited: Harrah's "Graphic," Harrah's Resort, Lake Tahoe & Reno; Hoefler, Dietrich & Brown, San Francisco, Davidson Films, San Francisco. Goodwin Pontiac "Jazz," Pontiac Dealer, Grand Rapids; Gene Barney, Grand Rapids. 7-Eleven Food Stores "Watermelons," Stanford Agency, Dallas, WFAA-TV, Dallas.

CRAFTSMANSHIP

Special Citation: Best Video Tape Produc-

tion—Award Sponsored by Minnesota Mining & Mfg. Chevrolet "Anniversary Album Offer," Chevrolet Division, General Motors; Campbell-Ewald, Detroit, NBC-TV, Burbank. **Also Cited:** Pepsi-Cola "Jane Powell," Pepsi-Cola Company; BBDO, N.Y., NBC-TV, Burbank. Timex "Cypress Gardens Series," U. S. Time Corp.; Warwick & Legler, N.Y., CBS-TV, N.Y.

Also Cited: Video Tape Production—G. E. Washer & Dryer "Miles," General Electric Co.; Maxon, N.Y., MGM Telestudios, N.Y.

Special Citation: Best—Black & White Cinematography—Alcoa "Qualities of Aluminum" Series, Aluminum Company of America; Fuller & Smith & Ross, N.Y., On Film Inc., Princeton, Cinematographers: Marcel Rebriere, Richard Miller, Bert Spielvogel. **Also Cited:** Busch Bavarian Beer "Drinks Good," Anheuser-Busch, St. Louis; Gardner, St. Louis, Filmways, N.Y., Cinematographer: John Ercole. Johnson's Baby Products Series "A Baby's World," Johnson & Johnson; Young & Rubicam, N.Y., Transfilm-Caravel, N.Y., Cinematographer: Urban Santone. Pepsi-Cola "Masquerade," Pepsi-Cola Company; BBDO, N.Y., Teleview, N.Y., Cinematographers: Torben Johnke, Bob Freson.

Special Citation: Best—Color Cinematography—Chevrolet Corvair "Swamp," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Woodburn & Walsh, Coral Gables, Cinematographer: Harry Walsh. **Also Cited:** Coffee of Colombia Series, Coffee Growers of Colombia; Doyle Dane Bernbach, Arco,

N.Y., Cinematographer: Ross Lowell. Newport Cigarettes "Air Mattress," F. Lorillard; Lennen & Newell, N.Y., Transfilm-Caravel, N.Y., Cinematographer: Gain Rusher. Sprite "Kaleidoscope," Fanta Beverage Co.; McCann-Marschalk, N.Y., Elliot, Unger & Elliot-Screen Gems, N.Y., Cinematographer: Mike Nebbia.

Special Citation: Tie for Best—Animation Design—Autolite "Powl," Electric Autolite Division, Ford Motor; BBDO, N.Y., Elektra, N.Y., Art Director: Georg Olden, BBDO, Animation Designer: Dolores Cannata, Elektra. AT&T "It's Great To Phone," AT&T; N. W. Ayer, Phila., Pintoff, N.Y. Art Directors: Lee Savage, Jack Wohl, John Price, Dick Yeager, N. W. Ayer. Animation Designer & Director: Ernest Pintoff. **Also Cited:** Winston Cigarettes "Match Folders," R. J. Reynolds; William Esty, N.Y., Pelican, N.Y., Designer: Mordl Gerstein, Director: Jack Zander. Chevrolet "Jet Smooth Ride," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Elektra Films, N.Y., Art Director: William Boggess, C-E. Director & Designer: Sam Magdoff. Ranier Beer "Brewmaster," Sicks Ranier Brewing; Doyle Dane Bernbach, N.Y., Paul Kim & Lew Gifford, N.Y., Art Director: Len Sirowitz, DDB, Director & Designer: Paul Kim, Vincent Cafarelli.

Special Citation: Best—Special Effects—Instant Maxwell House Coffee "Cup And a Half," General Foods; Benton & Bowles, Television Graphics, N.Y., Special Effects

when you think

NEW YORK
RADIO

think

wmca



wmca
THE VOICE OF NEW YORK
570 kc

the straus broadcasting group

Represented by AM Radio Sales

Camera Team: Bob Franz & Werner Koppmann, Film Opticals. Also Cited: Ford Galaxie "Seascape," Ford Motor Co.; J. Walter Thompson, N.Y., Filmways, N.Y., Cameraman; John Ercole, Special Effects: Cine-effects Inc. Chevrolet Trucks "Running, Working, Saving," Chevrolet Division, General Motors; Campbell-Ewald, Detroit, Van Praag, N.Y. Producer, Director, Design & Editing: William Van Praag, Cameraman; Fred Porrett, Three Musketeers "Boy," Mars & Co.; Needham, Louis & Brorby Chicago, Era, Hollywood. Sinclair "Dino Introduction," Sinclair Oil; Geyer, Madden, Morey & Ballard, Van Praag, N.Y.

Special Citation: Best—Editing—Post Grape Nut Flakes "Energy," General Foods; Benton & Bowles, N.Y. On Film Inc., Editor: Carlo Arcamone. Also Cited: Alcoa Series "Qualities of Aluminum," Aluminum Company of America; Fuller & Smith & Ross, On Film Inc., Princeton. Editors: Edna Paul, Bernard Friend. Chevrolet "Road Signs," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, On Film Inc., Princeton, Editor: Paul Davis. Piel's Beer "Beach," Piel Brothers; Young & Rubicam, N.Y., Columbia-Screen Gems, Hollywood, Editor: Frank Tessen. Ban Deodorant "Documentary No. 3," Bristol-Myers; Ogilvy, Benson & Mather, WCD, N.Y., Editor: Morris Albenda. Chun King Chow Mein "Documentary," Chun King Corp.; BBDO, Minneapolis, Freberg Ltd. with KTLA Los Angeles, Editor: William Schneider.

Special Citation: Best—Direction—Oreos "Little Girls Have Pretty Curis," National Biscuit Co.; McCann-Erickson, N.Y., Morris Engel, N.Y., Director: Morris Engel. Also Cited: Kellogg's Corn Flakes "Package Reader," The Kellogg Co.; Leo Burnett, Chicago, MPO, Los Angeles. Director: David Monahan. Ivory Snow "Surprise," Procter & Gamble; Benton & Bowles, N.Y., On Film Inc., Princeton. Director: John Becker.

Special Citation: Best—Copy—Kodak Film "Turn Around," Eastman Kodak Co.; J. Walter Thompson, N.Y., Filmways Inc. Copy: J. Walter Thompson Staff. Also Cited: Alcoa Series "Qualities of Aluminum," Aluminum Co. of America; Fuller & Smith & Ross, N.Y., On Film Inc., Princeton. Copy: George Wyland, Russ Dietrich. Johnson Baby Products Series "A Baby's World," Johnson & Johnson, Young & Rubicam, Transfilm-Caravel, N.Y. Copy: Mary Alan Hokinson. Chevrolet Brookwood Station Wagon Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Elliot, Unger & Elliot-Screen Gems, N.Y. Copy: Robert McTyre. Five Day Deodorant Pads "Shower," Five Day Laboratories; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y. Copy: Rita Seldon.

Special Citation: Best—Demonstration Chevrolet Corvair "Swamp," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Woodburn & Walsh, Coral Gables. Also Cited: Willys Jeep "Hatari," Willys Motors; Norman, Craig & Kummel, N.Y., Paramount, Africa. Polaroid Camera "Funny Face," Polaroid Corp.; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y. Timex Series "Cypress Gardens," U. S. Time; Warwick & Legler, N.Y., CBS-TV, N.Y. Eveready Batteries "Magnet & Car," Union Carbide; William Esty, N.Y., WCD, N.Y. Band-Aid "Breathing Bandage," Johnson & Johnson; Young & Rubicam, N.Y., On Film Inc., Princeton.

Special Citation: Best—Musical Scoring—Chevrolet Series "Road Signs," "Shadows," etc., Chevrolet Div., General Motors; Campbell-Ewald, Detroit, On Film Inc., Princeton. Music Composer & Director: Marc Brown. Also Cited: BankAmericard No. 1, Bank of America; Johnson & Lewis, San Francisco, FilmFair, Hollywood. Music Director: Dominic Frontier. Autolite "Pow!" Electric Autolite Division, Ford Motor; BBDO Inc., N.Y., Elektra Films, N.Y. Music Director: Raymond Scott. Alcoa Series "Qualities of Aluminum," Aluminum Company of America; Fuller & Smith & Ross, On Film Inc., Princeton. Music Director: Ralph Burns.

Special Citation: Best—Original Music & Lyrics—Scott Soft Weve "Soft Jazz," Scott Paper Company; J. Walter Thompson, N.Y., Ansel, N.Y. Music: Mitch Leigh, Music Makers. Also Cited: Marlboro Cigarettes "You Get A Lot To Like," Philip Morris; Leo Burnett Company, Chicago, Filmways, Hollywood & N.Y. Singer: Julie London. Music: Don Tennant. Newport Filter Cigarettes "A Hint of Mint," P. Lorillard; Lennen & Newell, N.Y., Transfilm-Caraval, N.Y. Music Director Edward F. Flynn. Schaefer "The One Beer to Have," Schaefer Brewing; BBDO, N.Y., MGM Telestudios, Wyld Films, others. Music: George Romanis.

Special Citation: Best—Adapted Music With Lyrics—Pepsi-Cola "Whoopie," Pepsi-Cola Co.; BBDO, N.Y., Televideo, N.Y., and others. Singer Joannie Sommers. Music Director: Mitchell Ayers. Lyrics: Richard Mercer. Also Cited: AT&T "Gee, But It's Great To Phone," AT&T; N. W. Ayer & Son, Ernest Pintoff, N.Y. Music Composer: Carroll & Siegel. Music Director: Robert Swanson with the Swanson Singers. Kodak Films "Turn Around," Eastman Kodak; J. Walter Thompson, N.Y., Filmways, N.Y. Singer: Paul Arnold. Music Composed by: Harry Belafonte, Malvina Reynolds, Allen Greene.

Special Citation: Best Spokesman or Woman—Muriel Cigars Edie Adams, Consolidated Cigar; Lennen & Newell, N.Y., MPO, Hollywood and N.Y. Also Cited: Nan Rees for Supp-Hose, Pat Carroll for Occi-

dent Flour, Danny Thomas for Post Cereals, Maxwell House Coffee and Boys Clubs of America, Renee Roy for Chux Disposable Diapers, Dinah Shore for American Dairy Assn., Jan Miner for Goodman's Noodles, James Daly for Camel Cigarettes, Jackie Leventhal for Chevrolet.

Special Citation: Art For Money's Sake—To Stan Freberg and the staff of Freberg Ltd. Freberg's series of commercials for Chun King, Cheerios, Nytol and Tv Guide registered so strongly on the festival's judges that they voted to accord them cumulative as well as individual recognition—not merely for humor, but for fresh and uninhibited concepts and technical excellence of execution. All were considered to be hard-working, extremely effective advertising messages, with a new kind of "hilarious sell."

WESTERN AD GROUP MEETS THIS WEEK

WSAAA Palm Springs conference features Lewis as keynoter

"New Directions—Advertising West" is the theme of the 12th annual conference of the Western States Advertising Agencies Assn., to be held at the Oasis Hotel in Palm Springs, Calif., May 10-12. Daniel H. Lewis, president, Johnson & Lewis, San Francisco, will deliver the keynote address on the conference theme at the opening luncheon on Thursday.

The business session starts at 10 a.m. Thursday with a discussion of the third annual WSAAA survey of advertisers, agencies and media, led by the chairman of the WSAAA media relations committee, Bob Lovett of Boylhart, Lovett & Dean. The ANA film, "The Advertiser's Viewpoint," will be shown. Allen McGinnis, vice president of BBDO, Los Angeles, will speak on "Do You Believe in Advertising," and Marv Saltzman, publisher of *Media, Agencies, Clients*, will discuss "New Directions—Media, Agencies, Clients."

Industrial advertising, public relations, production and printing will be discussed in Thursday afternoon ses-

sions, each conducted by the appropriate trade organization. The same pattern will be followed Friday, with morning sessions on advertising art, newspapers, magazines and group insurance. Tom Burrows, sales vice president of Anheuser-Busch, will deliver the luncheon address on "What Advertisers Expect from Agencies in Marketing and Merchandising."

Thursday afternoon the broadcast media will have their turn on the conference podium. Robert M. Light, president, Southern California Broadcasters Assn., will speak for radio; Elton Rule, vice president, KABC-TV Los Angeles, will represent television; Doug Anderson, Anderson-McConnell, will discuss "Time Buying and Marketing." "The Influence of Women—Advertising West" is the topic for three members of the Los Angeles Advertising Women. Marvin Cantz, Tilds & Cantz, will conclude the afternoon with a talk on "The Economic Significance of Advertising."

Earl W. Kintner, chairman of the Federal Trade Commission under the Eisenhower administration, will deliver the banquet address on Friday evening. Closed business sessions will occupy the opening half of Saturday morning, followed by speakers representing the Advertising Assn. of the West and the Advertising Council. The traditional Past Presidents' Luncheon will conclude the conference.

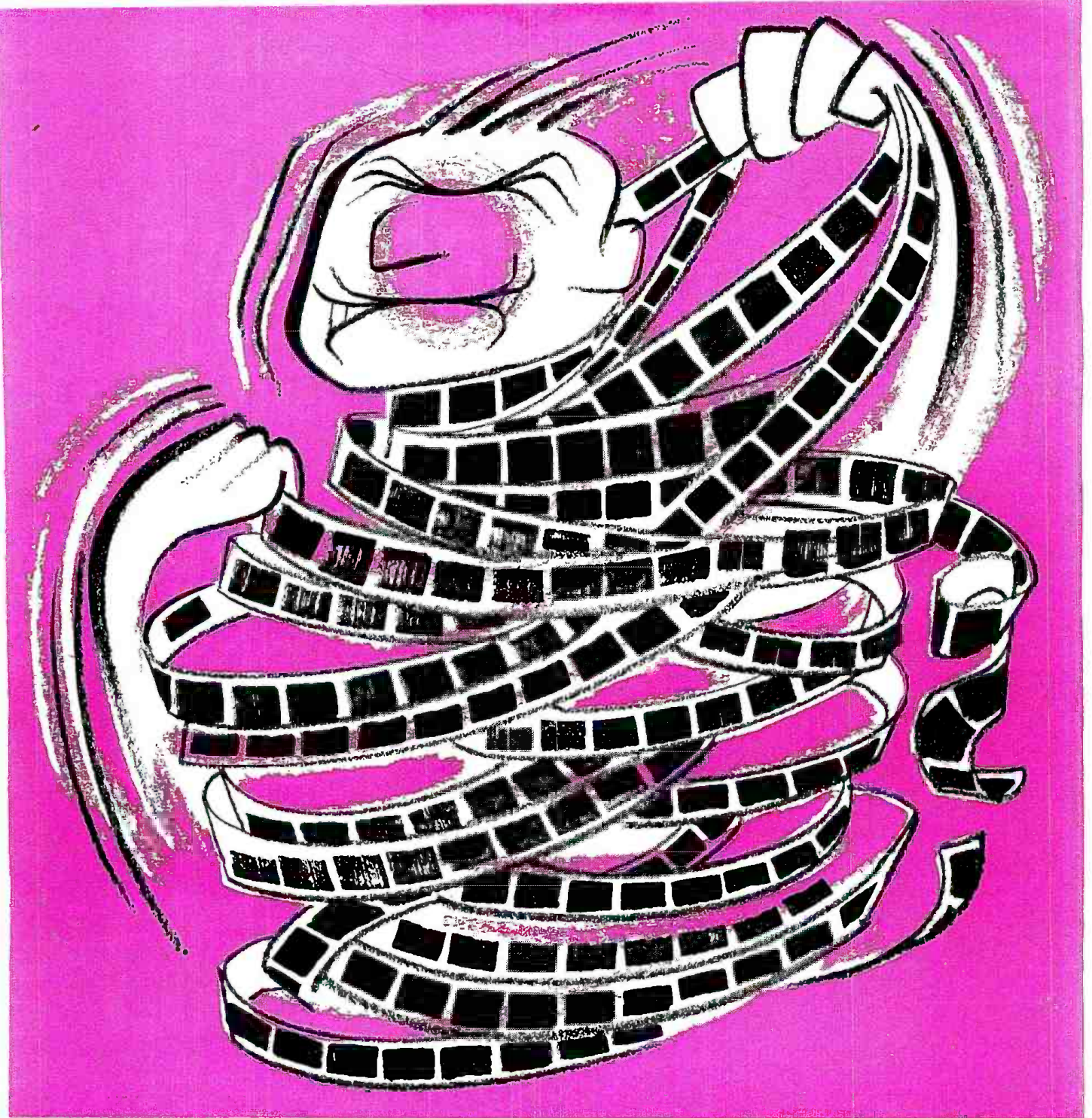
Business briefly ...

American Home Products Corp., New York, will sponsor *Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.) on alternate days next season, starting Oct. 2. The advertiser replaces Texaco Inc. which will not renew (BROADCASTING, April 30). R. J. Reynolds Tobacco (Camel cigarettes) will continue its alternate-day sponsorship. Ted Bates, New York, is American Home's agency; William Esty, New York, is Camel's agency.

Cott Beverage Corp., New Haven, has bought a spot tv campaign on seven



Keynoter Lewis



BENT ON SELF-DESTRUCTION?

Granted—you have a backlog of film product—but—is it good for broadcasting? Times change and yesterday's smart buy may strangle you today. Don't be determined to use film just because you have it. Sorting through it, trying to hold old and get new customers, you may end up so engulfed in second-rate product that self-destruction is inevitable. Nothing is as expensive as a product that just misses. We can tell you that Warner's "Films of the 50's" don't

miss...145 stations* have bought them...they haven't missed for them...they won't miss for you either. Station after station that has bought smart has bought ratings, sponsors, and profits...

These are the facts...these are the reasons why Seven Arts' "Films of the 50's" are "Money makers of the 60's."

*The list of 145 TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS "Spot TV Rates and Data."



**SEVEN ARTS
ASSOCIATED
CORP.**

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

MODERN RADIO IN ACTION.

year after year **WCCO RADIO**
delivers record-breaking





Six times in the last 12 Nielsen reports, WCCO Radio has broken its own share of audience record. Now it is a mammoth 68.6%. ■ This amounts to *twice* as many listeners as all other Minneapolis-St. Paul stations *combined*. And it is the greatest share reported for any station in the 32 major markets measured by Nielsen. ■ Record-breaking *acceptance* is the direct result of today's concept of modern radio in action. At WCCO Radio, this means full-size programming that is keyed precisely to the tastes and needs of 1,085,370 radio families. ■ Modern radio can also open the way to new sales records for you throughout the giant 124-county area served so well by WCCO Radio—one of the great stations of the nation!

68.6%
 JAN.-FEB. 1962
share of audience

Sources: Nielsen Station Index/Station Total
 6:00 A.M. - Midnight, 7-day week
 NCS '61

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by



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

stations in the Northeast, beginning May 7 and running through the end of September. Agency: Riedl & Freede Inc., Clifton, N. J.

Colgate-Palmolive Co., Minnesota Mining & Mfg. Co. and Whitehall Labs, have bought *The Jetsons*, new half-hour situation comedy series which makes its debut next fall on ABC-TV (Sundays, 7:30-8 p.m. NYT). Agencies: Ted Bates & Co. (Colgate and Whitehall) and MacManus, John & Adams (MMM).

Ronson Corp., New York, has bought weekly participations in NBC-TV's *The Jack Paar Show*, to be broadcast Fridays, 10-11 p.m. NYT, beginning Sept. 21. Agency: Papert, Koenig, Lois Inc., New York.

Philco Corp., Philadelphia, plans an intensive daytime television advertising campaign on behalf of Philco-Bendix home laundry line and Philco refrigerators. The company has purchased sponsorship on five daytime ABC-TV shows: *Camouflage*, *Window Shopping*, *Who Do You Trust?*, *Jane Wyman Presents and Seven Keys*. Agency: BBDO, New York.

American Dairy Assn., Chicago, has purchased co-sponsorship of *The Adventures of Ozzie and Harriet* on ABC-TV, effective Sept. 27 through June of 1963. Agency: Campbell-Mithun, Chicago.

American Home Products, through Young & Rubicam, Los Angeles, on August 20 starts *Across the Seven Seas*, half-hour tv travel-adventure series produced by Jack Douglas Productions, in 10 west coast markets. Line-up includes: KRCA (TV) Los Angeles, KPIX (TV) San Francisco, KCRA-TV Sacramento, KFRE-TV Fresno, KOGO-TV San Diego, all Calif.; KGW-TV Portland, Ore., KOMO-TV Seattle, KHQ-TV Spokane, both Washington; KSL-TV Salt Lake City, Utah, and a station in Phoenix not yet selected.

John H. Breck Inc. (hair preparations), Springfield, Mass., is using a 13-week spot tv campaign to introduce two new aerosol hair sprays in New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, San Francisco and Cleveland. Agency: Reach, McClinton & Humphrey, Boston.

Trans World Airlines, New York, has expanded sponsorship of newscasts from New York to three more major markets—Chicago, Los Angeles and San Francisco. The airline bought 10-minute news shows on WBKB (TV) Chicago and KPIX (TV) San Francisco and a 15-minute show on KNXT (TV) Los Angeles. TWA sponsors late news on WNBC-TV New York and a

five-minute news show on the *Today* show. Agency: Foote, Cone & Belding, New York.

Hertz Rent-A-Car has purchased one-third of the new Jackie Gleason show beginning Sept. 29 over CBS-TV (Saturday, 7:30-8:30 p.m.). Agency is Norman, Craig & Kummel, New York. Hertz buy completes sponsorship of the show, which has also signed Drackett and Phillip Morris.

Metropolitan Life Insurance Co., New York, has signed for a series of CBS News Extras next fall on CBS-TV. Programs will be presented when important news developments warrant. Agency: Young & Rubicam Inc., New York.

No-money settlement due in A.P.-reps case

A settlement order in the \$16 million antitrust suit by A. P. Management Corp. against Young & Rubicam and 15 station rep firms was ready late last week for filing in U. S. District Court in New York. Qualified sources said an earlier settlement plan, under which A. P. Management would have received a payment from some of the defendants (CLOSED CIRCUIT, April 23), had been abandoned and that the new plan involves no transfer of money.

Instead, it was learned, the settlement calls for a permanent injunction against Y&R and the nine rep defendants named in the court's preliminary injunction; would reward the plaintiff with no other relief, and would dismiss the case against those companies not parties to the preliminary injunction.

An indication that a settlement order was near came earlier last week when defendant Robert E. Eastman & Co. announced withdrawal of its counter-claim that sought a \$250,000 judgment against A. P. Management, as well as dismissal of the complaint against the New York rep firm (BROADCASTING, Feb. 26). The Eastman firm said its counter-claim should be withdrawn "in order to cooperate with the other defendants and clear the way for settlement of the differences involved."

Besides Y&R, the permanent injunction would apply to Venard, Rintoul & McConnell; Robert E. Eastman; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives Inc.; Avery-Knodel Inc.; Devney-O'Connell; The Katz Agency and H-R Representatives.

A. P. Management, a Beverly Hills, Calif., radio programming and sales firm headed by direct salesman Al Petker, charged in its suit early this year that Y&R and 15 rep companies had conspired to destroy its business (BROADCASTING, Jan. 22). The complaint also named 22 radio stations as co-conspirators but not defendants.

Agency appointments...

■ Alliance Mfg. Inc., subsidiary of Consolidated Electronics Industries, Alliance, Ohio, appoints Geyer, Morey, Madden & Ballard Inc., Chicago, to handle Alliance Tenna-Rotors (directional motors for tv antennas) among other products. Account was formerly with Dancer-Fitzgerald-Sample, which closed its Chicago office April 30.

■ Circus Foods Inc., division of U. S. Tobacco Co., appoints Donahue & Coe, New York, as its advertising agency.

■ The Borden Co. has appointed Young & Rubicam Inc., New York, as advertising agency for Ready-Diet in its northeast and southeast ice cream divisions.

■ Adolph Kiefer & Co. (swimming pools and equipment) and Water World Inc. (Kiefer sales organization), both Northfield, Ill., appoint R. Jack Scott as their advertising agency.

■ The Jel Sert Co. (gelatin deserts and instant drinks), Chicago, has appointed R. Jack Scott, that city, to handle its advertising.

■ Pop-Ice Co. (frozen confections), Chicago, has appointed Waldie & Briggs, that city, as agency.

■ Harvey Federal Savings & Loan Assn., Harvey, Ill., appoints Geyer, Morey, Madden & Ballard Inc., Chicago. The account was formerly handled by Dancer-Fitzgerald-Sample Inc., which has closed its Chicago office.

P&G, Pillsbury move foods to new agencies

Food advertisers (Pillsbury and Procter & Gamble brands) figured in a series of account changes last week.


P&G moved its Jif peanut butter (estimated gross billing in spot is more than \$730,000) to Grey, and Duncan Hines cake mixes (most of its \$3.5 million in billings in television) to Compton. The appointments take effect Aug. 1. Gardner previously handled both these accounts. Cited were probable account conflicts at Gardner with other client or prospective food clients.

Pillsbury took its pancake mixes, gingerbread, pie crust mixes and brownies, with estimated billings of \$2 million (nearly \$1 million estimated in tv at gross rates) from Leo Burnett (which still continues with some Pillsbury business) and gave them to McCann-Marschalk, an Interpublic subsidiary and an agency that only last June picked up some \$1.8 million in Pillsbury's Tidy House business. The Pillsbury appointments are effective Aug. 1.

parts

A broadcaster must be a man of many parts. He is an editor. A sociologist. An educator. A business man. A showman. A psychologist. An engineer. An advertising expert. A lawyer. He is most especially an analyst. His success depends entirely on his ability to analyze an audience, appraise their reactions, and key their response to substantial programming. People watch. People listen. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D.C. 

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA 

WTOP RADIO, WASHINGTON, D.C.

Also in advertising...

Join forces ■ Street & Finney Advertising Inc., New York, and Carl Falkenhainer Advertising Inc., Los Angeles, have agreed to a working affiliation providing S&F with a service office on the West Coast. Offices of the two companies will be at 435 South La Cienega Blvd., but S&F will have its own telephone: Bradshaw 2-1840.

Negro pr firm ■ Mortimer Matz Assoc., New York public relations firm, announced the formation of a subsidiary company, Jackson & Matz Assoc., for specialization in the Negro market. Harold Jackson, Negro broadcaster and public relations consultant, is executive vice president.

Agency service ■ Lou Jacobson, long time radio-tv producer and director, has opened his own firm, Commercial Broadcasting Services, which offers complete commercial broadcasting services to advertising agencies. The Chicago-based firm will provide creation, direction and production of radio-tv commercials both live or taped. The new firm also will provide agency representation in Chicago for agencies in other parts of the country.

AFA joins NAB ■ The NAB has affiliated with the Advertising Federation of America. The NAB and AFA have cooperated in the past on projects of mutual interest, including legislation and education. Currently, they are cooperating on the AFA-Advertising Assn. of the West Advertising Recognition Program.

Ideal buys 168 minutes on CBS-TV for next fall

Ideal Toy Co., New York, has ordered a total of 168 minutes in CBS-TV's Saturday morning program line-up next fall. Spread over a 14-week period, starting Sept. 15, the campaign involves a weekly minimum of 10 commercial minutes divided among four programs between 10 a.m. and 12 noon: *Alvin and the Chipmunks*, *Rin Tin Tin*, *Mighty Mouse* and *Roy Rogers*.

Melvin Helitzer, Ideal's director of advertising and public relations, last week said that the toy firm's network tv schedule next fall, on CBS-TV exclusively, represents a marketing strategy goal that Ideal has been aiming at for two years. It means Ideal will have a solid block of programs in a prime children's viewing period in which to present its messages during the critical selling weeks before Christmas. Credit for working out the four-program buy, plus an option on the 12:30-1 p.m. slot on the same day, is given to Larry Deckinger, media director of Grey Adv., Ideal's agency. In its first use of net-

work tv last year Ideal's commercials were placed on three networks.

Besides the CBS-TV order, which will cover more than 180 markets, Ideal will use a schedule of one-minute spots in 55 markets. At a cost of under \$1 million, Ideal will in many areas next fall be doubling or tripling the amount of exposure of its 1961 pre-Christmas drive.

Consultant offers plan to uplift advertising

A long-range program that would encourage university-level marketing degrees, stimulate work in the field and then follow with state licensing of advertising practitioners was suggested in New York last week by an advertising consultant.

Lawrence G. Chait, who practices in New York and was at one time a director of the Advertising Federation of America, suggested before the Assn. of Advertising Men & Women that among the professional societies that can initiate a program for marketing degrees are the AFA, the Assn. of National Advertisers, and the American Assn. of Advertising Agencies.

Mr. Chait's proposal in similar form has been made from time to time in the past by executives in the advertising field.

Newspapers' sales plan worries TvB, RAB

RADIO-TV MUST WORK HARDER AGAINST COMPETITON

Broadcasting's main sales arms, the Television Bureau of Advertising and the Radio Advertising Bureau, reacted with a mixture of concern and envy last week to the news that their chief competitor, the newspapers' Bureau of Advertising, plans a 29% increase in its budget (BROADCASTING, April 30).

TvB President Norman E. Cash said the newspapers, whose national billings dropped 4.1% last year—and some major advertising categories dropping as much as 25%—had a right to be concerned. But, he added, "it should also be the concern of the television industry that its sleeping competitors are arousing themselves and attempting to overcome their losses."

Among the categories in which newspapers lost billing in 1961, he said, were automotive, down 6.3%; household supplies, down 11.8%; tobacco products, down 25.3%; toilet requisites, down 8.4%, and soft drinks and beverages, down 13.4%. In the same period, Mr. Cash noted, television registered gains and was the largest national advertising medium for the seventh straight year.

RAB's Promotion Vice President Miles David said the contemplated increase in the Bureau of Advertising budget means that "every dollar radio

RAB membership up to set new records

The Radio Advertising Bureau reports 52 new station members in April and a record for members acquired in the first four months of any year.

RAB President Kevin Sweeney said 176 signed the first quarter or nearly as many as in all of 1961. He said RAB expects more than 500 to join this year, a "record membership year in our 11-year history," and added that the total would be nearly 30% more in any single year.

Going into April and at the time Mr. Sweeney announced he would leave the bureau by Feb. 28, 1963, RAB's membership was about 1,200 (BROADCASTING, April 9). The 1962 growth is about a third greater than for any year.

RAB last week released a new presentation on radio's No. 1 position as the ad medium for bottlers in the U. S.

Rep appointments...

■ WONE Dayton, Ohio: Venard, Rintoul & McConnell Inc., New York, as national representative.

■ KSYD-TV Wichita Falls, Tex.: Advertising Time Sales Inc., New York, as exclusive national representative.

spends to develop sales is going to have to work harder."

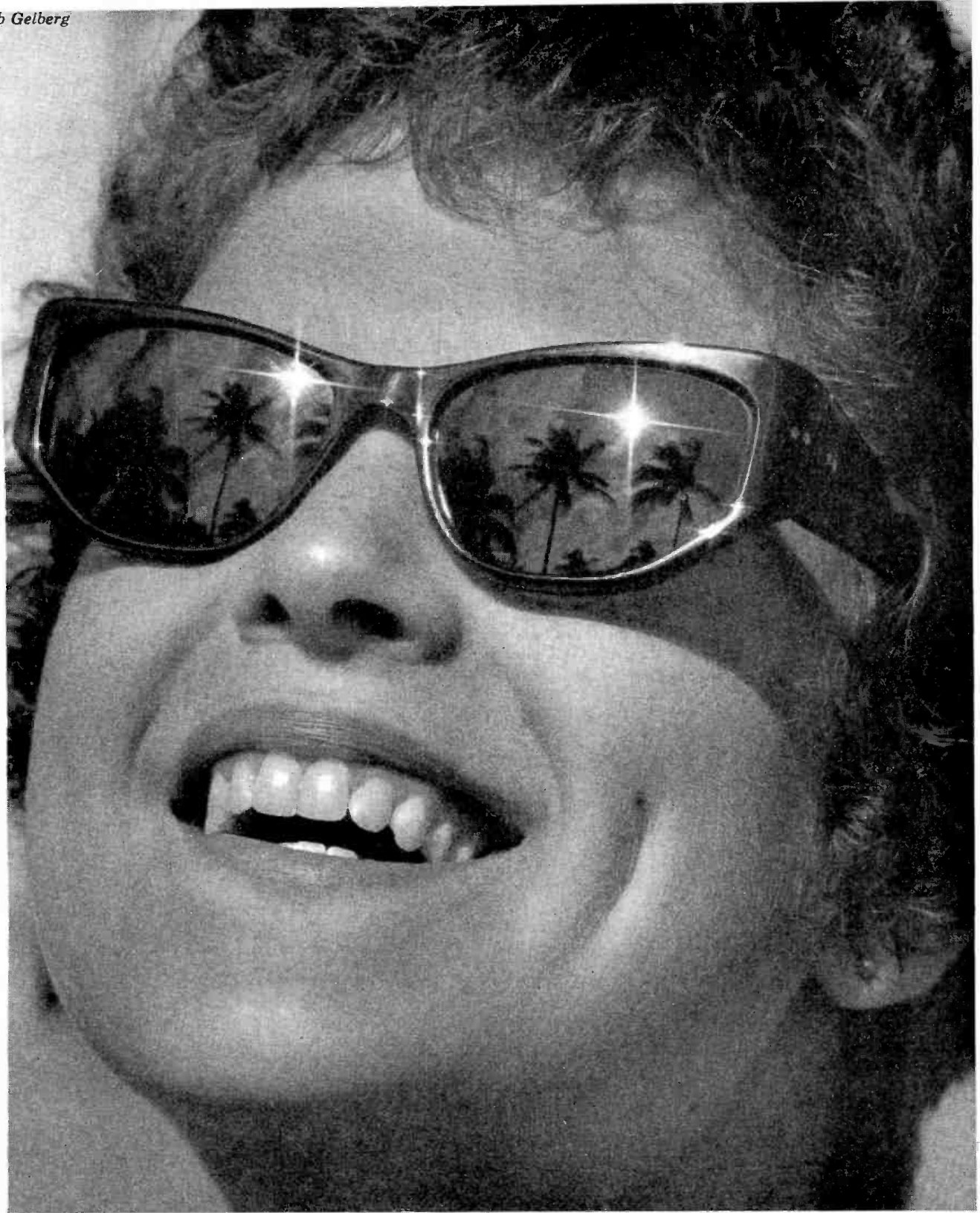
"We have been calling on more top people with basic marketing presentations than the Bureau of Advertising for many years—even though the B of A has out-spent us for many years," Mr. David said. "But as the dollar gap widens, RAB and others selling radio will have to move that much faster to maintain the competitive pressure."

He thought radio's cause would be helped by two major factors (1) RAB's new Radio Test Plan, "the built-in way we have to increase our selling effectiveness on a pay-as-you-go basis," and (2) the record gate at which RAB currently is adding new members (see above).

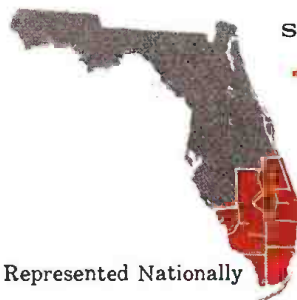
"But," he added, "we frankly feel that radio stations that are not now actively supporting radio's major growth activities, RAB and RTP, ought to take a good hard look at what the B of A is doing with its two planned increases in dues and budget expansion."

The Bureau of Advertising currently spends about \$2.2 million a year in selling newspapers and hopes to increase this to \$2,830,000 next year through two dues increases. RAB currently spends about \$1.2 million a year, TvB about \$1.1 million.

by Gelberg



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South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
W. OS-TV

KVOS-TV
WEGA-TV
(Affiliate)

Racing broadcasts under investigation

BOTH JUSTICE DEPT. AND FCC CHECKING POSSIBLE AID TO GAMBLERS

Full-scale inquiries into horse racing broadcasts by radio stations may be forthcoming from the Department of Justice and the FCC. Both agencies acknowledged last week that they have started inquiries about racing news on the air.

Under discussion between the Justice Department and the FCC is a plan to send questionnaires to all radio stations to determine the amount and frequency of horse race information broadcast a year ago and at present.

The purpose would be to determine which radio stations have increased the flow of news about turf activities since Public Law 87-216 went into effect last September. This is the law which prohibits the transmission in interstate commerce of information that can be used by gamblers.

Ever since the law was enacted and the 10 regular horse race wire services went out of business, the Justice Department has been investigating to determine how bookies get track information they must have to remain in business. First results of this FBI investigation, government sources indicate, is that radio stations now are the single, most vital source of news for bookies.

The FCC, acting on the Justice Department's information, has already queried 30 radio stations in such track action cities as Boston-Providence, New York, Philadelphia, Washington-Baltimore, Detroit-Windsor, New Orleans, Cincinnati-Louisville and Hot Springs, Ark. The stations under suspicion are those which broadcast track information on a regular and consistent basis.

Rules on Racing ■ The Department of Justice has also told the FCC staff it hopes to recommend a series of rules the FCC should adopt to shatter bookies' reliance on radio broadcasts. The suggested rules would, it is learned, (1) prohibit broadcasts of race results until one hour after the race is completed, and (2) limit broadcast coverage of racing to tracks within 100 miles of the station.

FCC officials are dead set against the adoption of such rules. Although they agree and are determined that radio shall not be used to benefit gamblers, they are resisting the proposed regulation on the ground that this would be outright censorship, infringing Sec. 326 of the Communications Act.

The same FCC officials (the commissioners have not yet been brought into the problem) are not very sanguine about the projected, all-licensee ques-

tionnaire idea, either. They feel it would put too much of a burden on the commission, that it would require prior Budget Bureau approval, and that it would be too expensive. The FBI, they feel, could get the same information with less trouble through its field operations.

Staffs Meet ■ The subject was discussed early last week in a meeting between two Justice Department representatives and four FCC officials representing the Broadcast Bureau and the General Counsel.

In one radio case under investigation by the G-men, track data is sponsored by a local store whose owners, the FBI believes, are the wives of local gangsters.

Other stations under review are those recommended by the Armstrong Daily News Review, a "scratch" sheet published in five editions. Each of the Armstrong editions lists area radio stations carrying horse race programs.

Until recently, the Armstrong organization listed a local telephone number to be called for race results. That was dropped three weeks ago today. The implication, according to government spokesmen, is that radio stations furnish the information previously given by the Armstrong service.

A check of two of three radio stations listed in the Washington-Baltimore edition of the Armstrong sheet indicates that one station carries nothing but the daily feature race at one of the local tracks. The second station carries a race results roundup at 5:30 p.m. daily and short reports on races from the major tracks in the country three times during the day. They are carried a full 30 or more minutes after the race, it was pointed out.

Form Sheet ■ The FCC earlier this

year made up a detailed, printed questionnaire to be used in querying stations on horse race information broadcasts. The form (FCC Form 105) asks whether the station broadcasts horse racing information regularly and whether it is about local tracks or tracks other than local ones. It also asks for information on what type of information is broadcast (entries, scratches, jockeys, weights, selections, off time, post time, track conditions, mutuels, race results, post positions, etc.). The questionnaire asks whether such programs are sponsored, and whether the information comes to the station from regular news wire services or other services. This is the questionnaire that has already gone to the 30 stations under study.

Last November the FCC issued a policy statement on horse racing broadcasts which warned that it has a "continuing awareness" that broadcasts of horse race information may be used in illegal gambling.

The commission listed a series of guidelines on this type of programming, and said it would question any licensee which in the recent past or at present regularly broadcasts programs along the following lines:

- A full program of races from a race track simultaneously with their running.

- Race results, with or without mutuel prices, as soon as this information is available, or shortly thereafter.

- Detailed advance information about races, such as track and weather conditions, post positions, jockeys, weights, probable odds, scratches and post time.

- Sponsorship of this information by publishers of "scratch-sheets" or other publications disseminating detailed horse race information, by touts, or other persons whose activities may result in aiding illegal gambling or furnishing information to illegal gamblers or bookmakers.

A Warning ■ The FCC said it would continue to consider such facts on a case-by-case basis, particularly at renewal time, and concluded with this admonition:

"Each licensee or permittee is hereby reminded of his responsibilities to operate in the public interest. Programming consisting of information which appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities cannot be considered to be broadcasting in the public interest. If the licensee or per-

Magnuson honored

Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, on May 14 will receive the 1962 Ballington and Maud Booth Award, given annually by the Volunteers of America, for "outstanding service to the people of America." Sen. Magnuson's efforts in behalf of educational television were cited as a major reason for his selection.

The chairman goes on camera twice

FCC Chairman Newton N. Minow last week hailed a bill now moving through Congress and another that's been signed into law. He appeared on a National Educational Television program carried on WGBH-TV Boston Saturday (May 5) and released to other NET stations this week.

He said the all-channel-receiver bill, approved by the House last week (see page 50), would lead to "broader and more meaningful public service" by broadcasters. And the \$32 million educational television bill signed by the President Tuesday (see page 60), he said, would be of considerable benefit to the public. He also pointed to the importance of communications satellites, commenting, "mass communications may prevent mass destruction."

Appearing with Mr. Minow (second from left) were John F. White, president of the National Educational Television & Radio Center (left), Mrs. Eleanor Roosevelt and Irving Gitlin, executive producer, creative projects, NBC News. The



program "New Vistas for Television," was NET's ninth offering in its *Perspectives of Mankind* series. Mrs. Roosevelt is moderator for the series.

Mr. Minow also appeared yesterday (Sunday) on CBS-TV's *The Twentieth Century*. The chairman told CBS News correspondent Walter Cronkite that "We're just throwing away the greatest opportunity ever given us" if communications satel-

ites are not used "for achieving a greater understanding between us and the rest of the world."

Mr. Minow said it would be a "travesty" and "a terrible waste" if communication satellites are used to send overseas audiences "bad impressions of the U.S., if we fill it with private eyes and westerns and don't give the rest of the world an impression [of] . . . our better side."

mittee is in doubt as to whether the information broadcast appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities, inquiries should be made of local, state and federal law enforcement agencies."

The FCC statement stems from a long history of FCC-station litigation about horse racing. One of the earliest FCC cases involved what was then WAAM Newark, N. J., which was broadcasting coded race results. The station's license was renewed after a hearing in 1935; it discontinued the challenged programming.

In the post-war years there was a series of horse race cases: WWDC Washington, D. C., and WJOL Joliet, Ill., both in 1948; WMEX Boston and WTUX Wilmington, Del., both in 1950; WMIE Miami, 1951; WANN Annapolis, Md., in 1952; WWBZ Vineland, N. J., in 1956. In all instances licenses were renewed after the stations discontinued the questioned broadcasts.

In 1956, Arthur W. Scharfeld, a Washington communications attorney, petitioned the commission to hold a public hearing on horse racing broadcast policy. His request was denied, the commission holding that case-by-case consideration is best.

Newest Issue ■ Just last week the horse racing question became an issue in a hearing on the application of WSPN

Saratoga Springs, N. Y., for renewal of license and changes in its facilities.

Under study by the FCC (and the Justice Dept. too) is WCLM (FM) Chicago, which allegedly furnishes race track results and information to subscribers over one of its two multiplex channels. The sideband service, the station stated only three weeks ago, is an aural newspaper service feeding news, stock market quotations, features and sports news from the regular UPI wire to 34 subscribers. The horse racing information, station officials said, occupies only 21 minutes out of a daily 24-hour operation and is never announced sooner than 20 minutes after the end of the race (AT DEADLINE, April 23).

So assiduously is the Department of Justice pursuing its attack on gamblers' use of radio broadcasts that Attorney General Robert F. Kennedy told the chief justice of the Ontario Supreme Court that a Canadian radio station is broadcasting track data used by bookies in Ohio. The Canadian jurist was in the U.S. studying law enforcement activities.

The identification of radio stations used by gamblers comes to the government from two main sources, a Justice Department source explained last week. These are continuing reports from local police officers raiding betting establishments and finding the bookie listening to a particular radio station, and from bookmakers interrogated by FBI agents.

WMOU charges Rust with trafficking

Charges of trafficking in station licenses were made against multiple-owner William F. Rust Jr. last week at about the same time the FCC approved his \$1.3 million purchase of WHAM and WHFM (FM) Rochester, N. Y. (see page 73).

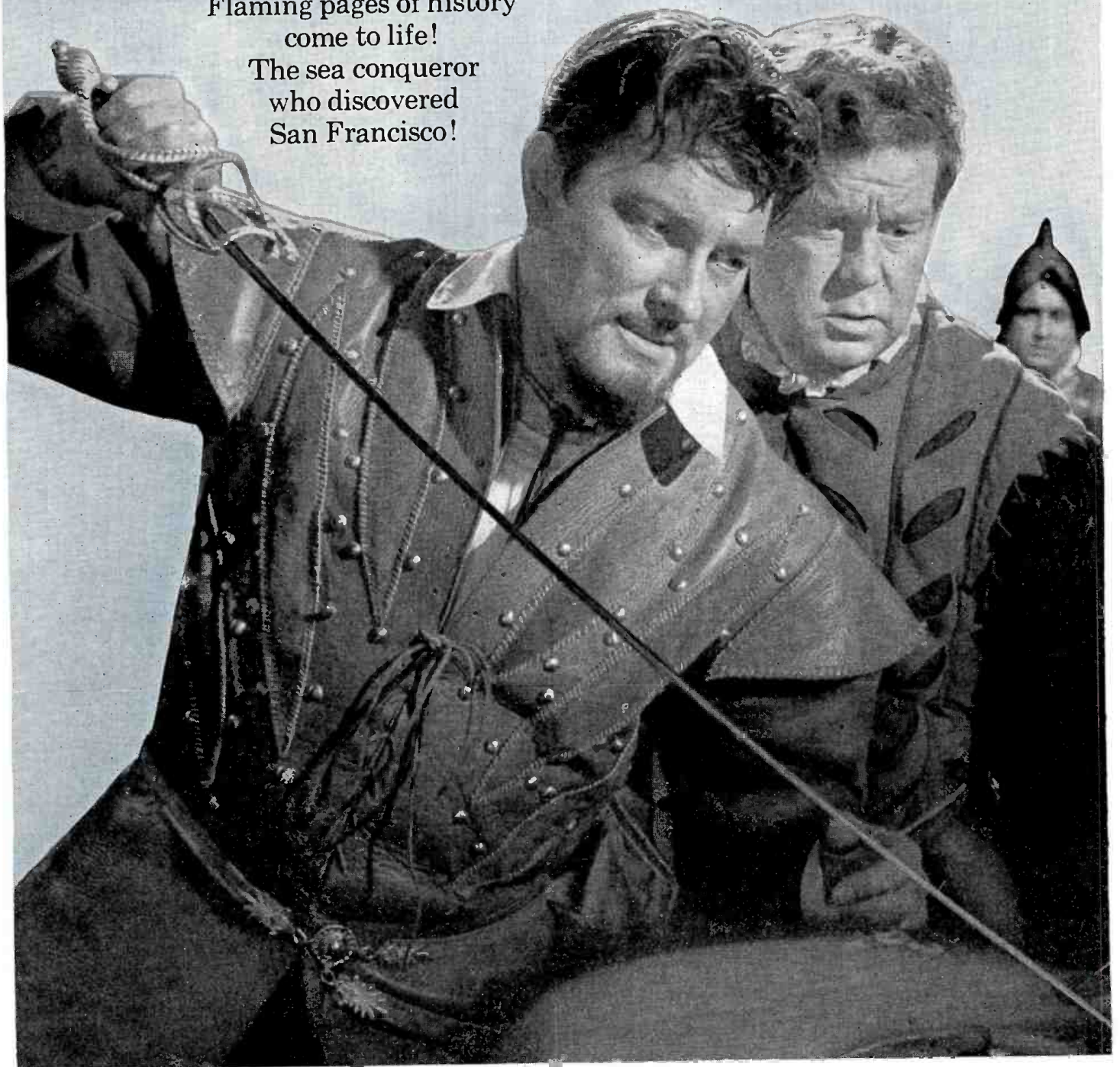
WMOU-AM-FM Berlin, N. H., asked the FCC not to approve the proposed sale of WBRL Berlin by Mr. Rust (60% owner) and Ralph Gottlieb. The Rochester purchase was conditioned by the FCC on Mr. Rust disposing of one of his am properties; he currently owns seven am stations, three fms and one tv.

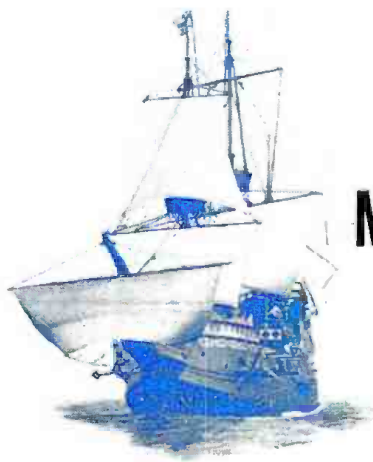
Mr. Rust received the grant for WBRL in November 1961 and applied to sell it in March 1962, WMOU said. He has sold four am stations within a three-year period, it claimed. Mr. Rust also has applied to sell WKBK Keene, N. H., and the prospective purchasers of WKBK and of WBRL are all employes or relatives of employes of Rust-owned corporations, WMOU stated.

WMOU asked the FCC to deny the sale of WBRL or to set a hearing on the transaction with trafficking as an issue. The prospective purchasers of the Berlin station are A. A. Dickey, J. L. Morello, W. G. and Royston Phillips.



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come to life!
The sea conqueror
who discovered
San Francisco!





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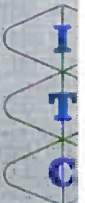
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HOUSE PASSES SET BILL

Prompt action in Senate, eventual approval seen, despite set manufacturers' hopes of heading it off

All-channel-receiver legislation appears headed toward enactment after its approval last week by the House on a 279-90 roll-call vote.

The measure (HR 8031), which the FCC has requested as a means of stimulating the growth of uhf television, now goes to the Senate, where its chances are good. The Electronic Industries Assn., the bill's major opponent, has expressed hope it can be stopped there, but signs of serious Senate opposition have not yet developed.

The Senate Commerce Committee is expected to act May 15 on the bill, which would require all tv sets shipped in interstate commerce to be capable of receiving both uhf and vhf signals. The committee's Communications Subcommittee has already held public hearings, and has been awaiting House action before considering the bill in executive session. Sen. John O. Pastore (D-R.I.), subcommittee chairman, has expressed confidence the bill could be piloted through the Senate once it cleared the House.

Sen. Warren G. Magnuson (D-Wash.), chairman of the full committee, said there may be some opposition in the Senate but that he expected the bill to pass without too much trouble. He also said he expects "no difficulty" in having his committee approve the bill.

An important factor, he noted, was

the President's signing into law of the educational television bill he sponsored (see story, page 60). Since most of the channels set aside for educational television are in uhf, he said, the all-channel bill would enable educators to make greater use of the medium. "The two go hand-in-hand," he said.

The bill's backers were buoyed by the size of the majority given it in the House. In looking for smooth sailing in the Senate, they are counting on the support President Kennedy has given the proposal in his message on consumer protection (BROADCASTING, March 19).

Amendments Defeated ■ Before voting, the House shouted down two amendments offered by Rep. J. Arthur Younger (R-Calif.) as a means, he said, of providing uhf programming for the sets the public would be required to buy.

One, based on an EIA recommendation, would have authorized the FCC to "require" vhf stations to broadcast simultaneously on uhf. The other would have expressly permitted the commission to authorize multiple-station owners to own at least as many uhf as vhf outlets. Present FCC-set limits are five vhf and two uhf stations.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and floor manager for the bill, op-

posed both amendments. He said the dual-operation proposal could lead to single-ownership control of a small market's tv outlets. Instead of awarding a license, he said, "we'd be forcing an owner to take one."

In opposing the second amendment, Rep. Harris noted the FCC already has authority to determine the number of stations a licensee may own. As a result, the Younger proposal's only effect, he said, would be as an expression of congressional policy—which he didn't think wise.

FCC Opposed ■ Rep. Younger offered his dual-operation amendment, though the FCC has strongly opposed such a requirement. This view is contained in a memorandum the commission has prepared in response to inquiries from members of Congress interested in the EIA proposal that the FCC require dual operation as a substitute for the all-channel-set legislation.

The memorandum, sent to Rep. Younger, concludes that the commission couldn't "legally require" dual operation since this would lead only to duplication of vhf programs on uhf channels. And a rule requiring this kind of service, the FCC said, would be "unreasonable and arbitrary."

The commission said it might be on sounder ground if it required not only dual operation but non-duplicating service. But here again, it said, serious questions would be raised which would probably have to be resolved by the Supreme Court.

In an accompanying letter to Rep. Younger, the commission said its feel-

How the House voted on the all-channel-set bill

YEAS—279

Abernethy, Adair, Albert, Alford, Anderson (Ill.), Anfuso, Arends, Aspinall, Auchincloss, Avery, Ayres, Bailey, Baker, Barrett, Barry, Bass (Tenn.), Bates, Beckworth, Belcher, Bennett (Fla.), Bennett (Mich.), Biatnik, Boggs, Boland, Bolling, Bolton, Bonner, Brademas, Bray, Breeding, Brewster, Broomfield, Broynhill, Bruce, Buckley, Burke (Ky.), Burke (Mass.), Bryne (Pa.), Byrnes (Wis.), Cahill, Cannon, Cederberg, Celler, Chamberlain, Chipfield, Clancy, Clark, Cohelan, Colmer, Conte, Cook, Cooley, Corbett, Corman, Curtin, Dague, Daniels, James C. Davis, John W. Davis (Tenn.), Dawson, Delaney, Derwinski, Dingell, Dole, Donohue, Dooley, Downing, Doyle, Dulski, Dwyer, Edmondson, Elliott, Everett, Evins, Fallon, Farbstain, Feighan, Fenton, Findley, Finnegan, Fino, Flynt, Ford, Forrester, Frazier, Friedel, Fulton, Gallagher, Garmatz, Gary, Gathings, Giaimo, Gilbert, Glenn, Gonzalez, Green (Ore.), Green (Pa.), Griffin, Griffiths, Hagen (Calif.), Haley, Halleck, Halpern, Harding, Hardy, Harris, Harrison (Va.), Harvey (Ind.), Hays, Hébert, Hechler, Hemp-hill, Herlong, Holland, Hosmer, Hull, Ichord (Mo.), Jarman, Joelson, Johnson (Calif.), Johnson (Wis.), Karsten, Karth, Kastenmeier, Kearns, Keith, Kelly, Kilgore, King (Calif.), King (Utah), Kirwan, Kitchin, Kluczynski, Kornegay, Kowalski, Kunkel, Laird, Landrum, Lane, Lankford, Lennon, Lesinski, Libonati, Lindsay, McDowell, McFall, McIntire, McSween, Mack, Magnuson, Mahon, Mailliard, Mar-

shall, Mathias, Meader, Merrow, Clem Miller, George P. Miller (N.Y.), Mills, Minshall, Monagan, Moore, Moorehead (Ohio), Moorhead (Pa.), Morgan, Morris, Morse, Mosher, Moss, Moulder, Multer, Murphy, Natcher, Nedzi, Nielsen, Nix, Norrell, O'Brien (Ill.), O'Brien (N.Y.), O'Hara (Ill.), O'Hara (Mich.), O'Konski, O'Neill, Osmer, Ostertag, Passman, Pelly, Perkins, Peterson, Philbin, Pike, Pilcher, Pillion, Pirnie, Poff, Powell, Price, Pucinski, Purcell, Randall, Reece, Reuss, Rhodes (Pa.), Riehlman, Riley, Robison, Rodino, Rogers (Colo.), Rogers (Fla.), Rogers (Tex.), Rooney, Roosevelt, Rosenthal, Rostenkowski, Roudeshush, Roush, Rutherford, Ryan (Mich.), Ryan (N.Y.), St. George, St. Germain, Santangelo, Saylor, Schadeberg, Scherer, Schweiher, Schwengel, Scranton, Seely-Brown, Shelley, Sheppard, Shipley, Shriver, Sibal, Sikes, Sisk, Slack, Smith (Iowa), Smith (Va.), Springer, Stafford, Stagers, Steed, Stratton, Stubblefield, Sullivan, Thomas, Thompson (La.), Thompson (N.J.), Thomson (Wis.), Thornberry, Toll, Trimble, Tuck, Tupper, Morris K. Udall, Ullman, Vanik, Van Pelt, Van Zandt, Vinson, Wallhauser, Walter, Watts, Wels, Whalley, Whitener, Widnall, Williams, Willis, Winstead, Wright, Yates, Young, Younger, Zablocki, Zelenko

NAYS—90

Abbott, Addabbo, Alexander, Alger, Andersen (Minn.), Ashbrook, Baldwin, Bass (N.H.), Battin, Becker, Beermann, Bell, Berry, Betts, Bow, Bromwell, Brown, Burlison, Chenoweth, Church,

Collier, Cramer, Cunningham, Curtis (Mo.), Denton, Derounian, Devine, Dominick, Dorn, Ellsworth, Fisher, Fountain, Frelinghuysen, Garland, Goodell, Goodling, Gross, Hagan (Ga.), Hall, Harrison (Wyo.), Harsha, Harvey (Mich.), Henderson, Hiestand, Hoeven, Hoffman (Ill.), Horan

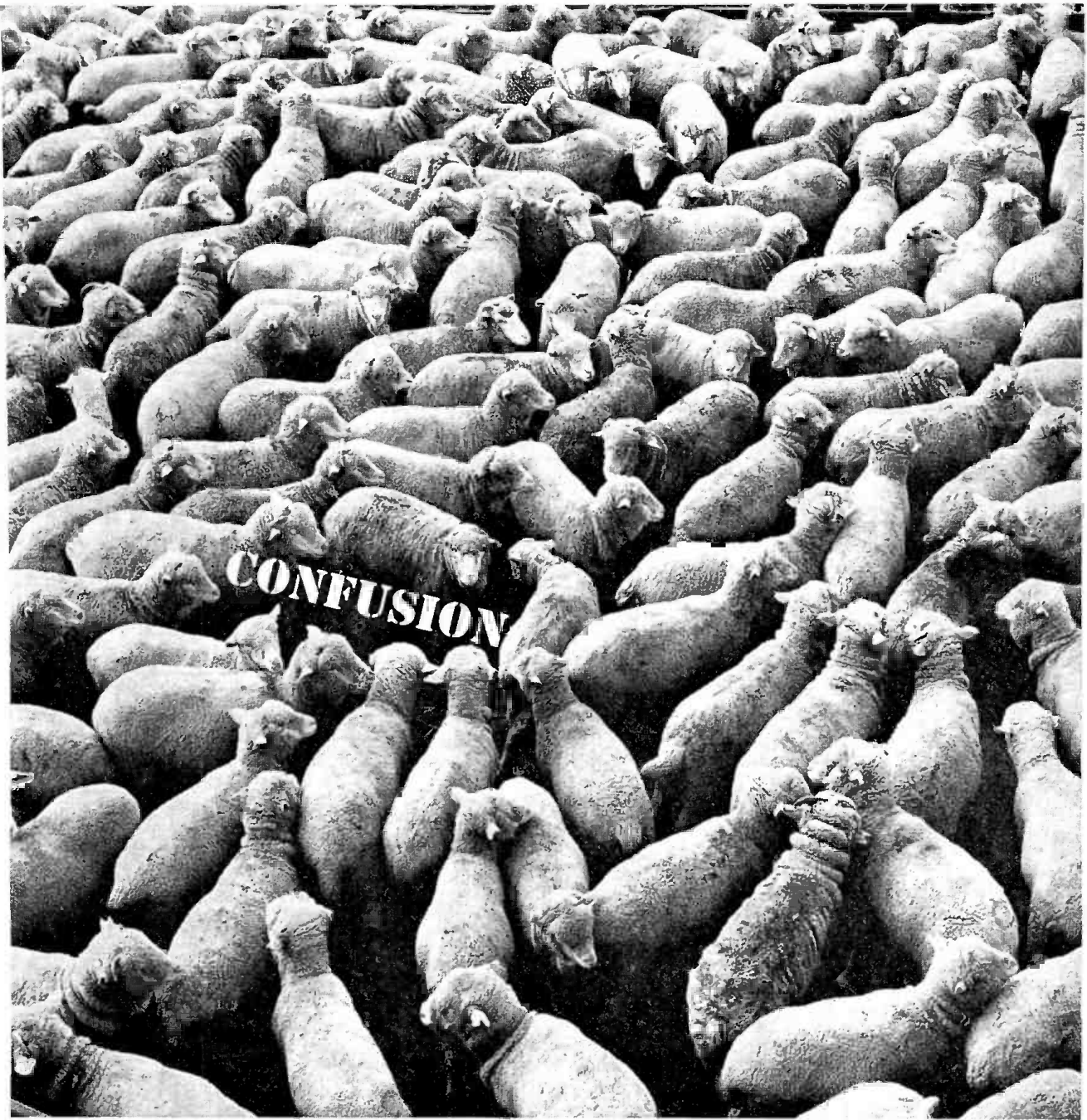
Jensen, Johansen, Jonas, Jones (Mo.), Judd, King (N.Y.), Knox, Kyl, Langen, Latta, Lipscomb, McCulloch, McDonough, MacGregor, Martin (Neb.), Mason, Michel, Moeller, Norblad, Nygaard, Olsen, Poage, Quie, Ray, Reifel, Rhodes (Ariz.), Rivers (Alaska), Roberts (Tex.), Roussetot, Schenck, Short, Siler, Smith (Calif.), Stephens

Taber, Taylor, Tollefson, Utt, Waggoner, Westland, Wharton, Wilson (Calif.), Wilson (Ind.)

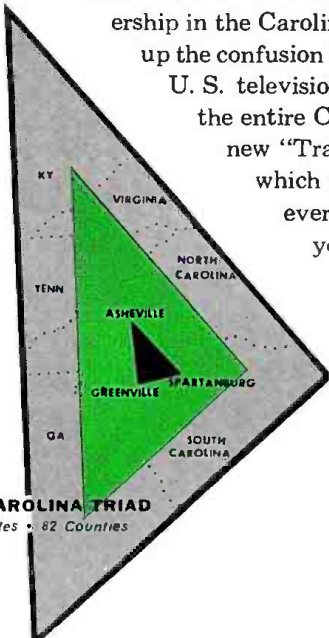
NOT VOTING—68

Addonizio, Andrews, Ashley, Ashmore, Baring, Blich, Boykin, Brooks, Carey, Casey, Chief Coad, Curtis (Mass.), Daddario, Dent, Diggs, Dowdy, Durno, Fascell, Flood, Fogarty, Gavin, Granahan, Grant, Gray, Gubser, Hansen, Healey, Hoffman (Mich.), Holtfield, Huddleston, Inouye, Jennings, Johnson (Md.), Jones (Ala.), Kee, Keogh, Kilburn

Loser, McMillan, McVey, Macdonald, Madden, Martin (Mass.), Matthews, May, Milliken, Montoya, Morrison, Murray, Patman, Pfost, Rains, Rivers (S.C.), Roberts (Ala.), Saund, Schneebeli, Scott, Selden, Smith (Miss.), Spence, Teague (Calif.), Teague (Tex.), Thompson (Tex.), Weaver, Whitten, Wickersham



There's no need to mill around, poring over tons of statistics on viewership in the Carolinas. Here are three simple facts that will clear up the confusion in a hurry. First: the Carolina Triad is the 37th U. S. television market*. Second: Only WLOS-TV covers the entire Carolina Triad. Third: WLOS-TV has a brand-new "Traveling Wave" antenna (airdate February 13) which means WLOS-TV covers the Triad better than ever! For more sales in the Carolina Triad see your PGW Colonel. **Television Magazine, April 1962*



Dominant in The Carolina Triad

WLOS-TV abc

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

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

WTVJ
 WLOS-TV



KVDS-TV
 WFGA-TV (Affiliate)





What happens when Marketing & Advertising don't pull together?

Sophisticated marketing & advertising men know what these crazy mixed-up horses mean.

Marketing has taken a new direction; and advertising must head the same way, *if they are both to pull in the same direction.*

What direction? Today's most basic trend in marketing can be summed up in nine words: "The United States is becoming a nation of cities." Certainly, our big cities are spreading; are becoming, *more and more*, everyone's best markets. That's why well over half your sales come, or should come, from *the top 20 TV markets alone* (where 58% of the nation's income, and 55% of all TV homes, are now concentrated).

Money can be made only where the money is!

Tilt!

Are you getting as *much* as 50% of your advertising impact where you want *more* than 50% of your sales? That's worth checking because "national advertising" almost always tilts the wrong way; tilts away from your best markets, not toward them; reducing selling pressure where you want it most.

You never see this negative tilt in your "national figures." Yet look behind them, at the audiences you're *actually* getting in the concentrated "big half" of your selling areas. When you check the *individual market audiences* for your TV Network shows, in the top 20 selling areas, you'll see how much the distribution of your national advertising-impact can "fall short" in your best (and toughest) markets.*

That's why "national coverage" is no longer the adequate answer in itself, if you want your marketing and advertising really to pull together.

What's the answer?

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising, where sales potentials are highest?

The most versatile answer to *all* these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct the "wrong-way-tilt" of their national coverage.

It's Spot TV – *Individual Market Television* – the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatilities adapt to virtually every budget-size, campaign length, message-length, as well as to choice of markets, seasons, and *all forms* of program sponsorship.

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

* If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT—The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUDSON 2-3456.



TELEVISION ADVERTISING REPRESENTATIVES, INC.

Representing: WBTV Charlotte (Jefferson Standard Broadcasting Co.)
□ WTOP-TV Washington and WJXT Jacksonville (Post-Newsweek Stations)
□ WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX San Francisco (Westinghouse Broadcasting Company)

TvAR Offices in

New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.

ings about requiring dual operation would be the same if the proposal were coupled with all-channel set legislation, instead of being a substitute for it.

The commission also indicated it wouldn't welcome congressional authorization for requiring dual operation. Such authorization, the letter to Rep. Younger said, "would have to [contain] very careful procedural safeguards in order to avoid constitutional pitfalls." Such safeguards, the letter went on, would have to take the form of common-carrier regulation—"a drastic step as to which we have serious reservations."

Serious Policy Drawbacks ■ In any event, the letter said, the proposal has serious drawbacks as policy. It would, the letter added, involve a considerable amount of spectrum space, thus hindering the development of educational television and the establishment of new commercial stations.

The commission restated its view that the all-channel bill would solve the basic allocations problem in an orderly and satisfactory fashion, and make possible the full utilization of all 82 channels. The letter, dated April 25, was signed by Chairman Newton N. Minow and approved by all commissioners except Robert E. Lee, who did not participate.

The commission reminded Rep.

Harris, hands down

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is virtually assured of re-election to a 12th term.

Rep. Harris, first elected to Congress in 1940, is unopposed for the Democratic nomination from Arkansas' new fourth district. The filing deadline for the primary passed Wednesday, and no one had entered against him. In Arkansas, the Democratic nomination is tantamount to election.

Rep. Catherine Norrell (D-Ark.), expected to be his major opposition, announced on April 29 she would not seek re-election. Her sixth district was combined with Rep. Harris' when Arkansas lost two congressional seats as a result of the 1960 census.

Younger that its proposal on dual operation was intended to "permit" rather than require the practice. This proposal is part of the deintermixture rulemaking the FCC has agreed to shelve in return for congressional approval of

the all-channel bill (AT DEADLINE, March 19).

Spectrum Waste ■ Rep. Harris, in urging the House to approve the bill, said it's needed to avoid wasting the spectrum, which he regards as one of the nation's "most valuable resources." But he also warned that unless the bill is passed, the commission might revive its policy of deintermixture and apply it all sections of the country.

"There has been an effort made over a long period of time" to remove vhf channels from commercial broadcasting and use them for some other purpose, he said. "That, in my judgment is behind this whole issue."

He said the commission, which has instituted 12 deintermixture cases in the past several years, was guiding tv toward an all-uhf system. He said this was the situation his committee faced in honoring the all-channel bill and in getting the FCC to suspend action on eight deintermixture cases it instituted last summer (BROADCASTING, July 31).

Some opponents of the bill, however, were critical that Congress had made "a bargain" with the FCC. Rep. Paul F. Schenck (R-Ohio), a Commerce Committee member, said he doubted "the wisdom of bargaining with any government agency." He said the moratorium should be written into the bill.

FCC Told, Not Asked ■ But Rep. John B. Anderson (R-Ill.) declared, "We're not bargaining with the FCC. We're telling the FCC and making it perfectly clear by developing a legislative history on this bill that we want no action on deintermixture."

Opposition to the bill was centered mainly on the argument that Congress has no right to tell manufacturers what they must produce and the public what it must buy. Rep. Harold R. Collier (R-Ill.), another member of the Commerce Committee, said the consumer shouldn't be required to purchase a uhf set if he can't use it.

But the drive generated by those congressmen supporting the bill as an alternative to deintermixture proved too strong. Rep. Harris was assisted in his support of the bill by a number of his committee members representing districts threatened by the commission's deintermixture proposal — William Springer (R-Ill.), Abner Sibal (R-Conn.), Robert Hemphill (D-S.C.) and Vernon Thompson (R-Wis.).

Reps. Walter Rogers (D-Tex.) and Peter Mack Jr. (D-Ill.) also helped the bill's cause. Rep. Mack pitched in despite his disappointment in not getting ch. 2 Springfield included in the group of deintermixture cases on which the commission agreed to suspend action. Although still technically assigned to Springfield, the channel was moved several years ago to St. Louis in a deintermixture proceeding.



BIGGER than PORTLAND, OREGON

One Buy Delivers
IDAHO - MONTANA
plus 11 counties in Wyoming
at lower cost per thousand

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

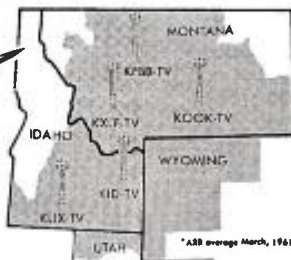
IDAHO — KID-TV Idaho Falls
KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings

Skyline
TV NETWORK

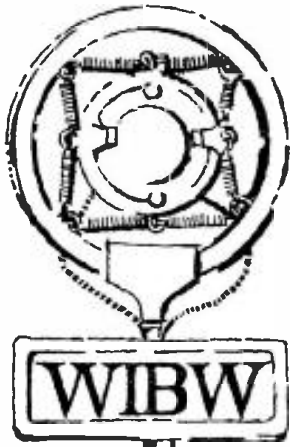
P. O. Box 2191

Idaho Falls, Idaho



*ARB average March, 1961

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



35 YEARS AT WIBW

...and we break to say, "Thank You"

May 8, 1927, Topeka, Kansas... the engineer threw the switch and WIBW was on the air. Listeners all over the Midwest and as far away as Hawaii reported tuning in its signal.

'27 proved to be quite a year. Radio was moving up from local shows to elaborate big-name talent. Chain broadcasts and special events were initiated. Even as radio tried its wings, successful television experiments were being conducted. Only 26 years later WIBW-TV was to bring Kansas the living picture as well as the story. Meanwhile, in radio the pattern of listening settled down and WIBW became and has remained the voice of Kansas.

At WIBW this month we are celebrating our 35 years in radio. The entire staff joins in our sincere thanks to the advertisers and the loyal listeners who have made it all come true.



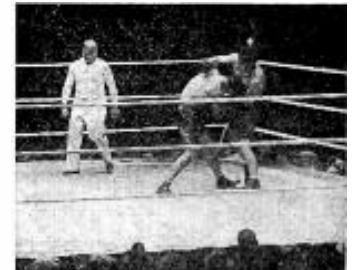
They Were Sam 'n Henry

That was the name of this famous radio team, listed among the top shows of 1927. Later, as Amos 'n Andy they made the fresh air taxi America's best-known vehicle.



First Chain Broadcast

In May 1927 "Lindy" flew non-stop from New York to Paris. His reception in N. Y. and Wash., D. C., was covered by the first chain broadcast, a 50-station hookup with an audience estimated at 35 million.

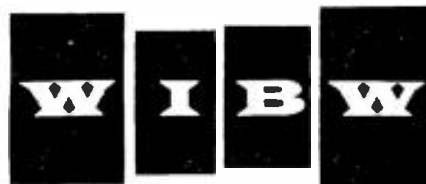


Sports Were Big in '27

Most popular special events of the year were the Tunney-Dempsey return match in Chicago and the World Series—the Yanks beat the Pirates four straight. And Babe Ruth hit 60 home runs.

Advertisers who came early and stayed to profit:

Butternut Coffee • Camel Cigarettes • Chevrolet • DeKalb • Ford • Gooch Feeds Gospel Broadcasting • Granite City Steel • International Harvester • Massey-Ferguson • Merchants Biscuit • Oyster Shell • Pioneer Hybrid Corn • Ralston Purina • Schlitz • Standard Oil • Sterling Drug • Vicks.



TOPEKA, KANSAS

5,000 Watts at 580
CBS RADIO NETWORK

Right From the First—First in Kansas

Represented Nationally by



Division of Stauffer Publications
KSEK KGFF KSOK

FCC probes radio news; CBS protests

NETWORK CHALLENGES METHODS, QUESTIONS IN FRISCO INQUIRY

An on-the-spot FCC investigation of local news coverage offered by 14 radio stations in the San Francisco-Oakland area drew a protest from CBS Inc., licensee of KCBS San Francisco.

The investigation was made the week of April 5-12 by Bill Ray, former station manager and network newsmen and now of the FCC's Complaints & Compliance Division. Results were discussed briefly at the commission meeting last week and are on the agenda for further discussion this week.

It is understood Mr. Ray concluded KCBS and other Bay Area stations do as good or better in local news coverage than stations in comparable markets. Of the 14 stations he monitored and visited, four had no local news staff, he reported.

CBS questioned the FCC's reason for requesting a script of all local news broadcasts last April 5 and refused to furnish Mr. Ray such information when he visited the station a second time. In a letter to the FCC, CBS Inc. General Counsel Thomas K. Fisher also challenged the propriety of Mr. Ray's questioning of KCBS's news director, Don Mozley, about the views of the manager, Jules Dundes, and the relative

merits of the area stations; and of Mr. Dundes about how he would compare his station's news department with those of the other CBS-owned stations.

NABET Motivates ■ The San Francisco news investigation started after a complaint by NABET that area stations gave no local coverage of a severe snowstorm. The only reports were on network newscasts and motorists were not told that roads were impassable, NABET charged.

Information Mr. Ray sought of the 14 stations: time devoted to news and placement; size of news staff; autonomy given manager in scheduling of news; hours station is on the air; increase or decrease in amount of news during recent years; scripts of news programs for a given day; work schedule of news staff; how news is handled when staff is not on duty; remote units and how used, and length of service with station of manager and news director.

Mr. Ray visited KCBS April 9 when Mr. Dundes was in New York. According to the FCC, he first asked for Mr. Dundes and when told the manager was out of town, ask to see, and did, Mr. Mozley.

Mr. Ray returned to KCBS April 11

for copies of news scripts and the working schedule of the news staff. Mr. Dundes was then at the station and refused Mr. Ray's request on Mr. Fisher's advice.

The commission, over the signature of Acting Secretary Ben F. Waple, wrote CBS April 17 asking more information on KCBS's news operations.

Mr. Ray's request for news scripts "was intended solely to provide him with a better conception of the amount and sources of local news broadcast by KCBS, and had no reference to content of news, since, as the commission has so often stated, it has neither the authority nor the desire to engage in any form of censorship," the FCC told CBS.

CBS Replies ■ Mr. Fisher answered in his letter: "The meaning of the distinction drawn between amount and sources of local news broadcasts, and content of news, is difficult to comprehend. Indeed, can there be a valid distinction when a measurement of news performance would seem to be encompassed by the request. . . ? Is not the quality of a broadcaster's news actually being measured?"

Mr. Fisher said he called Broadcast Bureau Chief Kenneth A. Cox and was told that Mr. Ray was indeed an FCC employe and that the agency had authorized the investigation. The CBS attorney said that, so far as the network has been able to ascertain, Mr. Ray made no attempt to get in touch with the KCBS manager and that Mr. Ray left the impression with Mr. Mozley that the FCC was conducting a general survey of radio news coverage rather than a specific investigation of San Francisco-Oakland coverage.

"I should have thought that we would have received a letter or call . . . indicating the reason for an investigation," Mr. Fisher protested. "I should have thought that Mr. Ray would have first asked to speak to the station manager. I should not have thought that the investigator would have gone directly to a subordinate . . . and asked . . . what the attitude of his boss was toward an important part of the station's operation.

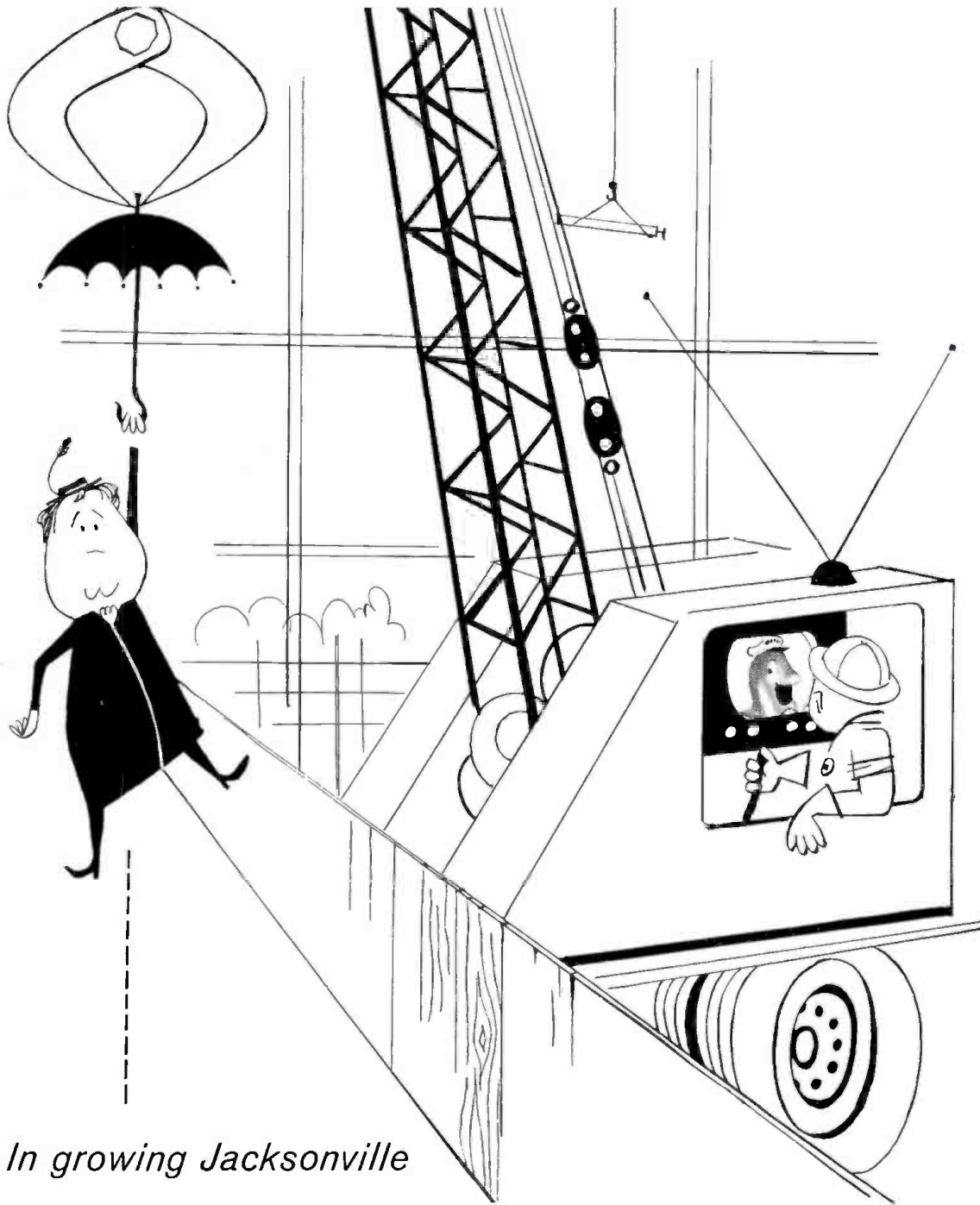
"I should not have thought that he would have asked or discussed with Mr. Mozley the relative merits of sister radio stations in the same community. I should not have thought that he would have asked . . . how Mr. Dundes would compare his news department with those of other CBS-owned radio stations. I simply did not understand the propriety of Mr. Ray asking for the scripts of



Mack vs. Friedland before the home folks

Rep. Peter F. Mack (D-Ill.) (l) and Milton D. Friedland (r), vice president-general manager of WICS (TV) (ch. 20) Springfield-Decatur, Ill., debate the relative merits of the future use of ch. 2 in St. Louis or Springfield. Rep. Mack, bitter opponent of the FCC's shift of ch. 2 to St. Louis (KTVI [TV]), maintained that use of the vhf frequency in Springfield would mean an increase of tv service in Central Illinois. Mr. Friedland claimed that just the

opposite would be true—that the area would lose one or more of the three uhf services it now has if vhf competition is brought into Springfield. The ch. 2 rulemaking currently is being reconsidered by the FCC. Douglas Kimball (c), WICS news director, served as moderator for the debate which was telecast by WICS, WCHU (TV) (ch. 33) Champaign-Urbana, and WICD (TV) (ch. 24) Danville, all Illinois. All three stations are owned by Plains Tv Corp.



In growing Jacksonville

WFGA-TV IS THE STATION TO WATCH

More and more advertisers are finding that WFGA-TV is the station that viewers are watching in Metropolitan Jacksonville. With a 50% share of audience (ARB, March 1962) WFGA-TV is becoming increasingly dominant in the \$1,400,000.000 North Florida-South Georgia market.

Contact your PGW Colonel for details on how you can promote and profit in bustling Jacksonville!



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

abc **WFGA-TV** **NBC**
JACKSONVILLE



WTJ

WLOS-TV

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WFGA-TV
WFLA-TV

all news programs broadcast by KCBS on April 5," Mr. Fisher said in his letter to the FCC.

Staff Breakdown ■ CBS did not send the news scripts to the FCC in the Fisher letter. Mr. Fisher said he understood from the commission's letter that Mr. Ray acquired sufficient information from personal monitoring of the KCBS news programming. On the work schedule of the KCBS news staff, Mr. Fisher said that from one to six newsmen are on duty Monday-Friday from 4:45 a.m. to 10:30 p.m. During other hours, the announcer on duty covers the news room and on Saturday and Sunday pro-

gram staff personnel "who have had extensive news experience" cover the news room, he said.

What, if anything, the commission will do as a followup to the San Francisco investigation has not been decided. An FCC official said, however, that a San Francisco radio version of the Chicago tv hearings is not contemplated (BROADCASTING, April 16).

Mr. Ray, who joined the commission staff several months ago, is a former station manager and director of news for NBC Central Division, Chicago. He had known Mr. Mozley while in the NBC post.

FCC to probe Karig and associates

The character qualifications of Martin R. Karig and some of his associates in four New York am stations will be examined by the FCC in a hearing to be held at Saratoga Springs, N. Y.

The FCC last week ordered the hearing to determine whether Mr. Karig has been directly or indirectly associated with two stations in Saratoga Springs simultaneously; whether he lied under oath during a July 1960 FCC hearing for a new am station in Johnstown, N. Y.; whether he had interest in two successive applications in Hudson Falls, N. Y., allegedly filed to delay a grant to another party, and whether phone facilities of WSPN Saratoga Springs (partly owned by Mr. Karig) were used to transmit horse racing results to Albany bookmakers.

Mr. Karig was ordered by the FCC to show cause why his construction permit for WIZR Johnstown should not be revoked.

Quaal urges new Communications Act

A call for a new Communications Act based on the First Amendment of the U.S. Constitution was voiced Thursday in a talk to the Radio & Television Executives Club of Toronto by Ward L. Quaal, executive vice president and general manager of WGN Inc., licensee of WGN-AM-TV Chicago. "There are too many 'gray' areas emanating today from interpretation of our present Communications Act," he said.

"New legislation is urgently needed, not only to update the instant statute, but to define the limits of the involvement of the federal government establishment in broadcasting," Mr. Quaal said. He felt further "piecemeal" legislation would be futile.

Through the "population explosion" of radio stations in the U.S., "we have learned the hard way that in our business additional competition does not necessarily mean a better product for the consumer," Mr. Quaal said. The FCC, through its wholesale granting of licenses, he said, "has become the mid-wife of the rock-and-roll formula.

"This trashy programming has attracted to our industry the 'Johnny come Latelays', the 'experts of expediency' and the 'quick-capital-gains boys,'" he said.

Mr. Quaal complimented the Canadian Board of Broadcast Governors, "which is less liberal than our FCC in regard to the granting of licenses." He said he hoped Canada would "continue to hold inviolate the position of your six clear channels and that, in time, you will grant power beyond 50 kw to them."

ONE OF A SERIES



This station is a veteran in the broadcast industry: radio 37 years--television 12 years...

The roots of WHBF in the Quad-City community are deep and strong. Since conception, WHBF has grown up under an environment of good manners and sound management. Only once has the station changed hands—and that was over 30 years ago when Rock Island Broadcasting Co. an affiliate of the Rock Island Argus bought WHBF.

And so, as a long established institution in the Quad-Cities, WHBF knows the ways of this community of 270,000 urban residents and the surrounding trade area of twelve agricultural counties.

The experienced personnel at WHBF (some with over 30 years service) understand broadcast techniques and pursue with determination the high standard, adult format of programming that builds long lasting prestige and audience acceptance.

You get more of the plus factors when WHBF is your communicator in the Quad-Cities. Ask Avery-Knodel for availabilities and details.

WHBF

RADIO • FM • TELEVISION

Call Avery-Knodel





Now San Diego is covered by Time-Life Broadcast

With the acquisition of KOGO-TV, KOGO Radio and KOGO-FM, Time-Life Broadcast now has a place in the sunny future of San Diego. We are proud to welcome Bill Goetze and the able staff of KOGO-TV-AM-FM to the Time-Life Broadcast family which includes: KLZ-TV-AM, Denver; WOOD-TV-AM-FM, Grand Rapids; WFBM-TV-AM-FM, Indianapolis; WTCN-TV-AM, Minneapolis/St. Paul. **Time-Life Broadcast.**

KENNEDY SIGNS ETV ASSISTANCE BILL

Educators feel money will help add 100-150 outlets

The final ribbon on the federal-aid-to-educational-tv package was tied last week as President Kennedy signed the compromise bill to provide \$32 million to etv stations on a matching-funds basis (BROADCASTING, April 23).

FCC officials and educators predicted a boom in the etv birth rate—estimating the federal funds would help put 100-150 new stations on the air within five years. There are now 62 etv stations on the air. The conference report from the House-Senate group which ironed out compromise details of the bill said national surveys have indicated a minimum need for 1,197 educational assignments. The FCC has reserved 273 assignments for educational television, most of them in the uhf bands.

The President's approval culminated seven year's effort by educators to get federal funds. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and longtime advocate of the proposal, said President Kennedy himself voted for the bill three times when he was a senator. An etv bill passed the Senate in three Congresses but was defeated in the House each time.

The Senate bill would have provided

\$51 million in etv funds (\$1 million for each state and the District of Columbia); the version finally passed by the House would authorize only \$25 million. A conference of members of both houses agreed on the compromise \$32 million and modified an amendment by Rep. Robert P. Griffin (R-Mich.) that would deny aid to any group not supported by taxation. Under the revised bill a nonprofit group primarily engaged in etv is eligible.

Rep. Kenneth Roberts (D-Ala.) was author of the House version of the etv bill.

The \$32 million in etv funds will be appropriated by Congress and administered by the Secretary of Health, Education and Welfare. The maximum for any state is \$1 million. The funds are available to state education officers, state educational tv agencies, colleges and universities and nonprofit groups organized primarily for etv. HEW can grant up to 50% of the cost of facilities on a 50-50 matching-funds basis.

The Secretary of HEW will decide whether to approve applications for funds and the amount of such grants (not to exceed \$1 million per state) on the basis of some of the criteria used

by the FCC in determining station grants. Among these are: prompt and effective use of all educational tv channel assignments remaining available; equitable geographical distribution of etv facilities throughout the U. S., and provision of etv facilities which will serve the greatest number of people in as many areas as possible and which are adaptable to the broadcast educational uses.

An etv group applying to HEW for funds should notify the state etv agency, if any, and HEW will inform that agency of its disposition of the request.

The FCC is authorized to provide such assistance in carrying out the terms of the bill as is requesting by the Secretary of HEW. In turn, the Secretary will consult with the FCC on matters which affect commission functions.

The bill should serve as impetus to states which have asked the FCC to reserve channels for state and regional etv networks, it is believed. Among those seeking to establish such networks are Florida, Ohio, Maine, Kentucky and Georgia.

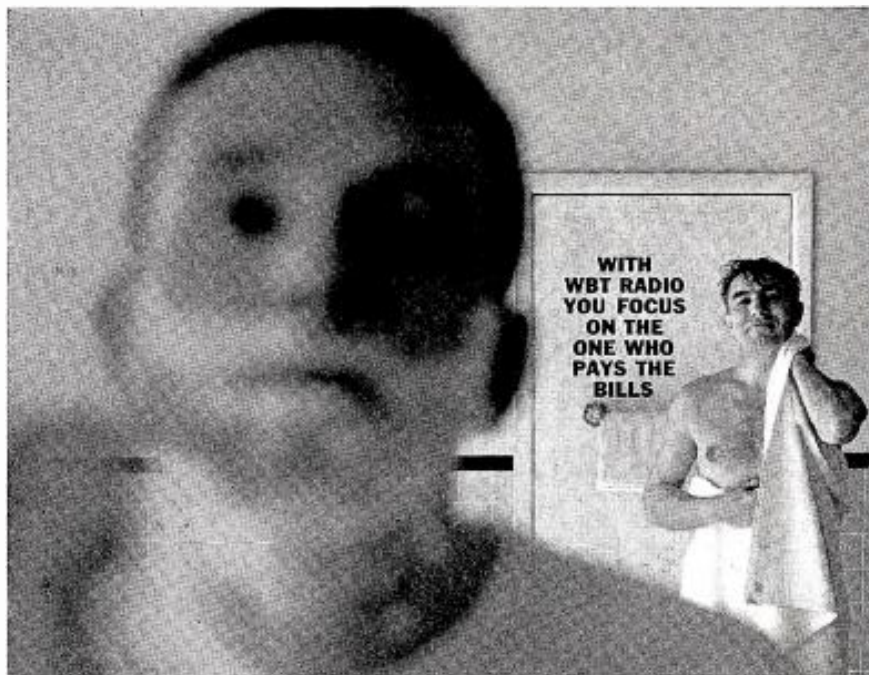
Expansion and improvement of equipment for existing stations as well as establishment of new facilities is provided for by the bill.

President Kennedy said the legislation "marks a new chapter in the expression of federal interest in education," recalling century-old federal aid to higher education through the land-grant act. He said the new law also makes "higher education a matter of national concern while at the same time, state operation and control is retained." "This act gives equal promise of bringing greater opportunities for learning . . . for personal and cultural growth to every American."

President Kennedy found "accomplishment and steady growth" in the first decade of etv although only 62 stations are now in operation and 215 of the etv reserved assignments remain unused. "Program quality has improved steadily," he said. "The contribution tv can make in extending educational opportunity and improving the quality of education is widely recognized."

Wide availability of quality education is vital to national growth and security, the President said, adding, "We must make effective use of all of our educational resources. This new legislation will provide needed stimulus and financial aid in the development of educational television's potential."

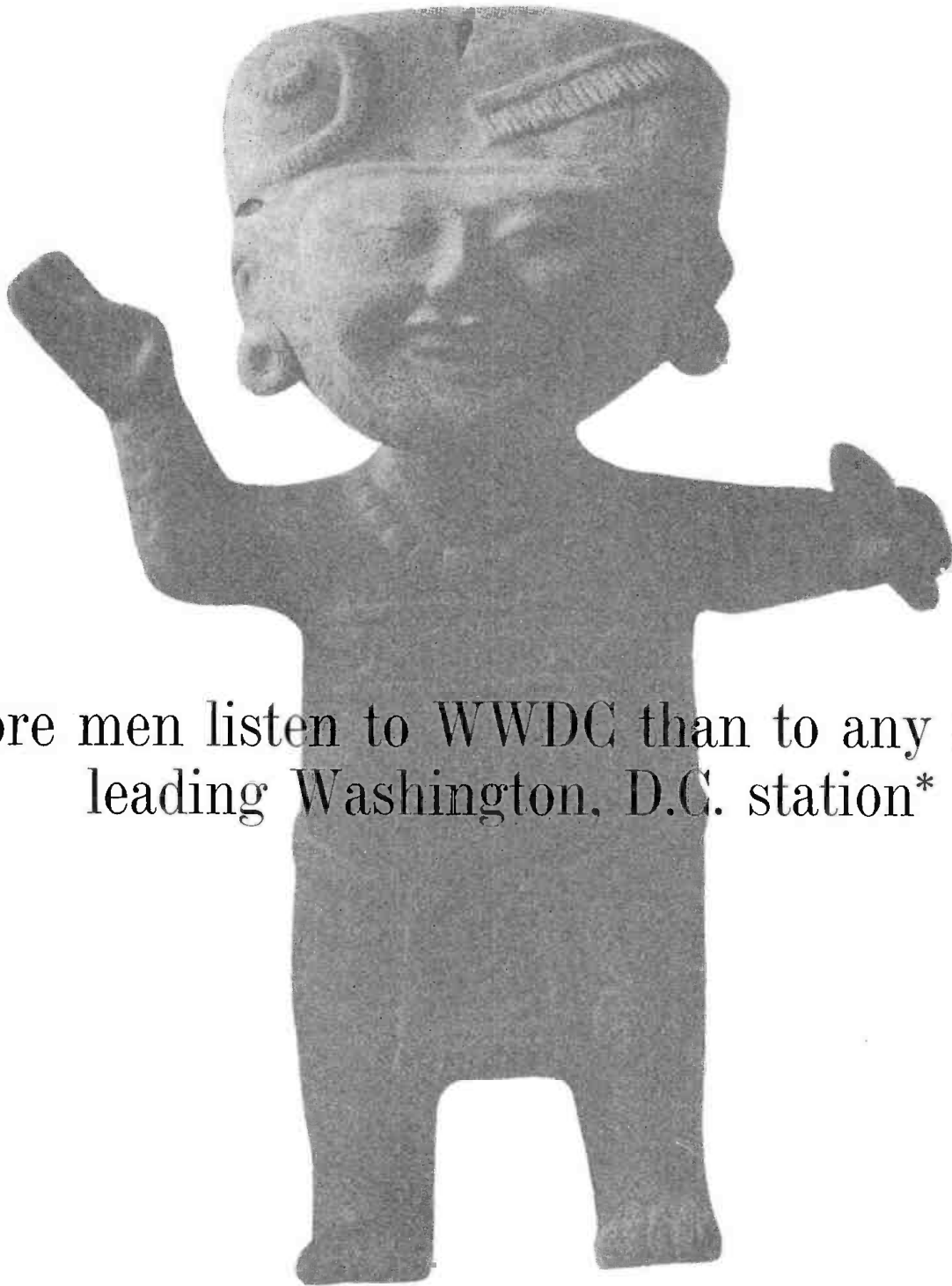
After his formal remarks, the President observed to the group taking part in the ceremony, "This is a needed stimulus, far more significant than you realize. It is the best stimulus to teaching that Americans can have. It will be a landmark influencing other countries."



The day Dad gives Jimmy his first shaving gear is a big one for both of them. The father in the background is one of the nation's adults, who receive and control 98% of the U. S. income.* In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money** . . . and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults . . .

WBT RADIO CHARLOTTE. Represented nationally by John Blair & Company. Jefferson Standard Broadcasting Company

*U. S. Dept. of Commerce **Spring 1961. Area Pulse and Sales Management's Survey of Buying Power, 1960



More men listen to WWDC than to any other leading Washington, D.C. station*

One in a series on the fine art of broadcasting by

WWDC

RADIO WASHINGTON

"the station that keeps people in mind"

*Trendex, Washington, D. C. Study, Nov. 1961
Represented nationally by John Blair & Co.



SATELLITE BILL GETS HOUSE APPROVAL

Seen passing Senate in spite of opposition from Morse

A bill creating a private corporation to own and operate a communications satellite system began rising from its congressional launching pad last week when the House gave it a powerful upward thrust with a 354-9 vote of approval.

The Senate is expected to clear the bill also, but not without a fight from a small group of senators who favor government ownership. Sen. Wayne Morse (D-Ore.) has pledged an all-out effort to block the measure on the floor, and hinted this might include a filibuster (AT DEADLINE, April 2).

Efforts to amend the bill (HR 11040) were made on the House floor, but none affecting important provisions was accepted. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who defended the bill through two days of debate, maintained complete control all the way.

He told the House the proposed space system, which will relay telephone and telegraph messages and eventually television programs around the world, is "revolutionary." But he said Congress must create the satellite corporation soon if the U. S. is to maintain its lead "in this area of world communications."

U. S. Must Be First ■ If the U. S. isn't first, he said, "we are again put behind the eight ball." As a result, he said, it's important "to create the right kind of organization which conforms to our way of life" and "to do it as expeditiously" as possible.

Giving impact to what Rep. Harris said was a news bulletin, which he read to the House shortly before final passage of the bill Thursday, that the Air Force had transmitted a television signal coast to coast via Echo I (see story, this page).

Under the bill, a modified version of the measure sent to Congress by the administration, ownership of the corporation would be split 50-50 between the public and common carriers approved by the FCC, with stock selling for \$100 a share.

The question of public participation had been one of the most controversial aspects of the administration bill, with many members of Congress favoring a corporation owned exclusively by the carriers. But the public-participation principle was retained at administration insistence.

The corporation would have a maximum of 15 directors, with three appointed by the President with the consent of the Senate, six elected by the public owners and six by the carriers.

Ground Station Issue ■ The ground

stations which would send messages to, and receive them from, the satellite would be owned either by the corporation or the carriers. But the bill directs the FCC to "encourage" ground station ownership by the carriers.

Rep. John E. Moss (D-Calif.) sought to eliminate this language by amendment, declaring it would give unfair advantage to the carriers. But his proposal was defeated 116-33.

The question of ground-station ownership has become increasingly controversial in the past several weeks. Those sharing Rep. Moss' view say that the ground stations will actually produce the major share of the space system's revenue, and that the investing public will therefore be cut off from its share of the profits.

The ground station's value as a potential money-maker was denied on the House floor, but Rep. Harris, who opposed the amendment, said the bill wouldn't prevent the corporation from owning stations. On the contrary, he said, the amendment would be taken by the FCC as a directive to favor the corporation over the carriers.

Rep. John D. Dingell (D-Mich.), who supported the amendment, said



Rep. Moss

2,700-mile bounce

Scientists working for the Air Force successfully bounced tv pictures from the two-year old Echo I balloon over a 2,700 mile land distance—from Camp Parks, Calif., to Westford, Mass. The pictures—a sign, "MIT," for Massachusetts Institute of Technology, and of a horse—were recognizable but heavily marred by snow and distortion. The distortion resulted from the now badly deflated balloon satellite orbiting erratically 1,000 miles above the earth. The transmission was made at 8,350 mc, using a 20 kw transmitter. The communications satellites to be used for long distance relaying of tv pictures are expected to be active satellites capable of picking up, amplifying and retransmitting tv signals from the United States to Europe.

it should be adopted as a matter of "fairness" to the public, which is being invited to invest in the corporation.

Rep. Emanuel Celler (D-N. Y.), who also supported the amendment, said that with the bill, as written, "you give with one hand and take away with the other."

"The very guts of this bill lies in the ground stations," he said. "That's where the money is. If the stations are given exclusively to the carriers, what's left to the investors in the corporation?"

Administration Shares View ■ The administration, through Deputy Attorney Gen. Nicholas deB. Katzenbach, opposed the provision in the Senate bill (S 2814) on similar grounds. However, in testifying before the Senate Commerce Committee, he said the administration wouldn't strenuously object if the language were not changed (BROADCASTING, April 30).

A small group of liberals who opposed the bill failed to make any headway with their argument that the giant AT&T would dominate the corporation and that the FCC would be unable to perform the regulatory function assigned it under the bill.

Rep. William Fitts Ryan (D-N. Y.), calling the bill "the greatest give-away of the space age," offered an amendment placing the corporation under government ownership. But it was defeated by a voice vote.

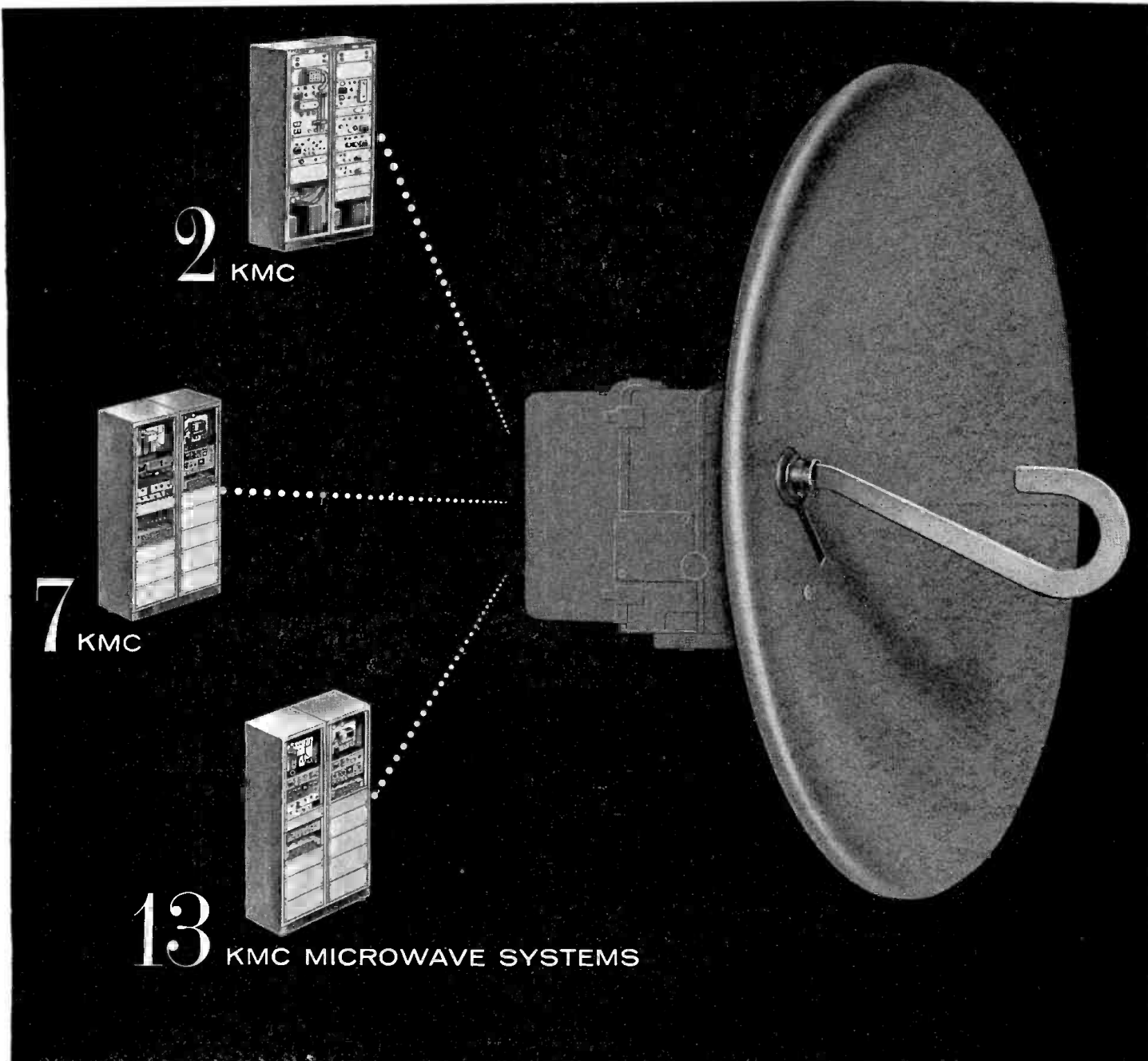
He said the government has invested \$25 billion in space research and added that the first fruits of this work shouldn't be turned over to AT&T, "the greatest monopoly in America."

Joelson Amendment Defeated ■ The House also defeated an amendment offered by Rep. Charles S. Joelson (D-N. J.) that would have required the corporation to repay the government over a 10-year period the \$471 million he said the U. S. has spent on space communications development.

The House, however, also voted against amendments designed to give the corporation more of a private-enterprise coloration. Rep. J. Arthur Younger (R-Calif.) proposed eliminating authority the bill gives the President to approve the corporation's articles of incorporation and to name three directors.

The only substantive change approved increases the terms of the directors appointed by the President from one to three years. It was offered by Rep. Celler.

Another amendment approved, introduced by Rep. Younger, would require the corporation to reimburse the State Dept. for any assistance it provides in helping it negotiate agreements with communications firms in foreign countries.



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Court ruling shouldn't affect FCC-Justice entente

A U.S. Supreme Court decision last week involving the merger of two natural gas pipeline companies has had communications lawyers studying their law books to determine whether the principle laid down by the court—that the Federal Power Commission should not have acted on the pipeline companies' application for approval of a merger until a Justice Department antitrust suit was litigated—has application to the FCC.

The first consensus is that although the case has some application to the FCC, in practice it is not significant. This is based on the practice, carried on by the commission for many years, of conditioning grants and license renewals on the outcome of litigation where antitrust factors are involved.

Only twice in recent years have the FCC and the Justice Department found themselves in opposing corners on an antitrust issue. The first was in 1955 when NBC took over what are now WRCV-AM-FM-TV Philadelphia from Westinghouse Broadcasting Co. in exchange for the network's Cleveland stations plus \$3 million. The Justice Department informed the FCC that it was studying the antitrust implications, but the commission approved the transfers anyway. The Justice Department finally brought an antitrust suit against NBC on this matter and won a consent judgment in which NBC agreed to dispose of the Philadelphia stations by the end of this year. The second instance was in 1960 when the FCC issued a new option time regulation, cutting option time to two-and-a-half hours per segment broadcast (from the previous three hours) and finding that option time was necessary for network operations and in the public interest. The Justice Dept. had notified the FCC that it considered option time a violation of the antitrust laws, but did not bring suit. An appeal against the

commission action was taken by KTTV (TV) Los Angeles. Early in 1961 the FCC asked the U. S. Court of Appeals to remand the option time case back so that it might take another look at it.

The only pending case which might be affected by the Supreme Court ruling is the CBS compensation plan litigation, it is thought. The CBS payment plan has been under study by the FCC, but last month the Justice Department brought suit against the network to force it to withdraw the plan (BROADCASTING, April 16). Some communications lawyers think, however, that since the FCC's interest in the CBS compensation plan is its effect on the rule which prohibits any arrangement between a station and a network preventing the station from carrying the programs of another network, and thus has nothing to do with antitrust violations, the commission very well could decide without running afoul of the Justice Department's antitrust suit.

The natural gas pipeline case involved the merger of El Paso Natural Gas Co. and Pacific Northwest Pipeline Corp. The El Paso company acquired the stock of the Pacific Northwest company in May 1957. Under FPC regulations this acquisition was not required to be approved by the power commission. In July 1957 the Department of Justice filed suit alleging a violation of the Clayton Act in that the merger substantially lessens competition. In August El Paso and Pacific Northwest asked the FPC to approve the merger. This was done in December 1959 even though the Justice Department asked FPC to hold the merger application in abeyance pending the outcome of the antitrust suit. The Supreme Court split on this case 5-2; with Justices Harlan and Stewart dissenting. Justices Frankfurter and White did not participate.

South Carolinians ask ch. 8 for Columbia

The FCC can best promote competitive television in Columbia, S. C., by terminating its proceeding to delete ch. 10 there (WIS-TV) and by dropping in ch. 8 at substandard spacing.

So petitioned South Carolina's governor, its entire congressional delegation, Columbia city officials and both tv stations in that city—WIS-TV and WNOK-TV (ch. 19)—last week.

Since the FCC promised Congress a

moratorium on deintermixture in exchange for all-channel set legislation, thus precluding deletion of ch. 10, it can provide high-quality tv service to the community of South Carolina's capital and largest city only by addition of another vhf assignment, the petition said.

The group, noting the FCC once denied a petition by WNOK-TV for dropping in ch. 8, asked the agency to reconsider. The only co-channel interference would be with WGTV (TV) Athens, Ga., and the proposed ch. 8

assignment at Greensboro-High Point, N. C. An offset carrier designation and specification of directional antenna would protect the Athens station and since the Greensboro station has not yet been implemented, certain "tailoring" of the use of that channel would be permitted, the petition said.

No adjacent channel short spacing would be necessary, the petition claimed; no ch. 7 or ch. 9 station would be affected by the drop-in. Tv markets much smaller than Columbia have two vhf tv stations, the group said, and addition of ch. 8 would provide a fairer and more equitable distribution of tv services.

Philco charges NBC with delay tactics

NBC is using delaying actions and smokescreens to cover its own record of contempt for antitrust regulations, Philco Corp. charged last week in a rebuttal filed with the FCC in the five-year battle between the two firms.

The filing was Philco's reply to NBC charges that Philco has lost standing since merging with Ford Motor Co. (BROADCASTING, April 23).

NBC some two weeks ago asked the FCC to expedite NBC's proposal to swap its WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, consolidated in a comparative hearing with Philco's application for the ch. 3 facility through a subsidiary, Philco Broadcasting Co., to add issues to that hearing dealing with Ford's antitrust record and alleged misrepresentations by Philco; and to dismiss Philco's 1957 protest against renewal of licenses for NBC's Philadelphia stations.

Philco said it agrees the comparative hearing should be expedited and that NBC has engaged in tactics intended to delay the hearing. Issues should be confined to NBC's qualifications to be a licensee and the comparative merits of NBC and Philco, the company urged.

NBC claimed Ford's acquisition of Philco changed the nature of the protesting party and made the objections moot. The Ford-Philco reply said this is an attempt by NBC to obscure "a basic fact that must not be avoided: There must be a hearing on NBC's qualifications in light of facts occasioning NBC's conditional license [for WRCV-AM-TV] and Philco's allegations."

Precedent ■ Philco cited precedent seeking to prove the FCC cannot ignore public interest factors raised by a protest to license renewal, even if the protesting party seeks to withdraw its objections. NBC's motion to dismiss Philco's protest "raises an abstract, academic question, the answer to which can have no effect on the course of con-

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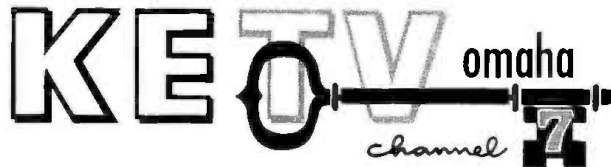
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duct which the Commission must follow."

In any case, said Philco, the protest has been transferred to the new Ford-merged corporation and cannot be considered moot.

As to the network's antitrust charges against Ford: We "are more than willing to compare [our] conduct under the antitrust laws with that of NBC and its parent, RCA," Philco-Ford said. Such a comparison will be readily available to NBC under the standard comparative issue at the hearing, Philco added. The company said it is prepared to refute NBC's charges but asked the FCC not to make them a qualification issue in reference to Philco, but to "leave the conjectural and speculative assertions of NBC for whatever use" the network may want in the hearing.

Philco said NBC's charges that it misrepresented its financial qualifications are ridiculous; that NBC would have the FCC believe a company which sold its assets and liabilities in December 1961 for approximately \$100 million was not financially qualified to build and operate a tv station in May 1961.

Harris group to hear FTC injunction bill

The House Commerce Committee will resume hearings May 22 on legislation to give the Federal Trade Commission new temporary cease and desist powers.

The bill (HR 8830) has aroused considerable opposition among advertisers and their agencies because it would empower the FTC to prohibit any contested advertising pending final agency findings.

Since the first round of House hearings last August (BROADCASTING, Aug. 28, 1961), however, the Advertising Federation of America and FTC Chairman Paul Rand Dixon have sought to reconcile some of their differences.

The AFA has said that though it opposes empowering the commission to issue its own cease and desist orders, the federation wouldn't object to legislation facilitating speedy action by the courts on such orders.

Under the pending bill, which has the President's support, the FTC could issue cease and desist orders after holding its own hearing. The order, however, would have to be supported by the courts, which could direct compliance.

The commission feels it must be able to move without waiting for lengthy court proceedings. Under present conditions, it says, a small firm could be put out of business by an illegal activity, such as fraudulent advertising by a competitor, before the commission could act.

Grand Rapids applicants near interim agreement

Five of six applicants for Grand Rapids, Mich., ch. 13 moved last week toward tentative agreement on a plan for an interim operation pending a final grant. Near unison came following a series of meetings the past 10 days in Grand Rapids among the principals and a Wednesday (May 2) meeting in Washington among counsel for the applicants.

The sixth applicant, Grand Broadcasting Co., also has attended the formation meetings of the interim corporation. Articles of Incorporation for the interim station were drafted in Grand Rapids last week and have been sent to all applicants for final ratification. Late last week, no signatures of final approval had been placed on the document and it was stressed there still are problems to be resolved.

ABC-TV has promised the interim station an affiliation contract and the network is understood to be pushing for a final agreement sometime this month. Applicants who have tentatively agreed to the interim operation include MKO Broadcasting Corp., Major Tv Co., West Michigan Telecasters Inc., Peninsular Broadcasting Co. and Atlas Broadcasting Co.

The interim corporation currently is lining up Washington legal and engineering counsel and an application for approval will be filed shortly with the FCC if the deal goes through. The 10 applicants for Syracuse, N. Y., ch. 9 have agreed on an interim operation in that city and their application has already been approved by the commission (BROADCASTING, April 16).

FCC asks KLMC-TV why construction's delayed

KLMC-TV (ch. 12) Lamar, Colo., was ordered by the FCC last week to explain why the station has not been constructed and two other Colorado vhf permittees lost their permits and call letters after their authorizations expired.

The commission deleted KOUL (TV) (ch. 3) Alamosa, Colo., granted to Harrison M. Fuerst. The construction permit expired Dec. 19, 1961, and the station did not file for a replacement within the 30 days required. Also deleted was KHQL-TV Sterling, Colo., whose permit expired Jan. 2.

Televents Inc., permittee of KLMC-TV, was told by the commission to request a hearing within 30 days on its application for an extension of the construction permit or the request would be dismissed and the call letters deleted. The commission said KLMC-TV has demonstrated no reasons beyond its

BROADCASTING, May 7, 1962

control for delaying construction, that the postponement has been voluntary and that, therefore, a hearing is necessary on its application.

Bill Daniels, one-third owner of Televents, has contracted to buy KTVR (TV) Denver for \$2 million from J. Elroy McCaw (BROADCASTING, Feb. 5) and intends to use the station for a test of the Teleglobe pay tv system. Mr. Daniels also owns KLMF-AM-FM Denver. He heads a catv brokerage firm, and a company which manages over 30 catv systems in 12 states.

Uhf group charges FCC with lack of candor

The Committee for Competitive Television accused the FCC of making misrepresentations and showing a lack of candor in a rebuke last week.

The committee of uhf station operators was furious at the commission's promise to Congress that it will declare a moratorium on deintermixture in exchange for support for all-channel set legislation. Although the FCC paid "lip service" to the expansion of uhf, it refused to listen to those actually running uhf operations who insisted deintermixture is a necessary step to foster the upper band, CCT charged.

If the FCC wishes to show good faith, it should adopt "a uniform and unwavering policy" of making no new grants which would result in the extension of vhf service, CCT urged. The committee's request would freeze not only any new vhf station grants but also the improvement or extension of existing vhf stations. Anything which enhances the dependence of the public on vhf service puts off the establishment of uhf facilities, CCT claimed.

Reply comments on the FCC's eight deintermixture proposals are due June 22. Several requests that replies be suspended are pending.

Ch. 3 applicant withdraws

Tropical Telecasting Corp. (*Corpus Christi Caller-Times*) has withdrawn from the three-way contest for Corpus Christi, Tex., ch. 3 after its parent company purchased KENS-TV San Antonio (BROADCASTING, March 12). Chief Hearing Examiner James D. Cunningham announced that he had dismissed Tropical's application, with prejudice, at the applicant's request.

Still remaining in the ch. 3 comparative contest, which is awaiting initial decision, are dark ch. 22 KVDO-TV Corpus Christi and Nueces Telecasting Co. Tropical asked for permission to withdraw because changed circumstances resulting from its purchase of KENS-TV would necessitate the re-opening of the hearing record and a delay in ch. 3 service to Corpus Christi.

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Stanton defiant on program screening

CBS HEAD TELLS AFFILIATES THAT PROPOSALS POINT TO CENSORSHIP

CBS authorities laid down sharp attacks on current proposals for screening television programs—one for U. S. programs, the other for U. S. programs to be shown overseas—as CBS-TV network affiliates opened their annual convention in New York last Thursday.

CBS President Frank Stanton criticized the idea, frequently advanced by government officials, that tv programs should be produced with an eye toward presenting a better national image overseas.

He also made clear that CBS-TV won't go along with the NAB's efforts to get the networks to submit programs to the NAB Code Authority for "pre-screening" before they are aired.

Dr. Stanton, speaking in a closed meeting, was said to have told affiliates that the NAB plan would provide the machinery for—and be only one step away from—possible government censorship of programs.

Joseph Ream, program practices vice president for the CBS-TV network, carried the criticism of the NAB plan further, rejecting it on both philosophical and practical grounds. He was quoted as telling the convention that code director Robert D. Swezey, invited to view the controversial program about abortion on CBS-TV's *The Defenders*, had issued an approval that "at best was timid and at worst was negative."

"Meaningful Drama" ■ Mr. Swezey's "approval" had said in effect that Mr. Swezey didn't find the program to be in violation of the code. CBS contends—and cites preponderant public and critical support of its position—that the program was "meaningful drama" and responsible television programming of the first order.

Mr. Ream reportedly cited this instance as proof of his contention that any centralized pre-screening authority would be inclined to "play it safe." He said he has the highest respect for Mr. Swezey based on more than 20 years of association, and that Mr. Swezey's lukewarm reaction to the *Defenders* episode reinforced his belief that nobody in a centralized clearing office could be expected to give more than minimum approval of controversial programming, no matter how well done.

He said the invitation to Mr. Swezey to see the program in advance of its April 28 broadcast was issued in the same way and for the same reasons that church leaders, welfare authorities and others were invited to see it ahead

of time. Other CBS authorities said Mr. Swezey was invited as a courtesy and that they were surprised when he issued a statement on it afterward.

The Stanton and Ream speeches were among the highlights of the first day of the affiliates' convention. But the affiliates had to wait till Friday to hear the news that promised to affect their pocketbooks. The network's plan to equalize the so-called "economic imbalance" between network and station profits by reducing affiliates' compensation was slated for presentation Friday morning, and later in the day the affiliates were expected to come up with counter-proposals (see AT DEADLINE).

Details Secret ■ Details of the network's plan and the affiliates' counter-

vice president for information services; Thomas K. Fisher, CBS Inc. vice president and general counsel, and Richard S. Salant, president of CBS News, as well as Dr. Stanton and Mr. Ream.

All sessions were closed, but portions of Dr. Stanton's talk were subsequently released and details of other portions of his talk and of Mr. Ream's leaked out through affiliates and other participants.

The idea that the potential effects on the U. S. image abroad should be considered in the production or selection of tv programs for export is one that has been advanced by a number of government officials, including former CBS newsman Edward R. Murrow, now director of the U. S. Information Agency.

Stanton Talk ■ Dr. Stanton said in portions of his talk released by network officials: "The implication is not only that we ought to avoid presenting disturbing problems in our society in informational programs, but also that what entertains us at home can adversely affect our reputation abroad and should in some cases be withheld from overseas audiences or not be produced in the first place.

"I dispute both aspects of this theory."

Dr. Stanton continued:

"We cannot have a double standard of reporting. CBS will never be a party to a policy of concealment that directs us to hide from the rest of the world our imperfections. It is far more important to show people everywhere that the free press, in every form, has value because it is free to criticize as well as to praise, free to show shortcomings as well as strengths, free to document great needs as well as great achievements.

"The free world has no use for communist journalism because it tells us only what they want us to know. I have great hopes for American journalism—particularly electronic journalism in the new satellite era—because we are free to go before the world—not as the arm of a dictatorial government—but as wholly free to report and discuss the bad as well as the good. Nothing could be more disastrous to our cause before the world than for us to enter voluntary compacts to suppress informational programs dealing with problem areas in our society. For we would never thereafter be without suspicion when broadcasting informational programs that are favorable to our essential character as



Dr. Stanton

plans were kept closely guarded secrets pending CBS-TV's presentation. This was to be made by William B. Lodge, the network's director of affiliate relations and engineering.

The opening-day program included a filmed summary of CBS-TV's program plans for fall (BROADCASTING, April 23); welcoming talks by Tom Chauncey of KOOL-TV Phoenix, chairman of the CBS-TV Affiliates Assn., and network President James T. Aubrey Jr.; a programming discussion by Hubbell Robinson, senior vice president in charge of programs; and other talks by William H. Hylan, senior vice president for sales; John P. Cowden,



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"This holds true, too, of our entertainment programs. We ought to be concerned not with our reputation alone but with an honest, undoctored revelation of our character. CBS cannot agree that we ought to conceal the fact that we are diverted by mystery dramas or westerns or situation comedies any more than the fact that we are diverted by reading mysteries or reading westerns or going to musicals. Far more damage would accrue from attempts to represent ourselves abroad as something that we are not than by opening up our whole national life, its light moments, its fads and its follies, as well as its serious concerns, to the view of the whole world.

"Anything else is mischievous doctrine, not only because you would never know where to draw the line but because it is intrinsically wrong. We cannot stand for freedom of communications, and then qualify or departmentalize it. And our strength as a nation derives from what we are—not from what an arbitrator, whether set up by broadcasters or the government or someone else, says we ought to appear to be.

"CBS stands for wholly free, unrepressed communications with the rest of the world—excepting only those matters relating to the national security that are already subject to internal as well as external controls. It cannot participate in any plan to hold back all that is categorized as 'unfavorable' and to put forth only what is categorized as 'favorable.' We would fool no one but ourselves."

Defies Code ■ In addition to his views on tv programming for overseas audiences and his stand against submission of programs for clearance by the NAB Code Authority—which got a round of applause from the affiliates—Dr. Stanton also ranged across several other basic issues in his luncheon talk, according to members of his audience.

He was said to have called the recent "Yarborough Report" by the Senate Subcommittee on Freedom of Information (BROADCASTING, April 23) a step backward for political broadcasting.

He also was quoted as reviewing CBS's position against deintermixture that would remove existing vhf stations from present locations and deprive fringe-area viewers of service, or that would allow drop-ins that break down the mileage separations currently provided in the FCC's allocation plan.

He also reviewed briefly the status of pending legislation affecting broadcasting but said he planned to give his views on this in greater detail at some future but as yet unspecified time.

Mr. Ream's talk was said to have

dealt with standards and practices in both commercials and programming, but primarily programming.

On Cluttering ■ He reportedly said he felt there was some justification for a recent Assn. of National Advertisers committee's complaint that there is too much "clutter" between the entertainment portions of programming, and reported that CBS is engaged in an effort to reduce both the number and length



Mr. Ream

of regular credits. But he noted that some credits are presented in a way that lends them entertainment value.

Mr. Ream was quoted as saying he felt that CBS-TV had made much progress in enforcing standards and especially in reducing the incidence of sex and violence in its programming and had in fact cut the number of sex or violence scenes more than 50% in the last two years.

CBS-TV insists that sex and violence be shown only when essential to development of characterization or plot, never for their own sake, he said. But he also warned that despite this policy the "sex and violence" charge will be heard for a long time and cited the continuing hearings of the Senate's Dodd Committee, the conferences sponsored by the Health, Education & Welfare Dept., etc.

Of the NAB's efforts to get networks to submit programs to the code authority for advance screening, he reportedly told affiliates that participation in such a project runs contrary to "everything we've ever stood for," including the FCC's Mayflower (editorializing) decision, Sec. 315 of the Communications Act (political broadcasting), and the First Amendment to the Constitution.

A 'Lighting Rod' ■ From a practical

standpoint, he continued, the creation of a centralized screening authority "by its very nature would be a lightning rod" to attract criticism from "everybody who dislikes anything about programming"—to the point where the code director and much more staff than he now has would have to spend full time answering criticisms.

The pressures on the code authority director to "play it safe" in passing on programs under such circumstances, Mr. Ream was quoted, "would be enormous and, in my opinion, irresistible."

But he said that while CBS firmly opposes pre-screening by the code authority, he isn't sure CBS would be in the majority: he said he knows that one other network (NBC) is agreeable to letting the code group pre-screen under certain conditions, but that ABC's position is not clear to him.

Mr. Ream told the affiliates that public reaction to the *Defenders* abortion episode taught him a lesson. He had expected a large number of complaints because people with complaints are more inclined to write or telephone than people who approve. The preponderant approval that followed the program, he said, showed him that he has been guilty of the same offense he has criticized others for—"underestimating the television audience."

He was reported to have told the affiliates that he feels ABC-TV's decision to present the celebrated and widely criticized Fabian episode in its *Bus Stop* series helped generate a demand for some sort of centralized arbiter of certain programs.

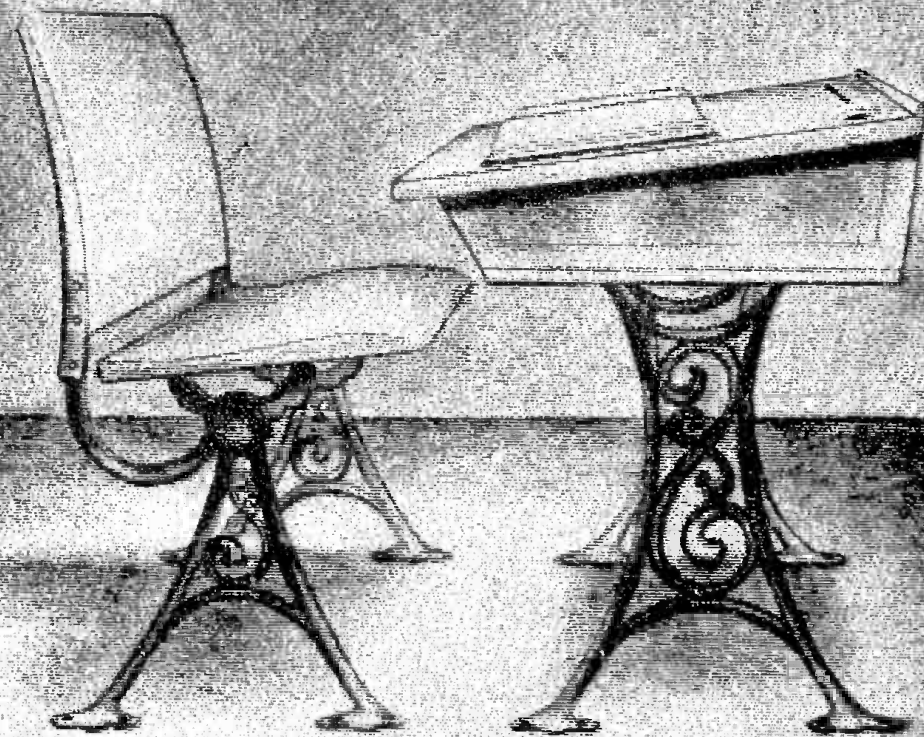
He said he disagreed with ABC's decision to run the episode but that he felt firmly that the decision to run or not to run it was one that could be made only by ABC, its affiliates then deciding individually whether to carry it.

Mr. Ream also apparently undertook to raise the affiliates' spirits about the volume of criticism directed against television. "If the criticism ever dries up," he was quoted as saying, "then television will have dried up."

WCIV-TV to join NBC-TV

WCIV-TV Charleston, S. C., will be an NBC-TV affiliate when it begins operation about July 15, Harold E. (Hap) Anderson, president of WCIV-TV, and Tom Knode, NBC vice president for station relations, announced last week. The station, owned by the First Charleston Corp., will be on ch. 4 with 100 kw visual. Lee Gorman is executive vice president and general sales manager of WCIV-TV and William E. Lucas, program director of WSAV-TV Savannah, Ga., is station manager.

DROP OUT



School Drop Out, a grave threat to our nation's future. What can be done about it? ■ The ABC television station in Los Angeles has determined that much can be done about it. In cooperation with the City and County Schools, Channel 7 is spearheading a campaign to combat this serious loss to society. ■ Specially created films for high school use, prepared material for high school newspapers, recorded spots for radio, theatre trailers, and round the clock on-the-air TV promotion are but a few examples of public appeals being made to teenagers and their parents . . . another community service by KABC-TV.



*Owned and operated by American Broadcasting-Paramount Theatres, Incorporated
Represented nationally by ABC-TV National Station Sales, Incorporated*

WESTINGHOUSE BUYING WINS

Tells FCC it would relinquish WBZA Springfield if \$10 million purchase from McCaw is approved

An application for FCC approval of the sale of 50 kw WINS New York by J. Elroy McCaw to Westinghouse Broadcasting Co. for \$10 million was filed last week, following an earlier report of the transaction (CLOSED CIRCUIT, April 9).

Involved in the transfer is the future of WBZA Springfield, Mass. WBZA operates synchronously on the same frequency (1030 kc) with parent station WBZ Boston. Both are owned by WBC, which has its maximum number of seven radio stations.

Westinghouse told the FCC that it was ready to surrender the license of WBZA upon approval of the purchase of WINS. To that end it petitioned that the FCC approve the WINS purchase and at the same time allow the pending application for the license renewal of WBZA to be withdrawn.

WBC stations are, in addition to WBZ-AM-FM-TV and WBZA-AM-FM-TV the following: KDKA-AM-FM-TV Pittsburgh, KEX-AM-FM Portland (Ore.), KYW-AM-FM-TV Cleveland, WIND Chicago, WOWO Fort Wayne,

KPIX (TV) San Francisco, and WJZ (TV) Baltimore. WBC at one time contracted to buy KLAC-AM-TV Los Angeles, but this transaction was cancelled by mutual consent.

This is Westinghouse's second attempt to get into New York. Last year it agreed to pay \$10 million for WMGM that city. But the deal was called off when Westinghouse's station licenses were held up pending an FCC determination of WBC's qualifications after its parent company had been found guilty of a price fixing conspiracy in the electric power equipment field. Actually, this is the second transaction for the sale of WINS too. Last year Storer Broadcasting Co. agreed to pay \$10 million for the station, but the contract was cancelled because the WINS license renewal was in abeyance pending a study of alleged payola by employees of the station. The WBC licenses and the WINS license were subsequently renewed.

Mr. McCaw owns KTVR (TV) Denver which he is selling to Bill Daniels, Denver community antenna broker and

management consultant, for \$2 million. Mr. Daniels plans to test pay tv over KTVR using the Teleglobe system (BROADCASTING, April 2).

Mr. McCaw also owns KTVW (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

Both WINS and KTVR are licensed to Gotham Broadcasting Corp. Gotham had gross sales of \$2,168,300.83 in 1961, with almost \$40,000 deducted for rebates and allowances. Operating expenses totaled \$1,281,223.89, and operating profit, after depreciation, was \$779,214.38. Net profit for the year was \$292,934.57. Gotham's total assets were listed at \$3,985,849.71, of which \$1,282,250.45 were current assets. Current liabilities were recorded as \$1,310,872.27 and net worth \$673,498.38.

In stating his reasons for selling, Mr. McCaw pointed to losses in Denver and Tacoma, and the fact that family responsibilities made frequent trips to New York undesirable.

The breakdown of the \$10-million purchase price includes \$6,996,261.82 for "intangibles."

Taft Broadcasting stock goes on the exchange

Trading in the shares of Taft Broadcasting Co. began Wednesday (May 2) on the New York Stock Exchange. The closing price Thursday was 18¾.

Listed on the exchange were 1,578,938 shares of common stock plus 15,137 shares reserved for bonuses and 15,624 shares under the company's stock option and bonus plan.

Taft stock was formerly traded over-the-counter. The company owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

Changing hands

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

- WINS New York, N. Y.: Sold by J. Elroy McCaw to Westinghouse Broadcasting Co. for \$10 million (see story this page).
- KYA-AM-FM San Francisco, Calif.: Sold by Bartell Family Radio Group to Clinton D. Churchill and others for \$1.25 million in cash. Mr. Churchill is the former vice president and station manager of WKBW-AM-FM-TV Buffalo, N. Y., sold last year by the Churchill group to Capital Cities Broadcasting Corp. for \$14 million. Associated with Mr. Churchill, who will own 27.5%, are Lewis Avery, of Avery-Knodel station representative firm,

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

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10%, and former stockholders of WKBW-TV: Edythe E. Churchill, Mr. Churchill's sister, 27.5%; Edward H. Kavinoky, 15%; the Stovroff family, 15% and Darwin Martin, 5%. Bartell stations include in addition to the San Francisco outlets, WOKY Milwaukee, KCBQ San Diego and WADO New York. The Bartells also are principal stockholders in Macfadden Publishing Co. and have agreed to back the Tele-globe pay tv test in Denver, Colo., over KTVR (TV) there (BROADCASTING, April 2). KYA operates with 5 kw daytime and 1 kw nighttime on 1260 kc. KYA-FM operates on 93.3 mc with 15 kw. Broker was Blackburn & Co.

▪ WFOX Milwaukee, Wis.: Sold by Howard Miller to Fox Broadcasting Corp. for \$385,000. Fox Broadcasting includes Jack Raymond, present manager of station, and Marine Capital Corp., a small business investment company. Mr. Miller retains WGEZ Beloit, Wis. Station is a 250 w daytimer on 860 kc.

APPROVED ▪ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 79).*

▪ WHAM, WHFM (FM) Rochester, N. Y.: Sold by Henry I. Christal Co. to Rust Broadcasting Co. for \$1.3 million and agreement not to compete for five years. Rust Broadcasting is headed by W. F. Rust Jr. and Ralph Gottlieb who own WKBR-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York, WRAW Reading and WAEB Allentown, all Pennsylvania. FCC approval conditioned that transfer not be consummated until Mr. Rust disposes of one of his am interests.

▪ WAGE Leesburg, Va.: Sold by William T. Stubblefield to James H. and Valeria H. Symington, John Gill and A. V. Tidmore for \$121,356 and agreement not to compete for five years. Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa., and WSBB New Smyrna Beach, Fla., and has an interest in WJEJ Hagerstown, Md. Commissioner Robert T. Bartley dissented.

▪ KTOB Petaluma, Calif.: Sold by Lloyd Burlingham to William T. Stubblefield for \$115,612 and \$5,000 for agreement not to compete for five years. Mr. Stubblefield is former owner of WAGE Leesburg, Va. (see above) and former station broker. Commissioner Robert T. Bartley dissented.

ABC Radio count: 417

ABC Radio last week added 13 stations to its list of affiliates, bringing the network's total to 417.

The stations are KCTA Corpus

Christi, Tex.; WAXX Eau Claire-Chippewa Falls, Wis.; WGEE Indianapolis, Ind.; WNBH New Bedford-Fall River, Mass.; WDUN Gainesville, Ga.; KINT El Paso, Tex.; KWRE Warrenton, Mo.; KWEL Midland, Tex.; WAMD Aberdeen, Md.; WAUB Auburn, N. Y.; WCJU Columbia, Miss.; WBEK Elk City, Okla., and WZKY Albemarle, N. C.

Time-Life purchase of KOGO is closed

Time-Life Inc., May 1 officially became the owner of KOGO-AM-FM-TV San Diego. Selling price was \$6.125 million (BROADCASTING, March 26). The stations, a division of Time-Life Broadcast Inc., will continue to be under the direct supervision of William E. Goetze who will be responsible to Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver.

The buy brings to five the number of broadcast properties owned by the magazine publication firm. The others are KLZ-AM-FM-TV; WTCN-AM-FM-TV Minneapolis; WFBM-AM-FM-TV Indianapolis; WOOD-AM-FM-TV Grand Rapids, Mich.

The KOGO stations were sold by the Washington Post Co. (Post-Newsweek stations), the private investment firm of Fox, Wells & Rogers and several indi-

vidual minority stockholders. The deal includes an agreement by the sellers not to compete in radio or tv within 75 miles of the KOGO transmitters for a period of five years.

On hand for the ceremonies marking the change in ownership were Andrew Heiskell, Time Inc. board chairman;



Mr. Terry



Mr. Goetze

Weston C. Pullen Jr., vice president for broadcasting; Frederick S. Gilbert, vice president and general manager of Time-Life Broadcast Inc.

Commenting on the purchase, Mr. Heiskell said, "Time Inc. is proud to become a part of San Diego's future by our purchase of one of the city's outstanding communications facilities. We have watched the tremendous growth of San Diego over the past 10 years, and what we've seen has convinced us that the long-range outlook is one of the brightest of any area in the U.S.

\$25,000.00 (or less) DOWN!

NORTHWEST

—Daytime-only radio station in beautiful, growing area grossing \$45,000.00-plus annually. Equipment plentiful and in excellent condition. Includes approximately \$5,000.00 in cash and accounts receivable. Priced at \$65,000.00 with \$18,500.00 down and balance out over eight years. *Another H & L exclusive.*

EAST

—Absentee-owned station grossing approximately \$50,000.00 with good land and building included in sale. Single station market operating in black after manager's salary. Requires \$25,000.00 down on total price of \$85,000.00. *Another H & L exclusive.*

MIDWEST

—Well-equipped long daytimer owning transmitter land and building. One of two stations servicing trading area of over 70,000. Grossed over \$45,000.00 in '61. Priced at \$70,000.00 with \$20,000.00 down. *Another H & L exclusive.*

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Labunski gives Minow sandpaper test

WMCA MANAGER CHARGES FCC CHAIRMAN WITH LOOSE TALK ABOUT RADIO

In the strongest attack yet made on FCC Chairman Newton Minow by a broadcaster, Stephen B. Labunski of WMCA New York charged last week that the chairman not only had "learned very little" about radio but had let his "initial innocence" become "contaminated by a few questionable facts which have led him to numerous improbable conclusions."

Mr. Labunski said Chairman Minow in his NAB convention speech last month misrepresented radio's audience, criticized radio for the same features he advocates for television, underestimated the motives of broadcasters and the services of many small stations, appeared inclined to discriminate in favor of radio networks and while disavowing censorship seemed to urge "unofficial censorship" through the NAB.

Mr. Labunski said he knows some broadcasters "who might really contribute something" to the forthcoming "shirtsleeves session" on radio, advocated by Mr. Minow and supported by NAB, but who "may not attend until Newton Minow starts to talk their language a little better than he has to date."

"I have a terrible feeling," Mr. Labunski said, "that I am on an airplane and Mr. Minow is the pilot. I see him walking up the aisle carrying a book under his arm with the title, 'How to Fly in Ten Easy Lessons.' The book looks as though it hasn't been opened. I wish us all a happy landing."

Mr. Labunski spoke at a luncheon meeting of the Advertising Club of Wilkes-Barre, Pa., last Wednesday. His speech was broadcast by WBRE and WILK, both Wilkes-Barre, and other stations in the area.

Distorted ■ The WMCA vice president and general manager said that Mr. Minow "greatly distorted the true picture of radio listening" when he reported that sets in use average 9% or 4.5 million homes in the daytime and 6% or 3 million homes at night.

He said "nobody seems to know" where Mr. Minow got these figures but that "most likely" they are Nielsen per-minute average and in any event they represent a fraction of radio's true dimensions: That Nielsen shows radio reaches more than 47.5 million different homes a week, or almost 39 million homes per day during daytime hours and 24.5 million each night.

"The one place radio, with its undeniably universal accessibility, has not reached is the hallowed halls of the FCC, judging by things which FCC

spokesmen have periodically said about the medium," he asserted.

Mr. Labunski challenged the chairman's conclusions regarding the growth of radio from 996 stations in 1946 to 3,451 in 1960:

"Instead of concluding from this that the American people are currently being served by a great variety of radio programs and that the listener might therefore be richer in choice than he had ever been, Mr. Minow immediately went . . . to the conclusion that the quality of radio services had been seriously impaired by the over-abundance of radio stations.

"This is a strange conclusion for Mr. Minow, who has been a prime advocate of greatly expanding the number of television stations in this country for the express purpose of broadening viewer choices and improving programming through the pressure of competition.

"The situation he is advocating for television exists with a vengeance in radio; yet his conclusions about radio are largely couched in negative terms and critical stereotypes with hardly a reference to the industry's ability to flourish during the years of television's greatest expansion and without recognizing those qualities of the radio business which provide a seemingly endless supply of men and women who would like to get into radio despite the known economic hazards which cause one-third of the industry to swallow red ink every year."

Mystified ■ Mr. Labunski said the

FCC chairman was "mystified" because "radio stations do not fade away; they just multiply." This, he said, "simply means that there are a large number of ambitious and enterprising people in our country who are anxious to undertake one of the most exciting and potentially rewarding careers open to them—the radio broadcasting business—combining as it does the satisfactions of communicating with an audience, playing a vital role in one's community and engaging in a highly competitive business enterprise in which the financial rewards for success can be substantial."

He quoted Mr. Minow as referring to radio as "dull, dreary . . . wild . . . raunchy records . . . tasteless chatter . . . rip-snorting, inaccurate news reports." If this is Mr. Minow's total impression of radio, he said, then the chairman "has not done very much representative listening; instead, he has been content to let a well-known critic of radio supply him with his philosophy and, indeed, his choice of words."

The least Mr. Minow could do, he suggested, is invent his "own clichés."

He cited Mr. Minow's commendation of variety in programming, and said: "The fact is that in many major cities variety already exists when you take the radio service as a whole. If this is what the chairman meant, he didn't say so. Instead, he made broadcasters recall the discussion of some time ago about the need for 'program balance' on a station-per-station basis.

"I hope this doesn't mean that every station playing popular music must play some symphonies because, in all fairness, it will also mean that all stations playing symphonies will have to schedule some rhythm-and-blues every now and again. Or does 'program balance' really work only one way—as an instrument to force FCC tastes and preferences on the American people?"

Mr. Labunski agreed that children's programs would be desirable, "provided we find any evidence" that children will listen to this fare. But he cautioned against confusing "children" with "teenagers," whose musical tastes are often criticized. "Perhaps," he suggested, "Mr. Minow could be helpful by suggesting a cut-off age—11, perhaps 12—when 'children's programs' (a worthwhile project) become 'teenage' programs (a not-so-worthwhile project)."

First brush ■ He found it hard to reconcile Mr. Minow's "conception of low radio usage" with his observation that more people are apt to hear of a news event from radio than from any



Mr. Labunski



the science of guidance

guiding missiles through "Keyholes in the sky"



Burroughs guidance computer system at Cape Canaveral

John Glenn's capsule had to pass through what space experts call a "keyhole in the sky." It did, because of the flawless performance of the Burroughs guidance computer system at Cape Canaveral.

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other medium. "But let's be charitable," he said, "and assume that he has had his first brush with ratings and that he may learn to interpret them better in the future."

The WMCA vice president found it "inconceivable" that Mr. Minow would suggest that the station-ownership limits might be raised for networks to encourage them to stay in the news and programming business.

He called the idea "patently discriminating" and possibly beyond FCC's jurisdiction—although, he said, it obviously would entitle his own company, the Straus Broadcasting Group, to "a subsidy" for its Radio Press International, a voiced news service.

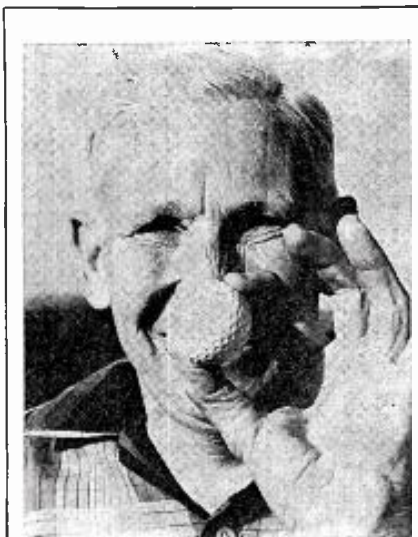
"In effect," he said, "Mr. Minow is proposing that the FCC bolster the radio networks, which it does not regulate, through the device of expanding their ownership of stations, which the FCC does regulate. Why not suggest that newspapers be allowed to own more radio stations? Many of them are in deep financial trouble and some profitable radio stations might keep them in business as well. I am afraid that Mr. Minow is a dreamer—he hopes that by increasing the size of the library reading room he is going to get more people to read the right books."

Of Chairman Minow's belief that there are too many commercials and that stations should join NAB and subscribe to its Code, he said: "Does this mean that no station which does not subscribe to the Code has standards which are at least as good—or better? . . . The NAB already has urged television networks to allow them to pre-screen upcoming programs, and from this point it's but a short step to suggesting something similar for radio stations."

"Mr. Minow keeps insisting that he is opposed to FCC censorship, yet he seems to be toying with a form of unofficial censorship through the NAB."

Mr. Labunski said that some broadcasters already have high standards and that "others, under pressure of increasing competition, will sooner or later recognize the need for them." He said "Mr. Minow can add his encouragement to this trend if he will but first come to know and understand the radio business as it really is and talk to radio broadcasters in radio terms. . . . This would be a perfectly proper role for the chairman of the FCC to play, but he must first establish an understanding and a rapport with broadcasters which are now so obviously lacking."

Reason for Being ■ He said the FCC chairman "may be right" in questioning whether tiny radio stations "with a staff of a combo man and the owner" can serve as a communications medium in the public interest. But, he added, "I



7 + 6 = 1

This little golf ball is destined for a place of prominence on the mantle of Walter J. Brown, president of WSPA-AM-TV Spartanburg, S. C. For it symbolizes the fulfillment of his and every other golfer's dream: a hole-in-one. Mr. Brown, a golfer for 40 years, made his ace with a No. 6 iron on the Spartanburg Country Club's No. 3 waterhole April 21. He also reports that he did it with a Titleist 7 ball ("I always use the ball with our tv channel number").

remind him that in 900 American communities served by radio stations, there is no daily newspaper service. Maybe the radio station is all that community has to keep in touch with the rest of the world. Some of these tiny am stations with a combo man and the owner, struggling to survive every new day, do an outstanding job in serving their communities. . . .

"Does Mr. Minow propose that we obliterate small, struggling stations and depend on the networks and other industry giants to spread the word? Is it the purpose of a regulatory agency to encourage monopoly, permit mergers under which the strong gobble up the weak, all the while proclaiming undying dedication to private enterprise and the need for varied, diverse, community-oriented programming and news services?"

Mr. Labunski also challenged Chairman Minow's assertion that broadcasters are reluctant to face members of their audiences in local hearings:

"Alas, Mr. Minow is confusing *audience* with *spokesmen* . . . Broadcasters are understandably leery about being put on the carpet by special-interest groups with their self-appointed and self-righteous spokesmen who, often

without benefit of popular election or recognizable mandate, purport to speak for audience groups. It is at best a very superficial view of life, as any elected public official will tell you."

NAB committee reviews reorganization plans

Several plans for reorganization of NAB to cut the size of the board and simplify the association's structure have been reviewed at a meeting of the NAB Board Composition Committee, held in Washington.

Richard W. Chapin, KFOR Lincoln, Neb., was elected chairman of the group. Further study of the proposed reorganization plans will be made preparatory to the June 25-27 board meeting in Washington. It is not expected, however, that specific plans for board action will be offered at that time.

At its winter meeting the board rejected a proposal to reduce the size of the radio board from 29 to 18 and the tv board from 14 to 10 (BROADCASTING, Feb. 5).

Members of the board composition committee besides Chairman Chapin are John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Ben Sanders KICD Spencer, Iowa; Ben Strouse, WWDC Washington; Henry B. Clay, KTHV (TV) Little Rock, Ark.; James D. Russell, KKTU (TV) Colorado Springs, Colo.; Eugene S. Thomas, KETV (TV) Omaha, Neb.; William B. Quarton, WMT-TV Cedar Rapids, Ia.; Joseph C. Drilling, WJW-TV Cleveland. The committee was appointed at the winter board meeting.

WLIB soon to move to improved quarters

WLIB New York is spending approximately \$100,000 to move its offices and studios from the Hotel Theresa to refurbished quarters at 310 Lenox Ave., New York. Operation in the new location is to begin the end of this month.

Harry Novik, WLIB president, said the station will have 50% more space than at present. New RCA broadcast equipment has been purchased, he said.

WLIB specializes in programming for the Negro audience except for 7½ hours of Polish and Spanish broadcasts on weekends. Mr. Novik noted that when he assumed ownership of the station in 1949, it broadcast in 16 languages and had a part-time staff of foreign language announcers and producers-directors. WLIB currently has a full-time staff of 32 announcers, newsmen, directors and sales and clerical employees.

WLIB has applied to the FCC for an fm station and for an increase in power to 10 kw. It now operates with 1 kw.

CHILDREN DESERVE BETTER TREATMENT FROM US

Our Oftentimes Flagrant Disregard For Teaching Good Eating Habits Costs Dearly

It is very unfortunate that too often in the United States we let our concern about how we should manage our abundance of food blind us to the fact that millions upon millions of our people are malnourished—not necessarily *under-nourished* but, rather, *poorly* nourished.

Repeated studies of the nutritional status of the American people have pointed out that many of us simply have not learned how to eat sanely and sensibly to help maintain good health. Obesity is estimated to be a problem for one out of every five of us. Among our children, teen-age girls frequently are very badly nourished because of false ideas and fads they follow instead of learning sound health habits which could help them achieve their goals.

While many parents spend frustrating hours teaching their children proper table manners, often we completely overlook the fact that the lack of good eating habits among our children is one of the key factors which contributes to the generally low state of physical fitness among us. Physical exercise and adequate rest are also very important to fitness, of course, but the young person's body must be built and it must be maintained with the right kinds and amounts of food.

BASIC EATING PATTERNS ARE LEARNED AT HOME

Parents cannot shun their responsibility in teaching their children how to eat properly—in terms of selecting the kinds and quantities of food that are needed. Most of our basic life-long eating patterns are established in our earliest years at the family dinner table. Our children learn much from our example. If parents eat sensibly, then it is much more likely that our children will eat sensibly.

Also, we should not overlook any early tendency toward using food to help alleviate the pains of psychological distress. The child who turns to stuffing food into his stomach whenever problems overwhelm him is learning a pattern that will be extremely difficult to change in later years. Obesity is likely to add to the child's distress and become a problem throughout his life. Parents have an obligation to try to avoid this very unhappy situation in which food substitutes for psychological needs.

Children, as parents so rapidly learn, do go through stages, especially when they reach the teen years and when they are girls. Appearance is usually tremendously important. Having "vitality" and energy enough to keep

up with the crowd are also urgent needs. It is very unfortunate that we adults have done such a poor job in teaching our children that good health habits will give them the maximum amount of help in achieving exactly what they want—good appearance, vitality, energy.

THE YOUNGSTERS TOO OFTEN TURN TO HARMFUL FAD IDEAS

Teen-age girls, especially, will turn to many different fads, unaware that sound nutrition through sane eating habits, adequate exercise, and sufficient rest will do more to help their appearance and to give them vim and vigor than any other things they might do. As a matter of fact, these unfortunate youngsters too frequently learn much later than they should that the fad diets and other "easy" approaches to beauty and vitality work against achieving their goals.

Nutrition scientists have done a highly competent job thus far in determining the kinds and amounts of foods we need for adequate nutrition. Daily Food Guides—based on servings from four major food groups: (1) milk and other dairy products; (2) meats, poultry, and fish; (3) fruits and vegetables; (4) cereals and grains—are readily available to all families who certainly ought to be using these guides as regularly as any other aid to building and maintaining the family's health and happiness. The guides suggest simple yet tasty eating patterns. We dairy farmers will be happy to send one to you if you don't have one at present.

Following sensible eating patterns—which vary by age and amount of physical activity—is not difficult. Eating a well balanced diet can be just as interesting and enjoyable as eating meals that contribute to obesity or other illness or lack of vigor. There is an abundance of highly nutritious and tasty foods available to the American people. Now we must concentrate on teaching ourselves and our children how to select from these foods the kind of diets that will keep us healthy.



american dairy association

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

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ETV AID STIRS EDUCATORS

Annual IERT in Columbus hears Goldin, Nestigen explain mechanics, possibilities

The new \$32 million educational television bill signed by President Kennedy (see story, page 60) highlighted most of the discussion last week at the 32nd Institute for Education for Radio-Tv, sponsored by Ohio State U., in Columbus, Ohio. Optimism ran high for the opening of new frontiers of service to education through expansion of facilities in etv.

Hyman H. Goldin, chief of FCC Research & Education Div., told the institute Wednesday that the commission is cooperating with the National Assn. of Educational Broadcasters in a program to test various allocation techniques to find the most efficient system of allocation for major-market areas. He predicted uhf channels eventually will be in short supply in such areas.

Details of the new etv law were related by Ivan Nestigen, Undersecretary of the Dept. of Health, Education & Welfare. He appeared on the opening panel with Mr. Goldin.

The Canadian Broadcasting Corp. was the leading winner in the institute's annual presentation of awards in radio and tv (see page 82). The CBC took 10 first-place awards.

J. W. Cook, vice president of American Telephone & Telegraph Co., Friday, told of the tremendous potential for etv by communications satellite. He explained that the AT&T Telstar, to be launched early this summer, and others to follow, "are just a natural extension of the services that the common carriers are providing across the country (see story, page 86).

Once the barriers of language, customs, geography, economics and politics are overcome, Mr. Cook said, "knowledge can be brought to millions upon millions throughout the world, especially in the underdeveloped nations" with communications satellites.

Better Programs Needed - Samuel B. Gould, new president of Educational Television for the Metropolitan Area Inc., New York, speaking Thursday evening, indicated that the quality of educational tv programming "must be vastly improved" if etv is to play an increasingly vital role in meeting the challenge of the space age.

The impact of technology on the field of education generally was discussed in a panel session Thursday morning by C. Walter Stone, director of the educational media branch, U. S. Office of Education; Charles F. Schuller, director of audio-visual center, Michigan State U.; and James D. Finn, professor of

education, U. of Southern California.

Mr. Goldin explained to the institute that "while the 70 uhf channel spectrum seems as wide open as space at the moment, the situation can change. It is easy to develop tightness and complications in the highly populated areas such as New York metropolitan area, and the other larger centers."

This is the reason why the FCC has given its support to the allocations study project of the NAEB, Mr. Goldin explained, and for which NAEB is currently seeking federal funds. "The purpose of this study," Mr. Goldin said, "is to try out a variety of different allocations techniques on a computer in the

hope that a significant number of assignments can be found, at least in the uhf."

The commission also has been giving some thought to the institution of a rule-making proceeding to adapt some of the channels in the 2000 mc band for specialized instructional use, Mr. Goldin reported. He said this could be a "boon for in-school broadcasting."

Other highlights of the institute included a live demonstration showing how radio can be used for medical briefing and instruction, a project currently in operation at WAMC (FM) Albany, N. Y., an educational station operated by Albany Medical College. The program helps keep doctors up to date on new developments without leaving their offices or hospitals. The demonstration, presented by Albert Fredette, WAMC manager, was broadcast on a special network of nine educational stations in the Midwest and East.

JANUARY NETWORK TV GROSS UP 10.4%

TvB reports rise for all three networks for the month

Network tv gross time billings in January of \$65.5 million—an increase of 10.4%—were reported last week by Television Bureau of Advertising. Each network showed an increase for the month, CBS-TV scoring the largest gain of 13.9%, NBC-TV up 10.7% and ABC-TV was up 4.9%.

To compare 1962 figures with billings a year ago, the bureau for the first time released a month-by-month revision of 1961 figures. The newly revised

billings provide for horizontal contiguity rate structures in a process of revision started last fall.

A contiguity rate is one in which a single advertiser may obtain a lower basic rate on the network through purchase of time "across the board."

In the revisions, more than \$24.8 million was chopped off NBC-TV's total for the year and nearly \$12 million off CBS-TV's, but ABC-TV remained the same.

NETWORK TELEVISION GROSS TIME BILLINGS

	January 1961	January 1962	Percent Changes
American	\$15,898,310	\$16,673,662	+ 4.9
Columbia	22,378,008	25,498,117	+13.9
National	21,099,253	23,358,879	+10.7
Total	\$59,375,571	\$65,530,658	+10.4

1961 ADJUSTED GROSS TIME BILLINGS

DATE	TOTAL	ABC	CBS	NBC
January	59,375,571	15,898,310	22,378,008	21,099,253
February	54,579,878	14,939,180	20,354,326	19,286,372
March	60,480,949	16,577,140	22,353,682	21,550,127
April	57,282,980	15,791,220	21,281,525	20,210,235
May	58,805,784	16,197,190	21,444,509	21,164,085
June	56,788,579	15,233,000	20,823,987	20,731,592
July	55,368,767	14,296,970	21,194,926	19,876,871
August	55,385,728	14,484,650	20,574,159	20,326,919
September	55,455,426	15,258,660	21,459,225	18,737,541
October	66,846,658	17,646,030	25,829,626	23,371,002
November	65,958,906	17,719,890	24,787,031	23,451,985
December	65,798,922	16,572,900	26,195,871	23,030,151
Jan.-December	712,128,148	190,615,140	268,676,875	252,836,133
Reduction	36,745,340	0	11,922,209	24,823,131

Source: TvB/LNA-BAR

NAB-RTNDA readies court coverage plan

A score of test cities for demonstrations of broadcast coverage of court trials will be selected by a joint committee of NAB and Radio Television News Directors Assn. representatives for submission to the American Bar Assn.

Details of the plan were worked out at a May 1 meeting of a joint NAB-RTNDA planning group. It contemplates inviting stations in markets all over the country to serve as local coordinators for proposed court coverage tests. The final draft is to be submitted to ABA by the end of May, ABA selecting test cities under a proposal submitted to it Feb. 18 by Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich., as RTNDA president (BROADCASTING, Feb. 19).

Handling ABA's participation is a special committee headed by John Yauch Sr., Newark, N. J.

Taking part in the May 1 session at NAB were Mr. Cheverton; Howard H. Bell, NAB public affairs vice president; Jim Bormann, WCCO Minneapolis, also representing RTNDA; Frank P. Fogarty, WOW-AM-TV Omaha, Neb., chairman of NAB's Freedom of Information Committee; Douglas A. Anello, NAB general counsel, and Dan W. Shields, NAB special assistant for tv.

Sarnoff asks removal of Sec. 315 restraints

Robert W. Sarnoff, NBC board chairman, asked for speedy legislation Friday (May 4) to permit broadcasters to program face-to-face debates by candidates in next fall's mid-term elections.

Mr. Sarnoff said existing law discourages tv and radio debates in some major contests where more than two candidates are expected to run for each office.

He made his proposal in a speech accepting the first award by the League of Women Voters of the United States in 42 years. The award, citing an American government course on NBC-TV's *Continental Classroom*, honored him for "outstanding contribution to public enlightenment and good citizenship." The league also cited Dr. Peter H. Odegard, who conducts the course.

Mr. Sarnoff noted that appearances of presidential candidates on the "great debate" programs in 1960 were made possible by temporary lifting of the "equal time" restriction of Sec. 315 of the Communications Act.

"In my view, the responsible performance of broadcasters in 1960 fully justifies a prompt end to the 'equal time' penalty in campaigns for every office," he said.

BROADCASTING, May 7, 1962



WAVE-TV gives you

28.8% more SHOPPERS

—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



Radio selective, Pennsylvanians told

WEBSTER EMPHASIZES NEED FOR AUDIENCE DATA

Radio will prove to be the most selective medium in all advertising because most stations attract their own special audiences, Pennsylvania Assn. of Broadcasters was told at its April 29-May 1 meeting by Maurie Webster, CBS Radio Spot Sales vice president. The PAB meeting was held at Pocono Manor Inn, Pocono Manor, Pa.

Mr. Webster warned, however, that more must be learned about audiences, "not just their size but who they are. . . . Are they in the low, middle or high income categories; young or old; high school or college graduates? Are they light or heavy product users?" Radio Advertising Bureau, he said, has employed this type of information in its "On Target" research studies and department store advertising techniques.



Mr. Webster

Advertisers can't substitute gross rating points for sales dollars in a profit and loss statement, he explained, noting that selection of radio stations requires as much attention to editorial content as the selection of magazines.

Julian Goodman, NBC News vice president, said that with the growth of broadcast news and public affairs, there is an increasing responsibility for all

concerned, including station managers, to see that stations hire competent news directors, give them adequate money and support, and have them report directly to top management.

Robert E. Eastman, president of the New York radio rep firm of that name, talked about "Making Radio Easier to Buy."

He contended the paper work involved in buying radio is "really not very complicated," just one piece of paper—the confirmation contract—serving as "the principal instrument for the execution of a spot radio single market transaction."

Regardless of product advertised, Mr. Eastman said, radio advertising should be purchased primarily for maximum circulation and, secondarily, for unduplicated audience. Radio will be easier to buy, he concluded, "when creative people once more realize the power of words and sounds and how they can be skillfully applied to paint vivid pictures and stir consumer desire."

Meredith almost doubles net

Meredith Publishing Co. almost doubled its net earnings for the first nine months of its fiscal year, ended March 31, on overall revenue that was up by almost \$9 million over the same period last year.

Revenue for the nine fiscal months totaled \$52,845,770 compared to \$43,-

961,618 for the same period the previous fiscal year. Net earnings were \$2,413,174 (\$1.81 per share on 1,331,212 shares) compared to last year's \$1,347,503 (\$1.02 per share on 1,323,866 shares). The largest part of the increase came from current reporting of a full nine month's earnings of the Textbook Publishing Division, whereas the 1961 figures included this division's earnings only after acquisition.

Meredith stations are KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse.

ABC-TV acquires two new primary affiliates

ABC-TV last week announced the addition of two primary affiliates: WRAL-TV Raleigh, N. C., and ch. 9, Syracuse, N. Y.

WRAL-TV will become an ABC-TV affiliate on Aug. 1, according to A. J. Fletcher, president of Capitol Broadcasting Co., licensee of the station, and Robert L. Coe, ABC vice president in charge of tv station relations. WRAL-TV is on ch. 5 with 100 kw. The station has been a primary NBC-TV affiliate.

The new Syracuse station joins ABC-TV effective Sept. 15, according to Mr. Coe and Asher S. Markson, president of Channel 9 Syracuse Inc., an interim group of 10 applicants for the Syracuse channel who will operate the station until the FCC awards the facility to one of them. The interim station will operate with 100 kw.

PROGRAMMING

Ziv-UA no longer to film own shows

EXPERIMENT TRIED LAST YEAR TO BE MADE PERMANENT

Ziv-United Artists is changing to a fully-independent television production operation and thus will not renew a lease it has held on a Hollywood studio, the company announces.

Until last year Ziv-UA produced program series with its own staff producers and directors. In 1961, on an experimental basis, the company signed several outside producers, including Chrislaw Productions, David Wolper Productions and Jack Douglas, to create series for Ziv-UA distribution. Arthur B. Krim, United Artists president, and John L. Sinn, Ziv-UA president, said this policy had brought "many outstanding artists into the Ziv-UA fold" because it provided "complete creative freedom."

Among the series scheduled for independent production are *Stoney Burke*,

set for showing on ABC-TV next fall (Daystar Productions); *Howie* (Chrislaw Productions); *The Story Of . . .* a syndicated series (David Wolper Productions); *Keyhole*, a syndicated series (Jack Douglas); *Dreams of Glory* (Jaguar Productions) and *Quick on the Draw* (Jerry Hammer Productions).

Ziv-UA's office in Hollywood will remain fully staffed, it was said, and will continue to function for the coordination of productions for Ziv-UA distribution to both network and syndication outlets.

Goodson-Todman reaches 32 weekly on networks

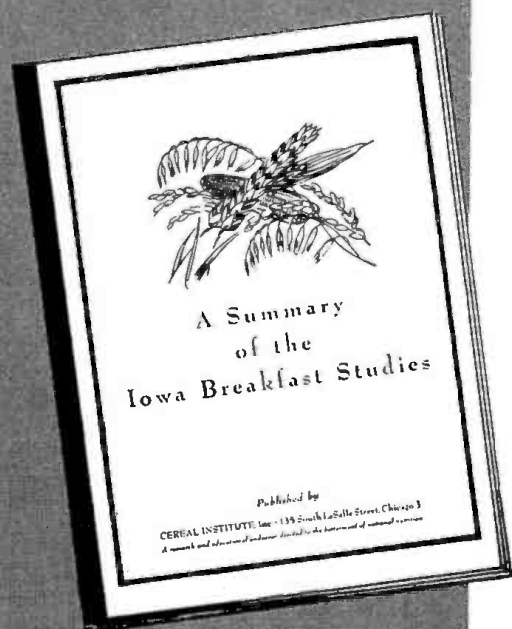
Goodson-Todman, tv game show specialist, will have a record 32 half-hours weekly on network tv when re-runs of

its non-game program, *The Rebel*, start June 27 on NBC-TV (Wed. 8:30-9 p.m. EDT).

Under recent transactions, Goodson-Todman's *Play Your Hunch*, a successful daytime entry since 1959, next month will go on NBC-TV Wednesday at 10-10:30 p.m., a time currently occupied by *Bob Newhart*. Merv Griffin will continue as m.c. of both the daytime and nighttime versions of *Play Your Hunch*.

At CBS-TV, G-T has signed a two-year contract for the nighttime version of *To Tell the Truth*, effective December 1962. *Truth* will have a daytime version starting June 18 under a firm 52-week deal. Bud Collyer will be host of both versions, but current plans call for an entirely new panel of players for the daytime show.

Next fall, Goodson-Todman will add a Sunday evening edition of its new daytime show, *Password*, to NBC-TV's schedule, putting it in the early evening 6:30-7 p.m. slot.



2000

for professional people

For the convenience of those interested in the "Iowa Breakfast Studies," 2000 copies of this carefully prepared 50-page Summary were sent to professional men and women. It covered the 20 scientific papers published through 1956. The plans of the experiment, techniques employed, data collected, and an interpretation of their meaning were presented. Since additional scientific papers have been published, a second edition of this Summary will be prepared as a further convenience and professional service to those interested in the "Iowa Breakfast Studies."

CEREAL INSTITUTE, INC.

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A research and educational endeavor devoted to the betterment of national nutrition

*cereals are
low in fat*

The IERT choices in radio-tv programs

The annual awards of the 32nd annual Institute for Education by Radio-Television in Columbus, Ohio (see story, page 78), were announced last week.

The awards (breakdown shows radio-television first place winners, television honorable mention and radio honorable mention):

Programs directed to special interest groups; agricultural, religious, women's, etc.: (national) Radio: *Church of the Air*, CBS News, Columbia Broadcasting System; Television: *The Man Born to be King*, Canadian Broadcasting Corporation; (regional) Radio: *John's Other Life*, KDKA Pittsburgh; Television: *Protestant Heritage*, WNBC-TV New York; (local) Radio: None. Television: None.

Cultural programs: drama, science, literature, music (not straight music), etc.: (national) Radio: *CBC Stage*, Canadian Broadcasting Corporation; Television: *An Age of Kings*, National Educational Television and Radio Center, KQED (TV) San Francisco, and the British Broadcasting Corporation; (regional) Radio: *Classical Drama*, WUOM, U. of Michigan; Television: *Expedition: Detroit*, WXYZ-TV Detroit; (local) Radio: *The Challenge of Space Flight*, WNYC and The American Rocket Society; Television: *Legacy*, The U. of Michigan Television Center.

Programs dealing with personal and social problems: (national) Radio: *The Way of the Indian*, Canadian Broadcasting Corporation; Television: *Close-up*, ABC News, American Broadcasting Co.; (regional) Radio: *The Price of Justice*, WBBM Chicago; Television: *Eyewitness*, WFIL-TV Philadelphia; (local) Radio: *Dimensions of a New Age*, Radio/Television, The U. of Texas, Austin; Television: *Probe*, WLWC (TV) Columbus, Ohio.

Public affairs programs; forums, round tables, news interpretations, etc.: (national) Radio: *Project 61—The God That Failed*, Canadian Broadcasting Corp.; Television: *CBS Reports*, CBS News, Columbia Broadcasting System; (regional) Radio: *Camillien Houde*, CKVL Ltd., Verdun, Quebec; Television: *Perspective of Our Times*, WBAL-TV Baltimore; (local) Radio: *People and Ideas*, WNYC New York; Television: *Night Line*, Canadian Broadcasting Corp.

Special one-time broadcasts (national)

Radio: *CBC Wednesday Night—East Wind-Rain*, Canadian Broadcasting Corp.; Television: *The First Priority*, United Nations, New York; (regional) Radio: *Portrait of a Splendid American*, KMOX St. Louis; Television: *Dead End 1975?*, WCAU-TV Philadelphia; (local) Radio: *How Will You Grow Old?*, WDAF Kansas City, Mo.; Television: *The Innocents*, WGBH-TV Boston, and the Junior League of Boston Inc.

Programs designed for use in primary grades: (national) Radio: No entries; Television: *Expedition! Insight Inc.* and the Ralston Purina Co., Silver City, N. M.; (regional) Radio: *Old Tales and New*, Minnesota School of the Air, Dept. of Radio and Television Broadcasting, U. of Minnesota; Television: *All About Animals*, WHYY-TV Philadelphia, and the National Educational Television and Radio Center; (local) Radio: *Learning to Listen*, WBGO-FM Newark (N.J.) Board of Education; Television: *Art of Storytelling*, The U. of Michigan Television Center.

Programs designed for use in intermediate grades: (national) Radio: *Let's Make an Opera*, Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting; Television: *Parlons Francais I*, Heath deRochemont Corp., Boston; (regional) Radio: *Western Hemisphere*, KSLM St. Louis Public Schools; Television: *!Que tal, amigos!* Midwest Program on Airborne Television Instruction and Purdue U. Television Unit; (local) Radio: *Let's Look at the News*, WNYE Board of Education of New York City; Television: *Physical Education for Fifth and Sixth*, Columbus Board of Education and WOSU-TV Ohio State U.

Programs designed for use in junior and senior high school: (national) Radio: *The Changing Prairie*, Canadian Broadcasting Corp. and the National Advisory Council on School Broadcasting; Television: None; (regional) Radio: *New World, New Lives*, The Wisconsin School of the Air, WHA Madison; Television: *Patterns of Living*, British Columbia Dept. of Education and the Canadian Broadcasting Corp.; (local) Radio: None; Television: *What's The News*, KETC (TV), School Programs Dept., St. Louis.

Systematic instruction for college and adult levels, open or closed circuit: (national) Television: *Web of Life*, Canadian Broadcasting Corp.; (regional) Television: None; (local) Television: *Chemistry 215*, WUFT (TV) and Chemistry Dept., U. of Florida, Gainesville.

TV HONORABLE MENTION

Programs for special interest groups; agricultural, religious, women's etc.: (national) *Comparisons*, National Film Board of Canada; (regional) *Career*, KPIX (TV) San Francisco; (local) None. Cultural programs: drama, art, science, literature, etc.: (national) *Camera Canada*, Canadian Broadcasting Corp.; (regional) *Profile*, WRN-TV Washington, D. C.; (local) None.

Programs dealing with personal and social problems: (national) *Purex Specials for Women*, National Broadcasting Co.; (regional) *Portrait of a Woman Alcoholic*, WDSU Broadcasting Corp., New Orleans; (local) *Medical Special Events*, Howard Whitman Productions and the Upjohn Co.

Public affairs programs: documentaries, panels, news interpretations, etc.: (national) *NBC White Paper*, National Broadcasting Co.; (regional) *The Complex Community*, WEZ-TV Boston; *This is Strategy*, WCAU-TV Philadelphia, and the Foreign Policy Research Institute of the U. of Pennsylvania; (local) *Focal Point: Baltimore*, WJZ-TV and The Greater Baltimore Committee.

Special one-time broadcasts: (national) *Vincent Van Gogh: A Self Portrait*, National Broadcasting Co.; (regional) *Junkyard by the Sea*, WCBSTV New York; (local) *The Plot to Overthrow Christmas*, KUED (TV), U. of Utah, Salt Lake City.

Programs for children and youth (out-of-school viewing): (national) *Coucou*, Canadian Broadcasting Corp.; (regional) *Youth Special*, Canadian Broadcasting Corp.; (local) *Fun at One*, Regents Educational Television Project and the Board of Education of the City of New York.

Systematic instruction for elementary school levels, open or closed circuit: (national) None; Special citation, *Ten Minutes With*, and *They Link The Land*, Canadian Broadcasting Corp.; (regional) *Parlons Francais III*, The Modern Language Project, The 21-Inch Classroom, and *WGHB-TV Boston*; Special mention, *Art Classroom*, Ten Television Council, WMSB (TV), Michigan State U., East Lansing; (local) None.

Systematic instruction for secondary school levels, open or closed circuit: (national) *David Copperfield*, Canadian Broadcasting Corp.; (regional) None. (local) *American Anthology*, The Board of Education of the City of New York and the Regents Educational Television Project.

Systematic instruction for college and adult levels, open or closed circuit:

Virginia AP group makes 27 news awards

The Virginia Associated Press Broadcasters last week presented 27 awards for outstanding achievement in the broadcasting and telecasting of news in 1961. A total of 41 entries were judged from 10 radio stations and 24 entries from five television stations.

A cup was accepted for WCYB-AM-TV Bristol by Walter Crockett, news director, for furnishing the best news protection to the AP. It was the third consecutive year the station has won the award.

Radio news contest rules were revised for 1961 to provide for entries in two divisions—large news staffs and small news staffs.

The awards:

TELEVISION
Best regularly-scheduled comprehensive news program—WCYB-TV Bristol, Art

Countiss and Evelyn Booher.

Best regularly-scheduled local and state news coverage—WLSL-TV Roanoke, Jim Shell.

Best regularly-scheduled sports program—WTAR-TV Norfolk, Stan Garfin.

Best coverage of a spot news story—WDBJ-TV Roanoke, Vince Clephas and Jerry Bartmess. (Imperial Airlines plane crash in which 77 died.)

Best coverage of a sports story—WLSL-TV Roanoke, Joe Moffatt.

Best coverage of a continuing news story—WTAR-TV Norfolk, Ben Pulliam, Clayton Edwards, Joel Carlson, Brick Rider and Richard McCoy. (Redevelopment in Norfolk.)

Best women's program—WLSL-TV Roanoke, Priscilla Young and Kit Johnson.

Best coverage of a special event—WLSL-TV Roanoke, Joe Moffatt. (Interviews with two candidates for governor.)

Best news panel or forum program—WLSL-TV Roanoke, Joe Moffatt.

Best news film of the year—WDBJ-TV Roanoke, Jerry Bartmess. (Coverage of plane crash in which four died.)

Outstanding news operation of the year—WDBJ-TV Roanoke, team job by news staff.

RADIO JOURNALISM

Comprehensive, 5 minutes—WSVA Harrisonburg, Wip Robinson and Alvin Mulleaux.

Comprehensive, over 5 minutes—WGH Newport News, George Passage; WRNL Richmond, Bob Gilmore; WDBJ Roanoke,

Forrest Landon and Randy Armbrister.

Commentary—WDBJ Roanoke, Forrest M. Landon; WRNL Richmond, Guy Friddell; WBOF Virginia Beach, Bob Gheza, Roy Marsh and Boyd Harrier.

Sports—WRNL Richmond, Frank Soden; WDBJ Roanoke, Dave Van Horne; WTAR Norfolk, Stan Garfin.

State and local—WDBJ Roanoke, Forrest M. Landon; WRNL Richmond, Bob Gilmore; WSA Harrisonburg, Wip Robinson and Frank O'Roark.

Women's news—WRNL Richmond, Helen Hayes.

Farm news—WSVA Harrisonburg, Wip Robinson; WDBJ Roanoke, Ted Rogers; WCYB Bristol, Eddie Cowell.

Special events—WGH, Newport News, Dick Kidney; WBOF Virginia Beach, Bob Gheza, Roy Marsh and Boyd Harrier; WDBJ Roanoke, radio news staff.

RADIO NEWS PRESENTATION

Comprehensive, 5 minutes—WBBI Abingdon, Ed Quinn.

Comprehensive, over 5 minutes—WPUV Pulaski, Larry Schoenfeld; WJWS South Hill, Norman Tally, Don Greene and Tubby Walthall.

Commentary—WPUV Pulaski, John A. Columbus; WBBI Abingdon, Bob Kent.

Sports—WJWS South Hill, Don Greene; WBBI, Abingdon, Lindy Seamon.

State and local—WBBI Abingdon, Victor Parker; WJWS South Hill, Tubby Walthall; WPUV Pulaski, John Edmonds.

Women's news—WBBI Abingdon, Maxine Hilton.

(national) *Television Dental Clinics*. Proctor & Gamble, Professional Services Div., Cincinnati; (regional) *Let's Speak English*. Canadian Broadcasting Corp. and Metropolitan Educational Television Assn. of Toronto; (local) *Introduction to Guidance*. KNME-TV and the U. of New Mexico, Albuquerque.

RADIO HONORABLE MENTION

Programs directed to special interest groups; agricultural, religious, women's, etc.: (national) *The Ave Maria Hour*. The Graymoor Friars, Garrison, New York; (regional) *The Future of Beef Cattle in Georgia and the South*. WGST Atlanta, Ga.; (local) None.

Cultural programs; drama, science, literature, music (not straight music), etc.: (national) *E.S.P.* Canadian Broadcasting Corp.; (regional) *Book Reviews*. WSB Atlanta, Ga.; (local) *Meet the Artist*. CKVL-FM Verdun, Quebec.

Programs dealing with personal and social problems: (national) *Soundings*. Canadian Broadcasting Corp.; (regional) *WEEI Editorials*. WEEI Boston; (local) *Legal and Social Problems and the American Negro*. WDET, Wayne State U., Detroit.

Public affairs programs: forums, round tables, news interpretations, etc.: (national) *UN Documentaries*. United Nations; (regional) *World in Perspective*. WIP Philadelphia; (local) *Space Log*. WCKR Miami, Fla.

Special one-time broadcasts: (national) *Chinese Classical Poetry*. Pacific Foundation's Station KPFA (FM) Berkeley, Calif.; (regional) *Special Report on Juvenile Delinquency*. WMCA New York; *Operation Cataract*. WGST Atlanta, Ga.; (local) *The New Rochelle Story*. WNEW New York.

Programs designed for use in primary grades: (national) No entries; (regional) *Story Time*. Ohio School of the Air, WOSU, Ohio State U., Columbus; *One Small World*. KSLH St. Louis Public Schools; (local) *It's Storytime*. WFBE Flint (Mich.) Public Schools.

Programs designed for use in intermediate grades: (national) *Voices of the Wild*. Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting; (regional) *Once Upon a Time in Ohio*. Ohio School of the Air, WOSU, Ohio State U., Columbus; (local) *Mike Cable*, *Special Correspondent*. WFBE, Flint (Michigan) Public Schools.

Programs designed for use in junior and senior high school: (national) *Crises in Canadian History*. Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting; (regional) *Julius Caesar*. Canadian Broadcasting Corp. and the Newfoundland Dept. of Education; (local) *They Stride the Land*. WBGO-FM, Newark (N.J.) Board of Education.

Farm news—WPUV Pulaski, Kenneth Ribble; WBBi Abingdon, Bill Blake.
Special events—WPUV Pulaski, John A. Columbus.

Pennsylvania AP group makes news awards to 17

WLAN Lancaster, WCAU Philadelphia and WRCV-TV Philadelphia won outstanding news operation plaques as the Pennsylvania Associated Press Broadcasters made annual awards in Philadelphia April 26-27.

The association honored 17 members for their work during 1961. A total of 74 entries were judged.

The award winners:

RADIO (UNDER 150,000 POP.)

Outstanding women's news—WGAL Lancaster; WHLM Bloomsburg.

Outstanding farm news—WILK Wilkes-Barre; WHLM Bloomsburg; WLAN Lancaster.

Outstanding commentary—WILK Wilkes-Barre; WORK York.

Outstanding sports reporting—WHLM

Bloomsburg; WORK York; WGAL Lancaster. Editorializing—WRTA Altoona; WLAN Lancaster; WILK Wilkes-Barre.

Outstanding coverage of a special event—WHLM Bloomsburg; WEST Easton; WEJL Scranton.

Outstanding reporting—WEJL Scranton; WLAN Lancaster; WBVP Beaver Falls.

Outstanding news operation—WLAN Lancaster; WHLM Bloomsburg; WILK Wilkes-Barre.

RADIO (OVER 150,000 POP.)

Outstanding women's news—WPEN Philadelphia.

Outstanding commentary—WPBS Philadelphia; WPEN Philadelphia.

Editorializing—WCAU Philadelphia; WPEN Philadelphia; WPBS Philadelphia.

Outstanding reporting—WPEN Philadelphia.

Outstanding news operation—WCAU Philadelphia; WPEN Philadelphia.

TELEVISION

Outstanding commentary—WCAU-TV Philadelphia; WRCV-TV Philadelphia.

Outstanding coverage of a special event—WRCV-TV Philadelphia; WDAU-TV Scranton; WCAU-TV Philadelphia.

Outstanding reporting—WRCV-TV Philadelphia; WIIC (TV) Pittsburgh; WDAU-TV Scranton.

Outstanding news operation—WRCV-TV Philadelphia; WNEP-TV Scranton; WCAU-TV Philadelphia.

Program notes...

In school instruction ■ The board of trustees of the Connecticut Educational Television Corp. has announced that WEDH (TV) Hartford (ch. 24) will televise in-school instructional programs to the schools in its coverage area without charge during the 1962-63 school year. The schools, however, are asked to purchase at a nominal cost the teacher guides which will accompany each series.

New chapter ■ St. Louis became the site of the ninth chapter of the National Academy of Television Arts & Sciences last week, when an application for charter was unanimously approved by the national trustees of the Emmy organization meeting in Seattle.

World's Fair specials ■ RSS Corp., Hollywood, now has available two half hour specials produced at the Seattle World's Fair for syndication. The two shows, which feature the scientific aspects of the fair, will augment the 39 episode series, *Science in Action*, which RSS now has in syndication. The two specials are available on both tape or film.

State Dept. careers ■ WLIB New York, at the request of the State Dept. in Washington, D. C., carried a half-hour documentary program on career opportunities for Negroes in the department yesterday (May 6) from 6-6:30 p.m. The State Dept. asked WLIB to produce the broadcast in an effort to interest qualified Negroes to take entrance examination. Among those who participated in the program was Dr. Robert Johnson, director of personnel for the State Dept.

White signed ■ Theodore H. White, author of "The Making of the President, 1960," has been signed by Wolper Pro-

ductions to write the script for a two-part tv documentary to be produced by Wolper.

New home ■ Take Ten Inc., Chicago radio-tv production services firm for agencies, has relocated to 360 North Michigan, Zone 1. Phone: 346-0782.

Appointed for etv films ■ Cinema-Vue Corp., New York, has been appointed world-wide distributor for the Pathe Educational Films series. The series were recently sold in the following markets: KRON-TV San Francisco; WBKB (TV) Chicago; KTRK-TV Houston, WHDH-TV Boston; KGLO-TV Mason City, Iowa; WHIO-TV Dayton; WKZO-TV Kalamazoo; WFMZ-TV Youngstown, Ohio, and WHIZ-TV Zanesville, Ohio.

Psychology series ■ *Focus on Behavior*, a series of four half-hour programs about psychological research, will be presented on National Educational Television stations during the 1962-1963 season. The series is being prepared by Mayer-Sklar Productions, New York, in cooperation with the American Psychological Assn.

Sugar-coated science ■ Space Age Productions, Hollywood, has produced several pilot films for a space-adventure series titled *Rod Rocket*. Animated color cartoons detail the adventures of the teenage hero in outer space in five-minute installments, five of which tell a complete story. Each program includes at least one "space fact" which is described on an information sheet available to youngsters on request, affording a merchandising angle for sponsors.

Arnold named ■ Elliott Arnold, television writer and novelist, has been appointed story consultant for *Rawhide* on CBS-TV (Fri., 7:30-8:30 p.m. EDT). Mr. Arnold wrote two original teleplays for *Rawhide* this season.

Research grants ■ Three U. of Wisconsin professors will serve as a selection committee for research grants on studies of the new children's show, *Discovery '62*, which begins on ABC-TV Monday, Oct. 1 (Mon.-Fri., 4:30-4:50 p.m. NYT). The basis for the issuance of the grants, which total \$20,000, will be the qualifications of the applicants and the committee's evaluation of the merit of the proposed research projects.

Star signed ■ Mike Connors has been signed as star of a new dramatic series planned for the 1963-64 season by Screen Gems Inc., New York. The pilot script, called "Turning Point," is being prepared by Russell Rouse and Clarence Greene. Mr. Connors will play a science teacher and basketball coach at a metropolitan-area high school.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

May 7-11, 14-16 (6-6:30 a.m.) *Continental Classroom*, probability and statistics.

May 7-11, 14-16 (6:30-7 a.m.) *Continental Classroom*, American government.

May 7-11, 14-16 (10:30-11 a.m.) *Play Your Hunch*, part.

May 7-11, 14-16 (11-11:30 a.m.) *The Price Is Right*, part.

May 7-11, 14-16 (12-12:30 p.m.) *Your First Impression*, part.

May 7-11, 14-16 (2-2:25 p.m.) *Jan Murray Show*, part.

May 7-11, 14-16 (11:15 p.m.-1 a.m.) *Tonight*, part.

May 7, 14 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 8, 15 (7:30-8:30 p.m.) *Laramie*, part.

May 9, 16 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

May 9, 16 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 9, 16 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 10 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; *Quick* through Burnett; R. J. Reynolds through Esty.

May 11 (9:30-10:30 p.m.) *Dinah Shore Show*, American Dairy through Compton; S&H Stamps through Sullivan, Stauffer, Colwell & Bayles.

May 12 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

May 12 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

May 12 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

May 12 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

May 12 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 13 (5-5:30 p.m.) *Patterns in Music*, sust.

May 13 (6-6:30 p.m.) *Meet the Press*, cop.

May 13 (7-7:30 p.m.) *Bullwinkle*, part.

May 13 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

May 13 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

May 13 (10-11 p.m.) *DuPont Show of the Week*, DuPont through BBDO.

(TV) for the quality and quantity of time devoted to community services. Although no local radio program awards were made like those in television, special awards were presented to Harry Trenner, general manager KHJ, in "special appreciations for the *Joe Dolan Show*" (late evening news commentary); Laura Olsher of KMLA (FM) for "excellence in the field of children's programs"; KABC for "superior program balance in news," and KNX for "exceptional excellence in programming." (All stations are Los Angeles.)

Film sales...

Dragnet (MCA-TV): Sold to KTLA (TV) Los Angeles; WMAR-TV Baltimore; WILX-TV Jackson, Mich.; KETV (TV) Omaha; WSM-TV Nashville, and WDAM-TV Hattiesburg, Miss. Now in 50 markets.

Superman (Flamingo Films): Sold to KTVI (TV) St. Louis, WAFB-TV Baton Rouge, KLZ-TV Denver, KVOO-TV Tulsa, WTCN-TV Minneapolis, KENS-TV San Antonio, KGMB-TV Honolulu, KTVB (TV) Boise, WMTW (TV) Poland Spring, Me., and WEEK-TV Peoria, Ill. Now in 80 markets.

Pick A Letter (Screen Gems Inc.): New series of five-minute children's programs sold to WBNS-TV Columbus, Ohio; WDAF-TV Kansas City, and KCPX-TV Salt Lake City. Now in 3 markets.

Hong Kong and Five Fingers (20th Century-Fox): Sold to KOIN-TV Portland, Ore.; WNAC-TV Boston; WBIR-TV Knoxville, Tenn.; WTVM (TV) Columbus, Ga.; WDSU-TV New Orleans; WTVC (TV) Chattanooga, Tenn., and KBTW (TV) Denver. Both series now in over 60 markets.

Big Time Wrestling from Calgary (Foothills Athletic Club, Calgary): Sold to CJCH-TV Halifax, Nova Scotia. Now in 8 markets.

Boston Symphony Orchestra (Seven Arts Assoc.): Sold to WJBK-TV Detroit; WMAR-TV Baltimore; WICU-TV Erie, Pa., and WGR-TV Buffalo, N. Y. Now in 10 markets.

Taylor/Nodland plans six radio-tv projects

Taylor/Nodland Ltd., Chicago and New York, is expanding its television-radio program production schedule to include three taped television series, two radio programs and a radio station record that can be sold at cost.

Sherril Taylor, partner in the company with Jody Nodland, said that a second-year cycle of the five-minute *Kukla & Ollie* program, now a Monday-through-Friday daytime show on NBC-TV went into production in New York April 30. He said other five-minute program series definitely scheduled by Taynod Productions, Taylor/Nodland's tv arm, are *The Roger Williams Show*, spotlighting the well-known pianist, which will be produced in

NAFBRAT AWARDS

3 of 6 radio honors to CBS; Los Angeles stations cited

NBC-TV won top honors in the annual television awards of the National Assn. for Better Radio and Television, presented Monday (April 30) at an awards dinner in Hollywood. Of the 18 national television programs selected as outstanding by NAFBRAT, 10 went to programs on NBC-TV, six to CBS-TV shows, one to an ABC-TV series and one to a syndicated program.

In radio, CBS collected three of the six awards. ABC, MBS and NBC taking one each.

Mrs. Clara Logan, in announcing the awards said: "These programs not only represent the best radio and television fare available to the American public, but are indicative of an improvement in the quality of radio and television programs being broadcast today."

Her words were promptly contradicted by Al Capp, newspaper cartoonist and columnist, who described commercial television as "doomed" because of an original "irreparable mistake" which turned what could have been "the greatest force for man's enlightenment" into an advertising medium controlled by "the makers of beer and brassieres." These men, he assured his audience, have no qualifications as educators, yet "they have more real control over the minds of your children than all the col-

lege presidents and all the school superintendents."

Network tv awards were presented as follows: best dramatic program: *U. S. Steel Hour*, CBS-TV; best entertainment program: *Bell Telephone Hour*, NBC-TV; best daytime program: *Today*, NBC-TV; best daytime situation program: *Leave It to Beaver*, ABC-TV; best light drama: *Hennessey*, CBS-TV; best adventure and travel program: *Bold Journey*, syndicated; best musical program: *Sing Along With Mitch*, NBC-TV; best comedy program: *Hazel*, NBC-TV; best children's program: *Captain Kangaroo*, CBS-TV; best educational program: *Eyewitness to History*, CBS-TV; best public service program: *CBS Reports*, CBS-TV; best news program: *Huntley-Brinkley Report*, NBC-TV; best interview program: *Meet the Press*, NBC-TV; best single program of the year: *Vincent VanGogh*, NBC-TV; best new program for children: *1, 2, 3... Go!*, NBC-TV; best teenagers program: *G. E. College Bowl*, CBS-TV; best new program: *David Brinkley's Journal*, NBC-TV, and best tv news column: *David Brinkley's Journal*.

The six national radio programs honored by NAFBRAT were: best entertainment program: *Family Theater*, Mutual; best education program: *Invitation to Learning*, CBS; best public service program: *The Great Challenge*, CBS; best news program: *Edward P. Morgan*, ABC; best musical program: *New York Philharmonic*, CBS; best daytime program: *Emphasis*, NBC.

NAFBRAT also presented a group of awards to tv programs broadcast by Los Angeles stations: best educational program: *Expedition—Los Angeles*, KABC-TV; best public service program: *College Reports*, KRCA (TV); best travel and adventure program, *Golden Voyage*, KCOP (TV); best science program: *Space Log*, KRCA (TV); best discussion program: *Survey '61*, KRCA (TV); best musical program, *Keynotes*, KNXT (TV); best variety program: *Panorama Pacific*, KNXT (TV); best children's program: *Look and Listen*, KNXT (TV); best agricultural program: *Existence*, KRCA (TV); best religious program: *Insight*, KNXT (TV); best news program: *The Big News*, KNXT (TV); best documentary series: *Line of Sight*, KTLA (TV); best single documentary program: *Focus on Eichmann*, KCOP (TV).

Special NAFBRAT awards were given to KNXT for exceptional excellence in programming by a network tv station, to KCOP for exceptional excellence in programming by an independent tv station and to KTTV

Hollywood, starting in August, and a five-minute fashion series, featuring Marilyn Van Der Bur, Miss America of 1958. The Williams program will be offered for syndication and the fashion series for network sales, he said.

RTN/Productions, the radio subsidiary of Taylor/Nodland, has produced 30 five-minute episodes of *Personally Speaking*, presenting syndicated columnist Sydney Harrison in a program of personal reflections on a variety of subjects. The first sale of this program was completed two weeks ago to WJR Detroit.

In addition, RTN will syndicate a radio version of the Williams tv program. A new project of RTN is the station album, a 40-minute record of the story of a radio outlet and its market, relating the history of a station and the city in terms of significant events, people and traditions, with musical background accompaniment. Records already have been completed for WMT Cedar Rapids, Iowa, and WMBD Peoria, Ill., which are offering the records to listeners at cost.

WBC to drop 'PM,' plans Allen program

Westinghouse Broadcasting Co.'s syndicated *PM*, 90-minute late-night weekday taped interview program, will be terminated June 22. Mike Wallace, who has been m.c. on the show (first known as *PM East*) for the past year, also announced during the May 1 telecast that his departure is imminent.

It is expected that Westinghouse will replace *PM* with a new program that will feature Steve Allen beginning June 25. The new series also would be offered for syndication as was *PM*.

Mr. Wallace's contract, it's understood, ran to last March but was renewed on a short-term basis. He'll continue to be associated with WBC and plans are underway for him to make a reporting tour of Latin America similar to the *Closeup U.S.A.* series syndicated on radio in 1960 to more than 30 stations and carried on Westinghouse-owned tv outlets.

PM West, which originated in San Francisco, was discontinued in February but the Mike Wallace segment continued with the present title. The series now is seen in 14 markets.

Mr. Wallace indicated he would also be associated with some of the Intertel documentary series in which WBC participates but that his nightly stint "has been a full-time and completely absorbing occupation."

Westinghouse said its new late-night series with Steve Allen will be taped.

The series on Latin America reportedly will be for radio and tv, and made up of half-hours and perhaps two specials.



This family will help spend \$39,000,000 on automotive purchases this year!

They are some of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people spend \$188,000,000 in annual retail sales, \$39,000,000 of which goes toward the purchase of automobiles.

According to the 1961 Nielsen Coverage Study, these same people view WDAM-TV more often than any other television station. They are influenced by WDAM-TV. They buy WDAM-TV advertised products.

Who is watching your commercial in Southern Mississippi tonight?

WDAM-TV Channel 7
NBC - ABC
HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

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



Telstar tv weeks away, engineers told

BELL LABS EXPERT SAYS GROUND STATIONS NEARLY READY TO GO

The first transatlantic exchange of tv programs via a communications satellite is only weeks away. It will probably occur shortly after the launching of AT&T's experimental satellite Telstar, scheduled for next month, Doren Mitchell of Bell Telephone Labs said Wednesday.

Speaking at a news conference preceding his delivery of a paper at the 91st semiannual convention of the Society of Motion Picture & Television Engineers in Los Angeles, Mr. Mitchell said ground stations are well along in England, France and Germany and they should be able to receive tv programs from America and send programs back across the ocean about the time Telstar is put into orbit.

The Bell System experimental satellite will be in effect a microwave relay station in the sky. Radio relay stations about 30 miles apart (line of sight) transmit tv programs across the country but this would be difficult to duplicate over the ocean.

Telstar is a globe about 34 inches across, weighs 175 pounds and is pow-

ered by 3,600 solar cells mounted on its surface. It will pick up tv signals (also telephone conversations) from ground stations and relay them to other ground stations in the U. S. and abroad. AT&T's ground terminal at Andover, Me., the principal earth station in the U.S., is equipped with the world's largest horn antenna, more than 175 feet long and weighing 340 tons. It is "designed to scoop up as much as possible of the faint radio signals received from Telstar and amplify them millions of times," Mr. Mitchell said.

"Telstar will be launched into an elliptical orbit inclined about 45 degrees to the equator," he said. "It will travel from 600 miles to 3,000 miles from the earth at a speed of almost 16,000 miles an hour."

Time Limits ■ Communications between ground stations will be limited to times when both the transmitting and the receiving station are in direct line-of-sight contact with Telstar, which means 10 to 30 minutes for transmission between Maine and Europe, the Bell Labs' scientist explained. Contrary

to some reports, home tv sets cannot pick up signals direct from Telstar any more than they can from the regular microwave relay stations, he said. Foreign tv programs arriving via this satellite will be fed to U. S. tv stations for broadcast to home sets in the usual manner.

Home reception should be good for black-and-white tv programs arriving via Telstar, Mr. Mitchell said. Color quality wouldn't be as good because the satellite's bandwidth is only 3 megacycles. The narrow band also restricts tv transmission to one program in one direction at one time, although two-way telephone conversations are transmittable. The British, French and German ground stations can handle both telephone and television communications; stations under construction in Italy and Brazil will be for telephone transmission only.

Telstar was not the only new means of long-distance message transmission discussed at the five-day SMPTE convention, at which more than 70 papers were presented and more than \$1 million worth of movie and tv equipment exhibited for the more than 1,000 engineers in attendance. I. J. D'Haennens and D. A. Buddenhagen of Hughes Aircraft Co.'s research labs on Monday presented a paper on the laser, an instrument which creates a pencil-thin beam of light described as more brilliant than that of the sun.

Potential ■ The laser offers possibilities for transmitting on a single carrier frequency all coast-to-coast communications for radio, television, telephone and military intelligence, when adequate modulation and detection systems have been perfected, the Hughes scientists stated. It can also be used as a space age spotlight to signal stars 10 light years away, to photograph distant areas at night and to aid miniaturization by micro-machining circuit components, they said, when the necessary techniques have been developed. The team demonstrated that already the laser can be focused to drill holes through wood and metal at short distances and to light matches at longer range. They used the laser to cut the ribbon across the entrance in the ceremonies formally opening the exhibit area.

Research that may lead to better methods of recording information relayed from satellites via tv was described Tuesday by Charles H. Evans and Andrew Tarnowski of the Kodak

Ampex introduces electronic tape editor

Electronic editing of tv tapes without cutting or splicing was demonstrated last week at the Ampex exhibit at the convention of the Society of Motion Picture & Television Engineers in Los Angeles (see story, this page). Bob Day, manager of video sales development, produced a one-minute commercial comprising 12 individual shots at the exhibit, taped it, added sound and played it back complete in less than 12 minutes.

The demonstration commercial, advertising "instant money," opened with a cover shot of a fashionably dressed young lady about to go shopping. She has a new hat, new shoes, new gloves and a new purse (each seen in closeup), but the purse is empty. An idea strikes. She turns to the instant money jar, ladles a little of its liquid contents into a glass measuring cup, fills it with water, stirs the mixture, then extracts several bills from the glass and departs happily as the commercial ends with a closeup of the instant money jar, while Mr. Day's voice urges viewers always to keep one on hand for family emergencies.

Mr. Day posed and rehearsed each

shot before taping it. Lighting and camera changes were made between shots and he played back all earlier shots before taping a new one, permitting spectators to watch the commercial grow, step by step, in a sort of "Old McDonald had a farm" process. When the video record was completely taped, he played it back in full as he recorded the audio track on the tape, then played the commercial a final time, with the synchronized sight and sound.

Ampex's electronic editor is an improved version of a device first introduced last year as a regular accessory for the Ampex Videotape recorder. Used in conjunction with Intersync, Ampex's tv signal synchronizer, the electronic editor makes tape editing a push-button operation and all cuts and splices done electronically rather than physically.

Improved versions of Intersync and Colortec, color conversion unit for the Ampex VTR machine, were displayed and demonstrated at the exhibit, at which Ampex also gave the first west coast demonstration of its own television tape, designed specifically for use with the Ampex recorders.

Research Labs. In the usual method of tv recording, they noted, electrons emitted inside a picture tube strike a phosphor screen and produce an image which is then photographed off the screen. If the screen were removed, the electron beam could record directly on film, eliminating energy losses and image degradation, they said. This would permit use of a slow fine-grain film that would greatly improve picture quality. (The 16mm film used in the experiments was 400 times slower than that normally used in kinescope recording.)

Better pictures from outer space are made possible by a tv camera the size of a cigar box, containing a new vidicon tube operated by transistors, according to a paper presented Thursday by R. G. Neuhauser and J. E. Kuehne of RCA. This pair and two other RCA engineers, B. H. Vine and G. A. Robinson, also cooperated on a second paper describing a high resolution vidicon tube for use in television motion pictures which promises higher fidelity and images up to 50% sharper than at present.

Film Recording ■ Earlier in the week (Tuesday) Adrian M. Miller, manager of RCA film recording, Hollywood, described RCA's new tv film recording system, which includes a new display tube that he said virtually eliminates distortion and light dispersion by presenting the picture on a flat sub-plate located behind the glass face of the tube. The system also contains a new Mitchell camera built to RCA specifications and self-compensating circuits said to serve as automatic guardians of picture quality.

Thermoplastic recording has moved from the laboratory to production models now in use to record tv programs, radio recording models now in use to record programs for television and radar signals for the Navy and to store information for a digital computer in industry, W. E. Glenn of General Electric Research Labs, told the Tuesday evening session. He stressed the ability of the thermoplastic recording process to produce instantaneous records of tv programs, either in color or black-and-white, without developing, and its great storage capacity. One seven-inch reel of thermoplastic a quarter-inch wide can hold two hours of tv entertainment, he said, contrasting this with the same amount of magnetic tape which he said would be able to store only two minutes of programming.

Better color pictures for tv viewers call for improvements in home receivers as well as in studio and recording equipment, Preston Ames, art director of MGM, said. The art director strives to create a balanced color picture with settings and costumes, Mr. Ames said, but his efforts can be largely thwarted

RCA RECORD FIRST THIRD

Company heading toward all-time high first half; research to mean even higher payoff, meeting told

RCA stockholders were told Tuesday (May 1) that the first third of 1962 produced the highest sales and earnings for such a period in the company's 43-year history. Brig. Gen. David Sarnoff, RCA board chairman, said the company expects "the upward curve of sales and earnings will continue" for a record first half. RCA announced record first-quarter figures in mid-April

(BROADCASTING, April 23).

Dr. Elmer W. Engstrom, RCA president, termed the company's present situation as one of "profitability, progress and potential." He predicted increased profits as a result of "our major down payment on the future" through research and development in five main areas of RCA activity: color television, electronic data processing, defense and space, electronic components and circuitry, and national and worldwide communications services.

Robert W. Sarnoff, board chairman of NBC told the stockholders 1961 was "the best year" in that company's 35-year history, the networks registering "our highest dollar volume and our largest profits." NBC Radio, he said, operated throughout 1961 at a profit, and "the profit trend is continuing in 1962." Color programming in the fall will be increased from its current 56% of prime-time programming to 65%. He concluded 1962 is expected to be "NBC's biggest year of all."

Dr. Engstrom noted that RCA is "a major contributor to at least seven space projects," two of which are classified military programs. The others are projects of the National Aeronautics & Space Administration and include the Nimbus weather satellites and the Ranger moon vehicles.

A feature of the meeting was an exhibit of the Relay experimental communications satellite that RCA is designing and building for NASA. It is to be launched this summer.

The stockholders re-elected the 16 directors and approved the selection of independent auditors.



W. Walters Watts, group executive vice president of RCA, reports to stockholders on a "remarkable acceleration" in public demand for color television.

when the pictures photographed at 3,450 degrees Kelvin are reproduced on color sets manufactured for a 10,000-degree Kelvin rating. "Whatever subtlety he has attempted in his use of color has been taken away by this extreme boost," Mr. Ames asserted.

New color camera chain displayed by EMI/US

A lightweight, low-cost color tv camera chain, able to pick up both live and filmed programs, was featured at the EMI/US exhibit at last week's convention of the Society of Motion Picture & Television Engineers in Los Angeles (see main convention story, page 86). Described as "the camera chain that will let the small-market tv station get into color," the EMI/US vidicon camera chain is priced at \$40,000, about

25% less than a competitive orthicon color chain usable only for live programs. Its tube replacement cost is \$250, compared with \$500 for the orthicon, and its operating cost is 60 cents an hour, as against \$10, an EMI/US spokesman said. The camera has push-button signal selectors, controls centralized off-camera and one-hand combined turret and focus operation.

EMI/US also displayed a new modular, solid-state video monitor, said to be the first of its kind to go into regular production, and a solid-state tv distribution and switching system designed for use with video tape as well as with conventional signal originating equipment. This switching system, which can be expanded to handle 70 inputs and 80 outputs, has already been installed at WNEW-TV New York and at WCCO-TV Minneapolis.

BBG TIGHT ON NEW STATION GRANTS

Says Vancouver conditions don't warrant new stations

One new television station and six new radio stations have been recommended for licenses by the Board of Broadcast Governors following its public hearings at Winnipeg, Man., early in April. In Vancouver, B. C., no new am or fm stations were recommended as "the existing conditions in the Vancouver market do not justify at this time the establishment of any additional stations" in the opinion of the BBG.

At Terrace, B. C., a new tv station was licensed for ch. 3 with 4.1 kw visual and 2.1 kw aural to Skeena Broadcasters Ltd., with the stipulation that the station operates as part of the Canadian Broadcasting Corp. network. The same licensee was recommended for a satellite station at Prince Rupert, B. C., to rebroadcast its programs on ch. 6 with 480 w visual and 240 w aural.

A repeater tv station was recommended for the Squamish Tv Society at Squamish, B. C., on ch. 7 with power of 5 w to retransmit programs of CHEK-TV Victoria, B. C. Repeater was recommended for CKRN-TV Rouyn, Que., to rebroadcast its programs at Senneterre, Que., with 5 w on ch. 7.

New am stations were recommended in the province of British Columbia at Langley Prairie to J. E. Chesney, with 1 kw on 850 kc; at Abbotsford to CHWK Chilliwack, on 1240 kc with 250 w to rebroadcast its programs; and at Fort St. John to John Skelly with 1 kw day and 500 w night on 970 kc.

Fm stations were approved at Calgary, Alta., for Allan J. Barker on 95.9 mc with 11 kw power; at Altona, Man., to CFAM Altona, with 332 kw on 98.3 mc, and to be programmed separately; and at Winnipeg, Man., to CKY Winnipeg, on 92.1 mc with 360 kw.

In granting the new fm station at Calgary, BBG stated it will "follow with interest development of independent fm broadcasting in the special conditions of the Calgary market." CFCN Calgary had had its application for an fm station turned down. The station at Langley Prairie, B. C., was recommended "to protect the use of the proposed frequency in Canada."

Power increases were recommended for CKBC Bathurst, N. B., from 250 w on 1400 kc to 10 kw on 1360 kc; to CJFP Riviere-du-Loup, Que., for daytime power boost from 1 kw to 5 kw, with retention of 250 w night-time power on 1400 kc; to CHAT Medicine Hat, Alta., from 1 kw to 10 kw on 1270 kc; to CBWT (TV) Winnipeg,

from 57.8 kw to 100 kw visual and from 34.7 kw to 50 kw aural power, with change from ch. 3 to ch. 6, and antenna height increase from 196 ft. to 1,027 ft. above average terrain; to CKSA Lloydminster, Alta., from 1 kw to 10 kw on 1150 kc; to CBWFT (TV) Winnipeg, from ch. 6 to ch. 3, with power from 2.87 kw to 59 kw visual and 1.72 kw to 35.2 kw aural, with antenna height from 196 ft. to 930 ft. above average terrain.

Ownership and share transfer changes were approved for CKOT Tillsonburg, Ont.; CHFI-FM Toronto, Ont.; and CJBR-AM-FM-TV Rimouski, Que., and CJBR-TV-1 Edmunston, N. B.

U.S.-Mexico agree on border drop-ins

A new U. S.-Mexico agreement on the allocation of vhf channels within 190 miles of the border was announced by the FCC last week. The new plan will permit dropping in vhf assignments in several cities in four states touching the Mexican border but does not delete any existing allocations, an FCC spokesman said.

Eight Texas cities are eligible for new vhf assignments under the agreement, Arizona getting two, New Mexico one and California two. The Texas additions: Boquillas, ch. 8; Brady, ch. 13; Del Rio, ch. 10; Ft. Stockton, ch. 5; Marfa, ch. 3; Presidio, ch. 7; San Angelo, ch. 6 (chs. 3 and 8 already are assigned there) and Sonora, ch. 11. Silver City-Truth or Consequences, N. M., would pick up ch. 6; Nogales and Pres-

cott, both Arizona, ch. 11 and ch. 7, respectively. El Centro, Calif., would be assigned chs. 7 and 9 and ch. 12 would go to the Bakersfield-Santa Barbara, Santa Maria and Lompoc, Calif., area. (Note: the FCC has made Bakersfield all-uhf by deleting ch. 10 there.)

Under the new agreement, several Mexican cities also will be eligible for new vhf assignments. It replaces a 1951 allocations plan between the two countries. The FCC will shortly change its table of allocations to effect the new assignments in the U. S., a commission spokesman said.

Canadian firm 'satisfied' with pay-tv experiment

High income homes have been poorer customers than low-income homes in the Canadian Telemeter pay-tv experiment in the Etobicoke suburban area of Toronto, Ont., it was revealed at the annual meeting of Famous Players Canadian Corp., on April 24 at Toronto.

J. J. Fitzgibbons, corporation president, said the company is satisfied with the experiment with about 6,000 subscribers. Canadian Telemeter is not showing a profit, however. Next winter, the firm will pipe in Toronto Maple Leaf out-of-town hockey games.

Canadian Telemeter has expanded operations into the adjoining Mimico suburban area, but despite this expansion, the number of subscribers remains fairly constant at 6,000. Famous Players Canadian Corp. announced it will construct a new large motion picture theater in Toronto, since it felt the impact of tv has hit its peak with 90% of Canadian homes now having tv sets. As a result of tv, 1,000 movie theaters have closed across Canada since 1954, with 66 closing last year.

Second Italian channel gets commercials

The first advertising commercials on Italy's second television service began May 1, with four "messages" permitted in the first interval of the evening program about 10 p.m. The rate is about \$4,000 for a single spot, of 30-40-second duration.

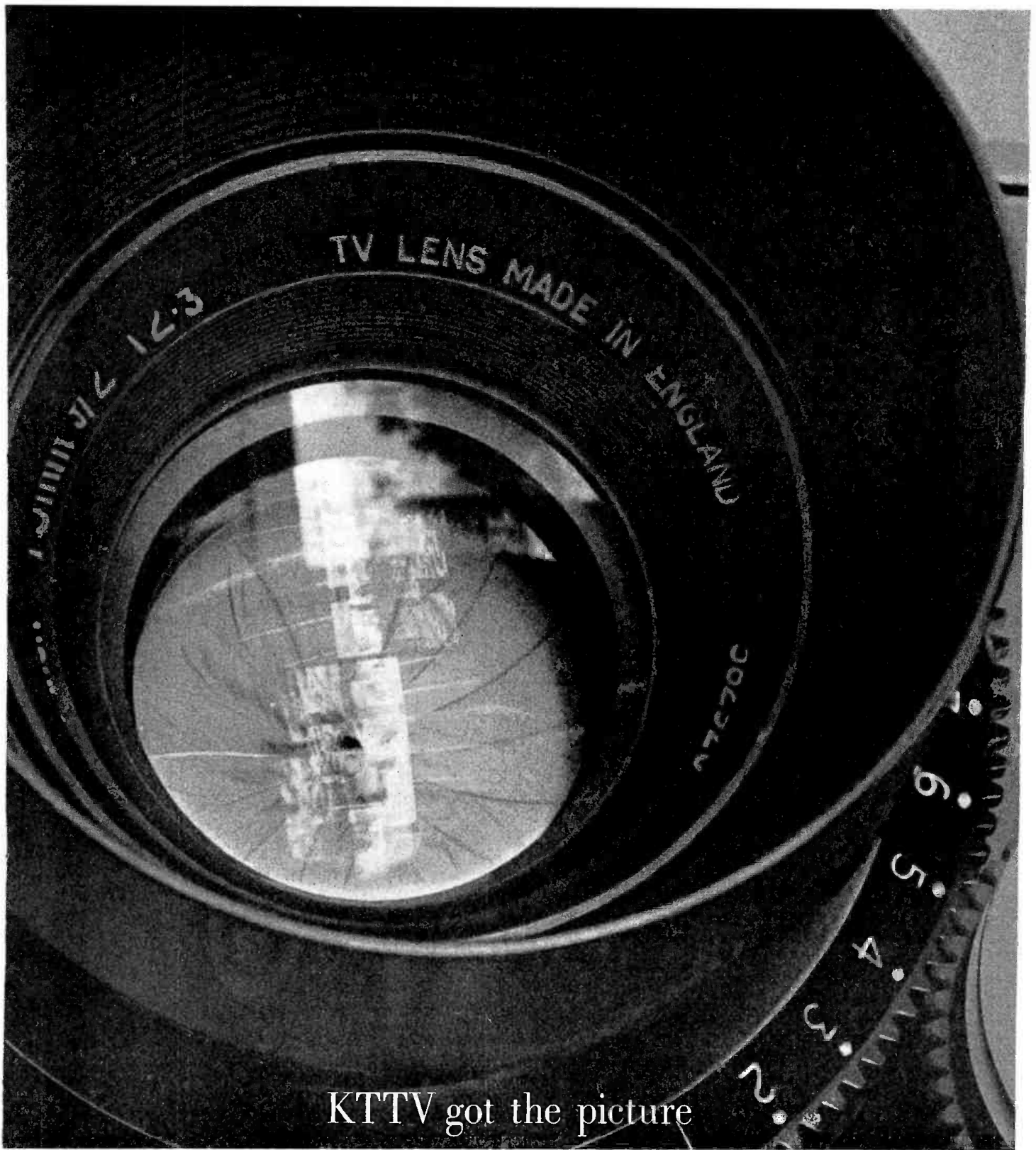
Italy's second tv channel began last October and is designed to supplement the first tv service which now serves over 2.7 million tv homes. Tv viewers have to adapt their receivers for the second service, although many have already bought new receivers which included the second channel.

Commercials in Italian tv operate on a rotating basis because the government-owned broadcast service per-

mits only a limited number of advertising messages during the program day. The usual schedule is 15 transmissions over a four-month period, with the spot broadcast every sixth day.

In the new service, the advertiser must furnish an entertainment film of two minutes, 15 seconds, with only 35 seconds of each film permitted to be used for advertising. This is the same as the first channel's "Carosello" segment which presents four brief advertising films just prior to the beginning of the evening feature program.

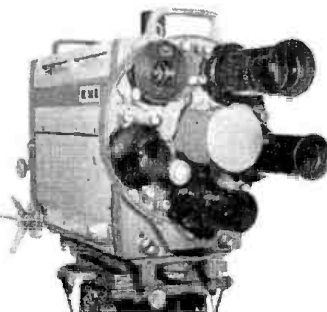
In tv, commercials are permitted after the first news report, at 6:30 p.m., and again at 8:30 p.m.



KTTV got the picture

(EMI/US got the order)

The West's leading independent shopped the market for 4½-inch image orthicon cameras. EMI/US got the order. No wonder. EMI's 4½-inch i.o. is the latest and most advanced design. With nearly two hundred in use throughout some sixteen countries, the bugs are out. Fire this one up and it works. Every day.



All the time. Picture quality is like nothing you've seen.

Check with us on the possibility of a demonstration in your studios. Call your nearest ITA Electronics Sales Office, or write EMI/US General Communications Division, 1750 N. Vine St., Los Angeles 28. **EMI/US**

Radio Month events announced by GAB

A seven-event promotion in conjunction with Radio Month (this month) has been announced by the Georgia Assn. of Broadcasters.

Headlining the activities will be the first Georgia Radio Day to be held May 14 in cooperation with the Atlanta Advertising Club. Kevin B. Sweeney, president of RAB, will be the featured speaker.

Through its central offices in Atlanta, the GAB has distributed to 135 radio members special congratulatory messages from Senators Richard Russell and Herman Talmage and Governor Ernest Vandiver.

The annual GAB safety-thon weekend will be held May 25-27 with the theme "Lights on, and Live." Georgia's senators and governor also will promote the safety-thon with special tapes.

On May 15, the association will make a special radio presentation to the Georgia Retail Furniture Dealers Assn. annual convention in Atlanta.

Other GAB radio promotions include: Announcement of a new annual broadcast-education award by the state superintendent of schools to be awarded at

Second tv sets

WNEM-TV Saginaw-Bay City-Flint, Mich., has undertaken an effort to promote a second television set in every home. According to an article in *Television Magazine* cited by the station, only 40,000 of the 400,000 tv homes in the area have second sets.

Over 400 dealers and manufacturers are participating in the campaign which ends at the end of this week.

the GAB summer convention in August; production of a special "Myth vs. Truth" series of radio spots on Americanism for the Georgia State Chamber of Commerce; and 12 speeches throughout the state by GAB executive secretary Jack Williams.

WLEE helps to aid stricken families

A simple community service promotion by WLEE Richmond to help aid many persons from the storm-battered town of Chincoteague, Va., has blossomed into one of the finest projects

ever undertaken by the station.

Now, a month and a half later and the promotion virtually a thing of the past, WLEE reports that contributions are still coming in.

The station's original idea was to raise enough money so that the local Salvation Army could "adopt" one of the stricken families. The money was to be used for food, clothing and medical aid.

WLEE used its facilities for the plea for financial assistance. And it came from all directions. Within a week and a half, enough money was raised to "adopt" 12 families and furnish partial help to several others. Money is still trickling in, WLEE said, despite the fact that it has not asked for any on the air since the end of March.

WPIX kid shows 'adopt' New York departments

Five children's programs of WPIX (TV) New York are "adopting" various municipal departments of the City of New York to inform the youngsters about their city government.

The Dept. of Sanitation has been adopted by "*Laurel-Hardy and Chuck*." This program will instruct its viewers on proper use of litter cans placed around the city, and the correct procedure for covering garbage cans.

Bozo The Clown has adopted The Dept. of Health for hints on proper dental habits and care and treatment of cuts and burns. *The Dick Tracy Show* has adopted, quite naturally, the Police Dept. The Traffic Dept. is joining hands with *Popeye* and The Fire Dept. is being adopted by *The Three Stooges Firehouse*.

When informing municipal departments of the WPIX project, New York Mayor Robert F. Wagner termed the adoption plan "a worthy vehicle for informing our young citizens on city government."

Drumbeats . . .

KEWB's Las Vegas trip ■ John McRae and Dick Ullman, station and sales manager, respectively, of KEWB San Francisco, were co-hosts of a weekend party the station gave for 65 agency people in the San Francisco Bay area. Theme of the junket was a "Personality Posse" with agency personnel acting as KEWB honorary sheriffs whose object it was to locate the station's "Most Wanted" disc jockey. Bill Vernor, Vernor Adv., spotted the disc jockey, Don MacKinnon, disguised as a newsboy. In honor of 910 kc (KEWB), Mr. Vernor received an award of 91 silver dollars.



A visit to Washington—KNXT style

KNXT (TV) Los Angeles sent 12 children to Washington where they participated in the filming of two one-hour documentaries to be shown May 29 and June 6. Titled, "For Which We Stand," the films are being presented to familiarize children with the background and traditions of the government. The children selected represented a cross-section of

Southern California students.

The trip included visits with California Senators and Congressmen, other government leaders and finally a meeting with Vice President Lyndon B. Johnson. During the day the journey included visits to many of the governmental and historic sites. In photo, the group tours Mt. Vernon, home of George Washington.

Radio to Vademecum's rescue

Vademecum, the new Swedish toothpaste, exists today because radio finished the job that newspapers and television couldn't do—introduce the product.

When the initial campaign last summer in the Minneapolis-St. Paul area failed to produce desired results, KMNS Sioux City, Iowa, sold Olson National Co., the importer, a radio plan.

After the first month of an adult-type approach on KMNS, Vademecum reported its sales had increased 12% over the previous two months

combined.

And sales continued to climb. By November, one wholesale drug firm reported Vademecum sales had surged 290%.

Olson National, following the successful format introduced by KMNS, purchased similar radio campaigns in other markets with much the same results.

Originator of the KMNS plan for Vademecum was Ted Holtgrewe, a salesman at the station. He still services the toothpaste account, now a big radio spender.

Youth salute ■ WIL St. Louis has started a "Salute to Youth" campaign, in which it is inviting listeners to send in the name of a teenage citizen and explain why he or she should be saluted. A panel of civic leaders will select 10 finalists at which time a city-wide vote will be taken. The winning boy and girl will receive numerous gifts and their respective high schools will be treated to a "Coronation Ball."

Ant farms ■ A total of 350 ant farms, complete with live ants, are in the mail to timebuyers and advertising managers across the country as part of the current direct-mail advertising campaign by the A-Buy in California radio group. According to Bob Blum, group president, the ant farms were chosen to dramatize the point that nothing works harder than an ant—"except radio dollars spent on A-Buy in California." This is the third mailing in a series of six. The first was a model of a Mercury space capsule and the second was a passport to Vimland (Very Important Markets covered by the 11 A-Buy stations).

WEBB survey ■ WEBB Baltimore has published a brochure, "The Baltimore Negro Market—Consumer Panel Survey, 1960-61," which details many marketing habits of the city's 336,000 Negroes. The survey was compiled, analyzed and edited by Dr. Winfred O. Bryson Jr., head of the department of Economics and Business at Morgan State College.

To the rescue ■ When the Washington chapter of the National Press Photographers Assn. got too involved in its coverage of President Kennedy and other major national events in the Nation's Capital, the group found there was virtually no time left to select its annual queen to compete in the National Press Photographer's convention in Charleston, S. C., next month. So the photographers turned to WEAM Arlington, Va., for help. Result: the

biggest contest in the photographers' history and in the shortest time. And a pretty queen.

Radio-tv fans ■ Visits to broadcast stations were the first choice of more than one third of 1,600 Youngstown, Ohio, area high school teachers during that city's Business-Education Day sponsored by the Chamber of Commerce. From a list of 150 businesses, 567 teachers chose radio-tv operations as the place they would most like to spend the day. Ten teachers drew broadcast assignments and were guests of Philip Richtscheidt, general manager of WKST-TV Youngstown, who showed them the station's operations.

Old cars ■ A collection of 70 priceless antique automobiles restored to almost perfect shape provided a community service project for WJRT (TV) Flint, Mich. The station, with co-sponsor, The Flint Chapter of the Veteran Motor Car Club, gave residents an opportunity to view a portion of automotive history in an interesting manner. Proceeds from the show went to a community college and cultural fund to be used for the construction of an automotive museum.

Local selling ■ KMHL Marshall,

Minn., has distributed a booklet to local advertisers and agencies describing the effects of local sales on radio. A BROADCASTING editorial, "Local is Vocal" (EDITORIALS, Nov. 20, 1961), was the keynote item.

Maps ■ CKGM Montreal offered all foreign affairs classes in city colleges and high schools copies of a one-dollar world map showing the routes of U. S. and Russian astronauts and the 20 world tension points for 25 cents. The station reported 10,000 requests in the first week.

Homework help ■ As a timely service to high school students who listen to the radio while doing their homework, WWDC Washington is inaugurating a "House of Homework" on the nightly *Earl Robbins Show*. Special telephone lines have been installed and students are invited to call in any homework question for which they cannot find the answer. Mr. Robbins will announce the question on the air and anyone knowing the answer is asked to call it in.

WCKY food contest draws 78,000 participants

WCKY Cincinnati has just completed an eight-week contest with the 36 Albers Colonial food stores in the area in which 78,233 entries were reported.

The Carload of Quality Foods contest was touched off by WCKY during the two-month span with 512 one minute spots plus window banners and deposit boxes.

Each day, a winner was chosen by a drawing with a \$15.30 gift certificate (WCKY's spot on the dial) redeemable for groceries as the prize.

The WCKY grand prize—a 1962 Dodge Lancer packed with Albers groceries—was awarded to the entrant who guessed the exact retail value of the foodstuffs in the car and, as a tie-breaker, the number of grocery items. (The groceries were worth \$166.31, and there were 627 items).

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BROADCAST ADVERTISING

Rolt J. Smith, vp, account and creative supervisor on Wallace Labs account, Ted Bates & Co., New York, elected senior vp. Mr. Smith joined Bates in 1959 as creative supervisor and was elected vp in October of that year.



Mr. Smith

C. Duffield Clarke, former vp and general manager of McCann-Erickson's sales communications division in Chicago, joins J. M. Mathes Inc., New York, as vp and marketing director.

Raymond A. Betuel, senior art director, Foote, Cone & Belding, New York, elected vp. **Erwin Fishman**, research manager, promoted to associate director of research.

Curtis E. Long, partner of Long, Haymes & Carr, Winston-Salem, N. C., advertising agency, elected president of Winston-Salem Sales Executive Club for 1962-63.

Harry Kinzie Jr., vp and member of plans board, Needham, Louis & Brorby, joins MacFarland, Aveyard & Co., Chicago, as vp, creative director and member of agency's marketing committee. Previously, Mr. Kinzie was with Tatham-Laird as copy chief and creative committee chairman. **Mary Ann Schatz**, MA traffic manager, promoted to business manager of radio-tv department.

Roy Drushall, former national sales manager of KABC Los Angeles, joins Frank B. Sawdon Inc., New York-based advertising agency, as manager of west coast activities, with headquarters in Hollywood.



Mr. Lambert

Matthew J. Lambert Jr., account supervisor and member of executive committee, Arnold & Co., Boston advertising agency, elected vp.

William J. Curran and **Jack Beauvais**, account supervisors, elected to agency's executive committee.

Robert J. Mohr, director of advertising and sales promotion, Phillips-Van Heusen Corp., named director of advertising, Shulton Inc., New York. He will supervise toiletries firm's over-all advertising program.

Robert L. Cornish, account supervisor, Compton Adv., New York, joins

Chicago's AAAA officers

David G. Watrous, president of Earle Ludgin & Co., elected chairman of Chicago Council of American Assn. of Advertising Agencies for 1962-63. He succeeds **John V. Sandberg**, vp, J. Walter Thompson Co. Other officers elected: **Arthur W. Schultz**, vp, Foote, Cone & Belding, vice chairman; and **Robert Ross**, merchandising director, Leo Burnett Co., secretary-treasurer. New board members: **David Guerrant**, president, MacFarland, Aveyard & Co.; **Robert Shirey**, vp, Kenyon & Eckhardt; and **Hal Thurber**, president, Wade Adv.

Morse International Inc., that city, as account supervisor for Lavoris, Vicks Formula 44 and Vicks proprietary products.



Mr. Connor



Mr. Shank

Charles B. Shank, vp and creative director, Foote, Cone & Belding, Los Angeles, and **John W. Connor**, creative director, Knox-Reeves Adv., Minneapolis, elected vps of Needham, Louis & Brorby. Mr. Shank, who will serve as copy supervisor in NL&B's Chicago headquarters, joins agency after 15 years with Foote, Cone & Belding. Mr. Connor, who previously held creative posts with Cunningham & Walsh and McCann-Erickson, will serve as copy director of NL&B's New York office. Before entering agency business, Mr. Connor was copy chief of Shell Oil's advertising department on West Coast.

William D. Morrissey, formerly with Ketchum, MacLeod & Grove, Pittsburgh, joins Lando Adv. Agency, that city, as account manager in consumer advertising division.

Laurence E. Babb Jr., account executive and assistant to president, Reilly, Brown & Tapply, Boston, joins Daniel F. Sullivan Co., that city, as account executive. Previously, Mr. Babb served as advertising manager for Commercial Filters Corp., Melrose, Mass.

Bergen F. Newell joins Louis Benito Adv., Tampa, as account executive.

Hendrik Booraem Jr., vp in charge of broadcasting, Ogilvy, Benson &

Mather, joins Lennen & Newell, New York, as tv program supervisor.

Ben Colarossi, executive producer-art director for past five years at Warwick & Legler, joins creative services division of Kenyon & Eckhardt, New York, as tv production supervisor.

G. Murray Greer, manager of sales promotion department, Rexall Drug Co., Los Angeles, promoted to advertising director, succeeding **John Hart**, recently elected vp in charge of merchandising. In his new



Mr. Greer

post, Mr. Greer will report to Edwin Ramsey, Rexall vp in charge of marketing and sales, and will be responsible for supervision and execution of company's complete national and local advertising and sales promotion. Mr. Greer joined Rexall in 1957.

Eloise Gibson, formerly with Compton Adv., New York, joins The Wesley Assoc., that city, as copy supervisor.

Marion Harper Jr., board chairman and president of Interpublic Inc., New York, named 1962 Marketing Statesman of the Year by Sales Executive Club of New York. In presentation last Thursday (May 3), Mr. Harper was cited for significant contributions to development of marketing strategy as a science.

Ronald L. David, vp, Bartlett Research Inc., Detroit, joins Zimmer,

League elects new slate

Bill Wagley, vp, John A. Scott Co., elected president of The Dallas Advertising League, succeeding **George J. Watts**, vp and director of pr and advertising, Republic National Bank of Dallas. Other new officers: **John R. McCarty**, vp for advertising, Frito-Lay Inc., first vp; **Neal Hall**, director of publicity and advertising, Lone Star Gas Co., second vp; and **William E. Cunningham Jr.**, assistant advertising manager, Texas Power & Light Co., secretary. **Burke Gilliam**, of DeJernett Adv. Agency, named editor of *OK'd Copy*, league's official weekly news bulletin. New directors: **John J. Coyle**, KVIL; **Calvin L. Gunnell**, Safeway Stores; **George O. Heyl**, Universal Match Corp.; and **James V. Lovell**, *The Dallas Times Herald*.

Keller & Calvert, that city, as associate radio-tv producer. Previously, Mr. David was with WXYZ-TV Detroit for seven years as producer-director.

Jane Dahlgren, media buyer, Beaumont, Hohman & Durstine, San Francisco, joins Honig-Cooper & Harrington, that city, as radio timebuyer.

Bert W. Littmann, president of Uni-graphic Inc., elected president of New York Art Directors Club. Other officers elected: **William Duffy**, senior art director in charge of tv, McCann-Erickson, first vp; **John Skidmore**, art director, Union Carbide, second vp; **Joseph Cavallo**, senior art director, The Kleppner Co., secretary, and **Mahlon A. Cline**, principal of Mahlon A. Cline Assoc., treasurer. Elected to executive committee for two-year terms: **Robert O. Bach**, vp, N. W. Ayer & Son; **Walter Grotz**, senior art director, McCann-Marschalk, and **Arnold Roston**, principal of Roston & Co., designers.

Laura McGee named assistant media buyer at Harris & Weinstein Assoc., advertising counselors, Atlanta.

Joseph Kerst, formerly with Campbell-Mithun, and **Robert I. Rizer**, formerly with BBDO, join Erwin Wasey, Ruthrauff & Ryan, St. Paul, Minn., as art director and director of farm marketing operations, respectively.



Mr. Davis

Leonard L. Davis Jr., former vp and managing director, Victor A. Bennett Co., New York, joins Fuller & Smith & Ross, that city, as director of pr. **John R. McCarthy**, vp, appointed account group manager. **Mary Chichester**, formerly with McCann-Marschalk, Cleveland, joins F&S&R as copy writer.

Bill Massnick, art director on Lincoln Continental account at Kenyon & Eckhardt, Detroit, joins Charles Bowes Adv., Los Angeles, as art director.

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Leonard Ruben, former art director at Young & Rubicam, joins Compton Adv., New York, as art supervisor.

Colleen Mattice, formerly with Cole & Weber Inc. and Guild, Bascom & Bonfigli, both Seattle, joins West-Pacific Agency, that city, as media-marketing director.



Mr. McCourt



Mr. Singer

David K. McCourt and **Robert D. Singer** join Foote, Cone & Belding's San Francisco office as account executives on Nalley's group (food products) under Byron Mayo, vp and group supervisor. Mr. McCourt, former advertising manager of Carnation Co.'s fresh milk and ice cream division, Los Angeles, joins FC&B after three years with BBDO, San Francisco, on Foremost Dairies group and Gallo Wines. Prior to BBDO, Mr. McCourt was account executive on Pillsbury account at Campbell-Mithun, Minneapolis. Mr. Singer, who transfers from FC&B's Los Angeles office, joined agency in 1959 after eight years with Erwin Wasey and Doyle, Dane, Bernbach.

H. W. Grathwohl, vp and director of advertising, Noxzema Chemical Co., Baltimore, Md., elected to company's board of directors.

Bryant Miley, controller and office manager, Cunningham & Walsh, San Francisco, joins Johnson & Lewis, that city, as controller.

THE MEDIA

Robert L. Brown, national sales manager, Mullins Broadcasting Co. (KBTW [TV] and KBTR, both Denver), assumes duties as KBTW's general sales manager. Mr. Brown will be responsible for over-all sales of Denver tv outlet while James D. Farris continues as local and regional sales manager. Mr. Brown joined KBTW's sales staff in 1952.

Saul Haas, president of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle), elected board chairman of Washington State Broadcasters Assn. **Jim Agostino**, KXLY Spokane, re-elected to board. New members include: **Miller C. Robertson**, KUEN Wenatchee; **E. O. Beckley**, WBRC Mt. Vernon; and **Max Bice**, KTNT-AM-FM Tacoma.

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Mr. Reinheimer



Mr. Chase



Mr. Ayres

Charles Ayres, eastern sales manager, ABC-TV, New York, elected vp and associate sales director. **Peter Reinheimer**, assistant daytime sales manager and network account executive, replaces Mr. Ayres as eastern sales manager. **Stanley Chase**, Broadway and off-Broadway producer, joins ABC-TV as director of program development. He replaces **Robert Rafelson** who has joined Revue Productions.

Michael J. Foster, vp in charge of press information, ABC, New York,

elected to board of directors of Kleer-Vu Industries Inc., that city. Mr. Foster has headed ABC's press activities since 1956. Previously, he was press information director for CBS-TV.

Gerard Flesey, account executive, KOL-AM-FM Seattle, joins KOFE Inc. (KOFI Pullman, Wash.), as vp and general manager of station's Moscow, Idaho, studio and office.

Todd R. Gaulocher, formerly with WCBS-TV New York, joins E. S. Sumner Corp., pr firm, that city, as vp in charge of sales. **David Brydson**, formerly with CHCH-TV Hamilton, Ont., joins Sumner as account executive.

Sal Butera, station manager, WCNS, WCNO (FM) Canton, Ohio, named general manager in charge of programming and editorial policies for Dover Broadcasting Co. (WCNS, WCNO [FM] Canton, and WJER Dover-New Philadelphia). Mr. Butera, who will continue as station manager of two Canton radio outlets, assumes duties formerly held by **W. B. Steis**, vp and general manager of Greer Stations, who

Collins picks fm group

Ben Strouse, WWDC-AM-FM Washington and NAB fm director, named chairman of NAB Fm Radio Committee by President LeRoy Collins. Others named to committee: **H. L. Benton**, WLWL - FM Minneapolis; **Everett L. Dillard**, WASH (FM) Washington; **Merrill Lindsay**, WSOY-FM Decatur, Ill.; **Fred Rabell**, KITT (FM) San Diego, Calif., also an fm director; **Henry W. Slavick**, WMC-FM Memphis; and **Harold Tanner**, WLDM (FM) Detroit.

will assume more direct responsibility with operations of WKJF (FM) Pittsburgh, and WAJR-AM-FM Morgantown, W. Va.

Lawrence J. Pollock, director of research and sales development, WABC-TV New York, appointed director of research and advertising services. Before joining WABC-TV in March 1958, Mr. Pollock was manager of research department of ABC Radio.



Mr. Hensel

Len Hensel, regional sales manager, Ziv-United Artists, appointed national sales manager of WSM Nashville. Mr. Hensel joined Ziv-UA in 1954, serving as regional sales manager for past two years.

E. James McEnaney, formerly with WHIM-AM-FM and WJAR-AM-TV, both Providence, R. I., joins WICE-AM-FM, that city, as station manager. **Art Knight**, program director, and **Jack Murphy**, production manager, WARM Scranton, and **Blaine Harvey**, air personality and production assistant, WSBA-AM-FM-TV York, both Pennsylvania, join WICE, in similar capacities. **Jerry Dyer** and **Kerby Scott** appointed news director and production manager, respectively, of WARM. **Paul Roberts**, formerly with WSBA, to WARM as air personality. Susquehanna Broadcasting Stations: WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania; WICE-AM-FM Providence, R. I., and WHLO Akron, Ohio.

Michael P. Mallardi, assistant to general manager, Radio Press International, New York, named business manager.

Mel Trauner, radio-tv research director, The Bolling Co., New York, appointed director of radio research for Edward Petry & Co., that city. Previously, Mr. Trauner served as research



WGBS's Bill Durney returns 'Marlins' to Miami

Baseball is here again, but to veteran sportscaster, coach and commentator **Bill Durney**, sports director of WGBS-AM-FM Miami, Fla., it's just another season. Mr. Durney (l), who was granted a franchise by the Florida State League to operate a professional baseball team in Miami, is shown discussing strategy with team manager **Andy Seminick** at the opening game in Miami last

week. Mr. Durney, vp and general manager of the new ball club, announced that the team would be called the "Miami Marlins" in tribute to the original city favorites by that name, of which he was assistant general manager, and that have since given up their AAA franchise in Miami to move to Atlanta, Ga., where they are now known as the "Atlanta Crackers."

director for Headley-Reed Co. and as research analyst with Mutual Broadcasting System.



Mr. Guild

Ralph Guild, executive vp, Daren F. McGavren Co., New York, named general manager of McGavren Organization and will direct sales for all of company's offices. **Ed Argow**, manager of Chicago office, transfers to New York as sales manager. **Ralph Conner** remains as assistant sales manager of New York office. **Mike McNally**, St. Louis manager, transfers to Chicago as manager. **Tom Sullivan**, formerly of NBC Spot Sales, replaces Mr. McNally in St. Louis.

Jack Dorr, promotion director, WBNS-TV Columbus, Ohio, named advertising and promotion manager, WRCV-AM-TV Philadelphia. He succeeds **John P. (Jack) Wiley**, recently promoted to sales manager of NBC-owned Philadelphia tv outlet.

James R. Parker, formerly on sales staff of WBBM-TV Chicago, joins **Peters, Griffin, Woodward**, that city, as tv account executive.

Willard T. Wadelton, advertising representative, *This Week* magazine, joins CBS Radio as account executive.

Merlin Knittel appointed chief engineer of KHIQ (FM) Sacramento, Calif.

Ralph Wilson joins engineering staff of KNX-AM-FM Los Angeles as audio technician. **Roger Gallagher** assumes KNX announcing duties for summer as vacation relief.

Charles Murdock, program director, WQAM Miami, promoted to station operations manager.

Amusement chairman

Ben Hoberman, vp and general manager, KABC-AM-FM Los Angeles, elected chairman of radio-tv station division of amusement industry



Mr. Hoberman

section of United Jewish Welfare Fund. Other division heads are: **Jerome H. Stanley**, director of film programming, NBC-TV, West Coast; **Alan Livingston**, Capitol Records; **Albert Dorskind** and **George Stern**, Revue Productions; **Lewis J. Rachmil**, Ziv-UA, and **Walter M. Mirisch**, producer.

Colson Jones, engineering department, WFBG-TV Altoona, Pa., promoted to producer-director, succeeding **Harlen Singer**, who resigned to join WTAE (TV) Pittsburgh in similar capacity. **Gil Fryer**, formerly with WSBA York, Pa., to WFBG announcing staff.

C. Howard McDonald, announcer and traffic manager, KGVO Missoula, Mont., promoted to program director.

Robert Huber, public affairs director, WJW-TV Cleveland, promoted to program director.

James C. McAleer named program manager of WOR-AM-FM New York. Mr. McAleer joined station's traffic department in 1954, subsequently was appointed night production supervisor, and for past six months has served as acting program manager.

James H. Ferguson, program director, WMCT (TV) Memphis, joins Storer Broadcasting Co.'s WAGA-TV Atlanta as program manager, replacing **Horace P. (Buddy) Ray**, who transfers to Storer Programs Inc., New York production subsidiary, as operations manager.

Edward L. Doyle, program manager, WNDU-TV South Bend, Ind., appointed assistant program manager of Westinghouse Broadcasting Co.'s WBZ-TV Boston. He succeeds **Winthrop Baker**, recently named program manager of WBC's WJZ-TV Baltimore.

Doug Pledger, KNBC-AM-FM San Francisco personality who has just signed new three-year contract with station, is also taping morning program for McClatchy Broadcasting Co. Stations: KFBK-AM-FM Sacramento; KMJ-AM-FM Fresno; KBEE-AM-FM Modesto; KERN-AM-FM Bakersfield, all California, and KOH Reno, Nev. It was incorrectly reported in BROADCASTING, April 30, that Mr. Pledger was removing his morning program from KNBC stations.

Mark Wheeler, former program director, WYSE Lakeland, Fla., joins WONN, that city, as program manager.

Paul Murphy, program director, WAVI-AM-FM Dayton, and **Dona Suits**, formerly with KORK-AM-FM Las Vegas, join WTVN-AM-FM Columbus, Ohio, as production director and traffic director, respectively. **Steve Trent** and **Dave Logan** to WTVN as air personalities.

James Krayner, producer-director in public affairs department, WCAU-TV Philadelphia, promoted to production manager.

Paul Buckles and **Rebecca Barrickman** appointed personnel-office manager and assistant office manager, re-

PAPBA elects officers



Mr. Altdorffer

Sam M. Altdorffer, general manager, WLAN-AM-FM Lancaster, elected president of Pennsylvania Associated Press Broadcasters Assn., succeeding **Ed K. Smith**, vp and general manager, WCMB Harrisburg, who becomes member of board of directors. Other new officers: **Al Ringler**, news director, WCAU-AM-FM Philadelphia, elected vp, and **Joseph Snyder**, Philadelphia AP bureau chief, was re-elected secretary. Board of directors: **Bill Williams**, WNEP-TV Scranton; **Roy Morgan**, WILK Wilkes-Barre; **Les Rollins**, KDKA-AM-FM Pittsburgh; **Paul Cerula**, WAZL-AM-FM Hazleton; **Pat Stanton**, WJMJ Philadelphia; **Elwood Anderson**, WORK York, and Mr. Smith.

spectively, WSEB Sebring, Fla. **Jim Hart**, former program director, WYAK (FM) Sarasota, joins WSEB as director of news, sports, and special events.



Mr. Denison

Spencer Denison, station and sales manager, WVIP Mt. Kisco, N. Y., joins National Assn. of Broadcasters, effective May 14, as field representative in Colorado, Idaho, Minnesota, Montana, New Mexico, North and South Dakota, Utah and Wyoming. Previously, Mr. Denison served as salesman and sports director of WHLS-AM-TV Port Huron, and sales manager and general manager of WMDN Midland and WBRN Big Rapids, all Michigan.

Barrie Matthews, formerly with WROV Roanoke, Va., joins news department of KALL Salt Lake City, succeeding **Robert Craig**, who was called to active reserve duty.

Bill Hampton, news editor, WMBR-AM-FM Jacksonville, Fla., joins news staff of KEX-AM-FM Portland, Ore.

Bob Vandergriff, former news director, WBIR-AM-FM-TV Knoxville, joins staff of WFGA-TV Jacksonville as news editor.

Martin McNeely joins news staff of WXYZ-TV Detroit.

Bob Lewis, news director, KBST Big

Paul D. P. Spearman dies at 63

Paul D. P. Spearman, 63, first general counsel of the FCC and a leading Washington communications attorney until illness forced his retirement in 1953, died May 2 in Washington.



Mr. Spearman

Funeral services and interment were held May 5 in his home town of Hamilton, Miss. He leaves four daughters.

After a notable record as a trial attorney in his native state and service as executive secretary of the Mississippi Railroad Commission and the State Forestry Commission, Mr. Spearman joined the Federal Radio Commission in 1929. He was as-

sistant general counsel of the FRC when he resigned to enter private law practice in 1931 with the late Thomas P. Littlepage. When the FCC was organized he was appointed general counsel and served in that capacity until 1935 when he returned to private practice. Associated with Mr. Spearman in his communications law practice were the late Sen. Hubert D. Stephens of Mississippi, the late E. O. Sykes, former FRC and FCC member and chairman, and the late Frank Roberson, both also of Mississippi. During his private practice, Mr. Spearman represented for many years the Regional Broadcasters Committee in the clear channel case. The Spearman & Roberson law firm is now carried on by Frank U. Fletcher, Robert L. Heald, Russell Rowell, Edward F. Kenehan and Richard Hildreth.

Springs, Tex., joins news department of KPRC-TV Houston.

Jerry Boynton named news director of KFDM Beaumont, Tex.

Allan L. Wester, former sports announcer, WVUE (TV) New Orleans, named sports director of KSTP-AM-TV Minneapolis-St. Paul.

Bruce (Michaels) Micek, former program director - air personality, WNWC (FM) Arlington Heights, Ill., to WKFM (FM) Chicago as air personality.

Ken Dowe and **Gary D'Shea** join KBOX Dallas as air personalities.

Keith Allgood and **Loren (Mike) Lunde** join KYOS Merced, Calif., as air personalities.

Johnny Towne and **Carl Wade** join

WTAO Cambridge, Mass., as air personalities.

Garrett D. Blanchfield, assistant sales promotion director and research coordinator, WNAC Boston, joins WEEL-AM-FM, that city, as sales promotion assistant.

John W. Kiermaier, director of pr, CBS News, New York, elected vp. Mr. Kiermaier joined CBS News in August 1959 as assistant director of pr and was promoted to director following year.

Dave Goldman, director of radio-tv, Woodard, Voss & Hevenor, Albany, N. Y., advertising agency, joins WPTR, that city, as sales promotion director.

Mrs. Zoe Niarchos, WPTR sales service director, promoted to office manager.

Victor Love, advertising manager for

Denver TV Guide magazine for past five years, joins KBTB (TV), that city, as account executive.

S. Donald Urban, publicity and special events director, H & S Pogue Co., Cincinnati, joins WKRC-AM-FM, that city, as director of promotion and pr.

John Hokom, research coordinator, KNX-AM-FM Los Angeles, named research and promotion manager. **Mattie Carlone**, formerly with KNX's sales department, transfers to department of information services as Mr. Hokom's assistant.

Parker Jackson, former promotion manager, KFMB-AM-FM-TV San Diego, joins promotion department of KHJ-TV Los Angeles.

Joe Klaas, sales department, KYA-AM-FM San Francisco, resigns to become campaign manager for John L. Stevenson, democratic candidate for 9th Congressional District of California. Mr. Klaas is succeeded by **Deon Routh** of KGO-AM-FM, that city.

Harlan S. Singer, formerly with directing staff of WFBG-TV Altoona, Pa., joins WTAE (TV) Pittsburgh, in similar capacity.

PROGRAMMING

Richard Brandt, vp, Trans-Lux Corp. and president of production firm's entertainment division, elected president of Trans-Lux Corp. **Aquila Giles**, Trans-Lux vp, elected executive vp. Percival Furber continues as T-L's board chairman and chief executive officer.

Al Drdover, research manager, NBC Spot Sales, named to dual posts of director of research for Metro-Goldwyn-Mayer Inc. and research director of MGM-TV. He succeeds **Herman Keld** who has been named sales coordinator for MGM-TV.

Vernon A. Christian appointed Desilu Sales Inc. representative for southwestern region with headquarters in suite 118, Lone Star Life Bldg., Dallas, Tex.

Mann Scharf, vp, Stars International, and associate of The Jerry Franken Co., production subsidiary and pr arm, respectively, of The Peter Frank Organization, Hollywood and New York, resigns. Mr. Scharf will announce new association after brief vacation.

John Chancellor, host of NBC-TV's *Today* show, resigns, effective in October, to return to network's news department in reportorial capacity. Mr. Chancellor's successor has not as yet been selected. Before joining *Today* program last July, he had been NBC correspondent in Moscow.

Bob Farrar, former vp and creative

SUBSCRIPTION APPLICATION

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 company name _____
 address _____
 city _____ zone _____ state _____

Send to home address _____

* Occupation Required

director, Cinema Recording Corp., New York, appointed director of custom production, PAMS Syndicated Productions, Dallas.

Vincent M. Fennelly, Emmy-winning producer, terminates five-year association with Four Star Television to enter independent tv production with his own Malcolm Enterprises. In preparation are hour-long anthology series, *Escape*, and half-hour comedy, *No Man's Land*.

Boris Sagal, stage and film director who directed pilots of current *Dr. Kildare* series and upcoming *Sam Benedict* series, both produced by MGM-TV for NBC-TV, signed to long-term contract at MGM, for tv and theatrical productions.

Lou Derman, creator and head writer of *Mr. Ed* series, resigns to become head writer of new Four Star series, *McKeever and the Colonel*, to be viewed on NBC-TV this fall.

Hy Hollinger, publicist, International Telemeter Co., pay tv subsidiary of Paramount Pictures, promoted to publicity manager of parent company.

Louis Morheim named associate producer of *Combat*, new hour-long series to be filmed at MGM Studios, starting in June, and which will make its debut on ABC-TV October 2.

William Lieb of Bill Burrud Productions, Hollywood, promoted to supervising editor of production company's *True Adventure* series. **Peter Good** joins Burrud staff as film editor on same production.

EQUIPMENT & ENGINEERING



Mr. Praeger

Edward O. Praeger elected vp and general manager of Roberts Electronics Inc., Los Angeles, stereo tape recorder manufacturer. For past five years, Mr. Praeger was associated with Thomas Organ Co., Sepulveda, Calif. As assistant to president, he was responsible for Thomas' national and international sales, product development, sales promotion and marketing research.

Ralph M. Spang, controller, Zenith Radio Corp., Chicago, elected vp and controller. Mr. Spang joined Zenith in March 1959. Previously, he was associated with Hotpoint Inc. in Chicago since 1946 where he held various positions of controller, treasurer and general manager of home laundry department.

Gordon L. Fullerton, vp and general manager of parts division, Sylvania Electric Products, Warren, appointed vp and general manager of receiving

tube operations of Sylvania's electronic tube division, Emporium, both Pennsylvania. **Eugene E. Broker** replaces Mr. Fullerton as general manager of parts division. **Raymond P. Guion** named assistant regional manager, Pacific region, distributor sales for electronic tube division.



Mr. Odom

Charles H. Odom, vp in charge of sales, Television Utilities Corp. of New York, joins Conrac Div., Giannini Controls Corp., Duarte, Calif., as senior project engineer. Mr. Odom, who will be responsible for design and development of Conrac's educational tv monitors and receivers, is former Tv Utilities Corp. vp in charge of engineering.

Richard J. Thorman, advertising and sales promotion manager, Nortronics Div., Northrop Corp., Needham, appointed manager of advertising and sales promotion for Raytheon Co.'s microwave and power tube division, Lexington, both Massachusetts. He succeeds **Alan D. Maier** who has been appointed to similar post at Raytheon's semiconductor division.

John T. Ross, president, Robert Lawrence Productions (Canada) Ltd., Toronto, elected president of Assn. of Motion Picture Producers & Laboratories of Canada, succeeding **Henry Michaud**, vp, Omega Productions Inc., Montreal.

INTERNATIONAL



Mr. Ross

Dorca Ballentine, formerly with CFPL and CKSL London, to hostess of *Homemaker Service* morning program on CHLO St. Thomas, all Ontario.

John Bassett, president, CFTO-TV Toronto, is Progressive-Conservative candidate in Toronto-Spadina riding in June 18 Canadian general election.

DEATHS

Herbert Taylor, 64, vp and general manager of Harte-Hanks Newspaper Group (part owners of KCTV (TV) San Angelo, and of KENS-AM-TV San Antonio, both Texas), died of heart attack April 29 at his home in Dallas. Mr. Taylor became general manager of

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TIME-AND-TEMPER-SAVING IN-HOTEL GARAGE

Harte-Hanks Group 12 years ago after extended service with *San Angelo Standard-Times* and related enterprises.

Edgar M. Kluge, 60, secretary-treasurer, Krupnick & Assoc., St. Louis advertising agency, died April 27 as result of heart attack suffered last July. Mr. Kluge had been officer and member of agency's board of directors since firm was incorporated in 1947, and had been associated with Krupnick since 1935.

Joseph D. Probst, 63, production manager, Probst & Morr Adv., Chicago, died April 30 of heart ailment at Wesley Memorial Hospital, that city.

Bailey Goss, 49, popular Maryland sports announcer with WBAL-AM-FM-TV Baltimore, died May 1 at Union Memorial Hospital in that city of injuries suffered several hours earlier when his automobile collided with another vehicle as he was returning home from radio-tv-press dinner sponsored by Baltimore Colts. Mr. Goss joined WBAL in 1940, broadcasting games of Baltimore Orioles, Baltimore Colts, Washington Senators and Baltimore Bullets. He was also favored for his

coverage of harness and boat racing, bowling, Eastern Open golf tournament, polo matches and wrestling.



Mr. Bonfig

Henry Carl Bonfig, 66, retired president of CBS-Columbia, manufacturing division of Columbia Broadcasting System, died April 29 in Evanston (Ill.) Hospital after short illness. Born in St. Louis, Mr. Bonfig began his career as radio distributor in Kansas City, Mo., in 1922. He served as executive with RCA Victor in Camden, N. J., and in 1944 resigned as commercial vp of RCA to become vp of Zenith Radio Corp. in charge of household radio sales. Mr. Bonfig was an advocate of pay tv in form of subscription tv or Phonevision as developed by Zenith Corp. Mr. Bonfig was elected president of CBS-Columbia in 1955. After retirement in 1961, he returned to Chicago and recently was named director of Wells-Gardner Co., manufacturers of radio and tv sets.

Elizabeth Burns Powell, 46, broadcast buyer with BBDO, New York, died April 29 in New York. Mrs. Powell joined The Biow Agency in 1942 as time buyer and worked in similar capacity at BBDO from April 1946 through January 1950. She then became broadcast media supervisor at Geyer, Morey, Madden & Ballard and rejoined BBDO in January 1961.

Henry J. (Hank) Sanders, 24, commercial sales manager, KFOY-TV Hot Springs, Ark., and formerly with KBLO, that city, in similar capacity, died April 29 in Little Rock, Ark., hospital.

Milton Allan Chambers, 46, consulting radio engineer, died of heart attack April 29 at Circle Terrace Hospital in Alexandria, Va.

Douglas Pepin la Chance, 41, correspondent of Canadian Broadcasting Corp. in Paris, France, since 1952, died April 28 in London, England. Mr. la Chance, who was living in Majorca and had been ill for some months, was credited by CBC with making first broadcasts of revolt in Algeria. He also covered Eichmann trial in Israel.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 25 through May 2, 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—kilo-

cycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

*Yakima, Wash.—Yakima School District No. 7. Granted uhf ch. 47 (668-674 mc); ERP 22.39 kw vis., 11.22 kw aur. Ant. height above average terrain 861 ft.; above ground 78 ft. Estimated construction cost \$87,200; first year operating cost \$12,000. P. O. address 104 N. 4th Ave., Yakima. Trans. location 2 mi. SW of Union Gap, Wash. Geographic coordinates 46° 31' 58" N. Lat., 120° 30' 33" W. Long. Trans. RCA TTU-1B; ant. RCA TFU-24 DM. Legal counsel Mark Fortier, Yakima; consulting engineer M. E. Burrill, Yakima. Action May 2.

ACTIONS BY BROADCAST BUREAU

Honolulu, Hawaii—Hawaiian Paradise Park Corp. Granted vhf ch. 13 (210-216 mc); ERP 30.7 kw vis., 15.4 kw aur. Ant. height above average terrain 90.5 ft., above ground 376 ft. Estimated construction cost \$153,239; first year operating cost \$195,000; revenue \$210,000. P. O. address 2207 Kalakaua Ave., Honolulu 15. Studio and trans. location Honolulu. Geographic coordinates 21° 17' 06" N. Lat., 157° 50' 22" W. Long. Trans. GE TT-50B ant. RCA TF-6AL. Legal counsel A. Harry Becker, Washington, D. C., consulting engineer Frank Fitch, Honolulu. Principals: David Watumull (36%), Radha Watumull Homay and Lila Watumull Sahney (each 22%), Ellen Jensen Watumull (20%). Hawaiian Paradise Park Corp. is real estate development firm and is applicant to buy KOD Honolulu. Action April 26.

*Newark, Ohio—Newark Public School District of Newark, Ohio. Granted uhf ch. 28- (554-560 mc); ERP 14.65 kw vis., 8.55 kw aur. Ant. height above average terrain 512 ft., above ground 448 ft. Estimated construction cost \$56,000; first year operating cost \$22,000. P. O. address 19 North Fifth Street, Newark. Studio and trans. location Newark. Geographic coordinates 40° 05' 28" N. Lat., 82° 24' 26" W. Long. Trans. GE TT-20-A; ant. GE TY-24-C 4 Bay. Legal counsel Cohn & Marks, Washington, D. C.; consulting engineer W. F. Justus Jr., Columbus, Ohio. Action April 25.

APPLICATION

*Mobile, Ala.—Alabama Educational Tv Commission. Uhf ch. 42 (638-644 mc); ERP 17.9 kw vis., 8.9 kw aur. Ant. height above average terrain 600 ft., above ground 543 ft. Estimated construction cost \$14,257; first year operating cost \$25,000. P. O. address 2151 Highland Ave., Suite 206, Birmingham 5, Ala. Trans. location near Spanish Fort, Ala. Geographic coordinates 30° 39' 33" N. Lat., 87° 53' 33" W. Long. Trans. Federal FTL-20B; ant. Federal FTL-P-42-25. Consulting engineer A.H. Renfro Jr., Birmingham, Ala. Ann. May 2.

Stations deleted

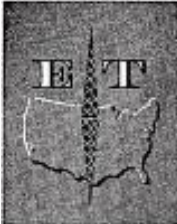
■ Commercial tv authorizations cancelled and call letters deleted: Cp expired and no replacements filed: KOUL(TV), Harrison M. Fuerst, d/b as Alamosa Telecasting Co., Alamosa, Colo.—Vhf ch. 3 (60-66 mc); ERP 1.41 kw vis., 851 w aur. Ant. height above average terrain

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& COMPANY, INC.

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Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531



160 ft. Ann. May 1.
KHQL-TV, Steuer Bestg. Co., Sterling, Colo.—Vhf ch. 3 (60-66 mc); ERP 1.41 kw vis., 850 w. aur. Ant. height below average terrain 50 ft. Ann. May 1.

New am stations

ACTIONS BY FCC

Riverhead, N. Y.—Patchogue Bestg. Inc. Granted 1570 kc, 1 kw D, DA, P. O. address box 651, Patchogue, N. Y. Estimated construction cost \$22,503; first year operating cost \$45,000; revenue \$55,000. Principals: Lee Morrison (35.9%), Olga Moskowitz (33.4%), Herbert and Morton Morrison (each 13%) and Harriet Morrison (4.1%). Applicant owns WPAC-AM-FM Patchogue. Action May 2.

Ashabula, Ohio—Quests Inc. Granted 1600 kc, 1 kw D, P. O. address 851 Lake St., Mentor-on-the-Lake, Ohio. Estimated construction cost \$34,712; first year operating cost \$43,000; revenue \$60,000. Principals: Kenneth S. Mapes (67.5%), Robert and Betty Stotler (10.5%), Martin John Rini, Robert David Bixel (each 6.75%) and others. Mr. Mapes is commercial greenhouse grower; Mr. Stotler is plumber; Mrs. Stotler is housewife; Mr. Rini is electronics technician; Mr. Bixel is chiropractor. Applicants are minority stockholders in applicant for new am station in Willoughby, Ohio. Action April 30.

St. George, S. C.—Clarence Jones. Granted 1300 kc, 500 w D; engineering condition. Assigned call letters WQIZ, P. O. address box 757, St. George. Estimated construction cost \$15,835; first year operating cost \$26,115; revenue \$58,032. Grant was reported April 30, erroneously listing permittees as Radio St. George, with Mr. Jones, Gus Browning and John Thompson Green III as principals. Messrs. Browning and Green disposed of their interests year ago. Mr. Jones is former partner in WEPD (now WORC) Orangeburg, S. C. Action April 23.

APPLICATIONS

Cocoa, Fla.—Blue Crystal Bestg. Corp. 1510 kc, 250 w D, P. O. address box 712, Vero Beach, Fla. Estimated construction cost \$25,384; first year operating cost \$71,000; revenue \$76,000. Principals: William A. Earman (60%), Joseph S. Earman (30%) and others. William Earman is operations manager for WFDQ, Jacksonville, Fla.; Joseph Earman has interest in ice & storage company, oil distributor company, real estate, insurance and investment companies. Ann. May 2.

Atlanta, Ga.—Metropolitan Gadsden Bestg. Corp. 1240 kc, 250 w unl. P. O. address c/o Samuel J. Simon, box 2622, Arcade Station, Nashville, Tenn. Estimated construction cost \$29,499; first year operating cost \$35,000; revenue \$45,000. Principals: Samuel J. Simon, Fred Rosemore, and Stanley Besner (each one-third). Dr. Simon is optometrist and 80% stockholder in new am station in Nashville; Dr. Rosemore is optometrist; Mr. Besner is partner in wholesale optical supply firm. Applicants are former partners in WRBS Tuscaloosa, Ala. Ann. April 30.

Mt. Vernon, Ill.—King City Bestg. Inc. 1480 kc, 500 w D, P. O. address 404 N. 16th St., Mt. Vernon. Estimated construction cost \$42,445; first year operating cost \$46,032; revenue \$66,000. Principals: Ivan H. Cox (subscribed 58% of authorized stock) and others. Mr. Cox is Mayor of Mt. Vernon and retired automobile dealer. Ann. April 30.

Tucumcari, N. M.—K-MEX Bestg. Co. 1330 kc, 1 kw D, P. O. address 114 E. Main St., Tucumcari. Estimated construction cost \$21,946; first year operating cost \$24,000; revenue \$36,000. Norman W. Hennig, sole owner, is chief engineer for KSYX Santa Rosa, N. M. and 10% owner of community tv antenna system. Ann. May 1.

Carlisle, Pa.—James B. Holder. 1000 kc, 1 kw D, P. O. address 35 E. Ridge St., Carlisle. Estimated construction cost \$18,133; first year operating cost \$38,550; revenue \$46,000. Mr. Holder is employe of WHPL Winchester, Va., and applicant for new am station in Winchester. Ann. May 2.

Existing am stations

ACTIONS BY FCC

WTGA Thomaston, Ga.—Waived sec. 1.323 (b) and granted cp to replace expired permit for new station on 1590 kc, 500 w, D. Action May 1.

WITH Baltimore, Md.—Waived sec. 3.188 (d) of rules and granted mod. of cp (1230

kc, 250 w-N, 1 kw-LS) to permit 1 kw daytime operation with roof-top ant.; conditions. Comr. Cross dissented. Action May 2.
KAWA Marlin, Tex.—Granted mod. of cp to change designation of station location to Waco-Marlin. Action May 2.

APPLICATIONS

WDRG Hartford, Conn.—Cp to change from DA-D-N (DA-1) to DA-N only. Ann. May 2.

WVOG Coral Gables, Fla.—Cp to change frequency from 1070 kc to 1080 kc, change hours of operation from D to unl., using power of 500 w, 10 kw-LS, install new trans. for daytime use, install DA-D-N (DA-2), (two main trans.) and delete remote control operation. Ann. April 30.

WHA1 Greenfield, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 1.

WJW Cleveland, Ohio—Cp to increase daytime power from 10 kw to 25 kw, install new trans. and make changes in DA system (2 additional towers). (Petition for reconsideration of commission order of March 30, 1962.)

New fm stations

ACTION BY FCC

Trenton, N. J.—Peoples Bestg. Corp. Granted 94.5 mc, 20 kw. Ant. height above average terrain 238 ft. P. O. address 2309 Brunswick Ave., Trenton 8. Estimated construction cost \$42,340; first year operating cost \$6,000; revenue none above present am operation. Applicant is wholly owned subsidiary of Nationwide Mutual Insurance Co. and is licensee of WGAR-AM-FM Cleveland and WRFD-AM-FM Columbus, Ohio; WMMN Fairmont, W. Va.; WNAX Yankton, S. D.; KVTN(TV) Sioux City, Iowa and WTTM Trenton. Action April 25.

ACTIONS BY BROADCAST BUREAU

Golden Valley, Minn.—Western Bestg. Corp. Granted 92.5 mc, 2.81 kw. Ant. height above average terrain 230 ft.; conditions. P. O. address 917 N. Lilac Drive, Minneapolis, Minn. Estimated construction cost \$14,256; first year operating cost \$12,000;

revenue \$12,000. James A. McKenna Jr., sole owner, is attorney and owner of KEVE Minneapolis, 51% of WMEW Baltimore, 20% of WAWA West Allis, Wis., 80% of WCMB and WDTV(TV) Harrisburg, Pa., and 80% of applicant for new am station in Reading, Pa. Action May 1.

Gritton, N. C.—North Carolina Tv Inc. Granted 98.5 mc, 1.78 kw. Ant. height above average terrain 1313 ft. P. O. address box 468, Washington, N. C. Estimated construction cost \$19,953; first year operating cost \$15,000; revenue \$15,000. Principals: William S. Page (24.3%), W. R. Roberson Jr. (20.71%), J. Philmore Roberson (20.32%), Hannah R. Bagwell (18.39%), William E. Barnes (8.9%) and others. Applicant is licensee of WITN(TV) Washington. Action May 1.

Kannapolis, N. C.—Foy T. Hinson. Granted 99.7 mc, 3.77 kw. Ant. height above average terrain 157 ft.; remote control permitted. P. O. address 101 W. First St., Kannapolis. Estimated construction cost \$12,825; first year operating cost \$3,380; revenue \$5,250. Mr. Hinson owns WRKB Kannapolis. Action April 27.

Prosser, Wash.—Cormac C. Thompson. Granted 102.3 mc, 440 w. Ant. height below average terrain 393 ft. P. O. address 1124 Fifth St., Prosser. Estimated construction cost \$7,290; first year operating cost \$5,670; revenue \$7,300. Mr. Thompson is registered architect and planner. Action May 1.

APPLICATIONS

*San Jose, Calif.—State of California, San Jose State College. 90.7 mc, 50 w. Ant. height below average terrain 168.5 ft. Estimated construction cost \$5,499; first year operating cost \$5,410. Ann. May 2.

Stuart, Fla.—Blue Water Bestg. Inc. 97.1 mc, 3 kw. Ant. height above average terrain 191.5 ft. Estimated construction cost \$10,700; first year operating cost \$2,000; revenue \$2,000. Principals: Lester M. Combs (51%), Edith Kane Martin (33%) and Margaret Ann Combs (16%). Applicants own and manage WSTU Stuart. Ann. May 1.

Atlanta, Ga.—WIIN Inc. 105.9 mc, 20 kw. Ant. height above average terrain 357 ft. P.O. address Atlanta Biltmore Hotel, Atlanta 83. Estimated construction cost \$24,-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 2

	Lic.	Cps.	TOTAL APPLICATIONS	
			ON AIR	For new stations
AM	3,649	73	146	659
FM	931	56	197	144
TV	484 ¹	77	85	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 2

	VHF	UHF	TOTAL TV
Commercial	470	91	561
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484 ¹
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653 ²
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

026; first year operating cost \$12,000; revenue \$15,000. Principals: Sylvia Gold Cohen (63.7%) and Philip D. Denton (12.1%). Applicant is licensee of WIIN Atlanta. Ann. April 30.

Tulsa, Okla.—Boston Bestg. Co. 96.5 mc, 20 kw. Ant. height above average terrain 351 ft. P. O. address 1705 First National Bldg. Tulsa. Estimated construction cost \$28,238; first year operating cost \$24,000; revenue \$48,000. George Roberts Kravis II, sole owner, has been employe in production departments of KOKH-FM-TV and KETA-TV, both Oklahoma City and is employe of oil investment firm. Ann. April 26.

College Station, Tex.—Radio Bryan Inc. 103.1 mc, 1.36 kw. Ant. height above average terrain 299 ft. P. O. address box 3008, Bryan, Tex. Estimated construction cost \$8,380; first year operating cost \$9,000; revenue \$10,000. Principals: John H. Hicks Jr. and Edward L. Francis (each 50%). Messrs. Hicks and Francis each own 50% of KOLE Port Arthur, Tex., and WTAW College Station, and 42.5% of KPEL Lafayette, La. Ann. April 26.

Existing fm stations

APPLICATION

WHFI(FM) Birmingham, Mich.—Cp to change trans. location from 1095 Badder Road, Troy, Mich. to 28 N. Saginaw, Pontiac, Mich.; change studio location from 139 W. Maple Road, Birmingham, to 28 N. Saginaw, Pontiac; and change station location from Birmingham to Pontiac. Ann. May 2.

Ownership changes

ACTIONS BY FCC

KUTY, Palmdale Bestrs., Palmdale, Calif.—Granted assignment of cp and license from Harold C. Singleton to Sherwood J. Tarlow; consideration \$60,000 including agreement that assignor will not become owner or connected in any capacity (other than independent consulting engineer) of any radio station within 30 miles of KUTY trans. site for 4 years. Mr. Tarlow has interests in WHIL-AM-FM Medford, and WARE Ware, Mass.; WWOK Charlotte, N. C.; WLOB-AM-FM Portland, Me. Comr. Bartley dissented. Action May 2.

KT0B, Lloyd Burlingame, Petaluma, Calif.—Granted assignment of cp and license to Top of the Bay Inc. (owned by William T. Stubblefield mentioned in previous item); consideration \$115,612 and \$5,000 for agreement not to compete in radio for five years within 50 miles of Petaluma. Comr. Bartley dissented. Action May 2.

WFOR, Sheridan Inc., Hattiesburg, Miss.—Granted assignment of licenses to Newforte Inc. (95.6% owned by Jerry A. Fortenberry, who also owns 50% interest in WFFF Columbia); consideration \$120,000 and agreement not to compete in radio within 25 miles of Hattiesburg until remaining \$90,000 note is paid in full. Action May 2.

WHAM, WHFM(FM), Genesee Bestg. Corp., Rochester, N. Y.—Granted transfer of control from Henry I. Christal Inc., to Rust Bestg. Inc.; consideration \$1,300,000 and agreement not to compete in radio broadcasting within 45 miles of Rochester for five years; conditioned that transfer not be consummated until William F. Rust Jr., transferee president, disposes of one of his am interests. Mr. Rust has interest in WTSN Dover; WBRL Berlin, WKBK Keene, and WKBR-AM-FM Manchester, all New Hampshire, and WNOW-AM-FM-TV York, WAEB-AM-FM Allentown, and WRAW Reading, all Pennsylvania. Comr. Bartley dissenting. Action April 30.

WNOH, North Carolina Electronics Inc., Raleigh, N. C.—Granted relinquishment of negative control by John P. Gallagher through sale of 30% interest to Derwood H. Godwin, Norman J. Suttles and Belia S. Bowers; consideration \$5,380; in light of commission's policy relating to consideration which may be received for sale of cp, this grant is subject to condition that remaining stock interest held by John P. Gallagher shall not be transferred, either under option or otherwise, without securing prior approval of commission. Chmn. Minow and Comr. Bartley dissented. Action May 2.

WAGE, WAGE Inc., Leesburg, Va.—Granted transfer of control from William T. Stubblefield to Radio WAGE Inc. (James H. and Valeria H. Symington, John Gill and A. V. Tidmore); consideration \$121,356 and agreement not to compete in radio for five years within radius of 25 miles of Lees-

burg excluding Washington, D. C., metropolitan area. Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa., and WSBB New Smyrna Beach, Fla., and has interest in WJBJ Hagerstown, Md. Comr. Bartley dissented. Action May 2.

APPLICATIONS

KMTS Santa Barbara, Calif.—Seeks transfer of 81.5% of all outstanding stock in News-Press Publishing Co., 51.2% from T. M. Storke, 10% each from Jean Storke Menzies, Margaret Storke Cox and Thomas Storke Jr., balance from others, to T. M. Storke, Marion Day Storke and Bert D. Lane, as voting trustees. Ann. May 2.

WDSR Lake City, Fla.—Seeks involuntary transfer of 52% of all stock in WDSR Bestg. Inc. from James M. Wall, to Myrtle B. Wall, guardian of James M. Wall. Myrtle Wall owns 48% of WDSR. Ann. May 2.

WILZ St. Petersburg Beach, Fla.—Seeks transfer of 58% of all outstanding stock in Holiday Isles Bestg. Co. from Harriette C. Spence, administratrix of estate of E. A. Spence, deceased, to Charles W. Mackey (40.5%) and Richard L. Marsh (17.5%); consideration approx. \$105,600. Ann. April 30.

Albany, Ga.—New am station seeks assignment of cp from David E. and Madeline O. Fleagle, d/b as Lynne-Yvette Bestg. Co. to Lynne-Yvette Bestg. Inc., new corporation made up of same principals. Ann. April 23.

WMES Ashburn, Ga.—Seeks assignment of cp from W. M. Forshee and Emory L. Pope (each 50%), d/b as Radio Station WMES and Radio Ashburn, to W. M. Forshee, Emory L. Pope and Donald H. Wingate (each one-third), d/b as WMES Inc.; consideration \$12,000. Mr. Wingate has been employe of WAAG Adel, Ga., and is one-third owner of applicant for new am stations in Cuthbert and Donalsonville, Ga. Ann. April 27.

KDLS Perry, Iowa.—Seeks transfer of 50% of all stock in Perry Bestg. Co. from Willard D. Archie, to G. E. Whitehead (present owner of other 50%); consideration \$16,500. Ann. April 27.

KANE New Iberia, La.—Seeks assignment of license from George H. Thomas (50%), James J. Davidson Jr. (30%), Daniel H. Castille and Donald Bonin (each 10%), d/b as New Iberia Bestg. Co., to New Iberia Bestg. Inc., new corporation made up of same principals. Ann. May 2.

WHFI(FM) Birmingham, Mich.—Seeks transfer of 70% of all outstanding stock in Meadowcroft Bestg. Inc. from Garvin H. Adams, Mahlon A. Benson, James Clarkson, John Q. Waddell (each 10% of all outstanding stock) and others, all less than 5%; consideration \$10,500. Messrs. Garvin and Henry Meadowcroft will retain 20% and 10% respectively. Mr. Adams is Circuit Judge, Oakland County; Mr. Benson is in wholesale lumber business; Mr. Clarkson is president of savings and loan company; Mr. Waddell is realtor.

KODE-AM-TV Joplin, Mo.—Seeks assignment of license from WSTV Inc., owned by James S. Gilmore Jr., to James S. Gilmore, d/b as Gilmore Bestg. Corp. Ann. May 1.

KTAT Frederick, Okla.—Seeks assignment of license from W. C. Moss Jr. and David W. Ratliff, to Tillman Bestg. Co., partnership made up of same principals. Ann. May 1.

KLBM LaGrande, Ore.—Seeks transfer 50.4% of all outstanding stock in Inland Radio Inc. from Olive B. Cornett, 17.4% to Gordon L. Capps (present owner of 40%) and 33% back to licensee corporation; total consideration \$75,600. Ann. April 27.

KSRV Ontario, Ore.—Seeks transfer of control of Inland Radio Inc. from Olive B. Cornett to Gordon L. Capps (see application above). Ann. April 27.

KECK Odessa, Tex.—Seeks involuntary transfer of all stock in Radio Industries Inc. from Ben Nedow, deceased, to Betty Nedow, executrix of estate of Ben Nedow. Ann. May 2.

Hearing cases

FINAL DECISIONS

Commission gives notice that March 7 initial decision which looked toward granting application of Quests Inc. for new am station to operate on 1600 kc, 1 kw, D, DA, in Ashtabula, Ohio became effective April 26 pursuant to sec. 1.153 of rules. Action April 30.

Commission determined that waiver of interim fm criteria adopted Dec. 6, 1961,

is warranted in proceedings where initial decision was issued prior to that date, and that waiver as to six proceedings in this posture will have no appreciable effect upon pending fm rulemaking in doc. 14185. Accordingly, it waived criteria in following cases: (1) by decision, commission granted application of Peoples Bestg. Corp. for new class B fm station to operate on 94.5 mc; ERP 20 kw; ant. height 238 ft., in Trenton, N. J.; condition. Comr. Craver, not participating. (2) by orders, scheduled following proceedings for oral argument on May 25: Herbert Muschel, Independent Bestg. Co., and New Bestg. Inc., New York, N. Y.; The Bible Institute of Los Angeles Inc. (KBBI), Los Angeles, Calif., and Benjamin C. Brown, Oceanside, Calif.; also, by separate order, granted motion by Bonnie Brown to be substituted as applicant instead of Benjamin C. Brown, deceased, conditioned upon her filing more detailed current financial showing. Comr. Bartley dissented; G. Stuart Nixon, San Jose, Calif., and Franklin Mieuili (KHIF), San Francisco, Calif.; also, by separate order, granted petition by Mr. Nixon to reopen record to specify his new mailing address, and closed record; Robert E. Podesta and Marcella Podesta, Santa Clara, Calif. Action April 25.

INITIAL DECISION

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Burlington County Bestg. Co., for new am station to operate on 1460 kc, 5 kw, DA-2, unli., in Mount Holly, N. J., and denying applications of Burlington Bestg. Co. and Mt. Holly-Burlington Bestg. Co. seeking same facilities in Burlington and Mount Holly, N. J., respectively. Action May 2.

OTHER ACTIONS

By decision, commission denied protest by Interstate Bestg. Inc. (WQXR), New York, N. Y., and granted application of Patchogue Bestg. Inc. for new am station (WAPC) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N. Y.; engineering condition. Chmn. Minow dissented and issued statement in which Comr. Hyde concurred. This is Court of Appeals remand case. Action May 2.

By memorandum opinion & order, commission denied petition by LaSalle County Bestg. Corp. (WLPO), LaSalle, Ill., for reconsideration of that portion of Nov. 8, 1961 Decision in docs. 13102 et al which granted applications of Bloomington Bestg. Corp. (WJBC), Bloomington, Ill., and Radio Moline, Inc. (WQUA), Moline, Ill., for increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N. Chmn. Minow not participating. Action May 2.

By memorandum opinion & order, commission denied petition by WPET Inc., for reconsideration of Nov. 1, 1961 decision which denied that portion of its application seeking authority to operate WPET Greensboro, N. C., nighttime with 5 kw. Decision granted that portion of application seeking increased daytime power of WPET on 950 kc from 500 w to 5 kw, with DA. Chmn. Minow concurred in result; Comr. Bartley not participating. Action May 2.

By memorandum opinion & order commission granted motion by New Mexico Bestg. Inc., and enlarged issues in Santa Fe, N. M., tv ch. 2 consolidated proceeding to include, in event proof is established that any or all of three applicants would bring actual service to areas and populations not served by either or both of its competitors, determination of number of services, if any, presently available to such areas and populations. Action May 2.

By memorandum opinion & order, commission denied for untimely filing petition by Broadcast Bureau to enlarge issues in the am consolidated proceeding in docs. 14288 et al but, on own motion, added issue to determine interference which proposal of Storer Bestg. Co. (WJKB), Detroit, Mich., would cause to proposal of Community Service Broadcasters Inc., Ypsilanti, Mich. Action May 2.

By memorandum opinion & order, commission denied petition by intervenor Frontier Bestg. Co. (KFBC-TV), Cheyenne, Wyo., requesting that any grant of applications of Laramie Community Tv Co., for new tv translator stations in Laramie and Tie Siding, Wyo., be conditioned that Laramie not broadcast programs duplicating those broadcast by Frontier or, alternatively, to enlarge hearing issues in docs. 14552 et al to determine whether or not

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such condition should be imposed on grant to Laramie. Laramie Community proposes to rebroadcast programs from sources which would not duplicate programs broadcast by KFBC-TV; should Laramie Community in future file application proposing duplication of KFBC-TV programs, latter may again raise objections. Action May 2.

■ By order, commission directed parties to proceeding on applications of The Riverside Church for new class B fm station in New York, N. Y., and Huntington-Montauk Bcstg. Inc., for like facility in Huntington, N. Y., to file memorandum briefs by May 14 on questions presented by Court of Appeals order of March 9, 1962 remanding case to commission for further proceedings to consider effect on status of Huntington's application of its merger with Fifth Market Bcstg. Inc., and procedures to be followed in connection therewith. Chmn. Minow not participating. (On July 20, 1960, commission granted Riverside application and denied Huntington and, while Huntington's petition for rehearing was pending before commission, Huntington merged with Fifth Market without amending its application; thereafter, Huntington's petition for rehearing was denied, and Court, without deciding jurisdictional question, remanded appeal to commission.) Action May 2.

■ Commission scheduled following proceedings for oral argument on June 8: WDUL Television Corp. (WHYZ-TV), Duluth, Minn.; The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C.; and Palmetto Bcstg. Co. (WDKD), Kingstree, S. C. Action May 2.

Redding-Chico Tv Inc., Northern California Educational Tv Assn. Inc., Redding, Calif.—Designated for consolidated hearing applications for new tv stations to operate on ch. 9. Northern California Educational Tv Assn. would operate noncommercially. Action May 2.

KOEL Oelwein, Iowa—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2; made KRSI St. Louis Park, Minn., and KIOA Des Moines, Iowa, parties to proceeding. Action May 2.

Oakland Radio Station Corp., Oakland, Md.; Dennis A. and Willard D. Sleighter, Everett, Pa.; WCEF, Franklin Bcstg. Inc., Parkersburg, W. Va.—Designated for consolidated hearing applications Oakland and the Messrs. Sleighter for new daytime am stations to operate on 1050 kc in Oakland with 500 w, and Messrs. Sleighter with 250 w, and WCEF to increase power on 1050 kc, D, from 1 kw to 5 kw; made WBUT Butler, Pa.; WZIP Cincinnati, Ohio; and Federal Aviation Agency, parties to proceeding. Action May 2.

Routine roundup

■ On April 18, 1962, United States Ambassador at Mexico, D. F., and Mexican Minister for Foreign Relations exchanged notes constituting agreement which replaces United States-Mexico Vhf Television Agreement of 1951, as amended in 1952 and 1959, concerning allocations and use of vhf tv broadcast channels in area lying within 400 km (248.6 mi.) of common border.

■ By memorandum opinion & order, commission dismissed joint petition by KLGW Radio Inc. (KLGW), and Cache Valley Bcstg. Co. (KVNU) Logan, Utah, for reconsideration of Dec. 27, 1961 grant without hearing application of George Stuart Nixon for new am station (KSTW) to operate on 1300 kc, 1 kw, D, in Logan. Petition did not comply with secs. 1.11 and 1.191 as to form or timeliness. Action May 2.

■ By letter, commission denied petition by Eastside Bcstg. Co. for waiver of secs. 1.310 and 1.351 of rules, and dismissed its tendered application to move trans. of KNBX Kirkland, Wash., 9.5 miles southwest, to Seattle, and change station designation from Kirkland to Seattle, without prejudice to KNBX resubmitting both application and petition accompanied by proper exhibits and affidavits. Action May 2.

■ By letter, commission advised Televents Inc., that, since it has not indicated present intention to construct KLMC-TV (ch. 12) Lamar, Colo., nor shown existence of any reasons not under its control for failure to commence construction, hearing would be necessary on its application for additional time; afforded permittee 30 days within which to request hearing. Failure to request such hearing will result in dismissal of its application and deletion of cp. Action May 2.

■ By further report & order in doc. 14120, commission assigned ch. *18 for noncommercial educational use in Dalton, Ga., and deleted that commercial channel from Fort

Valley, Ga., Murfreesboro, Tenn., and Burnsville, N. C., effective June 11. It did this on petition by Georgia State Board of Education for reconsideration of that portion of Feb. 6 report in this docket which switched, without replacement, Dalton's only channel (25) to Huntsville, Ala. Action May 2.

■ By memorandum opinion & order, commission granted petition by City of Camden to extent of designating for hearing its application to increase daytime power of WCAM Camden, N. J., from 250 w to 1 kw, continued operation on 1310 kc, 250 w-N in consolidated proceeding in docs. 14510 et al. with applications of Delaware Valley Bcstg. Co. (WAAT) Trenton, N. J., and Asbury Park Press Inc. (WJLK) Asbury Park, N. J. Chmn. Minow abstained from voting. Action May 2.

■ By memorandum opinion & order, commission denied petition by Rockland Bcstrs., applicant for new am station on 910 kc, 1 kw, DA, D, in New City, N. Y., to dismiss application of Capital Cities Bcstg. Corp. to change designation of WPAT from Paterson, N. J., to Jersey City, N. J. Rockland proposal is in no way prejudiced by WPAT application being on file to await consideration in proper turn and, should Rockland be aggrieved as result of interference from WPAT proposal or because of overlap of contours, this can be resolved when WPAT proposal is reached for consideration by designating latter from hearing and making Rockland party respondent. Action May 2.

■ By letter, commission (1) denied request by Radio Cuthbert for reinstatement with former file number BP-14603 its application for new am station on 1510 kc, 1 kw, D, in Cuthbert, Ga., and (2) re-accepted for filing as of April 11 its amended application with file number to be assigned reflecting latter date of acceptance. Action May 2.

■ Commission ordered Martin R. Karig to show cause why cp for WIZR Johnstown, N. Y., should not be revoked, and consolidated this matter with hearing on applications of Spa Bcstrs. Inc. (formerly owned 12½% by Mr. Karig and currently owned 35% by Kenneth H. Freebern, former business associate of Mr. Karig in that licensee), for renewal of license and change of operation of WSPN Saratoga Springs, from 900 kc, 250 w, D, to 1280 kc, 1 kw, D; Radio Station WRSA Inc. (owned 50% by Mr. Karig), for new station on 900 kc, 250 w, D, in Troy, for Genkar Inc. (of which Mr. Karig is vice president and has purchased or agreed to purchase 25.2% stock), for new station on 1230 kc, 250 w, unli., in Gouverneur. Consolidated hearing will be held in Saratoga Springs at time and place to be later specified. Action May 2.

■ By order, commission dismissed March 30 petition by South Florida Tv. Corp. for mod. of requirements pertaining to specification of definite trans. sites in connection with applications for tv station on ch. 10, Miami, Fla. Commission held that petitioner, being only a prospective applicant, has no legal standing and it would be inappropriate for commission to consider petition on its merits. Action April 25.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by WPOW Inc., and extended to May 1 time to reply to "Propositions" to WPOW's petition to enlarge issues in proceedings on its application for renewal of license of WPOW New York, N. Y., et al. Action April 25.

By Chief Hearing Examiner James D. Cunningham

■ On own motion, continued May 2 prehearing conference to May 10 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.

■ Granted petition by Hudson Bcstg. Corp., Reading, Pa., to dismiss, but with prejudice, its am application; application was consolidated in hearing in docs. 14425 et al. Action April 25.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and extended from April 30 to May 14 time for filing proposed findings in proceeding on am applications of Virginia Regional Bcstrs., Chester, Va. Action April 26.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Potomac Bcstg. Corp. (WPIK), Alexandria, Va., for leave to amend its am application to show new DA system; application removed from hear-

ing status and returned to processing line. Action April 25.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau extended from April 27 to May 14 time to file proposed findings and from May 4 to May 21 for replies in proceeding on am application of Elbert H. Dean and B. L. Golden, Lemoore, Calif. Action April 27.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Higson-Frank Radio Enterprises and extended from April 30 to May 10 for filing proposed findings and from May 11 to May 21 for replies in proceeding on its application for new am station in Houston, Tex. Action April 27.

By Hearing Examiner Annie Neal Hunting

■ Granted request by La Fiesta Bcstg. Co. and continued April 27 hearing to date to be announced as soon as counsel can confer and advise hearing examiner of convenient date in proceeding on its application for new am station in Lubbock, Tex., et al; and scheduled further hearing for May 15. Action April 27.

■ Scheduled further hearing for May 23 in proceeding on am applications of Monroeville Bcstg. Co., Monroeville, Pa., et al. Action April 27.

By Hearing Examiner H. Gifford Irion

■ Granted request by WPOW Inc. (WPOW), New York, N. Y., and continued April 30 prehearing conference to May 7 in proceeding on its am application, et al. Action April 26.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended from April 30 to May 4 time to respond to petition by Simon Geller to amend his application for new am station in Gloucester, Mass., et al. Action April 26.

By Hearing Examiner Chester F. Naumowicz, Jr.

■ Formalized by order certain agreements reached at April 30 prehearing conference and scheduled procedural dates in proceeding on am application of Don H. Martin (WSLM), Salem, Ind.; continued May 28 hearing to July 23.

■ Granted request by DeKalb Bcstg. Co. and extended certain procedural dates in proceeding on its application for new am station in Decatur, Ga.; continued May 15 hearing to May 29. Action April 30.

■ Continued May 2 hearing pending further order of examiner, and further ordered that parties shall advise examiner on or before May 4 as to results of their informal attempts to agree upon hearing schedule in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action April 26.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 1

KAMS(FM) Mammoth Spring, Ark.—Granted cp to change from class A station on 103.9 mc; ERP 310 w; ant. height 125 ft., to class B station on 95.1 mc; ERP 6.7 kw; ant. height 97 ft.; conditions.

WFIL Philadelphia, Pa.—Granted license covering installation of new trans. as auxiliary trans., and operation by remote control; condition.

WMUU Greenville, S. C.—Granted license covering installation of old main trans. at main trans. site.

WAEL Mayaguez, P. R.—Granted license covering installation of old main trans. as auxiliary trans. and operation by remote control.

WNBH New Bedford, Mass.—Granted license covering installation of old main trans. as auxiliary trans. at present auxiliary site.

WKTY La Crosse, Wis.—Granted license covering change in nighttime DA system and make change in ground system.

KOOK Billings, Mont.—Granted license covering installation of new trans.

WNAV Annapolis, Md.—Granted license covering use of present auxiliary trans. as alternate main trans. night and auxiliary trans. day.

K09AU Sula, Mont.—Granted cp to replace expired permit for vhf tv translator station; specify ERP as 11.85 w; type trans.; change type ant. and changes in ant. system.

KROS Clinton, Iowa—Granted mod. of cp to change type trans. and change trans. line.

WSLS Roanoke, Va.—Granted mod. of cp to make changes in DA pattern.

■ Granted licenses for following am stations: WPHY Benson, N. C.; KBLR Bolivar,

Mo.; WMNZ Montezuma, Ga.

■ Following stations granted mod. of cps to change type trans.: WNRG Grundy, Va., and WHBM(FM) Xenia, Ohio.

■ Following stations granted licenses covering increase in daytime power and installation of new trans.: WMAF Madison, Fla.; WCQS Alma, Ga.; WBHB Fitzgerald, Ga.; KLUK Evanston, Wyo.; WOPI Bristol, Tenn.; KGPC Grafton, N. D.

■ Following stations granted extensions of completion dates as shown: WAIM-TV Anderson, S. C., to Nov. 1; KATR Eugene, Ore., to July 2; KGRB West Covina, Calif., to Sept. 26; WBAL Baltimore, Md., to June 7; WOHI East Liverpool, Ohio, to July 2; KAHU Waipahu, Hawaii, to July 31; KELR El Reno, Okla., to Oct. 3; WJAQ Jackson, Miss., to Nov. 3; KDCE Espanola, N. M., to Aug. 2; WCHI Chillicothe, Ohio, to July 15; WSRW Hillsboro, Ohio, to July 2; WTLK Taylorsville, N. C., to Oct. 1.

Actions of April 30

La Veta Tv Assn. La Veta, Colo.—Granted cps for new vhf tv translator stations on chs. 7 and 9 to translate programs of KKTU (ch. 11) and KRDO-TV (ch. 13), both Colorado Springs, Colo.

■ Granted following stations renewal of license: KBZZ LaJunta, Colo.; KCMK(FM) Kansas City, Mo.; KGCA Rugby, N. D.; KGHF Pueblo, Colo.; KGHJ, KGHK-TV Billings, Mont.; KGMC Englewood, Colo.; KIL0 Grand Forks, N. D.; KLTF Little Falls, Minn.; KNOF(FM) St. Paul Minn.; KRIB Mason City, Iowa; KRNW(FM) Boulder, Colo.; *KSHS(FM) Colorado Springs, Colo.; KUDL Kansas City, Mo.; KVOR-AM-FM Colorado Springs, Colo.; KXLF Butte, Mont.; WACA Camden, S. C.; WDCY Minneapolis, Minn.; WCAP Maryville, Tenn.; WIL and auxiliary St. Louis, Mo.; WJOB and auxiliary Hammond, Ind.; WLIE and auxiliary New York, N. Y.; WND4(FM) Huntsville, Ala.; WSM-TV Nashville, Tenn.; KAGE Winona, Minn.; KBTU(TV) (main and alternate main), Denver, Colo.; KGV0 Missoula, Mont.; KPOF and auxiliary Denver, Colo.; KROC Rochester, Minn.; *KTSR(FM) Kansas City, Mo.; KWAD Wadena, Minn.; KWLC Decorah, Iowa; WPOX Milwaukee, Wis.; WIKR West Palm Beach, Fla.; WNOP Newport, Kv.; WPBC Minneapolis, Minn.; WPTH(FM) Fort Wayne, Ind.; WSFT Thomaston, Ga.; KO2XFP, Mid State Radio Supply Inc., Wenatchee, Wash.; KC2XLA, Itek Corp., Cambridge, Mass.

WPUP Southern Bestg. Co. of Marianna Inc., Gainesville, Fla.—Granted acquisition of positive control by John A. Dowdy through purchase of stock from Denver T. Brannen.

KWBA Baystore Bestg. Co., Baytown, Tex.—Granted acquisition of negative control by David R. Worley and Hugh DeWitt Landis through purchase of stock from Cloyd O. Kendrick.

WMUZ(FM), Ruth Marjorie Crawford, executrix of estate of Percy B. Crawford, deceased, Detroit, Mich.—Granted assignment of license to William F. Eisemann, administrator of estate of Percy B. Crawford.

KFNV, Miss-Lou Bestg. Co., Ferriday, La.—Granted assignment of license to George W. Wilson; consideration \$25,000.

K73AM Boonville and Philo, Calif.—Granted mod. of license to change primary tv station KCRA (ch. 3) Sacramento, Calif., to KRON-TV (ch. 4) San Francisco.

KBMO Benson, Minn.—Granted mod. of license to change studio location and remote control point.

KRNY Kearney, Neb.—Granted mod. of license to change main studio location and remote control point (location of fm and tv studios).

*KOAC, Oregon State College, Corvallis, Ore.—Granted mod. of license to change name of licensee to State of Oregon acting by and through the State Board of Higher Education.

WFLY(FM) Troy, N. Y.—Granted mod. of SCA to change frequency from 32.5 kc to 67.5 kc.

K04CG Dove Creek, Colo.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of KOB-TV (ch. 4). Albuquerque, N. M., via intermediate translator; condition.

WSIX-FM Nashville, Tenn.—Granted cp to install new trans.; condition.

K08DL Westport, Grayland, Copalis, Ocean Shores, Ocean City, and Ocosta, Wash.—Granted mod. of cp to change ERP to 70 w; trans. location to Saddle Hill, Gray Harbor County, Wash.; type trans.; make changes in ant. system; and specify principal community as Westport, Grayland, Ocosta, Ocean Shores and Ocean City, Copalis and Pacific Beach, Wash.

K04BT, K05BR Dunsmuir, Calif.—Granted

mod. of cps for vhf tv translator stations to change ERP to 9.85 w; principal community to Dunsmuir, Castella and Mt. Shasta, Calif.; type trans.; and make changes in ant. equipment and system.

K09EK San Luis, Colo.—Granted mod. of cp for vhf tv translator station to change frequency to ch. 9; and type trans.

WYSL Buffalo, N. Y.—Granted mod. of cp to change type trans.

KCEY Turlock, Calif.—Granted mod. of cp to make changes in nighttime DA pattern.

■ Granted cps to replace expired permits for following vhf tv translator stations: K10AN, Heart Butte Tv Club, Heart Butte, Mont.; K11BR, K13BL, Grass Range Tv Club, Grass Range, Mont.; K07BN, K09AY, K12AU, Milestown Tv Club Inc., Miles City, and Yellowstone Valley between Forsyth and Miles City, Mont.; K09AT, Upper Piedra Tv Assn., Piedra Park (rural), Colo.

■ Remote control permitted for following stations: Lynne-Yvette Bestg. Co., Albany, Ga., and WDBQ Dubuque, Iowa.

■ Following stations were granted extensions of completion dates as shown: WGET-FM Gettysburg, Pa., to Aug. 7; WJTN Jamestown, N. Y., to Aug. 1; KLZ Denver, Colo., to May 30; KNDE Aztec, N. M., to June 26; KFMB San Diego, Calif., to July 30; KFBC Cheyenne, Wyo., to July 26; WGS4 Ephrata, Pa., to July 30; WMNI(FM) Columbus, Ohio, to June 15; KEBR(FM) Sacramento, Calif., to May 31; WPAC-FM Patchogue, N. Y., to July 2; KFMB (auxiliary trans.), San Diego, Calif., to July 30; KFYL Corvallis, Ore., to Sept. 24; K08CN, K10CX, K12CK, Peoples Tv Assn. Inc., Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash., to Oct. 30; WMRO-FM Aurora, Ill., to Oct. 15, without prejudice to such further action as may be appropriate in light of decision of April 5, 1962, of U. S. Court of Appeals, D. C. Circuit, *In re ABC-Paramount, Inc. v. FCC*, case nos. 16264/16528.

Actions of April 27

WESH-TV Teirad Inc., Daytona Beach, Fla.—Granted acquisition of positive control of The Pensacola-News Journal by John H. Perry Jr., individually, through merger of The Post-Times Co. of Palm Beach into The Pensacola-News Journal Co. and purchase of recapitalized stock of surviving corporation from Farwell W. Perry by The Pensacola-News Journal Co. and retired as treasury stock.

KWHW Altus, Okla.—Granted license covering increase in daytime power and installation of new trans.

KFOR Lincoln, Neb.—Granted license covering increase in daytime power and installation of new trans.

WTPA Harrisburg, Pa.—Granted cp to install trans. and maintain ant. as auxiliary facilities at main trans. site.

KMAP(FM) Dallas, Tex.—Granted cp to increase ERP to 20 kw; change ant. height to 120 ft.; install new ant.; redescribe studio and remote control location (same as trans.); remote control permitted.

WSMA Smyrna, Ga.—Granted cp to make changes in ant. system (increase height); condition.

KPRS Kansas City, Mo.—Granted cp to change ant.-trans. location and install new trans.; conditions.

KQRO(FM) Dallas, Tex.—Granted cp to increase ERP to 19.5 kw; change ant. height to 235 ft.; make changes in ant. system; and install new ant.

K09BG Basin, Mont.—Granted cp to replace expired permit for new vhf tv translator station; specify type of trans. and type of ant.; change trans. vis. power output to 1 w.

K07BM Boulder, Mont.—Granted cp to replace expired permit for new vhf tv translator station; specify type of trans. and type of ant.

K77BC Porterville, Calif.—Granted mod. of cp to change ERP to 91.0 w and type of trans. ant. for uhf tv translator station.

WISP Kinston, N. C.—Granted mod. of cp to change ant.-trans. location; change studio location; make changes in ant. system (decrease height) and delete remote control.

WCIN Cincinnati, Ohio.—Granted mod. of cp to make changes in ant. system (eliminate one tower).

KSKI Sun Valley, Idaho.—Granted extension of authority for period ending July 31 to sign-on at 7:00 a.m. and to sign-off at 7:00 p.m.

KPAS Banning, Calif.—Granted extension of authority for period beginning May 1 and ending Aug. 1 to remain silent.

KVOY Yuma, Ariz.—Granted authority for period ending May 31 to remain silent; condition.

KLYK Spokane, Wash.—Granted authority

for period ending July 9 to remain silent; condition.

■ Granted cps to install new trans. to following stations: WPLM-FM Plymouth Rock Bestg. Inc., Plymouth, Mass.; WCBY Straits Bestg. Inc., Cheboygan, Mich.; KMNS Siouland Bestg. Inc., Sioux City, Iowa.

■ Granted mod. of cps to change type of trans. to following stations: WBTA Batavia Bestg. Corp., Batavia, N. Y.; WJAQ Radio Mississippi, Jackson, Miss.

Actions of April 26

Sheep Mountain Tv Club, Terry, Rock Springs, and Cohagen, Mont.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KUMV-TV (ch. 10), Williston, N. D., via intermediate translator.

WIRA-AM-FM, Indian River Bestg. Co., Fort Pierce, Fla.—Granted renewal of licenses.

WAAY Huntsville, Ala.—Granted cp to install new trans.

WSJM St. Joseph, Mich.—Granted mod. of cp to change type trans.; condition.

Actions of April 25

WDOK-AM-FM, The Civic Bcstrs. Inc., Cleveland, Ohio.—Granted transfer of control from Transcontinent Tv Corp. to North-eastern Pennsylvania Bestg. Inc.

KWHI, Tom S. Whitehead, Brenham, Tex.—Granted assignment of license to Tom S. Whitehead Inc.

WABI-TV Bangor, Me.—Granted mod. of license to change main studio location (main trans. and ant. and auxiliary trans.).

WRVA-TV Richmond, Va.—Granted cp to change location of auxiliary trans. to main building; change in coordinates; no change in description, and delete auxiliary ant.

K02CK Cripple Creek, Colo.—Granted cp to replace expired permit and specify frequency as ch. 2.

K13EK Circleville, Utah.—Granted cp to replace expired permit and specify frequency as ch. 13; type of trans.; type of ant. and changes in ant. system.

KONO-TV San Antonio, Tex.—Granted cp to install new auxiliary trans. at old trans. site (auxiliary trans. and ant.).

K03AY Ridgway, Colo.—Granted mod. of cp to change type of trans. and trans. vis. power output to 1 w.

K08CO Julesburg, Colo.—Granted mod. of cp to change ERP to 15.8 w; type of trans. and trans. vis. power output to 1 w.

K10EE, K06CO, K04CF Overton and Moapa, Nev.—Granted mod. of cps to change ERP to 6.75 w; frequency to ch. 10; type of trans.; and make changes in ant. system; to change ERP to 7.05 w; frequency to ch. 6; type of trans.; and make changes in ant. system; to change ERP to 7.1 w; frequency to ch. 4; type of trans. and make changes in ant. system.

WWUP-TV Saulf St. Marle, Mich.—Granted mod. of cp to change ERP to 101 kw vis.; 51 kw aur.; ant. height 1210 ft.; make changes in transmission line and equipment.

K08AW, K10BF, K12BD Kooskia, Idaho.—Waived sec. 1.323(b) of rules and granted cps to replace expired permit for new vhf tv translator stations.

K07BS Rogue River, Ore.—Granted cp to replace expired permit for new vhf tv translator station and specify type of trans.

K09AS Isabel, S. Dak.—Granted cp to replace expired permit for new vhf tv translator station and specify type of trans.

WAPA-TV, Ponce de Leon Bestg. Inc. of P. R., San Juan, P. R.—Granted assignment of licenses to WAPA-TV Bestg. Corp.

Keyes Tv Assn., Keyes, Sturgis area, and U. S. Bureau of Mines Helium Plant, Okla.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KFPA-TV (ch. 80) Amarillo, Tex., via intermediate translator.

■ WLOA-AM-FM Braddock, Pa.—Remote control permitted.

■ Granted cps to replace expired permits for new vhf translator stations: K13BC, Circle Tv Booster Club Inc., Circle, Mont.; K11BG, Beaverhead Community Tv Inc., Dillon, Mont.; K05AG, Star Valley Tv System Inc., Thayne, Wyo.

■ Granted change of remote control authority to following stations: WABI Bangor, Me., while using non-DA; condition; KLLA Leesville, La.; WZZZ Boynton Beach, Fla.

■ Following stations were granted extensions of completion dates as shown: K09CN, K09CO, K11CU, K11CV, K13CS, K13CT, Apple Valley Tv Assn. Inc., rural Monitor area, and rural Baker Flat, Wash., to Oct. 25; KTXU-TV, Texas Technological College, Lubbock, Tex., to Nov. 15.

Continued on page 109

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Salesman, with ideas, ready to take over management new East Coast single station market. \$125 weekly base plus attractive commission. Box 702K, BROADCASTING.

General manager: General manager for mid-west full time station. Perhaps you are a successful sales manager now looking for the next step. Multiple ownership with real opportunities. Box 749K, BROADCASTING.

Radio station WOLF, a top rated station in Syracuse, New York has opening for Assistant Manager. Young, and strong on sales. Call Manager, Harrison 2-7211. Fine opportunity for the right person.

Executive salesman, management experience, proven sales and promotion background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of four available territories: Georgia-Florida-Alabama; New England; Texas-New Mexico; Illinois-Iowa-Missouri. Openings immediate. Personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pic; Community Club Awards, Westport, Connecticut.

Sales

Your best dollar potential is in booming Atlanta . . . Excellent facility . . . Great potential . . . Interested? Write Box 722K, BROADCASTING.

BALTIMORE—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Radio time salesman or salesman-announcer wanted. \$100.00 weekly guarantee. Send complete details with references. Box 906K, BROADCASTING.

Florida, West Palm Beach. Excellent salary plus 15% commission and car allowance. Absolute minimum two years fulltime selling radio. Don't put your family through another miserable cold winter. Send complete resume to Box 910K, BROADCASTING.

W-WOW, Conneaut, Ohio. Salesman—unlimited possibilities. Commission plus . . . send resume, 1st letter. Experienced getter only.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Experienced radio salesman wanted—WBIC, 540 kc, Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

Salesman-Announcer with at least 2 years experience. Salary plus commission on all sales. Established Michigan daytimer with revolutionary new equipment to help increase sales income. Permanent position. Growing group operation. Contact J. F. Butler, Manager, WKLZ, Kalamazoo, Michigan.

\$12,000.00 year guarantee, top salesman with radio promotional ideas, other benefits, contact . . . Walton Radio Chain, Box 1721, Monroe, Louisiana.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St. Minneapolis 2, Minnesota. Free registration, professional service.

Help Wanted—(Cont'd)

Announcers

Announcer: DJ for fast moving modern radio. Experience important for strong mid-west market station. Multiple owner operations with many opportunities. Box 750K, BROADCASTING.

Adult 5000 watter near New York City has opening for reliable and experienced announcer with potential. Advancement possibilities for creative man. Send tape, resume, picture and salary requirements to Box 775K, BROADCASTING.

Announcer. Pennsylvania station. Small market. Versatile, all around worker. Production experience helpful. Full resume, salary requirements first letter. Box 808K, BROADCASTING.

Top Chain continually on lookout for Top Airmen with format experience. Believable personality and Creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Opening for Bright Morning-DJ at upstate New York 1,000 watter. \$90 per week. Rush photo, tape and resume! Box 849K, BROADCASTING.

Now! Now! Bright, imaginative morning man wanted at number one modern New York state operation. Hurry—pic, tape and resume! \$120 per week to start. Box 851K, BROADCASTING.

Creative c&w dj wanted for Northeast metropolitan market. Send tape, resume. Box 871K, BROADCASTING.

Growing Eastern major market modern radio group has immediate openings for experienced personalities and/or personality newsmen. Modern radio experience is a must. As we grow you will have the opportunity to grow and advance with us. Send tape and complete resume to Box 886K, BROADCASTING.

Opening for two quality announcers. Top salaries on quality medium market station. Send air check tape—detailed information. Box 905K, BROADCASTING.

Wanted: 1st phone announcer. No maintenance. Send tape and resume to Glen A. Halbe, KCRB, Chanute, Kansas. Beginners considered.

Announcer-Salesman: To handle branch studio operation. Must have successful sales background and good air ability. Pays \$500 to \$700 or more monthly depending on ambition and ability. Wallace Stangland, Manager, KIWA, Sheldon, Iowa.

Adult announcer-salesman for the newest format in radio. Send tape, resume, photo to KVCW, Price Tower Studios, Bartlesville, Oklahoma.

Have immediate opening for first phone combo. Experience necessary. Send photo, tape and resume. WCTW-AM-FM, New Castle, Indiana.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume to WDDY, Gloucester, Va.

WEOK, Poughkeepsie, N. Y., needs 1st ticket announcer. Heavy announcing, no maintenance. 75 miles from New York City. G.Rover 1-1500.

First phone-announcer for new daytimer just opened in Eastern Pennsylvania. Mail tape and resume to P. O. Box 115, Palmetton, Pennsylvania.

Bright sounding dj for 1000 watter between Rochester and Syracuse, New York. Rush tapes to Jerry Sherwin, WGVA, Geneva, New York.

Help Wanted—(Cont'd)

Announcers

We need a combination disc jockey-newsman for a small single station market. Ray Blomquist, WMAB, Munising, Michigan.

Need first phone announcer now! WMHI, Route 5, Frederick, Md. Good station . . . Good music . . . Limited commercials . . . surveyed #1. No maintenance . . . Salary open to experience. Rush tape, resume to above address now!

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

Announcer . . . 1st phone . . . Immediate opening for expanding operation. Send tape and resume. WSWW, Platteville, Wisconsin.

Immediate opening for announcer with good music station. Possible tv exposure. Send air check tape and resume to WTAP, Parkersburg, West Virginia.

W-WOW, Conneaut, Ohio—experienced dj for vibrant progressive station. Tape, resume, photo, first letter.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Some production experience desired. Send tape, picture, complete resume, and personal references. Box 919K, BROADCASTING.

Personality dj for middle of road pop and standard music format. Fast, tight production. Send tape, resume, photo. Tapes returned. WRIG, 529 Third Street, Wausau, Wisconsin.

Announcers and combo-men, get a better radio or TV job. 850 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Northern New Jersey station needs chief engineer, with AM-FM experience and full-time announcer. Fully-paid pension plan—Hospitalization. For interview contact Box 826K, BROADCASTING.

Broadcast technician—Baltimore radio and tv station. 1st class preferred. Excellent opportunity. Box 888K, BROADCASTING.

Western Black Hills quality network affiliate has immediate opening for chief engineer who can do construction, some announcing and perhaps sell. He must be married, sober and like to work. This multiple ownership operation offers pleasant location, satisfaction, security and good pay. Salary open. Write, wire or phone manager, KASL, Newcastle, Wyoming. 746-2721.

Our Chief Engineer going in the Marines. Need a first phone combo man to take over in mid-May. Want a young energetic comer. Lots of new equipment to maintain. Write KYVA, Gallup, New Mexico, at once.

Help Wanted—(Cont'd)

Technical

Part time television engineer wishing to earn master's degree in communication arts. Tuition plus stipend. Boston University closed circuit operation. Write: Dean, School of Public Relations and Communications, 640 Commonwealth Avenue, Boston 15, Massachusetts.

There must be someone with a 1st class ticket and announcing experience who wants a good permanent job at a smooth-sound, daytime only station. Masculine or feminine applicants acceptable; must be able to read news intelligently. Send resume, tape and salary required to WCNL, Newport, New Hampshire.

Engineer-Announcer: 1st class license, to take full charge transmitter maintenance, few hours weekly light announcing. J. B. Dolzell, Manager, WGTN, Georgetown, South Carolina. No collect phone.

Wanted. First class engineer for chief and limited air work. Write WJWL, Georgetown, Delaware.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have background of rating success. Multiple ownership operation in midwest. Box 748K, BROADCASTING.

Production man—Need immediately! Outstanding "idea" man who can create, write, produce and announce selling commercials. Unusual opportunity to grow with outstanding Midwest Network affiliate—Rush resume, picture and tape samples to Box 831K, BROADCASTING.

Immediate position for: Energetic! Probing! Knowledgeable! Newscaster-Writer! at number one modern operation in upstate New York! Rush photo, tape and resume! Box 850K, BROADCASTING.

RADIO

Situations Wanted—Management

Manager, not flunky. 35, family, 15 years experience—\$10,000.00. Box 727K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England—Mid-Atlantic States). Highest financial and business references are available. Box 752K, BROADCASTING.

Ex-Manager metro market, 10 years sales, programming, administrative experience, prefers southeast. Opportunity foremost, salary secondary. Box 853K, BROADCASTING.

Manager—strong personal sales. Twelve years management. Highest character and owner references. Responsible, qualified. Area \$10,000. Box 854K, BROADCASTING.

Currently General Manager of regional station. Seeking association with growth minded owner. Outstanding record of National, Regional and local sales. Top references. Box 856K, BROADCASTING.

Radio-tv executive. One of nation's best. Outstanding 18 year record in station-sales management. Can produce top dollar in any market but prefer medium or small. Creative ideas to attract local and national clients. Top administrator. Extremely cost-conscious. 41, family. Excellent industry and personal references. Box 868K, BROADCASTING.

Top quality highly experienced manager—former owner and general manager top 60 market. Sales leader, heavy on promotion, character and ability stands full investigation. Could invest—married 38, excellent organizer prefer new operation. Box 877K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I don't believe in rock and roll—I do believe in solid radio programming. If you have a radio property in the Eastern United States that needs a firm hand plus imagination and 20 years of radio background please contact me. Sales experience totals 7 years. Interested in progressive medium—large market. References exchanged. Box 882K, BROADCASTING.

Are you looking for a pro? With a top dj show? Have pd and md experience—production and first phone. A family man 32, what have you? Let's talk it over—call Springfield, Illinois, 217-529-2271, George Walton.

Put your radio station in hands of educated and experienced broadcaster who can provide you with a Modern-Adult station with Popularity and Prestige, built around a solid, substantial news department. Well versed in Programming, News and Commentary, Sales, Advertising, Administration, Finance, Engineering and FCC. 20 years experience—12 in management. Age 41, married, family and no skeletons to hide. Presently part owner and manager in city of 14,000. Want larger, fulltime market or present market size if interest is available. Presently in midwest but will consider all locations. Available this summer. Box 885K, BROADCASTING.

Manager—First phone, sales-programming. Seeking position in small or medium market. Experience, top references. Sales my business. Replies confidential. Box 887K, BROADCASTING.

Relocate by June 1. Seven years experience radio-tv. Five years manager, KAGE, Winona, Minnesota. College grad, family. Desire management, sales manager. Prefer chance to own percentage. Can make small investment. Frank Haas; Gilmore Valley Road, Winona, Minn. Phone 6133.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first on your market. All labels? All artists. Mailings 3 times weekly. 10 day trial, no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

Sales

Steady salesman interested future community minded outlet building basic business. Box 790K, BROADCASTING.

Announcers

Disc jockey—newscaster, young experienced, seeking swinging sound, immediate availability. Box 703K, BROADCASTING.

Announcer—available May 21st thru September 8th. Three years experience and first phone. Box 742K, BROADCASTING.

DJ; tight board, experienced, resonate voice; veteran; willing to relocate. Box 744K, BROADCASTING.

Summer Replacement; Top market only. Can fill any need; 15 years experience; Personality dj, announcer, interviewer, station manager, pd and production head—Top markets. Previously #1 in million market. Demand good salary. Want out of NYC for a few months. Box 765K, BROADCASTING.

Top 40, personality dj; eight years experience. Family man. Looking for major market location. Box 776K, BROADCASTING.

Conservative announcer and/or program director. Strong on newscasting. Knows music, production. Excellent background. Prompt reply Box 785K, BROADCASTING.

Want rhythm and blues. Can hold both colored and white audience. Good R&B references. Box 829K, BROADCASTING.

Temporary top 40 Baltimore market. Want permanent top 40 any market. Box 830K, BROADCASTING.

Good announcer. Experienced . . . versatile, desires position where ability plus ambition determines future. Family man. Box 833K, BROADCASTING.

Announcer-DJ—Steady, dependable mature sound. Experience, married—Negro. Box 835K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top 40 disc jockey. Good with production ideas. Wants a challenge. Three years experience. Has built strong listening audience. Excellent success with teens and young adults. Do you have a challenge? Box 836K, BROADCASTING.

Disc Jockey, Production, continuity, promotion. Experienced, polished professional, family man, excellent references. Box 838K, BROADCASTING.

Negro announcer will offer experience, personality, versatility, for solidarity anywhere. Box 843K, BROADCASTING.

1st class ticket man seeks technical position in radio or tv. Little experience—willing to learn. Can travel anywhere. Resume on request. Box 845K, BROADCASTING.

Experienced announcer-dj, great adult voice, 21, single. Country and western or good music. Want security—dependable. Prefer Southwest. References. Box 852K, BROADCASTING.

Attention Midwest top 40 outlets—personality dj desires permanent position with midwest top 40 station. Graduate of top broadcasting school, eight months experience. Tight board, good voice, authoritative news, dependable performance. Box 855K, BROADCASTING.

Want opportunity as sportscaster with play-by-play of any/all sports. Married, 32, MA degree, good voice, some newspaper experience. Player, coach, official in many sports for 16 years. Willing to do anything for opportunity in this field. Box 859K, BROADCASTING.

Experienced 1st phone versatile. Maintenance. Will consider summer relief spot. Box 865K, BROADCASTING.

Young top 40—dj looking for permanent position in medium market. Tight board, tape and resume on request. Available June 1st. Box 875K, BROADCASTING.

Box 880K, BROADCASTING.

Negro announcer, dj, experienced good sound, authoritative news. Wants to settle. Married, college. Box 884K, BROADCASTING.

Five years experience — draft exempt — single—27 years old. Know music—can write copy—strong on news—looking for progressive station desiring permanent, sober announcer. Box 901K, BROADCASTING.

First phone—young, married, veteran 1½ years experience. Prefer top 40. Pops. Want permanence. Good references. Will relocate. Box 907K, BROADCASTING.

Mature, versatile, experienced. Network announcer. Family man. Distinct delivery. Adult music. Strong sales experience. Presently employed suburban New York. Air check available. Box 908K, BROADCASTING.

Summer only. Experienced 1st phone. Strong news, commercials, interviews. Transmitter watch ok. Box 909K, BROADCASTING.

Announcer, dj, experienced, tight board, bright happy sound. Authoritative news. Not a floater. Veteran, married. Box 883K, BROADCASTING.

Does your station need morning pick-me-up? Happy-go-lucky jock has good, clean fun, makes audience laugh. Not too happy-go-lucky to forget money. \$175.00 minimum. Nine years overall experience radio and tube. 4 years top-rated morning show presently. Box 912K, BROADCASTING.

Disc jockey, announcer experienced, bright sound, married, not floater. Good tight board. Box 918K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Would like to put my 8 years AM, TV experience to good use. Deep voice, mature, quality work—classics, too. No formats. Sincere, straight forward, stable \$135 minimum. Box 921K, BROADCASTING.

Bright personality—Program, sales, copy versatility—seasoned entertainer—Announcing School graduate, wants suitable location. No FCC 1st license. Will learn! Box 922K, BROADCASTING.

Sounds just right through the night the sparkling way feminine dj. Box 924K, BROADCASTING.

Announcer — versatile, industrious and young. Can do dj shows and authoritative on news. Well trained. Robin Burns, 3090 N. Haussen Ct., Chicago 18, Illinois. MU 5-0287.

Available now—first phone—experienced married—family—for combo—or transmitter. Contact—Bill Cordell, 319 Bayview Drive, Georgetown, South Carolina. Phone 2168.

Attention Florida, California, Southwest. Announce—Program—Assistant Manager. 8 years announcing including sports and writing. Family—permanent. Bob Hott, WBLJ, Dalton, Georgia. BR 8-3300.

College student 21 and single. Soon to graduate. Major: Radio-Television. Experience in play-by-play sports and dj work. Desire steady position. Will present tape on request. Dave Lane, Baylor University, 328 Martin—Waco, Texas.

Announcer-news caster, 42, stable, professional. College graduate. 15 years experience . . . some tv. Max Wadsworth, 734 E. 2nd St., Reno, Nevada.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Engineer, 1st class, 2 years training, 6 months experience. Chief engineer, 5 kw daytimer. Prefer South Southeast. Box 847K, BROADCASTING.

First phone, 4 years experience AM transmitters, family man. desire permanent position in broadcasting. Box 848K, BROADCASTING.

Engineer—twelve years staff and chief—wants to relocate in San Bernardino, California vicinity. If you have an opening now, or in future, contact Box 861K, BROADCASTING.

Experienced radio & television chief desires to relocate. Prefer Midwest or Northwest. Box 862K, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box 874K, BROADCASTING.

First phone and telegraph—11 years field service engineer (Radar, Radio and Industrial) 4 years marine radio officer. Some electronic sales. Age 33—Seeking good paying job. Box 889K, BROADCASTING.

Dependable, light experienced 1st phone with emphasis on engineering duties. Box 902K, BROADCASTING.

Chief Engineer, experience construction, maintenance, directionals and proofs, AM, FM. Box 911K, BROADCASTING.

Production—Programming, Others

Newsman — experienced reporter-writer-news caster. 9 years radio, newspaper news, covering police, courts, education, politics, government. College. Interested radio and/or TV. Prefer east. Box 640K, BROADCASTING.

Newsman—13 years experience. Broadcasting, reporting, network news writing. State Peabody award winner. Journalism degree. Married. Box 652K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Top flight music director and first class air personality with wide knowledge of classical and finest pop music, presently employed, desires position as music or program director with progressive fine music station preferably in the west. 10 years in radio as announcer, continuity writer and producer, music librarian plus experience writing commercials and publicity and editing program guide. Finest references. Box 754K, BROADCASTING.

Top rated Chicago air personality seeks PD position. Eight years experience in all phases of Top 40 and "middle of the road" formats. Sharp—aggressive—married—college. Formerly Ass't PD million market. Highly recommended for PD spot. Personal interview. Box 800K, BROADCASTING.

Program Director—Announcer. Age 28. Married. 8 years in radio. Experienced in all phases of good music operation, including FM stereo. Box 818K, BROADCASTING.

Creative program director—announcer for adult music. Twenty years experience. Box 840K, BROADCASTING.

"Working Program Director—After 9 years as "Indian" near and in major northeast markets, am now ready to become "chief" in smaller city. Thorough knowledge all music formats, sweet to top 40, news preparation and presentation, sports, public service, production and promotion. 35, family, vet. 5 years present position in 8 station market. No tape speculators, only those interested in personal interview need contact. Available May 15." Box 858K, BROADCASTING.

Available immediately . . . Radio or tv continuity writer. Will travel. Complete details on request. Box 863K, BROADCASTING.

Major network football announcer. Metropolitan area only. Resume, air check first letter. Box 873K, BROADCASTING.

Radio Newswriter: Six years experience. Strong on local news. University grad, 34 and married. Write Gordon Gottlieb, 2956 N. 76th St., Milwaukee, Wisconsin, or phone Greenfield 6-9795.

TELEVISION

Help Wanted—Sales

Salesmen . . . If you're good at selling TV and are interested in moving up to a local sales manager's position I have such a job open if you can prove quickly that you're the man for it. Send full particulars and performance record first letter John Begue, Station Manager, WICD, Danville, Illinois.

New Fresno area independent television has immediate openings for three aggressive, creative salesmen. Air work optional. Extremely rewarding commissions and growth potential. Send photos and references to Harold Gann, Box 1321, Hanford, California.

Announcers

North Florida VHF television station looking for experienced, versatile staff announcer. Average base plus talent. Fine opportunity for the right man. Box 745K, BROADCASTING.

Newsman for tv and radio stations in midwest. Ability to gather, write, and present news is essential. Excellent opportunity to expand in news field with multiple ownership operation. Box 747K, BROADCASTING.

Need a good announcer for television. Experience in television not an absolute must. Will involve on camera and booth work. Send complete information, including picture, resume of experience, salary requirements and audition tape to . . . Box 738K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted—tv newscaster who can write, who can dig for news when necessary, who can do a newscast with authority, and who wants to make a place for himself in the area. We are adding, not replacing. Send complete information, picture, salary requirements, kine if possible, audio tape if no kine available to Box 739K, BROADCASTING.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Immediate opening for experienced on camera announcer strong on news, weather and commercial presentation. Send photo, background information, references and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Work both Radio-TV. Require bright sound, good production, neat appearance. Good opportunity and fringe benefits. Interview required. Contact KAUS-KMMT-TV, Austin, Minnesota.

Technical

Wanted: Ass't Chief Engineer with switching and board experience to help with maintenance, NBC affiliate northwest. Box 913K, BROADCASTING.

Need TV Chief Engineer familiar with all phases construction and operation. Southeastern VHF. Send full details first letter. All replies confidential. Box 914K, BROADCASTING.

Channel 21, new indie has immediate opening for experienced maintenance technician. G. E. 1kw transmitter and 10w microwave. Above average salary for a competent, ambitious person. Send references and resume to Harold Gann, Box 321, Hanford, California.

Engineer with 1st phone to work all phases of engineering in tv station in Central South Dakota. Contact John Gort, C. E. KDLO-TV, Garden City, South Dakota.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-EL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGVH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Production-Programming, Others

Theater-television post: young man to teach tv courses, plus acting and directing courses, direct one play a year and help develop educational tv programs; good university background required; at midwestern men's university beginning September. Box 484K, BROADCASTING.

Wanted for future expansion. Video transmitter engineers, announcers, cameramen and projectionists. Box 632K, BROADCASTING.

Top VHF in northeast has opening for news director. Individual must have organizational and administrative ability particularly in regard to a tv operation. On-camera experience preferable, but not a prerequisite. Box 633K, BROADCASTING.

Television station in major Southwest market has opening for strong newscaster. Will consider solid second man ready to move up to major news slot. Send resume, sof or VTR audition to: Box 817K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Two good jobs expanding Southwestern NBC-VHF in thriving 3-station medium market seeks (1) News Director for top air work and supervision of department and (2) Production Manager to oversee local operations including tape. Must be experienced, ready for this market, and not expecting an immediate fortune. Box 917K, BROADCASTING.

TELEVISION

Situations Wanted—Management

Don't confuse the forest for the trees. Hire an expert sales manager. Box 806K, BROADCASTING.

Experienced station manager small or medium market available September 1st. Twenty years successful management radio and tv. Can work all phases except engineering. College graduate, family man. Wants permanent location with opportunity. \$10,000 minimum. Box 869K, BROADCASTING.

Commercial Manager-Sales Manager—excellent television background. High production records of local and regional business. Will consider UHF or VHF. Box 878K, BROADCASTING.

Station Manager's assistant or business manager, 14 years experience, responsible family man, highest references, available immediately. Box 920K, BROADCASTING.

Sales

Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing. Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service. Formulates own plans, designs questionnaires for pretest, writes and delivers the final reports. Excellent boardroom and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

I'm not just another salesman: I'm ambitious and have 12 solid years experience in television as production manager, agency, film sales. Presently employed but want move to local sales manager or salesman in metropolitan market, in mid-west or east. Box 916K, BROADCASTING.

AGENCY-ADVERTISER

Creative account executive 10 years experience: ad mgr & AE with major 4A agcy. Imaginative, versatile, good administrator—strong on merchandising & presentations. Know print, TV, films. Experience includes packaging, associations, appliances, outdoor motors, juv. apparel—also drugs & cigarettes. Works well with people & budgets. Resume on request. NYC preferred. Box 837K, BROADCASTING.

Announcers

Thoroughly experienced TV and Radio announcer. Wants job with emphasis on TV and Radio news and commercials. Also interested in production and direction. Box 758K, BROADCASTING.

Experienced announcer wants to relocate in medium to major market. Have extensive radio-tv background which includes sports, news; Excellent on camera commercial delivery. Some directing. University graduate, married, late twenties. For information—write Box 828K, BROADCASTING.

Mature sports announcer. Excellent on camera presentation. Experienced play by play. College degree. Box 872K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

7 years radio, tv. 31. Reliable, white; working Oklahoma; dissatisfied. Box 876K, BROADCASTING.

Box 879K, BROADCASTING.

Technical

15 years experience all phases of radio and TV studio operation, programming, production. Prefer combination engineering and programming in medium Southeastern market but will consider other areas. FCC first class license. Box 786K, BROADCASTING.

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Chief Engineer or good Xmtr position. 12 years TV-AM experience, 6 as chief. Know RCA, Dumont, some GE. Available immediately. Box 825K, BROADCASTING.

Experienced 1st phone all around studio/xmtr. technician & booth announcer. Will consider summer relief spot. Box 864K, BROADCASTING.

Television transmitter engineer. Supervisory or operator. Ten years experience. West Coast preferred will consider other locations. Sound reason for changing positions. Technical education. Box 152, El Dorado, California.

Production-Programming, Others

Radio-TV newsman, 6 years. Experienced in reporting, writing, broadcasting. Box 801K, BROADCASTING.

Director-producer, 38, wants challenging job with progressive station. Can offer abundance of creative ideas—11 years experience with major station in large Midwest market. Box 832K, BROADCASTING.

Sports Director, former News Director, desires change, either television or radio. Family. Box 842K, BROADCASTING.

TV director—5 years of live remote network commercial and VTR experience. Available in 30 days. Will travel. Personal interview, resume and photo upon request. Box 857K, BROADCASTING.

TV Artist—B.F.A. Degree, Advertising design. Eleven years experience visual communications, creative design, etc. Good understanding black and white, design, graphic arts, photography. Dalton Moore, 221 Fairfield St., St. Albans, W. Virginia. Phone 727-1105.

FOR SALE

Equipment

Western Electric 503 B-2 FM 1kw transmitter. Best offer takes. Box 741K, BROADCASTING.

1000/250 watt AM transmitter. Used only three months. First cash offer over \$3300.00 takes. Box 782K, BROADCASTING.

Jerrold 704 calibrated field strength meter and Heath Kit Laboratory Signal generator; best offer above \$175.00 takes both. Disc-cutting machine with Audax inside out lathe for best offer or trade for broadcast quality 3 speed turntable; you pay freight. KATI, Casper, Wyoming.

RCA Model 66-A Modulation monitor \$200.00 RCA 311-AB Frequency monitor on 1340KC \$450.00. Both for \$825.00. In good operating condition with tubes and manuals. Crating and freight F.O.B. KATL, Miles City, Montana.

Ampex 600 Tape Recorder. Perfect condition. Rack mount or with portable case... \$300.00—WCRA, Box 568, Effingham, Illinois.

Model 66 RCA modulation monitor. Good condition; FCC approved—\$175.00. KFRO, Longview, Texas.

For Sale—(Cont'd)

Equipment

Presto A-93 recording amplifier, Rek-O-Kut B16H turntable, Rek-O-Kut M-5 lathe with Audax head. Wayne Owens, KSOK, Arkansas City, Kansas.

Sale! All equipment to put 250-Watt AM station in operation! Everything from tower to mop and pall! All nearly new. Take \$20,000 quick sale or consider any reasonable offer. Inventory available. Rex Koury, Station KVNI, Coeur d'Alene, Idaho. MO-hawk 4-2196.

Gates BC-250GY 250 watt transmitter in excellent shape complete with one set of spare tubes and wired for remote control. KWLC, Decorah, Iowa.

Now available—tremendous savings. 25 kw notch diplexer Alford Model 1052. Used one year. Ch. 11. RCA vestigial sideband filter RCA M119085AH Ch. 11. 50 kw diplexer RCA M119394. 1200' Teflon 3-1/8" coax complete with hangers and connectors. 4 6-1/8" spring line hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wisc.

For Sale. W.E. 504B2 FM 3 kw. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1 1/2" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C. E., WDIA, Memphis, Tenn.

ERCO type 500-T FM exciter 15 watts at carrier or 1/2 carrier frequency. Includes 1 67 k.c. sub carrier, second can be added, 3 years old. Cost, \$4700; excellent condition. Will consider reasonable offers—WGLI, Babylon, N. Y.

New & Used towers—3 self-supporting 300 ft. FM-TV-AM. Ace High Tower Erector Co. Greenville, North Carolina.

250 watt AM transmitter—RCA 250L. Good condition \$595.00. Bauer Electronics Corporation, San Carlos, California.

Tapes. 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electro-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

For Sale: Berlant Concertone automatic receiver, BAX 1. Needs synchronous drive motor. Tape portable recorder. Needs drive wheels. Best offer takes. WCHB, Inkster, Michigan.

16mm Reversal Film Processor—Aiglone, Model America—Automatic daylight Film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. \$2500 plus freight. WHO-TV Des Moines, Iowa.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 7/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne-cord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tucka-hoe, N. Y.

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19, Pennsylvania. Phone Chestnut Hill 8-2700.

Wanted—G.R. Monitor, RCA Filterplexer. Antenna for UHF Channel 38. Have monitor and filterplexer for Channel 19. WMVS, Milwaukee, Wisconsin.

WANTED TO BUY

Stations

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England-Mid-Atlantic States). Highest financial and business references available. Box 753K, BROADCASTING.

Experienced program, news, play-by-play sports director desires interest in full time operation. Box 846K, BROADCASTING.

Fla. Only! Small station preferred. 1 station market, but not essential. Terms desirable. Please give full particulars. No brokers! Box 867K, BROADCASTING.

Wanted—small market station or controlling interest in medium market. \$15,000 to invest and 22 years experience in broadcasting. Box 870K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 8, Missouri.

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.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Instructions—(Cont'd)

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.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

RADIO

Help Wanted—Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in the following territories:

Midwest States

Middle Atlantic States

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known Midwest broadcast equipment manufacturer. Send resume immediately to Box 881K, BROADCASTING.

Announcers

MAJOR EASTERN METRO MARKET

Opportunity for creative, mature personality (with accent on personality) for Wake Up show on station with "middle of road" format. Send tape, complete resume, minimum salary requirements, immediately. Replies confidential.

Box 860K, BROADCASTING

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted—Management

GENERAL MANAGER

At present operating combined TV and radio property. Want to devote full efforts to either TV or radio management. Extensive experience. Prefer dry climate but will consider all areas. Box 866K, BROADCASTING.

SELLING GENERAL MGR. AVAILABLE

15 years successful background in Broadcasting with accent on sales after career as Program Director and air personality. Currently head man of small group with stations in major and minor markets. Available for general managership of strong major facility or can make small investment of money and large investment of time to operate and live with your absentee owned station. Interviews at your convenience in NYC, Dallas or San Francisco. If interested please reply:

Box 923K, BROADCASTING

Production—Programming, Others

ROD RODDY Ex Storz—ABC—Westinghouse personality available for short term major market vacation engagements starting May 1 after closing in Chicago. This summer hire a name, the cost is the same, contact ROD RODDY "RADIOS PORTABLE PROFESSIONAL."

Box 890K, BROADCASTING

NEWSMAN

Young, experienced, newsman with college degree in radio & TV available for staff of top-notch news dept. in major market.

Box 915K, BROADCASTING

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

Colorful RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letter-head for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL OF ANNOUNCING AND SPEECH

138 Duffield, Detroit 1, Mich.

FOR SALE

Stations

TEXAS SOUTH PLAINS

Top daytimer, single station market, ideal for owner-operator. Billing \$60,000; priced at \$77,500. Terms. Excellent facilities, growing market. Good earning record.

Box 839K, BROADCASTING

Stations

NEVADA

Top fulltimer in a top Nevada market. \$150,000 plus potential. No money down to buyer who will loan corporation \$50,000. Attractive price and terms.

Box 904K, BROADCASTING

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

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Washington 7, D. C.

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RADIO and TV STATIONS

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Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over 1/4 million yrly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ga. regional single f.t. \$75,000 with \$15,000 down—Fla. f.t. single \$45,000 with \$10,000 down—Fla. medium regional \$95,000—Fla. medium f.t. power \$175,000—Fla. medium regional \$145,000—Miss. single \$45,000—Tex. major regional \$200,000, just \$25,000, bal. 10 yrs. no interest! Contact: PATT McDONALD CO. Box 9266—GL 3-8080 AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Full time. Medium market. \$18,000 down.

ROCKY MOUNTAIN. Daytime. Absentee owned. Gross \$100,000 in 1961. Asking \$150,000. 29% down.

ROCKY MOUNTAIN. Full time. Absentee owned. Gross \$42,000. Asking \$55,000. Terms.

SOUTHEAST. Absentee owned. \$5,000 down. Asking price \$70,000.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Actions of April 24

KOAP-FM Portland, Ore.—Waived sec. 3.261 of rules and granted authority to operate Monday through Friday only, remaining silent on Saturday and Sunday, for period ending July 31.

KBCO(FM) San Francisco, Calif.—Granted extension of completion date to July 10.

Granted cps for following new vhf tv translator stations: Town of Grand Lake on chs. 11 and 13, Grand Lake, Colo., to translate programs of KTVR (ch. 2) and KOA-TV (ch. 4) both Denver, Colo.; Spray Community Tv Inc. on chs. 3, 7 and 10, Richmond, Spray, and Twickenham, Ore., to translate programs of KOIN-TV (chs. 3 and 6), ch. 3 via intermediate translators, Portland, Ore.; conditions on all; McArtor & Sutton Tv on ch. 3, Chappell, Neb., to translate programs of KSTF (ch. 10) Scottsbluff, Neb.

License renewals

WKVM, American Colonial Bestg. Corp., San Juan, P. R.—Granted renewal of license. Chmn. Minow dissented. Action May 2.

Rulemakings

Commission invited comments by June 11 to proposal to amend its rules (part 4, subpart E) to permit simultaneous operation of two trans. on single studio-trans. link channel for transmitting stereophonic programs from studio to trans. of fm station. Transmission of "stereo" requires two aural signals. Where wire lines are employed, this poses no problem. In cases where fm station relies upon radio circuit to link its studio and trans. some difficulties have been encountered. Rules prohibit use of more than one channel for STL operation. However, method of operating two separate STL trans. on single STL channel seems practicable. Action May 20.

Following application is mutually exclusive with application of WHDF Houghton, Mich. for renewal of license. Thus, in order to expedite action on these applications, commission on its own motion waived sec. 1.354(c) of its rules in order that WMPL application may be placed at top of processing line.

BP-15410: WMPL Hancock, Mich., Copper County Bestg. Co. Has: 920 kc, 1 kw, D. Req: 1400 kc, 250 w, 1 kw-LS, unl.

By commission action March 16, 1962, license of KLFT Golden Meadow, La. (1600 kc, 1 kw, D) was revoked effective April 16, 1962. On April 13, 1962, commission by board action stayed effective date of revocation until June 15, 1962. Since this station was only local broadcast station serving Golden Meadow, commission has waived sec. 1.354(c) of its rules to permit early consideration of following application.

BP-15478: NEW Golden Meadow, La., John A. Egle. Req: 1600kc, 1kw, D.

Accordingly, notice is hereby given that on June 4, 1962, preceding applications will be considered as ready and available for processing, and that pursuant to sec. 1.106(b) (1) and sec. 1.361 (c) of commission rules, application, in order to be considered with these applications or with any other application on file by close of business on June 1, 1962, which involves conflict necessitating hearing with these applications, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on June 1, 1962 or (b) earlier effective cut-off date which these applications or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to sec. 1.359 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted April 25.

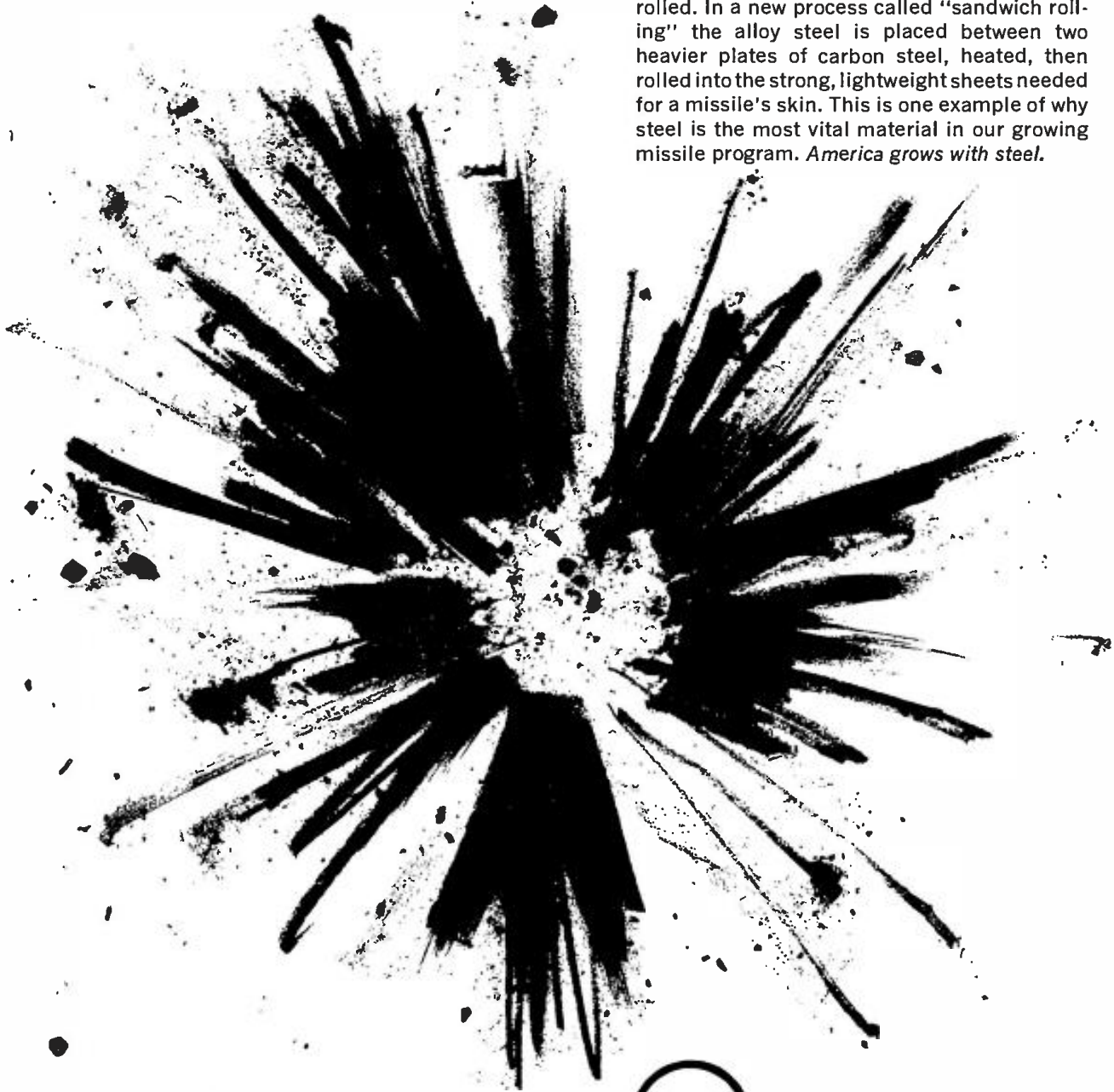
PETITION FILED

Sec. 3.606: Antilles Bestg. Corp., San Juan, P. R. (4-24-61)—Requests amendment of rules so as to add following assignments for communities located in Puerto Rico:

	Present	Proposed
Mayaguez, P. R.	3+, 5—	3+, 5—, 16
San Juan, P. R.	2+, 4—, *6+	2+, 4—, *6+, 19
Ponce, P. R.	7+, 9—	7+, 9—, 22

a new American Ace

When the sky was first used for war, the job of aerial interception could be handled by dare-devil youths with 30 caliber machine guns and canvas-covered biplanes. Today, interception is a job that has to be handled by a different kind of Ace, a machine that is half electronic brain and half bomb—the Nike-Zeus. It's a supersonic Ace that can intercept an airplane or a missile traveling at thousands of miles an hour. To build it, American missile men needed a light but exceptionally strong metal for the motor case. United States Steel research scientists provided the material—an alloy steel rolled into wider, longer, *thinner* sheets than any ever rolled. In a new process called "sandwich rolling" the alloy steel is placed between two heavier plates of carbon steel, heated, then rolled into the strong, lightweight sheets needed for a missile's skin. This is one example of why steel is the most vital material in our growing missile program. *America grows with steel.*



United States Steel

OUR RESPECTS to Joseph Stamler, vp, general manager, WABC-TV New York

Contribution to the community is the first consideration

A five-year plan may be old hat in world economics. But in television, a business of sudden change, it's worth watching. This is true especially when the market involved is Greater New York, the world's largest.

The author of this particular plan is Joseph Stamler, vice president of ABC and general manager of the network's WABC-TV New York. The objectives were laid down about three years ago (August 1959) in the office of a top AB-PT executive. Mr. Stamler, then newly appointed as general manager of WABC-TV and elected to a vice presidency, told the ranking officer of the company that the objective was threefold:

To make ch. 7 New York (WABC-TV) No. 1 in (1) contribution to the community (*i.e.*, in station image); (2) ratings, and (3) company earnings.

This would be a tall order for most men. But Joseph Stamler, a New Yorker raised on the East Side, is a competitor—in business as well as on the athletic field. He was a middleweight boxer in college, and he still works out at the nearby YMCA once each week.

Mr. Stamler was born Sept. 2, 1923, and had completed two years at the City College of New York, when World War II interrupted. He flew A-26 attack bombers, as well as B-24s and B-25s in the Pacific Theater. He later took a tour of duty as a personnel officer, spending four years in all in the Air Corps.

At Sampson College in Geneva, N.Y., Mr. Stamler majored in advertising, and in February 1949 he graduated from Syracuse U. (to which he had transferred in August 1947) with a bachelor's degree.

It Rained Dollars • While at Syracuse, Joe Stamler and two other students were partners in their own agency. Campus Information & Services dealt in promotion, research and advertising for clients in the area. He recalls selling radio announcements at Christmas time for 25 cents each (10-word greetings) that were placed on the air four or five days a week. They worked on a commission basis.

Then there were the chemical warfare covers—two gross of them from war surplus—which they planned to sell to football spectators to protect them from the rain. The only trouble was that Syracuse football that year had a dry season and the three were "piled up" with covers. But then came the big Colgate game and also—to the partners—a blessing in the form of heavy rain. The covers they had purchased for

about 12½ cents each sold for about 50 cents per person.

Mr. Stamler dryly calls this a lesson in "supply and demand," and he adds: "I learned about the importance, too, of pre-testing and market research." The window-faces of the covers would cloud up from breath and viewing was hopeless until someone discovered how to punch a hole through the window and everyone followed suit. That pre-testing failure but commercial success made the newspapers.

After college, Mr. Stamler stayed on with WNDR Syracuse, for which he had sold some time, as a regular local salesman. A year and a half later (1951) he became sales manager at the ripe-old age of 26. In August 1951, he joined WMGM (now WHN) New York as a salesman. In the meantime he had married: the former Ruth Greene of Jersey City, and also a Syracuse student, became Mrs. Stamler in December 1950.

The Stamlers, who live in Port Washington, Long Island, have two sons, ages 10 and 8, and a daughter, 4.

After two years of selling at WMGM, Joe Stamler, a man of imagination, created a double-threat in the air: he sold sky-writing and radio time in combination.

He sold radio spot and in the package deal, via Skywriting Corp. of America, the advertiser could get both radio exposure and sky-writing at the cost of radio alone. Canada Dry bought in and some local accounts signed, but the plan never got too far off the ground. The reason: "Undercapitalized."

Joins WABC-TV • In May of 1953,



Joseph Stamler
An able competitor

Mr. Stamler joined the sales staff of WABC-TV. He was its sales manager by 1955, and on Dec. 8, 1958, he assumed his present position.

In Mr. Stamler's opinion, there's a cumulative effect in heads-up broadcasting. He speaks, for example, of the station's "youth project" as a highpoint of the years he's been manager of WABC-TV.

The purpose of the project, he says, is to "improve the mental, moral and physical climate" for the youth on whom the future of the nation depends.

This effort has included *Expedition! New York* essay contests in connection with that program, high school sports events, jobs for high school youngsters and script competitions.

But, he says, it's not just what you do—it's how you do it. He is careful to stress the importance of scheduling of such programming properly, carrying it when it should be carried, even though less salable or commercial than other matter. In fact, he says, WABC-TV carried a total of \$2.7 million in free air time in 1961—a record for the station.

The Plan Takes Shape • Add to this the 19-week, Mon.-Fri. coverage of the Eichmann trial which cost some \$35,000 in advertising and promotion beyond the out-of-pocket and above time costs, and aside from pre-emptions, and you have that image-building which is Part 1 of Mr. Stamler's five-year plan.

Here's how the other two parts are shaping up: 1961 was WABC-TV's highest earning year and sales and earnings continue to climb. As for ratings, Mr. Stamler can cite them in detail.

As a man who takes pride in growth and stature in such community projects, he's just announced still another expansion: a newly created plans board that will provide liaison among sales, programming, business affairs, research and advertising services.

Overnight camping trips with his two boys, community service, able service in industry-advertising trade groups and ability to talk c-p-m as well as public service, almost complete the picture of Joseph Stamler.

But not quite. A year ago during a railroad strike, Mr. Stamler commissioned a speedboat captain, who'd often taken him fishing or water-skiing, to carry him from Port Washington through Hell's Gate and up the East River to 23d St. The trip took 35 minutes, "moving quickly despite debris and strong waves"—or six minutes better than by railroad, Mr. Stamler says.

Paper bullets

If you thought that newspapers played rough before, wait till you see what they're up to now. Their sales arm, the Bureau of Advertising of the American Newspaper Publishers Assn., is seeking a 29% increase in its dues revenues (BROADCASTING, April 30), and you have one guess as to how they plan to spend the money.

The bureau has named a few of its targets, notably Procter & Gamble, television's biggest customer. By coincidence, elsewhere in this issue we can offer a virtually complete target list. These are spot television's top 100 advertisers. Add to them the few leading network spenders who are not also in spot's top 100 and you have the primary accounts that the newspapers are gunning for.

The Bureau of Advertising already is spending almost twice as much (\$2.2 million a year) as either the Television Bureau of Advertising (\$1.1 million) or the Radio Advertising Bureau (\$1.2 million), or almost as much as TvB and RAB together. It is inconceivable that with \$630,000 more in their war chest the newspapers will fail to win some defections from the broadcast media, at least until experience has shown that radio-tv do better jobs. And although their first targets may be television, it is inevitable that radio will come under the gun, too.

Television and radio have one advantage which makes it understandable that newspapers have to spend more to make sales: radio and tv are much more efficient advertising media. But when the newspapers' sales outlay more than matches radio's and television's combined, a real scramble for the advertising dollar is certain. Broadcasters had better shore up the ramparts and get ready for the biggest donnybrook they've faced.

Fatal five-year plan

At its annual meeting the American Assn. of Advertising Agencies was given a piece of intelligence that confirmed what a lot of advertising men have suspected but have been reluctant to say for fear of being branded extreme reactionaries. The AAAA was told that a high official of the government had predicted that advertising would be the "most regulated industry in the U. S. in five years."

The deliverer of the intelligence was Marion Harper Jr., chairman of the AAAA and president of Interpublic Inc. Mr. Harper was quoting a remark made by J. Kenneth Galbraith, U. S. ambassador to India, during a private conversation with Mr. Harper (AT DEADLINE, April 30).

Because of the background and present status of the man who made it, Mr. Galbraith's remark takes on alarming significance. As a Harvard professor, Mr. Galbraith often criticized advertising as a wasteful drain on the economy. Now on leave from his Harvard job, Mr. Galbraith is a trusted member of the Kennedy inner circle. His appointment to the sensitive post of emissary to India was a mark of the esteem in which he is held. If the prediction he made to Mr. Harper were not a statement of government policy, it was the next thing to it. At the very least it must reflect an attitude with which the policy-making centers of the administration are in sympathy.

Analyzed in context with actions that have been taken since the Kennedy administration came to power, the Galbraith remark is not at all surprising. From all the executive departments and administrative agencies that have any regulatory power over advertising or advertising media, the industry has been subjected to mounting pressures.

To readers of this magazine the FCC's intensifying program of harrassment of radio and television is familiar.

Coincidentally, but not by coincidence, the Federal Trade Commission has extended its surveillance and tightened its controls over advertising, advertisers, advertising agencies and advertising media.

The Post Office Dept. is trying its best to get Congress to raise the mailing rates for magazines, newspapers and some kinds of direct mail advertising. Publishers and direct mail advertising companies have submitted projections showing that the mailing cost increases would be fatal to some operations and damaging to almost all.

The Internal Revenue Service has already ruled out some kinds of institutional advertising as deductible business expense. The tax bill that the administration is now urging on the Congress would add to the restrictions on advertising by formalizing, in law, some of the IRS rulings that have stretched the present law at least to the limits of its elasticity.

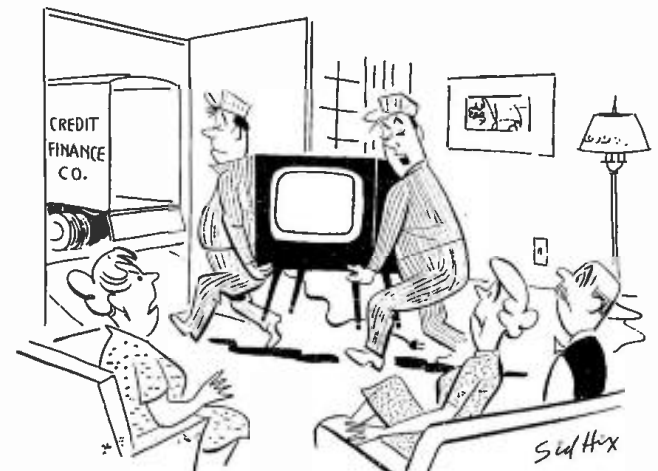
The evidence of action proves that the administration is operating from a basic belief in Mr. Galbraith's theories of advertising wastefulness. When Mr. Galbraith made his remark to the chairman of the association that includes most of the country's biggest advertising agencies, he wasn't really passing on a confidence. The only real news in his statement was that the administration had set a deadline of five years in which to achieve its goal.

Etv's federal windfall

THE \$32 million federal aid bill that President Kennedy signed last week ought to provide the push for a tremendous expansion of educational television facilities. It is all to the good that the non-commercial, educational system now has so promising a future.

This ought to provide a network of educational outlets covering all the population centers of the country. The question that will then confront the educators is where to get the substantial money that will be needed to program so extensive a physical system. By that time we must hope that sources of continuing revenue will be developed among state and local school systems and private foundations.

There is apt, however, to be a financial pinch for operating funds. And if that develops, the natural inclination will be to search for means of obtaining revenue through some form of commercial operation. Commercial broadcasters must then be ready to protect themselves on the utterly reasonable grounds that the educators have been given special privilege that does not entitle them to compete with commercial stations, except for audience.



Drawn for BROADCASTING by Sid Hix "You've temporarily lost your picture!"

PERSONALITY AT WORK!



wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"

"Hey Charlie, Lend A Hand . . ." Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point ("... he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont. ♣ Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.

Represented by Harrington, Righter & Parsons, Inc.



S E R V I N G T H E P R O S P E R O U S P I E D M O N T

THERE'S NO BUSINESS LIKE NEW BUSINESS

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to local radio last year

RCI's proven Concept-selling

RCI's creativity came up with "Rock of Gibraltar" selling ideas that opened over a thousand hard to crack accounts last year, for a total of over \$3½ million time sales. And time after time these initial sales led to renewals and bigger schedules.

Ask any broadcaster from Vancouver to Miami whose men have worked hand in hand with RCI's long-experienced "new business builders." We'll gladly furnish their names!

And now, Total Scope Features

... the door-opener that turns hold-outs into "sold-on-your radio-station" accounts. **Total scope** is totally new, tailored to sell fashion shops, travel, automotive, home-improvement, dept. stores, super markets and more.

RCI's rep sells with your salesman. You get built-in station promotion all over town, for each sale includes high-impact visual tie-ins.

Most important, **Total scope's** unique sound wins vast chunks of whopping buy-power audience.

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