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RADIO moves with a going America

New buildings going up all over America! New homes for companies with products to sell. New customers to create, old customers to keep. Radio talks to them every day—and Spot Radio gives you the market by market flexibility you need to sell them. These great stations will sell your product.

KOB        Albuquerque
WSB        Atlanta
WGR        Buffalo
WGN        Chicago
WDOK       Cleveland
WFAA       Dallas-Ft. Worth
KDAL       Duluth-Superior
KPAC        Houston
WDAF       Kansas City
KGARK       Little Rock
KLAC        Los Angeles
WINZ        Miami
KSTP        Minneapolis-St. Paul

WTAR        Norfolk-Newport News
KFAB        Omaha
KPOJ        Portland
WRNL        Richmond
WROC        Rochester
KCRB        Sacramento
WDAI        San Antonio
KMB        San Diego
KMA        Shenandoah
WGTO        Tampa-Lakeland-Orlando
KV00        Tulsa
KIRL        Wichita

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

NEW YORK - CHICAGO - ATLANTA - BOSTON - DALLAS - DETROIT - LOS ANGELES - SAN FRANCISCO - ST. LOUIS
More than 60 banks from all over the vast six state expanse of Big Aggie Land use WNAX-570 on a continuing basis to build confidence in home town banking. These bankers know that only on WNAX can they get the penetrating local coverage they need. They know, too . . . from years of experience . . . that the only way to reach the 2 1/4 million residents of Big Aggie Land is with WNAX-570.

If you have a product to sell, there's 2 1/4 million potential customers in broad and prosperous Big Aggie Land. The way to sell them is on WNAX-570. In Big Aggie Land, more than 80% of the total population listens to WNAX-570 three to seven times each week. It's this huge audience that makes WNAX-570 first in Big Aggie Land. The 2 1/4 million residents make Big Aggie Land America's 40th radio market. See your Katz man for complete details.

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
These two men represent the greatest threat to freedom in the history of man. Now the red star hangs over one island in the Western hemisphere ... is it going farther?

In supplying the answer, WCKT's New Force journalism searches out the meaningful facts around the world ... in Moscow and five Russian provinces ... in Central America ... and in Miami.

On the eve of Communist Cuba's 26th of July celebration, WCKT telecasts the fifth hour-long program of a series investigating the Communists at work—with a startling, first-time film and video tape closeup of the leaders, the representatives, the people of 12 islands and territories that lie within Havana's geographical sphere of influence.

Can Castro export Communism to the rest of the Caribbean and Latin America? Is he doing so now? If so, who is doing the carrying—and how? These are the questions South Floridians are asking about the menace that lies only 90 miles from Key West. WCKT is doing something about their need to know the answers.
SAFE!
scores first

WGAL TV

Channel 8 · Lancaster, Pa. · NBC and CBS

in serving and selling

Since its founding in 1949, WGAL-TV has firmly adhered to its philosophy of public service—a constant seeking for new and better ways to serve the many thousands of viewers in its wide coverage area. This Channel 8 station is in first place in the large number of communities and cities it serves. For advertisers, this assures outstanding response and sales results.

Steinman Station
Clair McCollough, Pres.

Broadcasting, July 2, 1962
Cox for Cross?

FBI security check made during past 10 days on FCC Broadcast Bureau Chief Kenneth A. Cox has led to speculation that he will be named FCC commissioner to succeed John S. Cross, Arkansas Democrat, whose term was to expire last Saturday (June 30). At deadline Friday there was no word from White House Senators, FCC and others in public life had been interviewed on what was described as "expedited" check of Mr. Cox but since FBI operates confidentially, reason was not given.

Deflected, Mr. Cross left Washington for his Arkansas home Friday without knowing whether he was in or out. If his successor isn't appointed, he can continue in office until appointment is made but it's doubted whether he would elect that option. If Mr. Cox, 45, tough, tenacious and personable lawyer from Washington state (Democrat) is appointed, it would be real coup for FCC Chairman Newton N. Minow, who vigorously opposed Cross reappointment. Messrs. Minow and Cox think alike, which would mean support in crusade on program and business controls.

Juntila new Broadcast chief?

Believed already hand-picked as new Broadcast Bureau chief to succeed Mr. Cox is James O. Juntila. Mr. Juntila, 38, became assistant chief last April, after rejoining FCC in March 1961 as assistant to bureau chief. He served as FCC attorney in Broadcast Bureau from 1949-1952, resigning to join Arnold, Fortas and Porter, Washington law firm. If Mr. Cox doesn't get FCC appointment now, he is regarded as shoo-in for vacancy to be created when term of Democratic Commissioner T. A. M. Craven expires year from now. Commander Craven, who will reach retirement age of 70 in January, isn't candidate for reappointment.

Curtis and Culligan

Curtis Publishing Co. may be looking for more than new president and chief executive officer in negotiations it's been having with Matthew J. Culligan for those posts. There's good chance Curtis hopes to shore up its flagging finances by getting into TV station ownership and is looking for top man who has broadcast as well as magazine experience. Mr. Culligan, currently corporate executive of Interpublic Inc., has both but is heaviest in broadcast. He formerly headed NBC Radio network, before that was rising NBC-TV executive. But before either, he was advertising director of group of Ziff-Davis publications (Radio-TV News, Photography, Flying, et al) and before that was with Good Housekeeping. Decision expected momentarily on whether he and Curtis will get together.

Currency slump hits sales

Distributors of U. S. programs in foreign markets are reported to be disturbed by increasing devaluation of currency in various countries of world. Particular sore spots are said to be Canada, Argentina, Venezuela and Philippines. U. S. distributors are faced with problem of accepting fewer dollars or raising prices, and fear alternative may price them out of markets.

More blue-nosing

If proposed congressional investigation of movies and related advertising (which could involve television) gets underway, it will be conducted by special subcommittee of House Commerce Committee under chairmanship of Rep. Walter Rogers (D-Tex.), who proposed inquiry. Rep. Rogers' original resolution suggested study be made by specially created House committee. But when jurisdictional question was raised, he introduced second resolution, proposing job be done by special subcommittee of Commerce Committee, of which he is member. Commerce Committee Chairman Orren Harris (D-Ark.) favors this approach.

Situation, however, is still iffy. Rules Committee, which is considering proposal, is said to agree with Rep. Rogers that movies are relying too heavily on sex to sell product. But Committee hasn't yet cleared resolution for House vote, and there is no indication when it will.

No director for TIO yet

Selection of new director of Television Information Office may be made in fortnight by selection committee. Retiring director, Louis Hausman, made final report on TV image-promoting agency to NAB's TV Board last week. Several names are under consideration.

There's no evidence that radio wants or needs similar image operation, judging by survey of NAB's Radio Public Relations Committee, consisting of board members. Survey showed unanimous opposition to suggestion that "Radio Information Office" be formed. Committee is headed by Hugh O. Potter, WOMI Owensboro, Ky.

Riverton again

That "economic injury" Riverton, Wy., am case was back before FCC last week (Broadcasting, May 28) and new instructions were issued to staff. Orders were to prepare issues for hearing on applications for two new Riverton ams—but on financial qualifications rather than whether city can support more than one station (it now has KVOW which protested new applications). FCC first ordered hearing on economic grounds but day later reconsidered and ordered that public disclosure of hearing be withheld (Broadcasting, May 14). Despite this action, "economic issue" hearing order was printed in Federal Register (Broadcasting, May 21). At same meeting last week, FCC set for hearing on economic issue application for new am in Blythe, Calif. (see page 36).

New Crowell-Collier chief

Appointment of top broadcaster to head Crowell-Collier broadcast operations as successor to Robert M. Purcell, transferred to new audio-visual field, expected soon. W. D. Cole, board chairman, and Raymond C. Hagel, president of parent company, have interviewed more than dozen station executives in past few weeks for presidency of Crowell-Collier Broadcasting Corp., wholly owned subsidiary of publishing company, which now operates radio stations KFWB Los Angeles; KEWB San Francisco; KDWB Minneapolis. Plans for expansion, including television acquisitions, also are under consideration.

Another wallop

Latest in rash of paperbacks and other instant prints wallowing television is one entitled TV in America: The Morality of Hard Cash. Authorized by Meyer Weinberg, book will be released July 16. Tip-off comes in pitch of Ballantine Books Inc., publishers, saying book "takes a hard look at the men who run television, the commercial greed that dictates deliberately mediocre programming and the pathetically unequal contest between TV's powerful lobby in Congress and the harassed officials of the FCC."

Published every Monday, 53rd issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1725 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.
There's always something new at WMAR-TV.

Maryland voters who watched Channel Two the evening of the recent Primary Election were treated to the first on-the-air glimpse of a new electrically operated and illuminated scoreboard that could change its vote totals in two seconds.

It works like a race track tote-board, and in fact, was developed on designs by WMAR-TV's Production Manager, Edwin B. Mick, by the American Totalisator Company.

At our first dress rehearsal, the studio crew quickly dubbed the new machine "Ed's Micksmaster"—and the name stuck.

All evening long the "Micksmaster" reported, swiftly and vividly, the vote totals in 172 different election contests, from information gathered by a regiment of fifty reporters and tabulators who assembled the information for Sunpapers Television's veteran reporting team of David V. Stickle, Ernest V. Baugh, Jr., and the noted political cartoonist Richard Q. Yardley.

But there's more to the "Micksmaster" than just a biennial use as an election device. Now it's in nightly use reporting the baseball scores for WMAR-TV's Oriole-rooters . . . and when Channel Two carries both NCAA and NFL football beginning in September the "Micksmaster" will be on hand with gridiron results of all the colleges and all the leagues.

"ED'S MICKSMASTER"—designed especially for the WMAR-TV election coverage—scored another FIRST for the station that was FIRST on the air in Baltimore and remains FIRST in the viewing habits of Baltimoreans—and Marylanders!

No Wonder — In Maryland Most People Watch

WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.
WEEK IN BRIEF

The excitement's simmering down in the much-discussed matter of TV product protection. Westinghouse and Ted Bates signed a peace pact last week, agreeing on a formula others may want to use. See lead story...

PRODUCT PROTECTION PACT ... 23

It's time for advertising to match its techniques with the growing intellectual level of the nation. Advertising Federation of America and Advertising Assn. of the West were told at annual convention. See ...

ADMEN MUST SPRINT ... 28

There's a good chance of early House action on a resolution that would permit more than 50 kw on clear-channel radio stations, contrary to FCC policy. Moratorium on duplication of clears is included. See ...

MORE POWER FOR Clears ... 32

Dominant topic at the NAB Radio Board's summer meeting was the question of overpopulation. Board members indicated any birth-control steps must protect the free enterprise rights of broadcasting. See ...

CAUTION IN AM Study ... 42

A week after community antenna operators had their convention the NAB Television Board decided to press a law to regulate catv on a limited basis. Other proceedings of summer board session. See ...

CATV REGULATION URGED ... 43

The public gets further recognition in a CBS-financed study dealing with evaluation of television. It will add a scientific and interpretive dimension to the more basic process of "sheer nose counting." See ...

WHAT PUBLIC THINKS OF TV ... 48

A record libel award of $3.5 million was directed by a New York jury for John Henry Faulk, ex-CBS personality, in his suit against Aware Inc., research firm, and others. Pro-Communist charge was behind suit. See ...

FAULK GIVEN $3.5 MILLION ... 46

Another development in the St. Petersburg TV case—FCC stays grant of Rahalls' WTSP-TV. The commission has decided to reopen case for new testimony on Rahalls' programming at radio station WLCY. See ...

WTSP-TV GRANT STAYED ... 36

Radio lived up to its exclusive title—only emergency medium—last week when a midwestern power failure upset a large area. In Omaha the stations filled the air with panic-preventing messages. See ...

NOWHERE TO TURN BUT RADIO ... 50

It's rare that FCC swings its ax to sever licensees from their facilities. Last week two stations—one in Florida and one in Texas—lost their licenses. Both had failed to respond to "show-cause" orders. See ...

FCC SWINGS AX TWICE ... 38

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BROADCASTING THE WEEKLY JOURNAL OF TELEVISION AND RADIO
TERRE HAUTE LEADS...

- WTHI-TV is the Nation's Number One Single Station Market in Homes Delivered Per Average Quarter-Hour (6:00 PM to Midnight—45,000)*

TERRE HAUTE LEADS...

- WTHI-TV reaches MORE Homes Per Average Quarter-Hour than any Indiana station** (6:30-10:00 PM, Net Option Time, Monday through Sunday)

WTHI-TV  TERRE HAUTE  SOUTH BEND  EVANSVILLE  FORT WAYNE
53,600  Station A—26,300  Station A—46,800  Station A—29,500
Station B—32,300  Station B—25,200  Station B—33,800
Station C—28,200  Station C—26,400  Station C—31,200

TERRE HAUTE LEADS...

- WTHI-TV is Your Second "Must Buy" in Indiana

* Basis March 1962 ARB  ** Except Indianapolis

Represented by Edward Petry & Co., Inc.

WTHI-TV  CHANNEL 10 · CBS · ABC
TERRE HAUTE, INDIANA
NAB launches research, appoints Goldberg

WBC-BACKED NEWS STUDY AT MEDILL INITIATES PROJECT

First major step toward new NAB broadcast research and professional training program was taken by associations joint board at Friday meeting in Washington with appointment of Melvin Goldberg, head of Westinghouse Broadcasting Co. research, as director of NAB research.

Mr. Goldberg is one of industry's most experienced research executives. He is member of NAB Radio Development Committee which is studying proposals for birth-control in FCC's radio station grants. (See NAB Radio and TV Board stories pages 42 and 43).

With submission of Mr. Goldberg's name to NAB board, special research committee headed by Donald H. McGannon completed its work. New committee to guide research-training project is to be named soon by President LeRoy Collins, who proposed it shortly after assuming office in January 1961.

Research project will get off to flying start as result of special news research survey financed by WBC. Project is under direction of Medill School of Journalism, Northwestern U., Evanston, Ill.

Details of Mr. Goldberg's assignment haven't been worked out but it's believed he will spend much or even all of his time in New York. He will report directly to President Collins and Vincent T. Wasilewski, executive vice president. This is equivalent to vice presidential level in NAB structure.

News Research - WBC-Medill research is intended to analyze treatment of news in all media; study overlap of various media; analyze methods of news editors; get public's choice for length of newscasts; find what times of day are preferred, and learn public acceptance and believability of newscasts.

Total of more than 1,100 telephone interviews were conducted among random sample of population between May 28 and June 2 by professional survey firms with Medill overseeing work. Public interview section is complete. Media content is now being analyzed. Next will come personal interviews with news editors. Entire Westinghouse project, directed by Prof. Eugene Webb, is to be completed by Sept. 1.

Gov. Collins is understood to have told NAB board that WBC's donation of news survey will enable research-training unit to get off to much earlier start than anticipated. Local as well as national news are covered in survey, conducted in four markets—San Diego, Chicago, Pittsburgh and Boston.

Mr. Goldberg, 39, joins NAB about Aug. 1 on a two-year contract. Back of NAB research program is desire to help industry provide continually better service to its audience. Mr. McGannon said he was best suited among candidates for job. Mr. Goldberg joined WBC in 1956.

Clair R. McCollough, Steinman Stations, presided at joint board meeting. He was re-elected to post Friday.


Board voted that at future meetings three radio directors shall sit with tv board and vice versa. Group of six would act as conference group and make recommendations to joint board.

Resolution was adopted voicing appreciation to P. A. (Buddy) Sugg, former member of Radio Board.

Board members paid tribute to Mrs. Ella Nelson, administrative assistant to Everett E. Revercomb, secretary-treasurer, on 30th anniversary at NAB.

NBC-TV places Griffin in afternoon lineup

NBC-TV is revising its afternoon program lineup to insert new program featuring Merv Griffin described as sort of "daytime Tonight show" at 2:25 p.m. Monday through Friday, beginning in October. Program casualties will be Jan Murray Show (2-2:25 p.m.) and...
WEEK'S HEADLINERS

Otto P. Brandt, vp of broadcast division of King Broadcasting Co., Seattle, elected to NAB tv board last week, filling spot recently vacated by W. D. (Dob) Rogers, president of Texas Telecasting, Lubbock, Tex. (BROADCASTING, June 25). Mr. Rogers' term expires in 1963. Willard Schroeder, president and general manager of WOOD-AM-FM Grand Rapids, Mich., elected chairman of NAB radio board. Mr. Schroeder, director-at-large for medium stations, succeeds George C. Hatch, KALL Salt Lake City, whose term expired at NAB convention in April. Ben Strouse, president and general manager of WWDC-AM-FM Washington, elected vice chairman of radio board, succeeding Joseph M. Higgins, WIBC Indianapolis, whose term also expired in April. Mr. Strouse is fm director-at-large.

George S. Smith, partner of Washington communications law firm of Smith, Hennessey & McDonald, resigns to become legal assistant to FCC Commissioner Robert E. Lee. He was sworn in last Friday (June 29) to succeed Arthur L. Gladstone. Mr. Gladstone will remain detailed to Commissioner Lee's office until Sept. 1. In connection with FCC's uhf experiment in New York, after which he will become hearing examiner. Mr. Smith has practiced law in Washington for past 30 years and was president of Federal Communications Bar Assn. in 1957. Prior to entering private practice in 1932, he was chief of licensing branch of old Federal Radio Commission and also served with Post Office Dept., Internal Revenue Dept. and Census Bureau. Mr. Smith's old law firm will continue as Hennessey (Philip J.) and McDonald (Joseph).

D. James DeWolfe, vp and supervisor on Scott Paper Co. account at J. Walter Thompson, New York, joins Len- nen & Newell, that city, as senior vp and management account supervisor on Colgate-Palmolive account. Before joining JWT in 1956, Mr. DeWolfe had been with Chicago office of Leo Burnett Co.

For other personnel changes of the week see FATES & FORTUNES

include Martha G. Panella, formerly of N. W. Ayer, who is all-media buyer in new consumer group, and Mark A. Rosenblatt, media specialist in personnel recruitment advertising, who joins agency's commercial media group. He was formerly with Deutsch & Shea.

House action clears uhf-vhf bill for JFK

All-channel-receiver bill (HR 8031) was cleared for President Friday after House, on voice vote, accepted one-word Senate amendment to measure. Amendment specifies sets shipped in interstate commerce or imported into country be capable of "adequately" receiving both uhf and vhf signals.

In floor debate, Rep. Peter F. Domnick (R-Colo.) expressed fear new language would permit FCC to determine "what kind of instrument" manufacturers could produce.

But he withdrew objection after Rep. Owen Harris (D-Ark.), floor manager for bill, said Electronic Industries Assn. has endorsed amendment.

Conference approves guidelines for ethics

Administrative Conference of U.S., meeting in Washington Friday (June 29), approved recommended guidelines for code of ethics which it said government agencies should adopt for protection from "improper influences."

Conference rejected language intended to curtail off-record contacts by members of Congress. Body also expressed sentiment that codes should be adopted on agency-by-agency basis rather than through legislation.

Next meeting of conference, composed of leading government officials, attorneys and professors, will be held Oct. 16-17. Final report to President is due at end of year.

Ruwitch-Sherman group files to buy WROD

Sale of WROD Daytona Beach, Fla., by Mining Journal Co. to Lee Ruwitch, Gordon Sherman (47½% each) and others for $115,000 and $10,000 for agreement not to compete in area, was announced Friday, subject to FCC approval.

Mr. Ruwitch is executive vice president and general manager of WTVJ (TV) Miami and president of Florida Assn. of Broadcasters. Mr. Sherman has interests in WHY Orlando, Fla.; WMYD-TV Springfield, Ill., and WMVT (TV) Madison, Wis.

Mining Journal Co. has interests in WDMJ Marquette, WLST Escanaba, WMIQ Iron Mountain, all Michigan, and WMAM Marinette, Wis. WROD operates with 1 kw daily, 250 watts night on 1340 kc.
Debbie Drake show

Debbie Does it Again!

130 NEW episodes for immediate release

+ 130 1st series already sold in 102 markets

NOW 260 15 minute shows in syndication

BANNER FILMS, INC.
527 MADISON AVENUE
NEW YORK 22, N. Y.
PLaza 5-4811

Charles McGregor
President
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

**JULY**

July 8-11 — International convention of Lutheran Laymen's League, which sponsors "Lutheran Hour" on stations in 120 countries. Memorial Coliseum, Portland, Ore.

July 10—Hearing on equal-time provisions of Communications Act (Sec. 315). Senate communications subcommittee. Washington, D. C.

*July 11—Storer Broadcasting Co. celebrating its 25th anniversary with a lawn party at its Los Angeles radio station, KGSS, 5-8:30 p.m.


July 16—Deadline for comments on FCC's proposed revision of its rules to permit the use of remote stations in time of emergency or for origination of official broadcasts.


July 20—Deadline for comments on FCC proposal to permit automatic maintenance of operating logs by broadcast stations.


July 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

July 25-29 — First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.


July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the Board, Menninger and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of Harvard Business Review. Ithaca, N. Y.


**DATEBOOK**

**WRVA-RADIO's Coverage Area Includes 43.5% Of Virginia Retail Sales**

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

Your key to more Virginia homes

**RAB management conferences**

*Sept. 10-11—Hyatt House, Burlingame, Calif.
*Sept. 13-14—O'Hare Inn, Des Plaines, Ill.
*Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.
*Sept. 24-25—Hilton Inn, Atlanta, Ga.

*Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

**WRVA-RADIO**

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

**National Representative:**

PETERS, GRIFFIN & WOODWARD, INC.

**NAB Fall Conferences**

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Billmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 13-15—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

**UNE**

House, Chicago.

**AUGUST**

Aug. 1—Reply comments due on FCC proposal to permit automatic maintenance of operating logs by broadcast stations.

*Aug. 1—Deadline for comments on FCC rulemaking proposal to allow etv stations to use the same forms as educational fm stations when applying for licenses or renewals; also a new educational ownership form different from that used by commercial stations.

*Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Ogren Harris (D-Ark.), House Commerce Committee chairman; NAB President LeRoy Collins and James H. Rubbert, NAB economics-broadcast personnel director; Howard McIntyre, executive vice president, Henderson Advertising, Greenville, S. C.; Ted Leitzeit, Zenith Radio Corp.; Arthur Gilbert, FCC's Miami office. Annual GAB prestige awards to be presented. Holiday Inn. Jekyll Island.

Aug. 17-19—Ohio Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 20-21—Television Affiliates Corp. Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

Aug. 21-26—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.


Aug. 31-Sept. 5—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

**SEPTEMBER**

*Sept. 4-7—National Advanced-Technology Management Conference, sponsored by U. S. National Aeronautics & Space Admin. and by the Princeton Engineering Council's National Topical Conference Series, Princeton. Speakers include C. Charby, vice president, North American Aviation (Dallas); Harry V. Hulbert, FCC's Washington office; Kenneth E. Peterson, executive director, National Association of Broadcasters (Washington); Frank H. White, president, National Educational Television & Radio Center (Harvard); and M. E. Yost, president, University of Michigan. The conference will feature discussions of new technology in electronics, space flight, communications, lasers, computers, and other areas.


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


**BROADCASTING**, July 2, 1962
You buck the same odds in TV

His open-end straight flush looks pretty tempting. Yet the odds are 22½ to 1 against making a straight flush, and 2 to 1 against making a straight or better.

The TV sponsor faces the same 2 to 1 odds. Research indicates that one third of all commercials accomplish little or nothing. The middle third are so-so. Only the top third really sell the goods.

Years of experience and skill have given N. W. Ayer high cards in the creation of effective commercials.

Constantly, Ayer seeks to better this hand—with interesting new ways to win viewers and widen sales and profits.

Experience and skill like this show up where they count most—on the client's balance sheet.

The COMMERCIAL is the payoff

N. W. AYER & SON, INC.
In Chicago
...the Chicago Zoological Park, popularly known as Brookfield Zoo, contains one of the world's best collections of mammals, birds, reptiles and amphibians. Its most recent innovation, the Seven Seas Panorama, is the only inland, indoor porpoise exhibit in the world!

In Chicago

WGN

RADIO

reaches more homes* and cars** than any other Chicago radio station!

*NSI—Feb. & Mar., 1962
**Chicago Auto Radio Audience Survey—1961

WGN IS CHICAGO
A man with both feet on the ground

a solid, wide-awake, "get-ahead-in-business" kind of man, keeps his eyes open for information he can use on the job...for facts that will help him (or his company) perform better, faster, more efficiently, more profitably. He knows, from constant observation, that the ad pages of his business-paper are a prime source of this information.

Issue after issue, there's nothing else in print so packed with news, ideas, information—facts calculated to keep you and your business growing.

Of course, by helping you, advertisers help themselves. The fact is:

advertising in businesspapers means business for you—and for the advertiser.

OPEN MIKE

Dropped 'e' from 'etv'

EDITOR: In your story about the Florida Association of Broadcasters [The Media, June 18] you state that "four out of five TV stations in the state belong to FAB." This should read "educational stations." Each and every one of the 17 commercial stations in Florida is a fully paid member of FAB.

—Lee Ruwitch, FAB president 1960-62 (WTVJ Miami)

Regional vs. local radio

EDITOR: "Reprehensible Journalism" would be the title of my editorial if I had a magazine with which to editorialize on your editorial, "Fiddling and tinkering" [EDITORIALS, June 18].

Fiddling and tinkering, indeed! That's exactly what you're doing with the NAB when you suggest that it take sides in an intramural conflict; namely, the daytimers vs. the fulltimers. I cannot conceive of a faster way to split the NAB wide open. . . .—Thomas S. Land, co-owner and general manager, WFW Fairfield, Ill.

EDITOR: . . . Where have you been for the past 20 years? Too busy with the birth of television to watch what has happened to radio. . . .

- A top power outlet in Cincinnati boasts in ads (in broadcasting, yet) that their top-rated feature is daily helicopter traffic reports of the Cincinnati area. Regional service. . . .?

- A long-established farm station in Chicago threw out all of its farm programming for top 40 format, gimmicks, and the national advertising dollar, leaving the farm information to the local stations . . .

- A high-power, long established station in Atlanta precludes a daytimer in Nebraska from signing on early. Interference, they say! Interference isn't interference if nobody's listening. . . .

The 1961 Nielsen . . . of the Georgia outlet's coverage [shows] the nearest county with [as much as 10%] coverage . . . is 690 miles from the Nebraska daytimer, and that county happens to be in the northwest corner of Georgia. . . .—Robert H. Pricer, assistant general manager, WCLT-AM-FM Newark, Ohio.

EDITOR: The spirit of your editorial . . . overlooks a basic change in the radio coverage picture during the past 15 years. European daytimers deprived of presunrise operations . . . the local residents would miss far more important service than would be gained through adherence to antiquated standards . . .

—John F. Hurbut, president and general manager, WVMC Mt. Carmel, Ill.
The RCA "COMPACT" TV TAPE RECORDER TYPE TR-11

Compatible...easy to operate...simple to install...and it meets all Professional TV tape standards

This compact, compatible TV tape recorder assures the excellence of performance users expect from RCA quadruplex equipment. Although it occupies only 8.2 square feet of floor area—saving space and costs—it makes no sacrifice in quality. Its reduced size makes it ideal for mobile applications.

EASY TO OPERATE. Simplified set-up and control procedures make operation easy. All monitoring and other features are conveniently grouped. Tape deck is located for easy threading and loading.

LOWEST OPERATING COSTS. Power requirement is only 2750 watts. This means less heat, less air conditioning. And headwheel exchange cost is the lowest in the industry.

SINGLE-UNIT CONSTRUCTION. TR-11 is a self-contained unit, pre-wired and pre-tested at factory, with no external racks to interconnect. Simple to install—there's only one 30 amp twist-lock power connection. Just plug in and operate.

OPTIONAL TWO-SPEED OPERATION. Permits tape speed to be switchable from conventional 15 inches per second to half speed of 7½ ips. Effects 50 percent saving in tape costs and storage space.

See your Broadcast Representative for all the facts. Or write RCA, Broadcast and Television Equipment, Dept. K-22, Building 15-5, Camden, N. J.

ENGINEER'S CHECK LIST*
- Air-lubricated tape guides.
- Simultaneous playback of audio and control track.
- Built-in deviation measurement for accurate adjustment of recording signals.
- Quadrature delay lines adjust for both record and playback.
- Transistorized signal processor provides finger-tip control of video pedestal and sync.
- Variable de-emphasis control for optimum playback of tapes recorded to non-standard pre-emphasis characteristics.
*Also a Complete Line of Accessories including SwitchLock, PixLock, Automatic Timing Corrector, Master Erase, Picture and Waveform Monitors and Remote Control.

The Most Trusted Name in Television
The Steve Allen Show is seen at 11:15 P.M. Monday—Friday on the NBC stations in: Boston, WBZ-TV 4; Baltimore, WJZ-TV 13; Pittsburgh, KDKA-TV 2; Cleveland, KYW-TV 3; and San Francisco, KPIX 5. And in: New York, WPIX 11 (11:00 P.M.); Portland, Maine, WGAN-TV 13 (11:15 P.M.); Springfield, Mass., WHYN-TV 40 (11:15 P.M.); Washington, D. C., WTOP-TV 9 (11:25 P.M.);
90-minute man

He is a multi-phased entertainer: a star comedian, actor, satirist; an author of short stories, a novel, an autobiography, a volume of poems; and a lyricist-composer (over 2,000 songs, 30 record albums) and pianist; and a discoverer and developer of new talents.

He is also a concerned citizen and public speaker, vitally interested in the issues of our time.

His name: Steve Allen.

It's precisely because Steve Allen—as an entertainer and a man—combines all these talents that he was picked by WBC to be starred and enjoyed every weekday evening, for 90 minutes, by the millions of late-evening viewers of the WBC TV stations; and of other individual TV stations who seek new levels of late-evening programming.

Yet, the full measure and meaning of WBC's Steve Allen Show can only be seen, in depth, behind what is visible on the TV tube.

It's to be found in more than the fact that WBC's Steve Allen Show is the largest programming project ever undertaken by a group of individual TV stations.

The full meaning of this series must be measured also by the way it fits into the basic concept of WBC's programming philosophy for its own and other TV stations.

WBC has already produced such wide-ranging series as Inter-tel...Man and His Problems...Face of the World...Adventures in Numbers and Space...Reading Out Loud...American Civil War...English for Americans...College Presidents Speak, and others.

Each of these series has been created to permit the WBC stations to supplement the comprehensive schedules of their affiliated networks; to fill and enlarge their local program services.

Now, the Steve Allen Show adds a versatile new dimension to WBC programming—one of exceptional talent, entertainment and stimulation, for the many American families who like to end their day, happily, with television.
Sprinkle your account well with local radio and watch it grow

With so much attention being given today to big national campaigns and fancy budgets, we sometimes forget just how well radio works for the local sponsor, too.

Consider for example the opening of a new automobile dealership in a large metropolitan area already served by many successful and long-established dealers. It takes a lot of courage.

It also takes a lot of courage to try to crack this kind of market with an advertising campaign that is a complete departure from the ones that are being used by most of your competitors.

Doenges-Long Ford Inc., Denver, did it with the help of local radio; and the company is still growing.

The Big Step = Don Doenges and Phil Long had operated a highly successful Ford dealership in Colorado Springs for 13 years when they decided to open a second dealership in Denver, the big market to the north. The big step took place in December 1958. It included a new-car showroom, a used car lot and a service department.

At the start they recognized the need for an effective advertising program to help launch the venture. They contacted the Galen E. Broyles Co. (now Broyles, Allebaugh & Davis), which is the second largest agency in the Denver region and is the National Advertising Agency Network member for Colorado. Broyles handles many of the area's leading industrial and consumer accounts but it is not a local retail-service type agency.

The Doenges-Long business philosophy, however, sounded so refreshing and intriguing that the agency's management group accepted the auto dealer's invitation to take on its campaign. Here was an automobile outfit which stayed completely away from flamboyance, extravagant claims, high-pressure selling, discounts, quick sales, "big-deal" trades and all of the other frantic hard-sell tactics which so many dealers about the country then were using.

Radio All The Way = The Doenges-Long organization believes in and practices the philosophy that an automobile is a big and important purchase—that the buyer is entitled to receive not only a fair deal but also a lot of consideration and respect. But the big question was: Which advertising medium will best project this philosophy to the buying public?

The answer—after we tabulated the results of a nationwide survey that we conducted through member agencies of the NAAN and studied the local market carefully—was radio. The finding was that no other medium could quite convey the warm, personal kind of service that is the Doenges-Long hallmark.

Once radio had been selected as the sole medium, the next question was how to use it best. What kind of a commercial, for instance, would work best?

Because its operation was so different from that of many dealers, Doenges-Long would have to sound different. So it was obvious that the commercials would have to be low-key, soft-sell, quiet and matter-of-fact.

Personal Touch = What finally evolved was a 60-second commercial format that included a brief musical theme introduction, a succinct and straightforward message delivered by Don Doenges' son, Conrad, and five seconds of the closing theme. Simple, but successful.

Why did we choose a member of the family to voice the commercials? One reason was because his delivery is sincere, smooth, quiet and of high professional quality but without that professional "slickness" we wished to avoid.

Equally as important, we gained a personal touch which would have been impossible to achieve with any other announcer. The words, "This is Conrad Doenges, speaking for Doenges-Long . . .," immediately added strong believability to the message.

We launched the campaign in January 1959, using a modest budget and a semi-saturation spot schedule on two Denver stations plus a quarter-hour newscast on a third. The selection of stations was dictated solely by programming formats such as "good music" and "public service." We felt these were the type of stations which attracted the kind of listeners who would be most responsive to the commercial message.

At the present time the Denver area stations being used in the campaign include KLZ, KBTR, KDEN and KOSI (Aurora). We are using spots on KLZ and spots and newscasts on the others.

The budget today is about double that at first.

Good Results = Starting in December 1958 as one of the smallest (in terms of sales) Ford dealerships in the five-state Denver district, Doenges-Long climbed to 24th place during its first year of radio, 17th in the second. Today it ranks 15th among the 160 dealers in the Denver district.

In the three years since the first Doenges-Long commercial was broadcast, the concept and format, including the theme music, have remained entirely the same. During this period the firm also moved its Denver operation to a new 27-acre site about a mile south of its original location there.

How does Doenges-Long look at the future? Very realistically. The sponsor says, "Although our current schedule has been established after a continuing and careful analysis of our market and of the various radio stations serving the area, we do not intend to remain static. Because radio has served our business so well, we intend to expand our use of the medium in direct proportion to our sales and the growth of our market area."

"This means that we and our agency will continue to devote a great deal of time to the evaluation of our prospect market and of the stations themselves to make this proposed expansion on the most intelligent and practical basis possible."

Hardly a day goes by without favorable comment from the public about the radio campaign. Some are in person, others by phone and by letters. Typical: "We came out here to buy our car because your radio advertising sounds so sincere."

What sponsor could wish for more?

Bob Geddy joined the copywriting and account service staff of Broyles, Allebaugh & Davis in 1959 and was promoted to his present position early this year. Previously, for 11 years, he was with Alexander Film Co., Colorado Springs, as publicity and script writer, director of public relations and sales promotion manager. During World War II he served as a fighter pilot with the Sixth Air Force. He attended Colorado State U. He is married and the father of three girls. Hobby: fishing.
GREAT INSTITUTIONS...characterized by progress

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

KWTV OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
WKRG-TV 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
PRODUCT PROTECTION PEACE PACT

Bates-Westinghouse formula offers solution to industry
Advertiser wins alternatives to under-15-minute separation
Only handful of stations have failed to satisfy agency

The product-protection controversy that has gripped the television advertising business since mid-May appeared to be all but over last week.

Westinghouse Broadcasting Co. and Ted Bates Co., the principal protagonists, made peace on terms that seemed to offer a formula for reconciling similar differences between other stations and agencies. No more than "a handful" of such differences was said to remain.

The Bates-Westinghouse agreement tacitly recognizes the argument of Westinghouse—and many other broadcasters—that it is no longer possible to assure advertisers that their commercials will be separated from their competitors' by at least 15 minutes in every case. But it also recognizes the right of advertisers to ask for 15-minute protection and to exercise alternative judgments when that much isn't available.

Given Choice • The nub of the agreement is that advertisers who specify 15-minute protection will be notified—and given their choice of several options—when the station has adequate notice that full 15-minute separation cannot be provided (see text, page 25).

The options available to the advertiser in these cases will be to retain the spot and accept the conflict; retain the spot but substitute copy for another product; move his commercial to a spot where 15-minute protection is possible—or exercise his rights of cancellation.

The cancellation option is not specified in the official description of "procedure" issued last week by Westinghouse. But it was clear that this alternative would be available if none of the three explicitly stated options was satisfactory to the advertiser. Normal notice on cancellations is two weeks.

WBC made clear that giving notice of actual or impending conflicts would depend in each case on its having adequate notice itself. This was an apparent safeguard against conflicts caused by unannounced or inadequately announced changes in the scheduling of commercials within network participation ("spot carrier") programs. If advance notification to the agency is "beyond station control," the WBC statement said, "station will not be held responsible."

All is Forgiven • Edward A. Grey, senior vice president in charge of media operations at Bates, welcomed the Westinghouse announcement and said he had immediately instructed Bates buyers to resume doing business with Westinghouse stations.

Bates, No. 1 agency in spot televi-

Catv, overpopulation topics at NAB board meet

Two-score broadcast legislators representing NAB's 2,000-plus membership met last week in Washington for the summer board of directors meeting. The separate TV and radio boards met Wednesday and Thursday, respectively. The joint boards met Friday (see pages 5, 42 and 43).

New members of the boards were indoctrinated Tuesday at NAB's head-quarters (see photo). The TV board took a firm stand against community antenna systems that could injure existing stations or make it impossible for new TV stations to go on the air. The radio board focused on overpopulation of the medium.

New directors were addressed by President LeRoy Collins. L to r: John R. Henzel, WHDL Olean, N. Y.; Julian F. Haas, KAGH Crossett, Ark.; Peter Kenney, NBC Washington; Loyd C. Sigmon, KMPC Hollywood; Gov. Collins; Gordon Gray WKTV (TV) Utica, N. Y.; Lester G. Spencer, WKBV Richmond, Ind.; Rex G. Howell, KREX Grand Junction, Colo.; and Fred Rabell, KITT (FM) San Diego. John F. Box, WIL St. Louis, was absent when photo was taken.
New products testing television

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

The arrival of new products in television identifies them—often for the first time—as potential sources of future business for stations generally, and as potential competitors for other advertisers and agencies. Broadcating's reports will list, each week, all products which during the latest monitoring period appeared for the first time in BAR records, whether they are entirely new products or are existing products not recorded in spot television before. BAR monitors six to eight markets each week, an average of 28 per month and a total of 77 different markets per quarter.

Monitored during the week of June 8-15:
Product: Montclair Modern Cigarette.
Company: American Tobacco Co.
Schedules and markets: Nighttime 60, 20 and 10-second announcements in north central area.
Product: Skis Menthol cigarettes.
Company: U. S. Tobacco Co.
Schedules and markets: Nighttime 20 and 10-second announcements in north central and southwest areas.
Product: Tegrin skin preparation for psoriasis.
Company: Block Drug.
Schedules and markets: Nighttime minutes in north central markets.
Product: Groom & Clean hair tonic.
Company: Chesbrough-Pond's.
Schedules and markets: Nighttime minutes in north central area.
Product: Vaseline Green Hair Tonic (anti-dandruff preparation).
Company: Chesbrough-Pond's.
Agency: Norman, Craig & Kummel, New York.
Schedules and markets: Nighttime minutes in north central area.
Product: Betty Crocker salad and cooking oil.
Company: General Mills.
Agency: Knox-Reeves, Minneapolis.
Schedules and markets: Nighttime minutes in north central area.
Product: Cling Vinyl Adhesive for household use.
Schedules and markets: Day and night minutes in north central area.

BROADCASTING, July 2, 1962
Arrangement that settled Westinghouse-Bates differences

Here’s the procedural arrangement that ended the product-protection differences between Westinghouse Broadcasting Co. and Ted Bates & Co. last week—and seemed to point the way to resolution of most similar differences that remain between other stations and Bates or other agencies. Issued by Westinghouse and welcomed as satisfactory by Bates (and, unofficially, by other leading agencies), it leaves unchanged WBC’s policy against guaranteeing more than 10 minutes’ separation between commercials for competing products, yet gives advertisers insistent on 15-minute protection a choice of several options when full 15-minute separation isn’t possible:

Compromise Plan • “The procedure for implementation of the WBC May 1, 1962 Product Protection Policy.

“Whenever a local or national spot advertiser indicates that he wishes to buy only in those locations where his commercial is separated from a competitive commercial by 15 minutes and station has sufficient advance notice (given to it by the network where it is involved), or subsequent to his buying the schedule station is informed that his commercial will be within 15 minutes of a competitive product it will be station practice to do the following:

1) Advise the advertiser of the fact.

2) Afford him the following alternatives:

A. Remain in the present location.

B. Permit the advertiser to substitute a different product of his for the commercial involved.

C. Move the announcement to another available location, at the applicable rate.

“In those instances where any competitive conflict occurs because advance notification to the agency was beyond its control, station will not be held responsible.”

That ARB-TvB dispute is now official

RESEARCH FIRM, BROADCASTER GROUP DIFFER ON AUDIENCE AGE DATA

The long-simmering dispute between American Research Bureau and a special committee of TvB over ARB’s plans to add audience age data to its local tv market reports (Broadcasting, June 18) was brought officially into the open last week.

ARB contended its move is intended to meet “a growing demand” from advertisers and agencies. The TvB committee said it finds no widespread demand among agencies—at least not for this specific information and in this form—but concluded that broadcasters would be “saddled” with it “for the foreseeable future, until agency and station demand for modification, expressed in the only practical way left, is clear to ARB.”

To other charges that broadcasters would bear the brunt of the cost, ARB officials replied that price increases scheduled for the local reports would not be “steep” and would result almost entirely from generally increased costs of doing business, not from the expansion of service. They estimated that the rate to broadcasters would go up about 17% to 20%, and said the price for agencies also would be increased when their current contracts reach expiration date.

Two-way Expansion • Inclusion of the new age data in the local reports is a part of a two-way expansion program slated by ARB for this fall. The other part is introduction of semianual supplements containing more detailed demographic data on audiences, to be issued as part of the regular ARB subscription.

In a June 19 letter to clients, Jack L. Gross of ARB said addition of new demographic material to the regular local report service was decided after “long and careful study,” consultation with agencies and advertisers, two major test reports which received “very, very favorable” reaction, and additional tests of the procedures and the feasibility, reliability and validity of the material.

“Our major opposition,” Mr. Gross wrote, “arose from station organizations, the most articulate of our critics being TvB, whose committee recommended a withholding period of one year. In the face of such criticism there was an overwhelmingly favorable re-
response from our clients."

He quoted approving comments from several unidentified clients and said ARB had decided to go ahead with its project because the additional information "is needed and can be used now," will be helpful to "all members of the broadcast industry" and will mean "increased efficiencies in media planning." Moreover, he said, "the validity and reliability of such data is proven and is guaranteed by ARB."

**Interim Report** - The TVB special committee, created last spring and designated the TVB Committee on Television Research Standards and Practices, officially made its position known in an interim report submitted by its chairman, Don L. Kearney of Corin-thian Broadcasting Co., and released by TVB last week.

Mr. Kearney's report said "only three" of ten leading agencies surveyed indicated they had ordered the new ARB service, but that "it is clear . . . that this whole development is primarily the result of pressure from a small number of very large and very important agencies and major clients who are those farthest advanced in planning for use of computers."

He said the TVB committee found agreement among agencies on the need for more demographic information on the local level—but no agreement on what kinds of information are most needed.

Because the committee also found that "nearly all" of the surveyed agencies expressed "some dissatisfaction" with current sample sizes and "stability" of both ARB and A. C. Nielsen Co. local reports, he said, it felt they should concentrate first on these areas and, "for the time being," issue any additional demographic data in "separate reports, at possibly extra cost, to advertisers, agencies and stations for their special uses."

Mr. Kearney's report quoted A. C. Nielsen Co. as saying it is still studying the question of issuing additional demographic data but had found disagreement among agencies and advertisers "as to what is needed or required." It said Nielsen indicated that if it does offer such additional information, it will do so as an optional or supplementary service with separate charges, without increasing the costs of the regular Nielsen Station Index (NSI) service.

Other members of the TVB committee are Lewis H. Avery of Avery-Knodel; Edward Benedict, Triangle Stations; Thomas E. Coffin, NBC; H. Peter Lasker, Crosley Broadcasting; Martin L. Nierman, Edward Petry & Co.; Theodore F. Shaker, ABC, and Norman E. Walt, WCBS-TV New York.

**Business briefly...**

The Savings & Loan Foundation, Washington, D. C., will sponsor eight NBC News special pre-election programs covering the candidates and issues in the major contests for governorships and seats in the Senate and House, starting Aug. 26 and ending Nov. 5. The programs will be of half-hour duration. Agency: McCann-Erickson, New York.

**Colgate-Palmolive** has increased the test marketing tv activity of its new Action bleach, expanding its advertising and distribution from the mid-Atlantic area to cities in Michigan, Ohio and Indiana. Agency: Ted Bates & Co., New York.

**Plymouth-Valiant Div.** of Chrysler Corp., has bought sponsorship in three new one-hour programs and *Saturday Night at the Movies* (Sat., 9-11 p.m.) on NBC-TV during the 1962-63 season. The three new shows are *It's a Man's World* (Mon. 7:30-8:30 p.m. EDT); *Saints and Sinners* (Mon., 9:30-10:30 p.m.), and *The Eleventh Hour* (Wed., 10-11 p.m.). Agency: N. W. Ayer & Son.

**General Mills Inc.** has bought half-sponsorship of King Leonardo and His Shrew Subjects (NBC-TV, Sat., 10:30-11 a.m. EDT) for the 1962-63 season.

**Perkins Products and Sawyer's Inc.** have bought weekly participation in the show. Agencies: Dancer-Fitzgerald-Sample (General Mills); Foote, Cone & Belding (Perkins), and Richard C. Montgomery & Assoc. (Sawyer's).

**Louis Milani Foods Inc.**, Los Angeles, started a spot tv campaign last week in 15 markets, and will add St. Louis and Salt Lake City, at a later date. Selected markets and stations for the five-week drive are KOGO-TV San Diego; KJEO (TV) Fresno; WWJ-TV Detroit; KRCA (TV) and KABC-TV, both Los Angeles; KINGS-Seattle; WHDH-TV Boston; KGW-TV Portland, Ore.; WCAU-TV Philadelphia; WNBQ (TV) Chicago; WRC-TV Washington, D. C.; KGO-TV San Francisco; WAGA-TV Atlanta, and WBAL-TV Baltimore. Agency: Riedl & Freede, Los Angeles.

**Gardner-Denver Co.**, Quincy, III., maker of air tools, hoists and compressors, has begun test campaign in several major markets using both local radio and newspapers to reach executives of small manufacturing plants and to build prospect and customer traffic for G-D branches. Agency: Buchen Adv., Chicago.

**Bell signs to sponsor NBC-TV Telstar programs**

The Bell telephone system has been signed as advertiser of two half-hour news programs to be telecast by NBC-TV in telling the story of Telstar, the communications satellite which will relay the first trans-Atlantic television broadcasts (*Broadcasting*, June 25). The satellite is expected to be launched early this month.

The shows will be produced by Reuven Frank and presented at a time and date not yet announced. "Project Tel-star," the first program, will be broadcast after the launching of the experimental satellite from Cape Canaver al under an agreement between the Bell System and the National Aeronautics & Space Administration.

NBC-TV said the second show will be telecast after the first trans-Atlantic broadcasts between the U. S. and Europe. The satellite broadcasts are being produced in a joint effort by the three American networks and the European Broadcasting Union. Agency: N. W. Ayer & Son, Philadelphia.
It's MAIN Street in DALLAS...

It's MAIN STREET in Ohio's Third Market, too

Big D (for Dallas) is not unlike Big D (for Dayton) in one respect. They have their Main Street, and we have ours. There the similarity ends. Big D for Difference. We've made it our business to know what this difference is. To know intimately the attitudes, tastes and preferences uniquely characteristic of the people along Main Street in Dayton and the 23 other streets called "Main" in our primary listening and viewing area. How well we have succeeded is amply proved by the high ratings that this kind of programing has earned. Programing that leaves its mark on people when they go out to shop. And you'll like the income these outgoing people have. Big D for Dollars. Ask Big G (for George P. Hollingbery).

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina
Admen must sprint to overtake public

SO CRITCHON TELLS AFA-AAW IN TALK DOUSING INDUSTRY NARCISISM

Advertising must be better than it is today to perform successfully in the years ahead, John Crichton, new president of the American Assn. of Advertising Agencies, said Tuesday (June 26) at the joint convention of the Advertising Federation of America and the Advertising Assn. of the West in Denver.

How advertising can achieve this improvement was treated by other speakers at the four-day meeting, the first joint AFA-AAW get-together in 30 years.

To achieve a united front for action on education, legislation and public relations, the members of AFA and AAW overwhelmingly adopted resolutions to establish a joint commission to work out procedures toward that end.

The election of Mac Martin and Donald W. Davis to the Advertising Hall of Fame honoring deceased advertising pioneers was announced. Mr. Martin, who owned and operated an agency in Minneapolis, crusaded for truth in advertising and helped found the Better Business Bureau of Minneapolis. Mr. Davis followed 17 years as a newspaper advertising salesman with 37 more as professor of advertising at Pennsylvania State U., where he built enrollment in advertising to the largest of any school in the country.

AFA public service awards were presented to two living advertising leaders: John C. Cornellus, former executive vice president in charge of western operations for BBDO in Minneapolis, and Don Belding, former board chairman of Foote, Cone & Belding, Los Angeles.

More Skepticism. Noting the increasing levels of education among the public Mr. Crichton said the available evidence suggests that the better educated a person is, the more critical and skeptical he is about advertising.

Warning his hearers not to "brush off these people as eggheads, theorists or double-domes," Mr. Crichton declared: "these are the men who hold the key jobs today and will be much more influential tomorrow. These are the men we must be prepared to meet in management, science, government, education... we have to realize that the intelligence explosion and the deliberate cultivation of the intellect have produced a new public. We must prepare ourselves and our products to meet it."

Advertising should make better use of the nation's colleges and universities, both as "think factories" to work on the problems of advertising and as a way to speed advertising's progress from a trade to a profession, T.S. Repplier, president of The Advertising Council, advised the Tuesday session. "The young lawyer can be illogical, the young doctor can have no humanity and few will be the wiser. But if the young copywriter is a jerk and has a jerk for a client, 10 million people will soon know it and will once again laugh scornfully at advertising. Only when the professional caliber of as many as 95% of those in advertising is high will our faces cease turning red."

Government Front. A proposal that advertising stop fighting government and launch a campaign to get government to use advertising instead of attacking it was advanced Tuesday morning by Thomas B. Adams, president of the Campbell-Ewald Co., Detroit.

To deal with the problems of advertising on an international scale and advertising that will be effective with the better educated, more sophisticated consumer at home, the industry is going to need all the help it can get, Mr. Adams commented.

The job of attracting the very finest creative brains to advertising is likely to become more and more difficult, David Bascom, board chairman of Guild, Bascom & Bonfigli, told the Tuesday morning assembly. Advertising's major appeal to the creative person, he said, is that "advertising probably calls for more versatility than the other major areas of creativity..."

But the advantages are countered by reasons why advertising does not attract today's outstanding creative minds. "It offers the least opportunity for personal glorification. The creative person who becomes an author, an artist, a composer or a dramatist has his name on public view at all times. Even the assistant costume designer for the third-rate television shows is listed in the roll-up credits at the end, even though no one reads them. Advertising is the one creative area where the creator must forever remain anonymous..."

New Yardsticks. Rising costs, increased competition and lowered profit margins are forcing a re-evaluation of some traditional advertising yardsticks, Max Banzhaff, director of advertising, Armstrong Cork Co., told the Monday morning meeting.

"In the lush days of the early post-war period," he stated, "reach and frequency were all important, as the theories of power marketing were applied with enthusiasm and vigor. The formula for success was to spend enough to capture the market and sales and profits would surely follow... Those days appear to be over. Dollars are too difficult to come by to take long gambles in the market place. The public no longer responds... to the sheer weight of advertising alone..."

The much publicized rise in consumer sophistication should adequately explain why reach and frequency must give ground to impact in a re-evaluation of advertising yardsticks. I do not mean that reach and frequency are unimportant. I do mean that they must receive less consideration as impact rises in importance... by impact I don't mean multi-pages, gatefolds, spectaculars of other gimmicks..."

"It is far better to appeal strongly to those who are really interested in a product than to offer a watered down appeal that tries to reach everyone. That's what I mean by impact..."

Real World-Ad World. The contrast between the world of real people experiencing real emotions and advertising's incredible world of make-believe was dramatically emphasized in a sound film presented Tuesday by Don Tennant, vice president in charge of the TV commercial department of Leo Burnett Co.

"In this best of all possible worlds we have created," the voice declared, "every man is heroic, or so it seems," as the screen showed handsome male models and then a bevy of beautiful women as the announcer continued: "We have created a world of beauty in abundance and if you have nothing much to say, at least have a pretty girl say it. Even the children are well mannered and seem to stay awfully clean" (and they were seen just that way). People were shown using products happily... But in the world we're..."
trying to reach, if we ask 'Is anybody listening out there?' the answer we're likely to get is: 'Don't bother us, we're busy,' ... They have an uncanny knack for spotting the phony and ignoring the strident, for passing by the ordinary and sneering at advertising that patronizes them. And you wonder, as you look at a lot of our advertising today, just who is being naive, the public or the advertising world?"

Circuit Rider - The AAAA has put its new president on the road with a schedule that would make the hardest campaigner shudder. Four major speeches before four important audiences in less than a week is the schedule John Crichton faced and completed in late June. On June 22, he told the Colorado Broadcasters Assn. at Boulder how to hasten radio's renaissance (BROADCASTING, June 25). Four days later (last Tuesday) he made his AFA-AAW convention speech.

The next day (Wednesday) Mr. Crichton told the AAAA's Northern California Council at a luncheon meeting in San Francisco to stop wearing "button-down hair shirts" and to trade unhealthy introspection for a realistic outlook on advertising and the world in which it operates. The day after (Thursday) he gave his Southern California constituents a banquet address which told them what the AAAA is doing to create a better climate for advertising.

"To hear us talk in the advertising business," Mr. Crichton told his San Francisco audience, "one might think the public thought only of us—and our problems. Let me assure you that the public spends no time worrying about the damage advertising may be doing to its collective psyche. Nor does it lavish its love on us in eternal gratitude for having cleared its eight sinuses cavities. "If there is any collective quality of the public, it is indifference. Where it finds advertising which is helpful, informative or amusing, it absorbs it and acts on it. Where the advertising is silly, dull and irrelevant, it ignores it. Where the advertising is annoying, repulsive or misleading, the public is indignant. ..."

In Los Angeles, the AAAA president stated: "we are now moving to create the best climate for the advertising business we know how."

Mr. Crichton cited the organization's new creative code, "which begins with an acknowledgement of the responsibilities of advertising to the public and to the advertiser," and the new film on the attitudes of thought leaders toward advertising.

(For new AFA officers, see page 60).

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**Top network TV advertisers, product users in first quarter**

<table>
<thead>
<tr>
<th>LEADING BRANDS IN NETWORK TELEVISION</th>
<th>JANUARY-MARCH 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Source:</strong> Tvb/LNA-BAR</td>
<td></td>
</tr>
<tr>
<td>1. Anacin tablets</td>
<td>$2,719,191</td>
</tr>
<tr>
<td>2. Beech-Nut gum</td>
<td>$2,483,665</td>
</tr>
<tr>
<td>3. Camel cigarettes</td>
<td>$2,154,983</td>
</tr>
<tr>
<td>4. Chevrolet passenger cars</td>
<td>$2,024,304</td>
</tr>
<tr>
<td>5. Winston cigarettes</td>
<td>$1,960,948</td>
</tr>
<tr>
<td>6. Lister B. &amp; J. H. Toothpaste</td>
<td>$1,957,027</td>
</tr>
<tr>
<td>7. Colgate dental cream</td>
<td>$1,757,118</td>
</tr>
<tr>
<td>8. Salem cigarettes</td>
<td>$1,740,096</td>
</tr>
<tr>
<td>9. Ford passenger cars</td>
<td>$1,717,555</td>
</tr>
<tr>
<td>10. Kent cigarettes</td>
<td>$1,675,655</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LEADING COMPANIES IN NETWORK TELEVISION</strong></th>
<th>JANUARY-MARCH 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Source:</strong> Tvb/LNA-BAR</td>
<td></td>
</tr>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$11,490,046</td>
</tr>
<tr>
<td>2. American Tobacco</td>
<td>7,978,834</td>
</tr>
<tr>
<td>3. Lever Brothers</td>
<td>6,300,719</td>
</tr>
<tr>
<td>4. General Motors</td>
<td>6,051,511</td>
</tr>
<tr>
<td>5. Colgate-Palmolive</td>
<td>6,085,656</td>
</tr>
<tr>
<td>6. R. J. Reynolds Tobacco</td>
<td>5,949,099</td>
</tr>
<tr>
<td>7. Bristol-Myers</td>
<td>5,332,658</td>
</tr>
<tr>
<td>8. Ford Motor</td>
<td>5,276,080</td>
</tr>
<tr>
<td>9. General Foods</td>
<td>4,945,431</td>
</tr>
<tr>
<td>10. Brown &amp; Williamson</td>
<td>4,312,685</td>
</tr>
<tr>
<td>11. P. Lorillard Co.</td>
<td>3,358,395</td>
</tr>
<tr>
<td>13. Alberto-Culver</td>
<td>3,086,385</td>
</tr>
<tr>
<td>14. Gillette</td>
<td>3,067,450</td>
</tr>
<tr>
<td>15. J. B. Williams Co.</td>
<td>3,029,191</td>
</tr>
<tr>
<td>16. General Mills</td>
<td>3,007,609</td>
</tr>
<tr>
<td>17. Kellogg Co</td>
<td>2,968,831</td>
</tr>
<tr>
<td>18. American Tobacco</td>
<td>2,770,112</td>
</tr>
<tr>
<td>19. Liggett &amp; Myers Tobacco</td>
<td>2,731,158</td>
</tr>
<tr>
<td>20. National Biscuit</td>
<td>2,685,505</td>
</tr>
<tr>
<td>22. Sterling Drug</td>
<td>2,431,103</td>
</tr>
<tr>
<td>23. Miles Laboratories</td>
<td>2,419,982</td>
</tr>
<tr>
<td>24. S. C. Johnson &amp; Son</td>
<td>2,252,717</td>
</tr>
<tr>
<td>25. Philip Morris</td>
<td>2,249,141</td>
</tr>
</tbody>
</table>

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**Estimated expenditures by product classifications**

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>1st Quarter 1962</th>
<th>1st Quarter 1961</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$1,604,491</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>$1,207,810</td>
<td>$1,253,816</td>
<td>-56.3</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>$1,754,603</td>
<td>$1,518,354</td>
<td>+15.6</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>$1,011,805</td>
<td>$915,847</td>
<td>+10.4</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>$7,510,220</td>
<td>$6,886,203</td>
<td>+18.2</td>
</tr>
<tr>
<td>Consumer services</td>
<td>$2,838,435</td>
<td>$2,633,334</td>
<td>+8.1</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>$27,040,335</td>
<td>$23,048,039</td>
<td>+16.7</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>$211,268</td>
<td>$321,715</td>
<td>-35.6</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>$34,572,184</td>
<td>$32,850,999</td>
<td>+5.5</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural develop</td>
<td>47,145</td>
<td>237,120</td>
<td>-80.1</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; other fuel</td>
<td>$4,660,699</td>
<td>$3,919,791</td>
<td>+18.9</td>
</tr>
<tr>
<td>Horticulture</td>
<td>$1,662,693</td>
<td>$5,979,151</td>
<td>-72.1</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
<td>$6,442,425</td>
<td>$6,602,289</td>
<td>-2.4</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>$1,064,873</td>
<td>$999,096</td>
<td>+6.6</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>$5,419,084</td>
<td>$5,790,013</td>
<td>-6.0</td>
</tr>
<tr>
<td>Insurance</td>
<td>$3,610,525</td>
<td>$2,929,894</td>
<td>+22.3</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>$1,519,525</td>
<td>$2,664,930</td>
<td>-40.6</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>$586,062</td>
<td>$728,814</td>
<td>-23.4</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>$358,623</td>
<td>$577,941</td>
<td>-37.9</td>
</tr>
<tr>
<td>Radio, TV sets, phonographs, musical instr., accessories</td>
<td>$1,343,377</td>
<td>$565,096</td>
<td>+137.6</td>
</tr>
<tr>
<td>Retail or direct by mail</td>
<td>$26,493</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoking materials</td>
<td>$21,879,702</td>
<td>$19,465,427</td>
<td>+12.4</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>$19,584,071</td>
<td>$19,182,664</td>
<td>+2.1</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>$1,877,480</td>
<td>$1,915,312</td>
<td>-2.3</td>
</tr>
<tr>
<td>Toffletries &amp; toilet goods</td>
<td>$33,055,504</td>
<td>$26,879,731</td>
<td>+23.0</td>
</tr>
<tr>
<td>Travel, hotels &amp; resorts</td>
<td>$340,274</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,191,118</td>
<td>$2,198,797</td>
<td>-0.3</td>
</tr>
</tbody>
</table>

**TOTAL**                                    | $194,594,333     | $174,436,398    | +11.6  |

**Sources:** Tvb/LNA-BAR

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**Leading Brands in Network Television**

**Source:** Tvb/LNA-BAR

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**Broadcasting,** July 2, 1962

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**Double brand**
Agencies should take own advice—Kaufman

D.C. ADMEN TALKS ON LEADERSHIP AT NAAN MEETING

Most advertising agencies are quick to offer leadership counsel to their clients in various areas, but too few really practice what they preach, Henry J. Kaufman, managing director of Henry J. Kaufman & Assoc., Washington, D.C., said last week. The agency business, he said, "won't reward you until your leadership starts showing."

Mr. Kaufman was the keynote speaker Wednesday in San Juan, P. R., at the 31st annual management conference of the National Advertising Agency Network. The Kaufman agency is the NAAN affiliate in the Nation's Capital.

"You who head advertising agencies today may still be pretty hot writers, wonderful visualizers, terrific campaign planners, solid researchers and superior merchandisers, any one or any combination of these essential to our business," Mr. Kaufman explained, "but unless you are a leader, a good solid leader, you'd better not try to be an advertising agency owner-manager." He urged agency owners to do as well in planning and performing for themselves and their agencies as they do for their clients if they wish to progress.

Mr. Kaufman said, "Your leadership begins to show when you first recognize your own shortcomings, when you discuss them and seek answers to them, openly and unashamed."

Oakleigh R. French, managing director of NAAN, reported that billings of member agencies increased more than 9% during the past year to a new total of more than $60.4 million. There were 41 member delegates at the San Juan meeting.

Agency appointments...

- Helene Curtis Industries, Chicago, in mid-September will shift Suave account from Campbell-Mithun to J. Walter Thompson Co., that city. Curtis spent $1 million early this year, mostly in tv, to introduce their new Suave shampoo.
- Northgate, Seattle regional shopping center, appoints West-Pacific Agency, Seattle. Radio-tv is planned in all media drive. Peter Lyman, agency vice president, is account supervisor.
- Turtle Wax Inc., Chicago, moves its auto wax account back to W. B. Doner & Co. this week. Firm has had four other agencies in four years; last was R. Jack Scott Adv.

Rep appointments...

- KFRM Salina, Kan.: Weed Radio Co., New York, as national representative.
- WICU Erie, Pa.: Weed Radio Co., New York, as national representative.
- WTSP-TV Tampa-St. Petersburg, Fla.: H-R Representatives Inc., New York, as national representative. WTSP-TV will sign on the air Aug. 1.
- KEZY Anaheim, Calif.: Gill-Perna Inc., as representative for eastern U. S. Torbet, Allen & Crane continues as west coast representative.
- WJPB-TV Fairmont, W. Va.: Weed Television, New York, as national representative.

Doctors are given anti-cigarette plan

Legislation against all cigarette advertising and an intensive educational campaign against smoking were suggested last week by a physician reporting on new evidence linking cigarettes and lung cancer.

The proposal was made by Dr. E. E. Rockey of New York City during a joint session in Chicago of the American Medical Assn. section on diseases of the chest and the American College of Chest Physicians at the AMA convention. It was one of several developments in little more than a week on the smoking controversy. All could have a broad social and economic impact (Broadcasting, June 4). The others:

- Sen. Maurice B. Neuberger (D-Ore.) on Tuesday announced that the AMA board of trustees had responded to her request that the AMA take an official position on the tobacco issue. She said AMA's board has ordered a detailed study.
- AMA headquarters in Chicago said its board has directed the AMA Council on Drugs to study the relationship between cigarette smoking and disease. A preliminary report is expected in about a year and a final report some six months later. The AMA house of delegates did not act on a formal resolution, "The Health Hazards of Cigarette Smoking."
- Cigarette smoking may be a contributing factor in heart failure as well as lung cancer, according to a four-physician research report read June 24 before a Chicago meeting of the American College of Chest Physicians.
- The ACS on June 22 voted to survey college presidents and to query the Federal Trade Commission about the propriety of cigarette sponsorship of college athletic events (At Deadline, June 25). ACS is associating cigarettes with lung cancer.

Syracuse interim firm names PGW for ch. 9

A proposed new tv station on ch. 9 in Syracuse, N. Y. (an interim operation composed of 8 of 10 applicants) which goes on the air next Sept. 9 has appointed Peters, Griffin, Woodward as its station rep (Close Circuit, June 25). The station will be an ABC-TV affiliate.

Construction already is under way at the studio and transmitter site. When on the air, the station will be the third in what has been a two-station market for some time.

Washington agencies merge

A merger of Allan Jack Lewis Adv. with Larrabee Assoc. Inc., both Washington, D. C., to form Larrabee & Lewis Inc. becomes effective today (July 2). The merging agencies said the combined billings will be around $4 million.

Lawrence Dobrow, president of Larrabee, becomes board chairman of the new firm and Mr. Lewis president. Arthur J. Lamb, executive vice president of Larrabee, retains that position in the new firm and adds duties as public relations director and sales manager.

The new agency's headquarters will be at the Associations Building, 1145 19th St., N.W. Telephone: Federal 8-8800.
KTVH is the public service station in Kansas...winning public service awards year after year, and adding more in 1962. By delivering more than 50 news programs a week, KTVH is a trusted friend...a reliable source for Kansans interested in local, regional, and national events. To sell the $1,500,000 buying power of Kansas, buy KTVH delivering Wichita, Hutchinson, and all other important communities of Central Kansas. KTVH...CBS for Central Kansas.
FAST RELIEF ADS TOO FAST? FTC takes on the aspirin industry in special inquiry

New headaches lie ahead for aspirin manufacturers.

The Federal Trade Commission announced an industry-wide investigation last week of analgesic makers to determine whether their advertisements contain false claims and unfair disparagement of competitors.

At the same time the FTC shelved four pending cases involving analgesic advertising so a simultaneous action can be taken on the basis of the investigation and "treatment given each advertiser consistent with that given all his competitors." (At Deadline, March 20, 1961).

The four companies were charged with false advertising in 1961. Each, for example, claimed that his product relieves pain faster than any competing product.

The companies, their products and their 1961 gross time tv billings: American Home Products Corp. (Anacin—$2,243,330); Bristol-Myers Co. (Bufferin—$3,009,870; Excedrin—$556,750); Plough Inc. (St. Joseph's aspirin—$1,235,260) and Sterling Drug Inc. (Bayer aspirin—$813,530). Analgesic advertisers as a group spent $37,354,592 in 1961 at gross rates in television, according to Television Bureau of Advertising. Many are also regular users of radio.

FTC questionnaires will go to analgesic makers.

"The FTC said it will probably seek "the extent to which each [manufacturer] may have made comparative tests with competitive products and the thoroughness with which advertisers' testing of analgesics, in areas unrelated to relief of pain, has been made as supportive of claims that the preparations do not upset the stomach and do more than relieve pain.""

The FTC plans a particularly close look at claims of fast, fast, fast relief; tension relief, and anti-depressant and medical qualities in treatment of colds and flu.

The FTC emphasized the investiga- tion does not indicate the agency believes any of the analgesic claims violate the Federal Trade Act. Any action will come only if the advertising is, in fact, misleading, the agency said.

Although an FTC staff member refused to predict what the commission might do, he acknowledged that possibilities include (1) complaints against manufacturers other than the four companies cited in 1961, or (2) formulation of industry guides.

Also in advertising...

New St. Louis office • Harrington, Righter & Parsons, New York, has opened an office in St. Louis. Richard M. Gardner, formerly on the HR&P staff in Chicago, will be in charge of the new office which is located in the Syndicate Trust Bldg., 915 Olive St., St. Louis 1. Telephone: Main 1-7475.

International partnership • Norman, Craig & Kummel, New York, has formed a new international partnership by merging with Crane Adv. Ltd., London. The British agency will be known as Crane, Norman, Craig & Kummel, Ltd.

GOVERNMENT

House nears vote on clear channels

OBJECT: TO END 50 KW POWER LIMIT ON CLEARS, DELAY DUPLICATION

The House is expected to vote today (Monday) on a resolution aimed at giving the nation's 25 clear-channel stations a significant role in providing radio service to the country's so-called white areas.

The resolution (HRes 714), unanimously approved by the House Commerce Committee, runs directly counter to present FCC policy. House passage is expected, but there is some question as to how effectively the measure can be implemented. It would put the House on record as:

1. Encouraging the FCC to authorize clear-channel stations to operate on power in excess of the 50 kw limit recommended by the Senate in a resolution passed in 1938 and honored by the FCC ever since.

2. Urging the commission to declare a one-year moratorium on proposals for duplicating the clears. This is directed at the pending commission proposal to permit a second station to operate at night on 13 of the clear channels.

The Commerce Committee has acted swiftly to bring the measure to the verge of a House vote. Chairman Oren Harris (D-Ark.), introduced it on Wednesday, and the committee unanimously approved it on Thursday. Rep. Harris said he would attempt to bring it up for floor action today (Monday) under a suspension of the rules, thus bypassing the Rules Committee. House Speaker John McCormack (D-Mass.), was understood to be agreeable. Passage Expected • Legislation brought up under this procedure requires a two-thirds vote for passage instead of a simple majority. But backers of the proposal are confident they'll get the necessary votes.

Although a House resolution doesn't have the force of law, committee members believe the commission would honor the proposal in that it would express the sense of the House, and would grant higher power on a station-by-sta- tion basis.

A commission official, however, indicated it may not be that simple. He noted that the Senate resolution opposing higher power is still in effect. A contrary House resolution, he said, would "leave a confusing picture." He said he couldn't predict how the commission would react.

He indicated the commission would prefer a concurrent resolution or a bill. In either case, both houses of Congress would express their views and, thus, provide a more clear-cut policy directive.

Originally in Bill • The House Commerce Committee's proposal was originally contained in a bill (HR 8210) introduced by Rep. John Dingell (D-Mich.), a committee member prominent

Broadcasting, July 2, 1962
1,671 viewers make a success of nation's 1st TV course in first aid

more evidence that

Milwaukee reacts to WTMJ-TV

The Red Cross was elated! The 1,671 viewers made up the largest class ever to register for a beginners' course in first aid. This total is especially amazing when you consider requirements for the weekly ten-lesson course: registrants had to send in 75c for an official textbook...and to graduate, had to view all 10 lessons, do homework, take a 3-hour final exam in a WTMJ-TV studio.

This pioneer television project was presented jointly by WTMJ-TV and the Milwaukee-Waukesha Red Cross chapter. Public service programming like this is a strong reason behind WTMJ-TV's ability to attract and influence Milwaukee viewers. It typifies WTMJ-TV's constant aim: a balanced, adult schedule of entertainment, information, education.

Find out all the reasons why WTMJ-TV is still the number one station in Milwaukee for both viewers and advertisers. Ask us to send the WTMJ-TV "TOTAL IMAGE" STORY.
Ray denies being out of line in S.F. questioning

The reaction of CBS's general counsel to an FCC investigation of news programming in San Francisco constituted largely "an unjustified attack" on the commission's investigator, William Ray claimed.

Mr. Ray, a former station manager and network newsman now with the FCC, wrote CBS General Counsel Thomas K. Fisher to explain that he had conducted the questioning in an entirely proper manner.

Mr. Fisher challenged the propriety of questions asked by Mr. Ray at the network's KCBS San Francisco during an on-the-spot investigation of radio news conducted by the FCC's Complaints & Compliance Division (Broadcasting, May 7). Specifically he objected to Mr. Ray's questioning of Don Mozley, KCBS news director, about the views of the manager, Jules Dundes, and the relative merits of the area radio stations. He also criticized Mr. Ray for asking Mr. Dundes how he would compare KCBS's news department with those of other CBS-owned stations.

Mr. Ray (writing as an individual rather than as an FCC employee) told Mr. Fisher that he contacted Mr. Mozley only after being informed Mr. Dundes was away. Mr. Ray said that in visiting each of the 14 Bay Area stations his first effort was to contact the station owner or manager. "Nothing was said by me during my interview with [Mr. Mozley] that would, by the widest stretch of the imagination, imply to a news man such as he, any desire on my part to engage in censorship of news," Mr. Ray emphasized.

The purpose of the San Francisco probe was to find out what steps licensees have taken in regard to local news programming, and what general criteria is applied by management in arriving at its current local news operation, Mr. Ray said. He insisted all questions to Mr. Mozley were in this frame of reference and were entirely proper.

Mr. Ray explained that his question about other station's local news operations "was a most innocent one . . . It was a case of a former radio news man discussing with a present radio news man the general subject of local news coverage in the area and I am sure Mr. Mozley understood that and was careful to make on the subject would be kept in confidence." Mr. Ray said he has "sufficient respect for the professional integrity" of radio-tv newsmen to value their opinions of other stations as well as their own.

Mr. Ray was a former station manager and director of news for the NBC Central Division in Chicago.

Kenneth A. Cox, chief of the Broadcast Bureau, also wrote Mr. Fisher defending the right of the FCC to conduct such investigations as the San Francisco news inquiry. Mr. Fisher replied to Mr. Ray that he did not intend to attack Mr. Ray's reputation as a newsmen, a former licensee or a present employee of the FCC but had wanted to question the investigation's authorization; to explain why he had advised employees not to turn over certain documents and to question "a distinction drawn by the commission between amount and source of local news broadcasts and content of news."

in the campaign to preserve the clears. The decision to replace the bill with a House resolution was, according to some committee sources, "predicated on the assumption" the Senate wouldn't act.

Furthermore, the committee is said to feel that if the FCC can observe a Senate resolution for 24 years, as it has in observing the 50 kw limit on power, it can honor a House resolution calling for a removal of that ceiling.

The House Commerce Committee's lightning-like drive to wrap up its proposal in a House-passed resolution indicates its determination in the matter of providing radio service to the estimated 26 million people living in the nation's unserved rural areas.

The committee is convinced that higher power for the clear-channel stations is the answer, not the additional stations on some of those channels, as recommended by the commission. Rep. Dingell said that if 18 clear-channel stations were authorized to operate on 750 kw, every part of the country would be serviced by "at least eight or nine stations." He said these figures were based on an FCC survey.

Since ordering the channels duplicated last year, the FCC has received 12 applications for the frequencies. Some, however, are for the same frequencies, and no action has been taken on any of them.

Backers of the resolution believe that if it is passed the commission will grant higher power to those stations that apply for it and will not duplicate the clears for at least a year. Once the year is up, they add, there would be no harm in putting other stations on clear channels, provided the dominant stations are protected out to their secondary coverage area. They concede some interference might result, but they do not believe it would be harmful.

Bureau opposes WIBC-Crosley plan

The FCC's Broadcast Bureau expressed disapproval last week of a proposed agreement between Crosley Broadcasting Co. and WIBC Indianapolis to settle the fate of local ch. 13, under litigation seven years (Broadcasting, June 18).

"The agreement . . . is in plain conflict with the requirements imposed by law," the bureau told the commission.

Crosley, which now operates WLWI (TV) on ch. 13, plans to pay WIBC $100,000 as reimbursement of expenses and to sell WIBC Crosley's WLWA (TV) Atlanta, for $3.3 million. WIBC was favored for the ch. 13 Indianapolis grant in the most recent FCC decision on the case.

One reason WIBC was favored was Crosley's concentration of tv stations, clustered around Ohio and reaching into Indiana, the bureau said. By selling WLWA and retaining WLWI, Crosley enhances a concentration of tv ownership, the bureau claimed, adding that for this reason alone the agreement should be disapproved.

Another, the bureau argued, is that Congress, in saying reimbursement agreements must be for money that was prudently and legitimately spent, specifically stated that no applicant shall

34 (Government) Broadcasting, July 2, 1962
The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Stereocorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback Head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise—through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3" VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 and 4 track tapes.* And, the Stereocorder 777 models will integrate into any existing component system. $595 complete with portable case and remote control unit.

*Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.

Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Stereocorder 777. $375 each.

Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center staging solo mike. $175 complete with matching carrying case.

The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: $1120 complete.

Sold only at Superscope franchised dealers.
The better stores everywhere.

For additional literature and name of nearest franchised dealer write Superscope, Inc., Dept. 8, Sun Valley, California.
be paid back more than he spent.

The sale of WLWA is part and parcel of WIBC's agreement to withdraw, the bureau said. "How the price for the Atlanta station was arrived at and how much the fact that WIBC was dismissing its application in this case entered into the final price are intangibles which the commission should not be required to resolve," the bureau said.

In any case, it concluded, sale of WLWA was "consideration" paid to WIBC by Crosley above the $100,000 and therefore WIBC is being paid more than it spent. The bureau said the commission had no choice but to reject the entire WIBC-Crosley package.

WGAL-TV wasting time in rules move—WLYH-TV

WLYH-TV (ch. 15) Lebanon-Lancaster, Pa., a Triangle station, told the FCC last week that WGAL-TV (ch. 8) Lancaster is misdirecting its energy in asking the FCC to rescind a rulemaking proposal and that WGAL-TV should be content to file comments.

The proposal, requested by WLYH-TV and opposed by WGAL-TV, suggests reassignment of ch. 15 from Lebanon to Lebanon-Lancaster (BROADCASTING, June 25). WGAL-TV has FCC permission to identify with both cities but the channel is assigned to Lebanon. WGAL-TV told the FCC that the proposal would serve no public interest purpose; that it is a move by WLYH-TV to establish grounds for deletion of ch. 8 by deintermixture.

WGAL-TV has every right to comment on the proposal, which the FCC has the authority to issue. As to the public interest in its notice of rulemaking, but not to oppose issuance of the rulemaking, WLYH-TV said. As to WGAL-TV's objection to the "time, cost and expense of rulemaking," WLYH-TV claimed that station's "concern would be more persuasive had it not filed a succession of multifarious pleadings addressed to the commission's [rulemaking] notice."

GRANT TO WTSP-TV STAYED

FCC reopens record, wants to study programming of Rahalls' WLCY since TV proceedings ended

The FCC announced plans last week to place the radio programming of WLCY St. Petersburg under the microscope to determine if the tentatively successful applicant for ch. 10 Tampa-St. Petersburg has the character qualifications to be a broadcast licensee.

On its own motion, the commission stayed its January grant of ch. 10 to WTSP-TV Inc. (BROADCASTING, Jan. 22) and reopened the record for further testimony on the operations of WLCY since the tv hearing record was closed in May 1960. Brothers N. Joe, Farris E. and Sam G. Rahall each own 25% of WTSP-TV and they also own WLCY. The tv grant to the Rahall combine (which includes 22 other stockholders) was made on a 3-2 FCC vote, with two commissioners not participating. Five other applicants had sought the facility.

Four of the five losing applicants asked the FCC to reconsider the grant and two—City of St. Petersburg (ch. 38 WSUN-TV) and Florida Gulfcoast Broadcasters Inc.—asked that the record be reopened to consider the WLCY operations. They charged that live, public service programming was placed on WLCY during the ch. 10 comparative hearing and was dropped after the tv record was closed (BROADCASTING, Feb. 26). Other ch. 10 applicants include Bay Area Telecasting Corp. (which did not seek reconsideration), Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc.

While it reopened the record on its own motion on the same issues sought by City and Florida Gulfcoast, the commission denied their petitions seeking the same thing. The FCC further said it was holding in abeyance petitions for reconsideration by the four applicants requesting same.

The New Issues • The new ch. 10 hearing issues will include (1) the nature and programming of WLCY since the close of the tv hearing record May 16, 1960 and the extent to which the programming differs from that during the hearing; (2) the reasons underlying the choice of programming of WLCY during the tv hearing and since the hearing; (3) whether WTSP Inc. has the requisite character qualifications to be a licensee, and (4) whether and in what respects the original final decision should be modified.

Commissioner John S. Cross dissented to the new hearing and Commissioners Rosel H. Hyde and Frederick W. Ford did not participate.

Examiner recommends KPSR (FM) revocation

Finding that the principals of KPSR (FM) Palm Springs, Calif., showed a "callous disregard for the truth," FCC Hearing Examiner Elizabeth C. Smith recommended in an initial decision last week that the station's license be revoked.

As grounds for the proposed revocation, Miss Smith ruled that there had been three unauthorized controls of the station during 1958-59; that deliberate misrepresentations had been made to the FCC and that no first-class operator was employed by the station. She said that Richard T. Sampson, the original applicant, did not have control of the station at any time after it went on the air in November 1958.

The examiner said the first unauthorized transfer occurred in October 1958 from Mr. Sampson, sole licensee, to a partnership composed of Mr. Sampson and Maxwell, George and Hyman Shane. The second transfer was the formation of a corporate entity composed of the same principals Nov. 7, 1959, Miss Smith found, and the third later in 1959 through an employment contract.

Although Mr. Sampson, as a consulting engineer who has practiced before the FCC for several years, is well aware of FCC rules, the examiner said, "at no time after his initial application did he make truthful representation to the commission...." She said the conduct of George and Hyman Shane and Howard Morris, who at one time was president and 30% owner of the station, "evinces a complete lack of candor in reporting facts to the commission."
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RADIO WASHINGTON

"the station that keeps people in mind"

Represented nationally by John Blair & Co.
The Voice gets a program assist from top radio outlets

The Voice of America, which for some time has hoped to tap U. S. radio as a program source for its overseas broadcasts, appears to have succeeded.

A total of 26 top stations have shown interest in furnishing documentaries and other programs already broadcast and in preparing new ones tailored to VOA needs. Executives of the stations met with VOA officials June 7-8 in Washington.

Voice executives have felt life in America's cities could best be described for foreigners in the documentaries and other special programs produced by U. S. community stations; such programs were said to have a special quality outside producers can't capture. Although VOA has been pushing for domestic station programming since 1959, only a few stations have offered programming material (Broadcasting, May 15, 1961).

New Campaign • The improvement comes from a new campaign pushed by Roger W. Clipp, vice president of Triangle Stations, and Edward R. Murrow, director of the U. S. Information Agency.

Mr. Clipp, a member of the Broadcast Advisory Committee of the U. S. Advisory Commission on Information, got the new effort under way early this year at VOA's request. He contacted stations he felt could help the agency. Mr. Murrow invited officials of the stations to a two-day meeting in Washington.

The Washington meeting was attended by Campbell Arnow, WTAR Norfolk; Dan Calibraro, WGN Chicago; George Comte, WMJ Milwaukee; Charles H. Crutchfield, WBT Charlotte; Harry Flannery, AFL-CIO radio, representing KMOX St. Louis; Frank Gaither, WSB Atlanta; Harold Grams, KSU St. Louis; Stanley Hubbard, KSPT Minneapolis; Worth Kramer, WJR Detroit; Arch L. Madsen, KSL Salt Lake City; William Small, WHAS Louisville; Irving Waugh, WSM Nashville; and A. G. Zink, WGY Schenectady.

Donald McGannon, represented the Westinghouse stations (WBZ Boston, KYW Cleveland, WBZA Springfield, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, and WIND Chicago), and Mr. Clipp represented the Triangle Stations (WFIL Philadelphia, WFBG Altoona, WLYH Lebanon, WNBF Binghamton, WNHC New Haven, and KFRE Fresno).

Need Stressed • At the meeting, Mr. Murrow, Henry Loomis, VOA director, and other agency officials stressed the Voice's need for programming and explained how commercial stations could help meet it. Since then, a VOA spokesman said last week, most of the 26 stations have promised to help.

FCC SWINGS THE AX TWICE

Revokes two, charges non-response to show cause orders

A unanimous FCC last week issued a death sentence to stations in Florida and Texas after both licensees had failed to respond to show cause orders instituting revocation proceedings.

The license of Palms Broadcasting Corp. for WGRC Green Cove Springs, Fla., was revoked and the call letters deleted by the commission. In addition, the agency ordered former owner Frank Van Hobbs to “cease and desist from further unauthorized operation” of WGRC.

Mr. Van Hobbs sold WGRC to Robert A. Oliver and David R. Millan in June 1960. In February 1961, according to the FCC, Messrs. Oliver and Millan abandoned the station “with no intention of returning.” Mr. Van Hobbs, the FCC continued, resumed operation of WGRC at that time, in violation of FCC rules, and operated the station until Dec. 18, 1961, when it went off the air—also without commission authorization.

An application to transfer WGRC back to Mr. Van Hobbs, filed in February 1961, was dismissed by the FCC in June of that year for failure to prosecute. The commission issued a show cause order directed toward revoking the WGRC license last February (Broadcasting, Feb. 26) and neither the station nor Mr. Van Hobbs responded to that order, according to the commission.

WGRC had been licensed to operate 1580 kc with 500 watts daytime only. Also revoked last week was the license of Merchants Broadcasting System of Dallas Inc. to operate KCPA (FM) Dallas. The fm station, too, failed to reply to a February revocation order from the FCC (Broadcasting, Feb. 12). Last fall, the commission had ordered the station to surrender its license—which KCPA failed to do—for operating with unauthorized power, going off the air without authorization, failure to keep operating logs and operation without a qualified engineer in attendance (Broadcasting, Nov. 20, 1961).

The revocation order followed the earlier mandate to KCPA to return its license and when the licensee failed to reply, the revocation was made final last week. KCPA (94.1 mc with 48 kw) is owned by Charles E. Ames, his wife and father.

Area groups endorse D.C. program reins

Witnesses before a House District subcommittee last week asked Congress for help in protecting the morals of Washington, D. C., children from allegedly improper television and movies.

Under consideration was a bill (HR 9686) which would provide criminal penalties for Washington radio or television station operators who permit the broadcast between 4 p.m. and 8 p.m. of programs that stress sex or violence, or include obscene language.

The bill, introduced by Rep. John Dowdy (D-Tex.), chairman of the subcommittee, would also require the District commissioners to set a minimum age below which persons wouldn't be permitted to attend movies or other public exhibitions that contain “indecent or lascivious language” or explicit sex, crime or violence.

Rep. Carroll Kearsen (R-Pa.), a member of the subcommittee and author of a similar bill (HR 9648), said the legislation is needed because of a “mounting tide of filth” emanating from the mass media.

Similar concern was voiced by the other witnesses—Miss Sally Butler, legislative aide of the General Federation of Women's Clubs; Rev. Robert S. MacMillan, pastor of the First Baptist Church; Mrs. Marjorie Holmes Mitchell, Washington Star columnist; and Mrs. Mollie Kirwan, acting chairman of the Citizens for Decent Literature and Motion Pictures, of Montgomery County, Md.

Miss Butler said “some television and radio have added to the increase of juvenile delinquency . . . The utter disregard for the moral effects on youth by some of the mass media which comes into the home is appalling.”

A subcommittee member, Rep. Jeffrey Cohelan (D-Calif.), however, was...
concerned about the implications of censorship in the legislation. He noted that Shakespeare's plays were sometimes "pretty bloody." He wanted to know where the line would be drawn.

Times have changed, WTVW tells the FCC

The record in the Evansville, Ind., deintermixture case should be reopened, WTVW (TV) Evansville, which would lose its ch. 7 by deintermixture, said last week in a request to the FCC. WTVW (ch. 7), which would be shifted to a uhf channel (31) to give Evansville three uhf stations under an examiner's initial decision issued in February 1961, said the examiner's reasoning no longer applies. The examiner had anticipated that loss of service in the area by a shift of ch. 7 to Louisville would be offset by a contemplated power-antenna boost for WEHT (TV) Evansville (ch. 50); but the FCC denied the boost, the vhf station said. WTVW also noted Louisville now has a uhf station which would be threatened by addition of ch. 7 as the third vhf station in that city.

KOMA fined $5,000 for rule violations

KOMA Oklahoma City last week was fined $5,000 for violating FCC rules. According to the commission, KOMA, a 50-kw station on 1520 kc with nighttime directional antenna, operated after midnight with daytime facilities and with field strength above that authorized.

Last fall the FCC charged KOMA with the violations and proposed a $10,000 fine (Broadcasting, Nov. 7, 1961). The station, owned by Storz Broadcasting Co., replied that its violations were not "willful or repeated" and maintained a fine should not be imposed (Broadcasting, Jan. 1).

In its order reducing the fine, the FCC said it "cannot agree [with KOMA] that the sanction should be nominal" but decided to fine the station only $5,000 after taking into consideration the factors raised by the licensee.

FCC reserves etv's in Elmira, Albany

Ch. 30 Elmira and ch. 23 Albany, both New York, were reserved for educational tv use in rulemaking finalized last week by the FCC. Both channels have been available for commercial operation but neither had been sought by broadcasters.

The Elmira reallocation was requested by the National Educational Tv & Radio Center. New York U.
WESTERN ELECTRIC PRICE LEVEL DOWN 10% FROM 1950

The level of Western Electric's prices to the Bell Telephone companies for the products it manufactures is now more than 10 per cent lower than at the beginning of 1950. Yet in the same time period the earnings of Western Electric people have increased substantially and the cost of materials we use in manufacture has risen 27 per cent.

How was this price reduction possible in an era of increasing business costs? Because of a continuing, vigorous program of cost reduction, embracing the efforts of all employees in every aspect of our operations. Cost reduction is a major concern of Western Electric engineers whose efforts add to the results obtained through sound management, volume production, and stringent quality control.

To reduce our price levels and at the same time maintain the traditionally high level of Bell System quality, Western Electric people are constantly investigating new and more efficient means of doing business... devising new manufacturing processes and machines... developing new materials and new methods of materials handling and storage... reclaiming metal from scrap... making ever-more effective use of special skills... and working with our suppliers to determine how best to use the products and services they supply.

By working closely with Bell Telephone Laboratories which develops equipment we make and the Bell Telephone companies that operate it, Western Electric is able to produce reliable equipment economically. Working together, these units of the Bell System fulfill their common goal of providing Americans with the finest possible communications service at the lowest possible cost.

We work best because we work together.
**CONTINUING GAINS** in space utilization at our distribution centers and factories enable us to store twice as much material per square foot as was possible 17 years ago. Comparing one of our new distribution centers with a theoretical 1945 building, a construction cost saving of $2,000,000 was made possible through space conservation. Methods and operating expenses have also been reduced and these savings total over $185,000 annually.

**REDUCED COSTS** in telephone cable production result from both new methods and materials. Developed by Western Electric for the manufacture of exchange cable, this machine combines stranding and cabling operations which were formerly separate. The development of improved types of exchange cable using aluminum and polyethylene for sheathing has brought about product savings of $10 million a year.

SAVINGS OF $200,000 last year resulted from the mechanization of manufacturing operations of tungsten filament switchboard lamps. Although only 2¢ was saved on each lamp, the annual production of 10,000,000 lamps made this new manufacturing improvement a worthwhile money saver! Below, C. S. James, Product Engineer at our Kansas City Works, checks adjustments on the automatic packaging mechanism.

**AMPLAS** (apparatus mounted in plastic) is a revolutionary new way of mounting communications components. Planning Engineer Bill Herzog explains some of its details to Assembler Sheila DiVincenzo. Developed last year at W.E.'s Merrimack Valley Works, the AMPLAS method saves valuable assembling time and does a better job by using a thermosetting plastic as the components’ base. Present savings to Western Electric amount to $500,000 annually and will increase as AMPLAS is applied to additional products.

EACH YEAR the Nassau Smelting and Refining Co., a W.E. subsidiary, reclaims approximately 200,000 tons of Bell System scrap and obsolete equipment worth some $35,000,000. Most is processed by Nassau itself to reclaim many tons of copper, lead and other non-ferrous metals at a savings compared with the cost of metals obtained from ore.
Comments ask relaxations of uhf standards

FILINGS ASSUME DEINTERMIXTURE IS NOW MOOT POINT

- To take steps to provide more uhf channels for tv.
- Three vhf stations which were threatened by deintermixture filed replies. WISC-TV Madison, Wis., said the FCC should reconsider and recast its proposals on the basic changes (all-channel sets and the moratorium) that have occurred in the past year. WISC-TV and WREX-TV Rockford, Ill., agreed essentially with AMST. Triangle stations (which owns WNBF-TV Binghamton, originally selected for deintermixture) asked for rulemaking to foster uhf through increased bandwidth, revised picture aspect ratio and improved color standards.

WHAS-TV Louisville, Ky., opposed relaxation of uhf directional antenna requirements and urged that reduction of aural-to-visual power ratio be permitted for vhf as well as uhf.

WNEP-TV Scranton-Wilkes-Barre, Pa., the only uhf station to comment, said it has experimented with reduced aural power under FCC permission and saved about $900 monthly.

THE MEDIA

Radio Board wants caution in am study

NAB GROUP STRESSES SAFEGUARDS FOR SUMMER OVERPOPULATION TALKS

Radio's overpopulation problem is due for intensive study this summer by the NAB and the FCC, separately and jointly, but the association's Radio Board wants to be sure the industry's rights are safeguarded.

Meeting Thursday in Washington, the radio directors discussed at length the engineering and economic aspects of the crowded am band. In an all-day session they favored a change in the way radio directors are selected in the at-large category and voted a new procedure for annual election of a chairman and vice chairman.

A note of caution was apparent in the directors' consideration of birth-control methods intended to solve the overpopulation problem. A special group, the Radio Development Committee, is planning NAB's participation in a joint NAB-FCC project now under way. NAB is operating under a mandate from the annual industry convention. Both President LeRoy Collins and FCC Chairman Newton N. Minow agree the subject deserves serious review.

Staff studies of the problem are being conducted at NAB under a directive from the development committee, headed by George C. Hatch, KALL Salt Lake City, who recently retired as NAB Radio Board chairman.

A report of the overpopulation situation was given the board by John F. Meagher, NAB radio vice president.

Caution: After reviewing the problem and the development group's first actions, the board adopted a resolution expressing confidence that the committee will explore all avenues of analysis and exercise caution to avoid suggesting any solution that might lead to over-regulation or loss of free enterprise in broadcasting.

Radio directors agreed with the development committee that emphasis should be placed on engineering aspects of radio overpopulation.

After hearing a report by the special board composition committee headed by Richard W. Chapin, KFOR Lincoln, Neb., the board approved a change in the method of selecting directors-at-large. At present two directors are elected, one each year, to represent large, medium and small station categories. Under the plan voted Thursday, the large, medium and small designations will be based on size of market rather than station power. No change is planned in the two fm at-large directors. The revised formula will require a membership by-laws referendum.

Another change, to become effective at the 1963 NAB convention, specifies that election of a Radio Board chairman and vice chairman shall take place at the close of the industry's convention. This is the same procedure used by the tv Board, whose directorial elections are held at the convention. Radio directors, however, are elected by mail ballot during the winter on an alternate-year system of two-year terms.

Plans for the annual NAB Fall Conference series were approved by the board. Starting with the opening meeting Oct. 15-16 at Atlanta, Ga., the eight conferences will wind up Nov. 19-20 in Portland, Ore. (see schedule, page xx).

Collins address - The conferences will return to a 1½-day agenda after an experimental one-day formula in 1961. The first day will open with a joint radio-tv meeting. The luncheon will feature an address by NAB President LeRoy Collins. Separate radio and tv meetings are planned that afternoon, followed by an evening reception (with-
EIA, FCC confer on uhf-vhf set standards

With passage of the all-channel set bill imminent, representatives of Electronics Industry Assn. met with FCC staff members to discuss ways to make uhf broadcasting practical. (The House Commerce Committee has unanimously approved a Senate amendment specifying that the sets be capable of "adequately" receiving both uhf and vhf signals. The amended bill is expected to get past the House.) The immediate problem before the experts is what standards must be met for uhf receivers to be "adequate," as required in the pending legislation.

Nine members and officers of the EIA were present at the first discussions held Thursday (June 28).

Above are (1 to r) James E. Barr, assistant chief of the FCC’s Broadcast Bureau; Kenneth A. Cox, chief of that bureau; James Secrett, EIA executive vice president (standing); Ralph Renton, FCC associate chief engineer; F. R. Lack, director of engineering, EIA; and L. M. Sandwick, staff director of EIA’s consumer products division.

CATV REGULATION URGED

NAB tv board says small stations threatened by uncontrolled catv systems, wants congress to act

Any move by community antenna systems to cripple or prevent television station service in local areas will meet head-on with NAB opposition, the association’s TV Board of Directors decided last week.

Meeting June 27 in Washington, the board called on the association’s staff “to intensify its efforts to win congressional approval of legislation for limited regulation of catv systems.”

Pending in Congress are two bills (HR 6840 and S 1044) providing for FCC regulation of catv systems. They were introduced last year by Rep. Oren Harris (D-Ark.) and Sen. Warren G. Magnuson (D-Wash.), respectively, of the House and Senate Commerce Committees. Both, however, were introduced at the request of the
FCC, and no action on either is expected in this session. Rep. Harris two weeks ago told the National Community Antenna Assn. that the commission should stay away from CATV regulation (BROADCASTING, June 25).

Despite the pigeon-holing of these proposals, NAB took a firm stand on the need for limited regulation by the FCC, contending that legislation is necessary to protect the public interest in areas where CATV systems could make it impossible to operate TV stations and thus deprive audiences of local service.

Catv's Advantage • Eugene S. Thomas, KETV (TV) Omaha, Neb., submitted a report to the board as chairman of the NAB CATV Committee. Dan W. Shields, NAB's special assistant for television, outlined NAB's position on CATV in a June 19 address to the TV Day celebration of Georgia Assn. of Broadcasters (BROADCASTING, June 25). He pointed to the fact that TV, a regulated industry, faces competition from an unregulated business that uses TV's programs as its major program supply and pays nothing for the product. He noted NAB doesn't oppose CATV as a medium but will protect stations seriously hurt by CATV, especially in small markets.

The NAB TV Board's action was described as "informal."

A report on the Code Authority's new agreement with the three TV networks, setting up working procedures for more effective application of code standards to network programs, was made by Robert D. Swezey, director of the code office. He described the TV Code Board's approval of a new and broader program for subscriber monitoring, based on voluntary submission of program logs by stations. This will supplement the office's off-air monitoring.

William B. Quarton, WTM-TV Cedar Rapids, Iowa, presented at the television directors' meeting. NAB staff members who made reports included President LeRoy Collins; Vincent T. Wasilewski, executive vice president; Douglas A. Anello, general counsel; Hollis M. Sewey, government affairs manager; Howard H. Bell, industry affairs vice president; William Carlisle, station services vice president; George W. Bartlett, engineering manager, and Mr. Shields.

Appointments Confirmed • The board confirmed Gov. Collins' appointment of the following as members of the NAB Television Information Committee: Joseph C. Drilling, WJW-TV/Cleveland; Robert F. Wright, WTKO-TV/Theridan; Miss, Clair R. McCollough, Steinman Stations, all TV directors. Representing networks are Lester Bernstein, NBC; John P. Cow-

den, CBS, and Michael Foster, ABC. Others named were C. Wrede Petersmeyer, Corinthian Stations; J. S. Sinclair, WJAR-TV Providence, R. I.; and Willard E. Walbridge, KTRK-TV Houston.

Others attending the TV Board meeting: James D. Russell, KKTW (TV) Colorado Springs, vice chairman; David C. Adams, NBC; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Mr. Drilling; Gordon Gray, WKTV (TV) Utica, N. Y.; Payson Hall, Meredith Stations; William B. Lodge, CBS; Mr. McCollough, chairman of joint boards; Mike Shapiro, WFAA-TV Dallas; Mr. Thomas; Mr. Wright; and Mortimer Weinbach, ABC.

**Changing Hands**

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

- **WAIT Chicago**: Sold by Julius, Bertha L., and Gertrude Miller to Maurice Rosenfeld and his wife, Lois K., (31% each), Howard A. and Robert G. Weiss (16½% each), and Chicago law firm, Devoe, Shadu, Mikva & Plotkin (5%), for $1 million and $75,000 consulting agreement. Mr. and Mrs. Rosenfeld own 50% of WFME (FM) Chicago; he is also a lawyer.
- H. A. Weiss owns a concrete products corporation; R. G. Weiss is a stockbroker. WAIT is a 5 kw daytime station on 820 kc.
- **WRIT AM-FM Milwaukee**: Sold by Balaban Stations (multiple owner) to Great Trails Broadcasting Co. (owned by Air Trails Network) for $600,000. Charles Sawyer, former Secretary of Commerce, is Air Trails president and J. P. Williams is executive vice president. The buyer also has interests in WING Dayton, WCOL-AM-FM Columbus, WIZE Springfield, all Ohio, and WKLO, WEZI (TV) Louisville, Ky. WRIT is a 250-watt fulltime station on 1340 kc. (with construction permit for 1 kw. WRIT-FM is on 102.9 mc with 22 kw. R. C. Crisler & Co. was the broker.
- **KAKC Tulsa, Okla.**: Sold by Public Radio Corp. to S. Carl Mark for approximately $600,000. Mr. Mark formerly owned WTTM Trenton, N. J., and is president of Lit Bros. department store in Trenton. Public Radio, Lester Kamin, president, owns KXYZ-AM-FM Houston and KBEA, KBEY (FM) Kansas City. KAKC operates with 1 kw daytime, 500 w night on 970 kc. Blackburn & Co. was the broker.
- **WALE Fall River, Mass.** Sold by George L. Sisson Jr. and J. Roger Sisson to Milton E. Mitler for $245,000. Mr. Mitler formerly owned WADK Newport and WYNG Warwick, both Rhode Island. J. Roger Sisson will re-

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ON-AIR TOLL-TV TEST IS UNDERWAY

Minow, Dodd in filmed appearance on Hartford uhf

The first over-the-air test of pay television was scheduled for last Friday (June 29) in Hartford with the showing of the feature film, "Sunrise At Campbello" to approximately 300 subscribers.

The RKO General Phonovision Co. is using RKO General's WHCT (TV) for the project, which is scheduled to continue for three years. "Campbello" has been shown in theaters, but not on television. The fee for this first offering was $1.

Opening night schedule included a filmed inaugural program with Ralph Bellamy, president of Actors Equity, as host. It also featured FCC Chairman Newton N. Minow, Connecticut Gov. John Dempsey, Hartford Mayor William Glynn and Sen. Thomas Dodd (D-Conn.).

The pay tv channel on Saturday (June 30) was set to carry three 15-minute shorts for children, obtained from the film library of McGraw-Hill Publishing Co. The charge was 25 cents for the package. On Saturday evening, a Yul Brynner feature film, "Escape from Zahrain," was offered for $1.25.

Other features to be offered this week: Paramount's "One-Eyed Jacks," Warner's "Splendor in the Grass" and Paramount's "Pleasure of his Company." It was reported that programming will be repeated about four times during a 10-day period.

Thomas F. O'Neil, president of RKO General, said that future programming will include, in addition to top motion pictures, theatrical productions, Bolshoi Ballet, adult and children's educational programming, and a varied sports bill highlighted by the Patterson-Liston heavyweight title fight from Chicago next September.

The station will continue to function as a commercial uhf station when pay-tv programs are not being carried.

St. Louis ABC-TV sales

The opening of a branch office in St. Louis by ABC-TV National Sales Inc. is announced by James E. Conley, executive vice president of the company which represents the five ABC-TV owned stations. The office, headed by Robert Sullivan, formerly with the Katz Agency, Chicago, is located at 915 Olive St., St. Louis 1. Telephone Chestnut 1-4647.

FAR WEST—Fulltime radio station with excellent power and good frequency in large growth market. Land and building included in over $170,000.00 of assets. Last year's cash gross of approximately $160,000.00 reflected drop-off of $45,000.00 from previous year and marked first time station grossed less than $185,000.00 in past six years. Priced at $275,000.00 on basis of $75,000.00 down and balance out over ten years.

ANOTHER H&L EXCLUSIVE.
FAULK GIVEN $3.5 MILLION
Plan appeal of huge libel verdict against Aware, Hartnett; one defendant found dead before award

A jury in the New York State Supreme Court late Thursday (June 28) awarded former WCBS personality John Henry Faulk $3.5 million in his libel suit against Aware Inc., research consultant Vincent W. Hartnett and the late Laurence A. Johnson, a supermarket operator. It was believed to be the largest libel award in history.

In his charge to the jury, Supreme Court Justice Abraham Geller told members for the first time that Mr. Johnson had been found dead in a Bronx, N. Y, motel on Wednesday (June 27). Justice Geller did not tell the jury the circumstances surrounding Mr. Johnson's death but police said the 73-year-old operator of a chain of supermarkets in upstate New York apparently had died of natural causes. He had a history of heart disease. Police said there was no sign of violence.

The verdict, given at 11:40 p.m., specified compensatory damages of $1 million against the three defendants jointly and punitive damages of $1.25 million each against Aware Inc. and Mr. Hartnett. The jury had been instructed that punitive damages could not be levied against a dead man.

Defense attorneys said they would appeal the case, but asked Justice Geller to remove Mr. Johnson from the case altogether, contending that heirs are not liable when a defendant dies before a verdict is rendered. Justice Geller acknowledged he had not found a precedent while searching through law books. He denied the motion but granted a stay of execution until Oct. 1 of any award that might be made against Mr. Johnson's estate so that this legal point might be brought before the appellate division of the court.

Mr. Faulk worked more than five years for WCBS New York until September 1957. He contended that a bulletin issued by Aware in February 1956, prepared by Mr. Hartnett, and distributed to agencies and sponsors by Mr. Johnson, had linked him falsely with pro-communist causes and had resulted in blacklisting him from radio-television employment.

Nizer Summation — In his summation, Louis Nizer, Mr. Faulk's counsel, asked the jury to award Mr. Faulk a total of $4 million. He set a figure of $1 million from the defendants to compensate for Mr. Faulk's loss in income since 1957, and an additional $1 million from each of the defendants for punitive damages.

Mr. Nizer reminded the jury that Justice Geller had ruled earlier in the trial that the defense had not proven the truth of the bulletin's accusations nor had it proved that the bulletin constituted "fair comment," which, he said, was the only other complete defense from libel.

For the defense, attorney Thomas Bolan contended that the "real issue" in the trial was this: was Mr. Faulk damaged at WCBS by the Aware bulletin? He insisted Mr. Faulk had not been damaged. He said that there had been 1,423 commercials spots on Mr. Faulk's radio program on WCBS during the 52 weeks prior to the publication of the bulletin in February 1956, and there were 2,458 spots during the following 52 weeks.

Mr. Bolan charged that the Faulk program was dropped in September 1957 because of "a steady decline" in the show's popularity. He claimed that the three defendants showed no malice toward Mr. Faulk and that their action had been motivated solely by patriotism.

N.Y. Stock Exchange now lists Metromedia
Metromedia Inc. has been listed for trading on the New York Stock Exchange. The company's stock previously was traded over the counter.

Listed for trading by the exchange were 2,434,137 shares of common stock, of which 1,707,057 are outstanding; and 6% convertible subordinated debentures, due April 1, 1975, in the principal amount of $5,943,000.

Operating divisions of Metromedia are Metropolitan Broadcasting, consisting of WNEW-AM-TV New York, KMBC-AM-TV Kansas City, WTTG (TV) Washington, KOVR (TV) Sacramento-Stockton, WTVH (TV) Peoria, WTVG (TV) DeKalb, Ill., WIP Philadelphia and WHK Cleveland; Metro Broadcast Sales, a station representative for the company-owned stations and a limited number of other outlets; World-wide Broadcasting which operates commercial short-wave station WRUL New York, and Foster & Kleiser Adv. (outdoor advertising firm).

KTTV(TV) to handle own national sales
KTTV (TV) Los Angeles is dropping Blair-Tv as its representative and expanding its own national sales organization to take over as of Oct. 1, Robert W. Breckner, station president, announced last Monday (June 25). The station's sales offices in New York and Chicago will be enlarged and a new office established in San Francisco, and all national and regional accounts will be serviced from these offices. The sales staff will report to Charles D. Young, KTTV national sales manager, at Los Angeles headquarters.

Jack M. Duffield, eastern marketing and sales manager, will direct eastern sales from his New York offices. Frank A. Browne, midwestern marketing and sales manager, will continue to be responsible for that area, operating from Chicago headquarters. Both will begin immediately to expand their staffs.

Concerning Blair-Tv, which has represented KTTV for 12 years, Mr. Breckner said: "KTTV still considers the Blair organization the best in its field. This move is predicated on changing philosophies and systems, plus the unique marketing patterns and problems of the volatile Los Angeles market, rather than any dissatisfaction with Blair-Tv."

News cooperative formed by West Texas stations
Seven West Texas radio and tv stations have announced the formation of a cooperative news association called the West Texas News Association which is scheduled to begin operation July 2. The participating stations are: KCBS Midland; KBST Big Springs; KOSA-AM-TV Odessa; KVKM-AM-TV Monahans; KERB Kermit.

Wendell Mayes Jr., chairman of the association and general manager of KCRS, credits Harry Van Slayke with the idea for the association, believed to be the first regional news service of its kind. The way has been left open for additional stations to join the service from the West Texas and Eastern New Mexico areas.
Demonstrations are goof-proof on video tape, as in "Reynolds Aluminum" commercial. Immediate playback after shooting, spotlights even minor flaws, speeds improvement.

Mitch demands fluff-free high C's for his popular "Sing-along" show. Video tape helps keep the fun in, the fluffs out, for maestro Miller and his merry choristers.

No goofs, no fluffs with SCOTCH® BRAND Live-Action Video Tape!

Whether a slip of the hand, tongue, camera, lighting or direction, it can be found and fixed immediately when the show or commercial is produced on "SCOTCH" BRAND Video Tape. And video tape assures the picture quality that's live as life, without the risk of an on-the-air fluff. Tape plays back the picture moments after shooting, helps find flaws that defy detection during the actual "take." You can check every detail—sound, lighting, focus, pacing, delivery—while everyone is still on the set, ready for a re-take if needed.

Video tape performs instantly for special effects, too! No waiting for days, weeks, while lab work and processing laboriously create an "effect". Not only are you ahead in time savings, but in cost savings as well!

Immediate playback plus today's easier-than-ever tape editing makes short work of last-minute changes, permits quick insertion of new material in existing footage. And "SCOTCH" Video Tape, for both black-and-white or color, provides outstanding "presence" to enhance commercial messages, network and local shows, as well as closed-circuit presentations.

A free brochure, "Techniques of Editing Video Tape," provides samples of current editing practices, plus examples of special effects created on tape. For your copy, write Magnetic Products Division, Dept. MBX-72, 3M Co., St. Paul 19, Minn.
WHAT PUBLIC THINKS OF TV
CBS to publish study report it says is milestone
emphasizing tv audience's desires and attitudes

CBS announces that results of a detailed study about the public's evaluation of television will be published soon.

Dr. Frank Stanton, CBS president, attached unusual importance to the CBS-financed study, characterizing the report, in a newsletter to employees and an announcement, as follows:

"I think that this study may well be a breakthrough in social research and prove to be a landmark in the study of mass communications. Certainly it will give broadcasters, social scientists, government leaders and the public a major new source of information on how we can further contribute to the development of television in a democratic society."

The survey project, conducted by the Bureau of Applied Social Research of Columbia U. under a CBS grant, is based on field work by Elmo Roper & Assoc. and the National Opinion Research Center of the U. of Chicago. The project, headed by Prof. Bernard Berelson, director of the bureau at Columbia U., and Dr. Gary Steiner, who is associated with the business graduate school at Chicago U., received impetus in a "research inquiry" proposed in 1955 by CBS. The network saw the inquiry, said Dr. Stanton, as "an impartial nationwide study of what the public wants from television and what television means to the people." The findings will be published in book form "shortly," CBS said.

Klapper's Post * Coincidentally, Dr. Stanton announced the appointment of Dr. Joseph T. Klapper, internationally known sociologist, who has been conducting communications research in the behavioral research service of General Electric Co., to a new post, director of social research.

Dr. Klapper, Dr. Stanton said, will plan, initiate and conduct studies of the effect of mass media on social behavior. Although he will concentrate on broadcasting, Mr. Klapper's area also will include the "social role" of other communications media, Dr. Stanton stated. He assumes his duties this month.

Dr. Klapper participated in communications studies as a research associate and project director at the Bureau of Applied Social Research at Columbia U. He has been associated with the faculties of the U. of Washington, of Stanford, the City College of New York and Brooklyn Polytechnic Institute. He is president of the American Assn. for Public Opinion.

The CBS announcement of the completed study referred to testimony before the FCC in January 1960, in which Dr. Stanton outlined the study's basis. At that time he said CBS was convinced a technique is needed to continually appraise "audience appreciation—an index to provide an interpretable dimension to sheer nose counting."

People's Choice * Dr. Stanton testified the tv industry needs to know "what people want to look at [and] what people think we ought to be doing."

The study emphasizes audience attitudes and desires. As released by CBS last week, these are the "basic questions" the study explores:
- The place television occupies in the lives of the American people and how it relates to their amusement, information, relaxation and livelihood.
- How people feel about what television is doing, and the areas of untapped potential indicated.
- How people react to various types of programs and commercials and the underlying elements involved in their reaction.
- How the general "viewing public" divides into distinct viewing publics, and what these distinct publics are.
- How the public's expressed attitudes and feelings compare with their actual use of television.

Depth interviews, each lasting two hours, were conducted in the evening and on weekends with adults in 2,498 homes, selected to represent a cross-section of the nation's viewers.

The areas covered by each interview included general evaluation of television and a comparison with other leisure activities and other mass media, reasons for watching, satisfactions and frustrations in viewing, specific program likes and dislikes, advantages and disadvantages of television for children, attitude toward commercials, and classification data about the personal and demographic characteristics of the person interviewed.

Year-old ATS adds 3, reports billings gain

REP FIRM SAYS CHARTER CLIENTS BILLINGS UP 11%  

Addition of three new clients, bringing its total station list to 50, plus a substantial gain in business at its original charter stations, was announced last week by Advertising Time Sales Inc. It came as the station representation firm issued a report on its first year of operation.

ATS, formed July 1, 1961, highlighted the report with these statistics:
- A total station list of 50, divided equally 25 tv and 25 radio. Of this number nine tv and five radio stations were added during the year and all of the charter stations remained with ATS.
- Billings for the charter stations, moreover, are up... The rise is nearly 11% in the first year of operation, ending in June of this year (the television increase is set at 11.25% and in radio the rise is 9.55% or a 10.9% gain for both media).

When the continued increases forecast for the original stations are combined with new business, ATS' overall business is expected to rise by some 40% in the second year of operation.
New Three * The nine stations added to the client list in the past year include three announced last week: WCIV-TV Charleston, S. C. (goes on the air in October), WCCA-TV Columbia, S. C. and WCCB-TV Montgomery, Ala. WCIV-TV (ch. 4) will be the third station in Charleston and will be affiliated with NBC-TV and will be color and video-tape equipped.
ATS was formed with the station list of The Branham Co. as a foundation. While Branham continued in its primary business, newspaper representation, ATS spun off under new ownership and man...
management and all of the original Branham stations (in the broadcast division of the Branham firm) signed contracts with the new ATS ownership. ATS now has no connection with Branham.

Thomas B. Campbell, president (was executive vice president in the Branham Broadcast Division and the key principal in ATS' formation); William N. Davidson, vice president and director (former vice president of NBC and general manager of the network-owned WNBC-AM-FM-TV New York), and John A. Thompson, vice president and director (former vice president-sales of Peters, Griffin, Woodward) comprise the three executives of ATS who operate as a management committee of the company.

Since the ATS formation, nine national sales offices have been operating: New York, Chicago, Dallas, Detroit, Atlanta, St. Louis, Los Angeles, San Francisco and Minneapolis.

Also in the first year of operations, ATS firmed up its sales operations with the appointments of James A. McManus as vice president-tv sales, and W. B. Taylor Eldon as vice president-radio sales. Directors include Messrs. Campbell, Thompson, Davidson and George Harding, vice president-Dallas.

Other stations added, during ATS' first year: WESH-TV Orlando-Daytona, Fla.; KSJD-AM-TV Wichita Falls, Tex.; WPSD Paducah, Ky.; KPLC-AM-TV Lake Charles, La.; KALB-TV Alexandria, La.; WECT (TV) Wilmington, N. C.; KRON Omaha; WIST Charlotte and WORD Spartanburg, S. C.

Brown, Nixon agree on televised debate

The major party candidates for governor of California will meet sometime in October in debate before tv cameras feeding a statewide hookup, if the details can be worked out.

Gov. Edmund G. Brown, Democratic candidate, has invited his Republican opponent, Richard M. Nixon, to participate in a California version of the 1960 presidential campaign great debates; and Mr. Nixon, who has long been urging such a meeting, immediately accepted.

Right after last month's primary election, KTTV (TV) Los Angeles offered them time for a televised debate and a special statewide network to carry it. Last week KABC-TV Los Angeles also offered its facilities and those of ABC-TV in California. Both radio and tv were offered by KNX and KNXT (TV) Los Angeles and KCBS San Francisco, CBS-owned stations. An invitation was extended to Gov. Brown more than a year ago by the three CBS-owned stations, but it differed by making the deal dependent on the repeal of Sec. 315 of the Communications

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**WAVE-TV gives you**

**28.8% more HOUSEWIVES**

---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
Act, requiring equal opportunity for all candidates for an office.

Robert D. Wood, vice president and general manager of KNXT, admitted Sec. 315 is still on the books, opening the way for Robert Wycoff, candidate of the Prohibition Party for governor, to demand equal treatment from stations carrying a Nixon-Brown debate. Mr. Wood also noted that the California law permits write-in candidates and that perhaps some non-party contenders for the post of governor would also be entitled to the same facilities.

But, he said, the importance of a Nixon-Brown debate to the California electorate outweighs the possible drawbacks. Mr. Nixon has named Robert H. Finch, his 1960 campaign manager, to arrange the debate for him.

Nowhere to turn but radio in a crisis
OMAHA, OTHER MIDWEST CITIES DEPEND ON RADIO IN POWER BLACKOUT

A midwestern power blackout June 25 gave broadcasting an unexpected and dramatic chance to show its ability to keep the public informed and to prevent panic.

Although power failed in parts of five states, the so-called "No. 1 Enemy Target," Omaha's Strategic Air Command Base, was the focal point for a peacetime emergency that demonstrated the role radio and TV can play in times of crisis.

For more than two hours, starting at 1:37 p.m., Omaha had only two sources of information—radio stations that could return to the air with auxiliary equipment and the thousands of telephone calls handled by radio and TV stations and other information sources.

The emergency was especially serious in Omaha, though Lincoln and other cities in Nebraska and adjoining states suffered in varying degrees from the power loss, traced to an equipment failure at the Fort Randall (S. D.) Dam. An area of 300,000 square miles was affected.

Radio's audience in Omaha was based on a bonus circulation—the crowds that gathered around radio-equipped autos caught in traffic jams caused by the failure of traffic lights. Auto radios were turned up high and could be heard on sidewalks where thousands listened. Portable radios were operated in offices and stores, homes; pedestrians shared their pocket transistor receivers with eager listeners.

Radio's Advantage • Radio naturally had a built-in advantage over any other information source with its ability to reach the public through battery-powered receivers. With power down, television sets were out of action unless an occasional battery-operated receiver happened to be available. But such sets were useless because TV stations were unable to operate.

Several practical lessons were learned in the two-hour blackout:

• The public is trained to turn first to radio in an emergency. There's nowhere else to turn.

• Auxiliary power equipment needed by radio stations if they are to stay on the air, requires regular maintenance.

• Where transmitters are separately located they should have emergency program equipment such as microphone and turntables.

• Portable tape recorders are especially effective, permitting broadcast by public officials and others whose words are important in time of crisis.

The Monday power blackout fortunately happened in daylight. Most places of business were free of panic because limited daylight or candles were available. Omaha's worst problems were traffic jams, stalled elevators, overloaded telephone lines and shut-downs of all types of electrical equipment.

Radio quickly spread messages about careful driving and unnecessary use of telephones and water. The water problem was serious because lowered pressure would have affected hospitals.

George Winkler, Omaha Civil Defense communications chief, was quoted as saying the Conelrad emergency radio system was operative since all Conelrad stations have emergency generators.

Teletypes and weather reporting services of radio and TV stations were knocked out. Office machinery was inoperative, air-conditioning went off and studio electronic equipment was dead.

Telephone service varied at stations.

Legmen • All stations placed news crews at key points around Omaha. Communication by telephone was sporadic but newsmen kept newswires informed. TV newsmen gathered material for use when their stations could return to the air.

At WOW-AM-TV, William J. Kowena, chief engineer, drove to the radio transmitter to turn on the gasoline emergency power unit but couldn't get on the air until 2:19 p.m. when a program line from the station was restored. Small power units were used to operate studio equipment.

WOW-TV, KETV (TV) and KMTV (TV) Omaha were back on the air within minutes after 3:48 p.m. when power was restored, waiting only long enough to heat up equipment.

"Many people who phoned us wondered if it was an end-of-world situation," said Arden E. Swisher, KMET general sales manager.

KETV claimed an exclusive brief interview with an engineer at Pickstown, S. D., site of the power plant, giving a detailed account of the problem.

Lighting Up • Frank F. Fogarty, general manager of WOW-AM-TV, had just presented the 1962 B'Nai Brith Americanism award to Rev. Carl Reinert, former president of Creighton U., when the power failure cut off lights and the WOW radio pickup. Rev. Reinert finished his speech with the aid of cigarette lighters and later in the day recorded it at the WOW studio for delayed broadcast. Mr. Fogarty received the award in 1961.

Omaha stations were able to recover most of their lost commercial business by rescheduling local and national spots. Stations killed commercials during the critical period.

Network affiliates fed reports via any available communications facility.

Most radio stations reported they were back on the air within 45 minutes. KOOO had no interruption whatever, according to Dean Barnett, news editor, shifting immediately to auxiliary equipment and feeding news bulletins to a balled public.

KBON was off 25 minutes, accord-

Teleglobe sets minimum

The Teleglobe Pay-TV System will begin its trial operation in Denver when 2,000 subscribers have contracted for the service, Ira Kamen, technical director, told the American Institute of Electrical Engineers at its summer general meeting in Denver.

Mr. Kamen said KTVR (TV) Denver is expected to transmit Teleglobe subscription programs at least 14 hours a week between 6 p.m. and midnight and up to a maximum of 40 hours under possible additional schedules. The system is based on broadcast transmission of a video picture without sound, which would be carried by wire. The franchise holder is the Macfadden Teleglobe-Denver Corp. The service of the Mountain States Telephone & Telegraph Co. is contemplated.
New NAB Tv Code Review Board sits

Members of the new NAB Tv Code Review Board took part in panel held June 15 by the U. of Washington School of Communication in connection with the Seattle fair. The panel dealt with self-regulation by mass media.

L to r: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., Ernest Lee Jahncke Jr., NBC; Joseph H. Ream, CBS; Lawrence H. Rogers II, Taft Broadcasting Co.; William B. Pabst, KTVU (TV) Oakland, Calif., code board chairman; Robert D. Swezey, NAB code authority director; Mrs. A. Scott Bullitt, KING-TV Seattle; George B. Storer, Storer Broadcasting Co.; Alfred R. Schneider, ABC. Not shown is Roger W. Clipp, Triangle Stations, who was unable to attend.

ing to M. M. Fleischl, vice president-general manager. Bulletins were relayed to the transmitter, four miles away, by auto messengers. George Ragan, chief engineer, doubled as news caster until Frank Scott, news director, arrived.

KFAB was off the air less than three minutes, long enough to put standby power equipment into operation, according to Lyell Bremser, vice president-general manager. KOIL reported a delay in getting its auxiliary transmitter and power supply started.

KMEO put an emergency carrier on the air quickly but was unable to broadcast for two hours because of lack of power at the studio, some miles from the transmitter. Jay L. Spurgeon, general manager, said the station was able to feed Mutual network, however. It has decided to install a standby studio at the transmitter as a result of the power failure.

Other cities suffered. Des Moines had a 22-minute problem concerning a reduction in power instead of a blackout. This affected stations but there was partial broadcast service available to the public. At Lincoln, Neb., KLIN reportedly rented a portable generator.

Maine tv funds approved

Maine voters approved a $1.5 million bond issue for an educational tv network in a statewide referendum by a 3-2 majority. The bond issue would finance transmitters at Presque Isle, Orono and Calais and a studio at the U. of Maine at Orono. WCBB (TV) Augusta (ch. 10) is the only etv station now on the air in Maine; it would be tied into the statewide system. It is owned by Colby-Bates-Bowdoin Educational Telecasting Corp.

Media reports...

Intern plan • WAVA-AM-FM Arlington, Va., has started a news internship program for young people, in or out of school, to learn radio and newsroom procedures. Assignments will range from news correspondents at local high schools to part-time evening and weekend announcing chores. No regular salary will be paid under the plan which has the end objective of acquiring permanent staff members from within the community.

RAB moves • Radio Advertising Bureau last week moved into its own five-story building at 116 E. 55th St., New York.

On the move • Peters, Griffin, Woodward, New York, continuing expansion in its branch offices took on Atlanta activity last week with the announcement of a move in that city to larger quarters. The new PGW Atlanta office is at 1371 Peachtree St., Northeast. Phone: 875-7763, area code 404.

Promoting the Cyclone • WFDF Flint, Mich., was selected to conduct remote broadcasts for the plant facilities of Fisher Body-Grand Blanc outside the city. Over 12,500 visitors crowded the area to view the Cadillac Cyclone, new experimental car. The Fisher plant credited most of the crowd to the station's broadcasts.

Merger • The merger of the department of journalism and the department of radio-television at the U. of Houston into a department of communication arts-effective this fall has been announced by Dr. Philip G. Hoffman, university president. Dr. Patrick E. Welch, chairman of the radio-tv section, will be in charge.

Pr appointment • KKOL Ft. Worth has appointed Paul Ridings Public Relations, that city, to handle its public relations.

Presentation award • CBS Radio has been awarded first prize in the annual competition of the National Visual Presentations Assn. Winning presentation, called "Expansion for the Sixties," traces the evolution of radio as an advertising medium. It has been seen by 2,000 advertising and business executives in major markets.

New office • The Collegiate Broadcasting Network has opened new offices in Pittsburgh at 700 Rebecca St., Wilkinsburg Borough. Telephone: 731-8740.

Color tv studio • NBC-TV is adapting studio 6-A in the RCA Building, New
York, for color television broadcasting. The network will have seven New York studios equipped to broadcast color programs when the studio is completed in July and when the Peacock Theatre (the former Studio 8-H), also in the RCA Building, is renovated in September.

Annual award established • WIL-AM-FM. St. Louis, in honor of the late Ralph (Bud) Clark, former WIL newsman and graduate of Assumption High School in East St. Louis, has established the "Assumption Man of the Year" award to be presented annually to the Assumption senior student who best exemplifies the qualities of an outstanding athlete and upholds a record of academic scholarship. The first award was presented to Kenneth Gonzales by Virginia Clark, widow of the WIL newsman who died last October.

3 N.D. outlets switch

Three North Dakota radio stations switched network affiliations yesterday (July 1).

KSBJ Jamestown, formerly a CBS Radio affiliate joined MBS, while KEYJ Jamestown and KOVC Valley City, both formerly with MBS, joined CBS Radio.

KSBJ, owned by Great Western Enterprises, operates fulltime on 600 kc with 5 kw. KEYJ operates on 1400 kc with 1 kw and is owned by James River Broadcasting Co. KOVC, owned by KOVC Inc., operates on 1490 kc with 250 w.

ACEJ okays radio-tv at five universities

Radio-television courses at five universities received accreditation from the American Council on Education for Journalism in series of actions announced last month. Receiving approval were courses at the universities of Illinois, Indiana, Missouri, Montana State and Northwestern. Approval was given to advertising courses at Illinois, Missouri, Montana State, Northwestern, Oregon, Syracuse and Wisconsin.

ACEJ is one of 23 associations recognized by National Commission on Accrediting. Herbert Brucker, Hartford (Conn.) Courant, is ACEJ president. Robert K. Richards, public relations consultant formerly of NAB, is a vice president.

PROGRAMMING

FOREIGN SOUNDTRACKS CURTAILED

Tv film producers group signs new pact with AFM

An agreement that there shall be no further foreign scoring of soundtracks for tv films is the major feature of a two-year contract that has been negotiated between The Alliance of Television Film Producers and the American Federation of Musicians.

Beginning July 1, the new contract calls for an immediate increase in scale from $55 to $57.50 for a three-hour session, with an additional 7% increase on Nov. 1. Agreement, containing the same terms and conditions as those for the Assn. of Motion Picture Producers, covers tv programs produced by the following ATPF member companies: Bellmar, Bing Crosby, Calvada, Desilu, Four Star, T-N-L and Mayberry.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-Tv:
July 2-6, 9-11 (10:30-11 a.m.) Play Your Hunch, part.
July 2-6, 9-11 (11:10 a.m.) The Price Is Right, part.
July 2-6, 12-12:30 p.m. Your First Impression, part.
July 2-6, 9-11 (12-2:25 p.m.) Jan Murray Show, part.
July 2-6, 9-11 (11:15 p.m.-1 a.m.) Tonight, part.
July 2-6, 9-11 (8:30-9 p.m.) The Price Is Right, part.
July 2-6, 9-11 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.
July 2-6, 9-11 (10:30-11 p.m.) Harry Lewis Show, Nabisco through Kenyon & Eckhardt.
July 2-6, 9-11 (10:45-11:30 p.m.) Two for the Show, part.
July 2-6, 9-11 (11:15 p.m.-1 a.m.) Tonight, part.
July 2-6, 9-11 (12:30-1:15 p.m.) Young & Rubicam.
July 2-6, 9-11 (9-10 p.m.) The Pajama Game, part.
July 2-6, 9-11 (10-11 p.m.) Play Your Hunch, part.

ABC-Tv:
July 2-6, 9-11 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty.

Other ATPF members either are not in production (like Flying A), already have AFM contract (like Revue and Mark VII) or are not included in the association's bargaining unit.

Catholic group honors radio-tv broadcasters

KMOX-TV St. Louis, WJMJ Philadelphia, ABC-TV and NBC Radio received the 1962 Gold Bell awards conferred annually by the Catholic Broadcasters Assn. This year's winners were announced June 21 at the closing banquet of the CBA convention in St. Louis. The four awards are given for programming by local tv and radio stations as well as by tv and radio networks.

In addition, the CBA presented citations to KCBS, San Francisco; KRON-TV, San Francisco; WTTV (TV) Albany, N. Y.; WRGB (TV) Schenectady, N. Y.; WBBM, Chicago; WJBK-TV Detroit; KNXT (TV) Los Angeles; WDSU-TV New Orleans; WLBW (TV) Miami; WCKT (TV) Miami; KCRA-TV Sacramento, Calif.; KSTP-TV St. Paul, Minn.; WATIC-TV Hartford, Conn.; KTHV (TV) Little Rock, Ark.; WFMJ-TV Youngstown, Ohio; WHEN-TV Syracuse, N. Y.; WEAN Providence; WPRO-TV Providence; WJAR-TV Providence; WFBM-AM-TV Indianapolis, Ind.; KSD-TV St. Louis, and KMOX St. Louis.

The Archdiocese of St. Louis simultaneously presented special local awards to KTVI (TV) St. Louis and KMOX.

New firm lands rights to Patterson-Liston

A new firm, Graff, Reiner & Smith Enterprises, Los Angeles, has been awarded the television and radio rights to the Floyd Patterson-Sonny Liston heavyweight championship fight to be held Sept. 25 at Comiskey Park, Chicago.

GR&S got the rights from Championship Sports, promoter of the title bout, with a firm guarantee of $2 million, against 85% of the gross revenue the firm receives for the tv and radio coverage. The award surprised insiders who had expected that it would go to TelePrompTer Corp., which had handled the closed circuit television and radio broadcasts of previous Patterson fights.

Martin W. Smith, general manager of GR&S, said last week the revenue
from closed circuit tv and radio may run as high as $6 million.

The head of the new firm is Sheldon Graff, Beverly Hills, Calif., financier, whose business management firm's offices at 9829 Sunset Blvd. are temporary headquarters for GR&S. David J. Reiner is an engineer with wide experience in television. Mr. Smith is an advertising and sales promotion executive who went to Los Angeles several years ago from Gardner Adv. in St. Louis.

Desilu Film to handle theatrical pictures

Desilu Film Distributing Co. has been formed as a division of Desilu Sales, tv film distributing arm of Desilu Productions, to handle the distribution of theatrical motion pictures on a world-wide basis.

Lewis Ginsberg, head of his own film distribution firm for past 16 years and before that with United Artists, has been appointed general manager of DFDC, with headquarters in New York's Delmonico Hotel. He will leave for Europe soon to set up overseas offices.

Art Greenfield, eastern sales manager of Desilu Sales, transfers to Desilu's Gower Studios in Hollywood as west coast manager of DFDC. Tom Seehoff, central sales manager of Desilu Sales, moves to New York as eastern manager of the new subsidiary.

The first theatrical release Desilu Film Distributing will handle is The Scar-Faced Mob, a two-hour tv show from which The Untouchables series derived.

Negro musical drama series pilot announced

Plans for the production of a pilot film for what he called the "first Negro musical drama tv series" were announced last week by Biddy Wood, head of Bit O' Honey Productions, New York, a newly formed film production company.

Mr. Wood said the working title for the half-hour series is Damita's Folks, which will star Mr. Wood's wife, Damita Jo, a night club and record singer. It will center around the life of an aspiring singer of a middle-income Negro family. It will utilize both Negro and white performers and, according to Mr. Wood, will place "the accent on entertainment values instead of racial issues."

Ossie Davis, author of the Broadway play, Purlie Victorious, has been signed to write the scripts. The series will be produced in association with Seneca Productions, New York, and will be filmed in that city, starting in late August. It will be offered initially for network sale.

Aubrey, Levathes to Skouras post?

BOTH NAMES IN SPECULATION, BUT AUBREY DENIES

Spyros P. Skouras resigned last Wednesday as president of 20th Century-Fox Film Corp. following a long dispute among top management, resulting from studio operating losses amounting to approximately $35 million over the past two years.

Among those reported in the running to succeed Mr. Skouras have been James T. Aubrey Jr., president of CBS-TV, and Peter G. Levathes, vice president in charge of production for Fox and formerly head of the company's television operation. A CBS spokesman last week quoted Mr. Aubrey as denying the report.

New Allied Artists package

A package of 48 "Bowery Boy" motion pictures has been released for television by Allied Artists Television Corp., New York. The films, starring Leo

This man will help spend $18,000,000 in Mississippi gas stations this year!

He is one of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people account for $188,000,000 in annual retail sales, $18,000,000 of which is spent at the corner gas station.

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?
Gorcey and Huntz Hall, have been edited to one-hour lengths for tv use.

Robert B. Morin, vice president and general sales manager of Allied Artists announced that the package already has been purchased in 10 markets: WALA-TV Mobile, KTVK (TV) Phoenix, WPTV (TV) Palm Beach, KJH-TV Los Angeles, KSD-TV St. Louis, KDD-TV Lubbock, Tex.; KSYD-TV Wichita Falls, Tex.; WSLS-TV Roanoke, Va.; KING-TV Seattle, and WJBF (TV) Augusta, Ga.

NBC-TV top winner of 'Tv Guide' awards

NBC-TV programs won five of the eight categories in the third annual TV Guide awards announced June 24, including its coverage of astronaut John Glenn's orbital flight (best single news or information program); Hunley-Brinkley Report (best news or information series); Bonanza (favorite series); “The Prince and the Pauper” on the Walt Disney World of Color series (best single dramatic program), and the Bob Hope Christmas Show (best single musical or variety program).

ABC-TV was second with two winners: Ben Casey (favorite new series) and Vincent Edwards (favorite male performer). CBS-TV's Carol Burnett of the Garry Moore Show was named favorite female performer.

Harmon, BLH in merger

Larry Harmon Pictures Corp., a producer of animated cartoons, and BLH Productions, a producer of commercials and industrial films, have merged as Larry Harmon Films Co.

Bud Brody, head of BLH, resigned as ad manager of National Screen Service to form BLH with Sid Hecht, who has been assistant manager, and Harry Lewis, production manager. Larry Harmon Films anticipates spending more than $5 million in program production in the next year, with two new cartoon series, Laurel & Hardy and Wacko Wolf.

Program notes...

July release = SESAC Inc., New York, has released its new Folk Drummers album, which contains station promotions, weather and time cues, patriotic and public service spots, and commercial introductions, all with a folk-song sound. The album also contains well known folk tunes and Dixieland instumentals.

Zoo series in release = Trans-Lux Television Corp., New York, has acquired distribution rights to the Zoorama half-hour series which is produced on tape by KFMB-TV San Diego in cooperation with the local zoo. Trans-Lux will distribute 39 new half-hours and 39 segments produced during 1961-62. The series already has been sold to WOR-TV New York and KABC-TV Los Angeles.

Movie tv special = "Hollywood: The Great Stars," a tv special dealing with inside stories of the "big name" screen personalities, is in pre-production at Wolper-Sterling Productions. Inspired by the success of "Hollywood: The Golden Years," shown last November on NBC-TV, the new one-hour documentary is being produced concurrently with "Hollywood: The Talkies," which will trace the history of the sound motion picture to the present.

Status of women = Material which may be used for program planning is available from the President's Commission on the Status of Women. The commission was established by the President "to set before the world the story of women's progress in a free, democratic society." Those wishing information may write the information office of the commission, 200 Maryland Ave., N.W., Washington, D. C.

'Popeye' goes legit = King Features Syndicate, whose television division produces and distributes the Popeye cartoons to tv, has packaged a new live Popeye act. The half-hour vaudeville-style performance, which was conceived by Gene Plotnick, director of creative services for King Features Syndicate-TV, has been booked into Freedomland in New York for five weekends. Television and merchandising tie-ins will be arranged in each market.

'Ruff and Reddy' returns = The Ruff and Reddy Show, a former NBC-TV morning children's show, is returning to the network as a color series Saturday, Sept. 29. It replaces Pip the Piper in the 9:30-10 a.m. time-spot. Previously shown on NBC from December 1957-October 1960, the Ruff and Reddy Show is a Hanna-Barbera cartoon production, distributed by Screen Gems. It will be sponsored by Marx Toys, New York, through Ted Bates; Hornsman Dolls, Columbia, S. C., through Manchester Organizations, and Selchow & Richter Games, New York, through Doner-Harrison.

Laos documentary = "Assignment: Laos," the first of three WJW-TV Cleveland specials concerning the tensions in Southeast Asia, has been made available to the four other Storer Broadcasting Co. tv stations, Joseph C. Drilling, WJW-TV general manager, announced. They are WJBK-TV Detroit, WITI-TV Milwaukee, WAGA-TV Atlanta and WSPD-TV Toledo.

'Who Killed Julie?' = Four Star Television has acquired full rights to all characters in the comedy-adventure drama, "Who Killed Julie Greer?", opening program of The Dick Powell Show on NBC-TV, from Frank J. Gilroy, who wrote the script. Plan is to use the millionaire police detective, played by Dick Powell in the original telecast, as central character in a new tv series.

Film sales...

Eugene Ormandy's Sound of America (CBS Films): Special one-hour program has been sold to KIRO-TV Seattle and KPRC-TV Houston. Now sold to six stations.


Dr. Albert Burke's A Way of Thinking (Banner Films): Sold to WXEX-TV Richmond, Va. and WAFB-TV Baton Rouge, La. Now in 56 markets.
The set makers' immediate and full support of conversion to all-channel receivers is needed to hasten the growth of educational tv, Ivan A. Nestingen, undersecretary of the Dept. of Health, Education & Welfare, said last week. His appeal to the manufacturers was made at the National Assn. of Music Merchants convention in New York.

Delegates to the convention also heard Mort Farr, chairman of the National Appliance & Radio-Tv Dealers' Assn., rap tv networks and stations for not contributing to color programming.

Mr. Nestingen, addressing the opening session of an Electronics Industry Assn. symposium held in connection with the convention, said edtv's future depends primarily with the convention, saying, "Either we develop uhf service on a nationwide scale, or we condemn educational tv to failure," he said.

Improved programming, Mr. Nestingen said, is the second problem of educational tv. He suggested that commercial networks free their best talent to produce, directly for educational tv, programs which non-commercial stations could offer at prime hours in "direct competition with the commercial networks themselves."

This "self-generated competition," he noted, could be a "golden opportunity to find out whether the public really wants higher quality cultural programs."

Sen. Gale W. McGee (D-Wyo.) echoed Mr. Nestingen's sentiments on uhf and appealed to set makers to concentrate on where they are going instead of dwelling on "old sores."

"The commission is not interested in regulating set makers or getting into the manufacture of tv sets," he added. Sen. McGee is a member of the Senate Commerce Committee and its Communications Subcommittee.

An educational tv panel answered prepared questions from tv dealers. Members included moderator Morris Sobin, chairman of the EIA's consumer products division and president of Olympic Radio & Tv, New York; George C. Connor, senior vice president, home electronics division, Sylvania Electric Products Inc., Batavia, N. Y.; James Robertson, vice president for network affairs, National Educational Tv & Radio Center, New York; Edward R. Taylor, president, Motorola, Chicago; and O. H. Yoksimer, general manager, tv-radio division, Westinghouse Electric Corp., Metuchen, N. J.

Industry "darling" F. Bartley described fm stereo as "the darling of the industry." He told the manufacturers that the world is beginning to beat a path to the door of fm stereo but warned them not to compromise the quality of receivers.

Stereo is better because it is a "truly quality system," Commissioner Bartley said, and it adds a new dimension of realism to fm broadcasting, already capable of rendering a very superior monaural high fidelity service.

Color Tv • In a session on color television, a member of the panel, NARDA's Mr. Farr, sharply criticized networks and stations that do "nothing to promote the great technological revolution that is taking place in tv—namely color."

Mr. Farr said that if the combined resources of all tv networks were placed behind color tv, sales of the sets would "grow at a really spectacular rate." He suggested that all tv retailers, distributors and manufacturers write their con-

Everybody's in

Fm stereo has come of age in 1962 if the number of manufacturers in the market is any indication.

Almost every major set maker exhibiting at the Music Industry Trade Show last week displayed an fm stereo radio set.

Price ranges of table model units were $55 to $200; console models ran somewhat higher.

Among the manufacturers exhibiting fm stereo at the show were General Electric, Motorola, Zenith, Admiral and RCA.


INTERNATIONAL

Revamp of British radio-tv suggested

PILKINGTON REPORT HARPOONS PRESENT COMMERCIAL TV SYSTEM

Private commercial television in Britain was condemned and the BBC was praised last week in the long-awaited Pilkinson Report on the future of British radio and television services.

The 11-member committee, under the chairmanship of Sir Harry Pilkinson, was appointed in July 1960. The report, in effect, confirms and strengthens the BBC in its powers, recommending for its second tv channel. It proposes a drastic reorganization of the structure of the Independent Television Authority, under which the four major and 11 minor programming companies would be reduced to producers. Presently these companies plan and produce programs and also sell time to sponsors.

White Paper' Coming • Although the Pilkinson Committee was appointed by the British government, its recommendations, it was said, do not necessarily represent government policy. The government will consider the report and will give its preliminary views in a White Paper which probably will be published next month. It was reported that the government will await the outcome of Parliamentary debates on the report and other public reactions before making final decisions on any future broadcasting policy.

The major and perhaps the most controversial recommendation of the report dealt with the commercial television set-up. The report expressed "disatisfaction" with the "triviality" of much of the programming, and recommended that the ITA's powers be enlarged. At present, ITA, a 10-member body, owns and operates the commercial stations and leases these facilities to privately-financed programming companies that plan, produce and sell the shows to advertisers.

The report proposes that the ITA, in the future, undertake all planning of programs and selling of advertising time, thus reducing the programming companies to the role of producers. It was noted in the report that this would lead to a reduction of profits of the programming companies. The authority would be required, after allowing for reserves, to pay any surplus profits into the British Exchequer.

Commercial Tv Profits • The Pilkinson Committee estimated that the programming companies net receipts in radio receiver department, GE, Utica, N. Y.; and Howard Hibshman, manager of marketing, Pilot Radio, New York.

Panel members said manufacturers are stepping up production of fm and am-fm sets; that the supply of fm stereo sets is no longer limited and by September there will be a great variety of sets at all prices on the market.

Cheaper color prints claimed by Panacolor

A new kind of color motion picture printing which uses black-and-white positive stock instead of the more expensive positive film usually used in color printing was described and demonstrated Wednesday by Panacolor Inc. in Hollywood.

Harry E. Eller, Panacolor president, said the saving in film costs is more than 50%. Additional economies are possible when printing and processing are combined into one continuous operation that gives speeds of more than 200 feet of 35mm film per minute, compared to less than 50 feet by the intermittent "step" printing used before, he said. One machine, producing 35mm color prints, is now in operation at Panacolor headquarters, 6660 Santa Monica Blvd., Hollywood, and a second for 16mm is now in construction.
1961, were probably the equivalent of $179.2 million and net profit after taxes of about $39.2 million.

The report, in praising the BBC, suggested that another BBC television channel be established and a local BBC radio service be introduced. Among the other recommendations in the report: pay television should not be permitted; color TV should be introduced as soon as possible on the 625-line definition system; a form of quota to limit the amount of foreign TV programs should not be imposed.

Commercial television was begun in Britain in 1954. Reports from London were that the programming companies and Conservative members of the government were disturbed by the severe criticism of commercial television and the sharp language of the report.

New German TV network won't start this year

The start of the controversial new West German television network, Laender-Fernsehen, tentatively scheduled for July 1, has been postponed indefinitely. It's reported unlikely the network will begin before the middle of 1963, if then.

A lack of money and programming forced the postponement, according to Prof. Karl Holzamer, head of Laender-Fernsehen. The ARD group (the regional German TV organization which was to turn over its uhf band to Laender-Fernsehen) offered the new network programs at direct costs plus 100% for general operation costs. This was too much of a financial burden for the young network, Prof. Holzamer said.

RFE western favorite among east Europeans

Radio Free Europe had the highest listenership from East Europeans of all the Western broadcasters, according to the Free Europe Committee's 1961 report.

A series of surveys produced by RFE's audience research department last year showed that 95% of the Poles interviewed listened to one or more Western stations and 98 of 100 of these tuned to RFE.

Listenership to Western programs elsewhere in East Europe: Czechoslovakia, 85% (of whom 76% listened to RFE); Hungary, 87% (of whom 87% listened to RFE); Bulgaria, 67% (of whom 85% listened to RFE); and Romania, 90% (of whom 74% listened to RFE).

More than 12 million radio sets receive Western stations in the five countries to which RFE broadcasts; more than half the families in this area have such receivers.

MORE CANADIAN TV FILMS?

BBG policy statement on Canadian content rule is expected to boost country's film production

A move to produce more television films in Canada is likely to follow release by the Board of Broadcast Governors of an explanation on Canadian content of films produced by non-Canadian companies in Canada. The Canadian content of such films will not only aid their sale in Canada, where TV stations must carry 55% Canadian content on a week's programming this fall, but also in other British Commonwealth countries which have a quota on films produced in the U.S.

The BBG in a letter to all TV stations, films and program producers and distributors said it's ready "to accord Canadian content classification to television programs produced jointly by Canadian and non-Canadian companies or agencies, particularly when such an arrangement is desirable to secure finance or to improve the prospects for international distribution."

The letter says the purpose of the Canadian content regulation is to stimulate Canadian production. The BBG is prepared to classify any programs which may contribute to this objective. There is no fixed degree of active Canadian participation. The BBG is "prepared to consider proposals likely to serve Canadian interests at home or abroad, particularly those likely to result in the development or improvement of Canadian talents and facilities in the production field."

BBG expects to receive pertinent data from producers when co-production agreements are made between Canadian and non-Canadian companies for making single or series of programs to come under the Canadian content regulations. It is not necessary that senior production staff be all-Canadian to come under the Canadian content allowances. The BBG wants data on staff, talent and money spent on such programs and the proportion of Canadian participation. For episodes of a series BBG is prepared to agree to a more limited Canadian participation in the earlier segments if the producers assure the BBG of a progressive increase in Canadian participation.

As an appendix to its circular letter the BBG has attached section 6 of its regulations dealing with Canadian content (Broadcasting, May 14, page 147).

Abroad in brief...

Panel on problems - Screen Gems (Canada) Ltd., Toronto, Ont., in conjunction with CHAN-TV Vancouver, B. C., has produced pilot film for a weekday half-hour panel show, People In Conflict, dealing with case histories from welfare agencies. Lawyers, social service workers and ministers will discuss welfare problems, with William McCarthy, former Vancouver newspaperman, as moderator. Producer is R. B. Purdy, radio and television producer with experience in Canada, United States and Scotland.

Early Paar - CTV Television Network Ltd., Toronto, reports that this fall Canadian viewers in the eight cities of its network across Canada will for the first time see the new Jack Paar Show ahead of its showing on NBC network in the United States. The Canadian release will start in mid-September on Thursday evenings at 9:30 o'clock. Till now only Canadians able to tune in United States TV stations have seen the Jack Paar Show.

Rep named - CHFI-AM-FM Toronto, Ont., has appointed Air-Time Sales Ltd., Toronto and Montreal, as national representative.
BIRTHDAY FOR 'PUSHBUTTON NETWORK'

41 west coast radio stations honored for participation

To celebrate three years' operation of their "pushbutton network," directors of the motor car dealers associations of Los Angeles and Southern California gave a reception June 21 to honor the 41 radio stations participating in the plan.

Originated in 1959 by Eisaman, Johns & Laws, Los Angeles, the agency for the two new-car dealer associations, the "pushbutton network" provides year-round broadcasting of 20-second announcements promoting the auto dealers as valuable citizens who support driver training courses and other worthwhile community projects. In return, the dealers set the pushbuttons in all new radio-equipped autos on the participating radio stations.

More than 400,000 new radio-equipped cars take to the highways of the 10 Southern California counties covered by the plan.

After the success of the plan in California, Eisaman, Johns & Laws has developed a similar plan on a national scale for the National Automobile Dealers Assn., whose members set one pushbutton on all new cars to the nearest NBC station in exchange for announcements on Monitor.

Salute to Butter-Nut

WIBW Topeka, Kan., integrated a special news broadcast into a local luncheon it held for Butter-Nut Foods Co., sponsor for its coffee of three newscasts weekly on the station since June 1942. Al Knight, WIBW newsmen, opened the 20th anniversary luncheon June 12 with a special 15-minute remote news show from the Turnpike Room of the Kansan Hotel. Included was a salute to Butter-Nut, whose sponsorship was described by Thad Sandstrom, general manager of WIBW-AM-FM-TV, as one of the longest continuous relationships in broadcasting. Officials of Butter-Nut and its agency, Tatham-Laird, were among the luncheon guests.

WTFM contest winners

Free fm stereo schedules on WTFM (FM) Lake Success, N. Y., have been awarded winners of the station's first annual "Stereo Spectacular Awards" contest, which was started to spur interest in the medium at the agency level (Broadcasting, April 2).

The first prize of two $500 stereo consoles was won by Mrs. Edna S. Cathcart, timebuyer, and James Adams, copywriter, of J. M. Mathes Inc. Their Canada Dry commercial won three weeks of 15 spots a week. Second place winners Paul Fitzgeral, timebuyer, and Norman Herwood, copywriter, won fm stereo radios for their Sacramento Tomato Juice commercial, which will get two weeks of 10 stereo spots a week. In third place were Zee Guerra and George Gilbert, timebuyer and copywriter for Wexton Co., who won fm multiplex radios for a Pinex commercial which will get five spots for one week.

WTFM awarded honorable mentions to three of the more than 100 entries: Mike Cambridge and Paul C. Ross of Sullivan, Stauffer, Colwell & Bayles for Pall Mall; Manns Sternsheim and David Rundell of Warwick & Legler for Trans Caribbean Airways, and Irving Adelsberg and Richard Lord of Benton & Bowles for Benson & Hedges.

WWDC helps Michigan class

Hearing that the senior class of Glen Lake, Mich., had cancelled its trip to Washington, D. C., so that the $700 travel fund might be given to a classmate stricken with cancer, WWDC in the Capital started a project that went all the way to the White House. The station's action in replacing the $700 prompted Rep. Ken Hechler (D-W. Va.), Rep. Robert P. Griffith (D-Mich.), Sen. Phillip Hart (D-Mich.) and others in Washington to help in procuring additional funds, housing aid and red carpet treatment in Washington. Personal greetings from President Kennedy were extended when the Glen Lake seniors, including stricken Duane Richardson, arrived in D. C. June 20.

KRKD's album promotion

KRKD Los Angeles, which identifies itself as "The Album Station," has launched a $100,000 Young Adult Music Award of Excellence promotion. Plan works like this: each day a new album will be played 12 times on KRKD. At the end of the month, listeners will vote on the album they like best and a YAMA jury will also judge the albums and winning listeners, who...
WAME TURNS CLOCK BACK 186 YEARS

Miamians will relive events leading to American Revolution

The first Independence Day will be reenacted next Wednesday (July 4) when WAME Miami, Fla., turns its clock back to the year 1776.

The station's operation will be in line with its normal format of music and news, but the difference will be that the music will be of the 1700's, with special featured play given to the lyrics of the American Revolution.

The big switch, however, according to WAME, will occur in the station's news broadcasting, approximately six hours of which is ordinarily carried during a normal day's operation. To remain in format, it required the writing of six full hours of scripts pertaining to the events that occurred on July 4, 1776, as though the hour-by-hour reports were just happening.

Historical accuracy is said to be maintained by the cooperation of the Dade County Junior College, which provided a historian and a number of faculty members to validate the script and do research. Additional cooperation from the college was necessary; the music, drama and English departments provided some of the hundred different voices, and taped some of the music never before recorded, according to WAME.

Although the station was prepared to cancel all commercials for its July 4th feature, Washington Federal Savings & Loan Institution of Miami Beach underwrote the costs of the production and is scheduling announcements of a non-commercial nature.

Push for Busch

Special plastic bags filled with "clear mountain air from Bavaria" and a sample can of Busch Bavarian Beer were delivered to key buyers in the Tide-water area of Virginia by WAVY-AM-TV. The promotion tied in with the current Busch introductory schedule on the stations in Norfolk-Portsmouth-Newport News.

Enter automated presentations

The age of automated broadcast presentations has arrived, and RKO General National Sales claims a first with its card-punched presentation for RKO General's Yankee Network Div. Normal easel-type presentations were made for the rep firm's salesmen to show at all agencies except BBDO in New York, which requested the cards to use on its IBM automation equipment (partially shown in lower right of picture). Herb Maneloveg (r), vice president-media director, BBDO, checks the cards handed to him by Donald J. Quinn, director of national sales for the rep company. The punched message tells the coverage offered by the Yankee Network (32 New England affiliates fed by WNAC Boston).
FATES & FORTUNES

BROADCAST ADVERTISING

J. Lewis Ames, assistant director of business affairs of CBS-TV, New York, joins Kudner Agency, that city, as vp, secretary-treasurer and member of board of directors. Before joining CBS, Mr. Ames was vp and secretary of Erwin Wasey, Ruthrauff & Ryan, New York.


Roy R. Borden, former sales manager and creative head of KKTV (TV) Colorado Springs-Pueblo, Colo., joins Advertising Counselors of Arizona Inc. as vp. Mr. Borden will serve in agency’s creative and business development areas.

Benjamin J. Green, vp of Arthur Meyerhoff Assoc., Chicago, joins Geyer, Morey, Ballard as vp and director of food and grocery division of agency’s western division, with headquarters in Chicago. Before joining Meyerhoff, Mr. Green was with H. W. Kastor & Sons, Chicago.

Richard C. Lynch, president of Richard C. Lynch Adv., St. Louis, elected to three-year term on board of governors of Transamerica Adv. Agency Network (TAAN) at meeting last week in Seattle. Mr. Lynch will serve as network’s central region director.

Patrick O’Rourke, general manager of Los Angeles office of The Philip Lesly Co., joins Fuller & Smith & Ross, that city, as account executive. Mr. O’Rourke will be concerned primarily with FSR’s recently acquired Renault automobile account.


William J. Ratcliff, in charge of producing tv and radio commercials for N. W. Ayer & Son, Philadelphia, elected vp. Mr. Ratcliff was director of agency relations for CBS-TV, Hollywood, before joining Ayer six years ago. George M. Cornwall, formerly with Young & Rubicam, joins Ayer’s Chicago office as account representative. Lawrence A. Price, formerly with Smith, Kline & French and General Motors Corp., joins pr department of Ayer’s New York office.

Andrew Doyle, writer-producer-director at Campbell-Ewald, joins creative services division of Kenyon & Eckhardt, New York, as tv producer. Martin Vogelfanger, former instructor at U. of Massachusetts and City College of New York, to K&E’s New York office as research project supervisor.

Don Moone, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected vp and director of marketing.

Doris J. Rossi, sales service manager of WWLP (TV) Springfield, Mass., joins staff of E. J. Hughes Co., advertising and marketing agency, that city. Mrs. Rossi will handle tv and radio writing and production.

Larry Semon, creative director at Compton Adv., Chicago, elected vp. Mr. Semon joined Compton last year as tv producer.


Joseph DeFranco, west coast sales, advertising and pr executive, appointed pr director for Studebaker Corp., South Bend, Ind., reporting directly to Sherwood H. Egbert, company president.

John W. Cantwell joins research and copy department of Jack T. Holmes & Assoc., advertising-marketing-pr counsel, Fort Worth, Tex.

Arthur L. Meltzer, art director in Chicago office of Leo Burnett Co. and former manager of art department of Edward H. Weiss & Co., joins Clinton E. Frank, Chicago, as vp and executive art director.

Edward R. Johnson, formerly with Milwaukee Sentinel, named pr counsel for Klu Van Pietersum-Dunlap, Milwaukee advertising agency.

Clark Everett and Ray Sinz have joined account service group of Foote, Cone & Belding, Los Angeles. Mr. Everett comes from Doyle Dane Bernbach, Los Angeles, and Mr. Sinz from FC&B’s Houston office.

Federation’s new complement of officers

George W. Head, National Cash Register Co., Dayton, Ohio, elected chairman of board of Advertising Federation of America at organization’s joint convention with Advertising Assn. of the West last week in Denver (see story, page 28).

Edward C. VonTress, Curtis Publishing Co., Philadelphia, and Emerson Feote, McCann-Erickson, New York, were elected first and second vice chairmen, respectively, of Federation’s board of directors.


Nelson Bond, McGraw-Hill Publishing Co., and Walter D. Scott, NBC-TV, both New York, were re-elected to AFA board of directors.
THE MEDIA

Harold Wheelahan, commercial manager of WDSU-AM-FM-TV New Orleans, appointed station manager, replacing John F. Screen, who has been promoted to new executive post with Royal Street Corp., owner of WDSU-AM-FM-TV.

Screen named chief

ECceeding manager, succeeding WBCH Hastings, Mich., named general manager, succeeds Mr. Wheelahan, and Morris Trahan assumes Mr. Murray’s former position as senior sales representative. Mr. Wheelahan, veteran of 15 years in radio broadcasting field, joined WDSU in 1954.


Ken Radant, assistant manager of WBCH Hastings, Mich., named general manager, succeeding Robert Greenhoe, president and former general manager.

Patrick Crafton, station director of KCPO - AM-FM Cincinnati, named manager of KGW Portland, Ore., succeeding Jackson Fleming, who resigned.

E. Carlton Myers named national sales manager of United Broadcasting Co.’s WOOK and WFAN (FM), both Washington, and WINX Rockville, Md.

Neal Mason, UBC account executive, appointed local sales manager, succeeding Mr. Myers.

Sprague Voner, for past six years program manager of WTMJ-TV Milwaukee, promoted to sales manager. He succeeds Bill Snyder, who resigned.

Ken Brown, James Parker, John McGowan and Bill J. Scharton join expanded Chicago tv sales staff of Peters, Griffin, Woodward, New York-based rep firm. Mr. Brown, formerly with Harrington, Righter & Parsons; Mr. Parker, of WBBM-TV Chicago, and Mr. McGowan, formerly of Weed Tv Corp., will serve as account executives. Mr. Scharton, former national sales manager of WABC-TV New York, will handle special sales development assignments.

Sy Thomas, with Radio Tv Representatives, New York, since 1954, elected vp and general manager of rep firm’s Chicago office.

Warren G. Paul, Irving Trust Co., New York, and Steven R. Orr, Marshall Field Co., Chicago, join sales service division of Blair Tv Assoc. Mr. Paul will be assistant manager of sales service in New York office and Mr. Orr as sales service manager in Chicago.

Ward L. Quaal, executive vp and general manager of WGN Inc. (WGN-AM-TV Chicago), and president of KDAI Inc. (KDAI-AM-TV Duluth, Minn.), elected president of Broadcast Pioneers, New York. He succeeds Gordon Gray, president and general manager of KTVP (TV) Utica, N. Y.

Other officers elected: Ernest Lee Jahncke, vp of NBC, first vp; Arthur Hull Hayes, president of CBS Radio, second vp; Raymond F. Guy, retired vp of NBC, secretary, and Robert Higgins, Broadcast Music Inc., treasurer.


Other officers elected: Harry Smart, Blair Tv, vp; Robert Kalthoff, Avery Knodel, secretary, and Alan Axtell, The Katz Agency, treasurer.

R. Bruce McEwen, media buyer at Young & Rubicam, joins New York tv sales staff of The Katz Agency.

Dr. Joseph T. Klapper, internationally known sociologist who has been conducting communications research in behavioral research service of General Electric Co., joins CBS, New York, effective this month, as director of social research. Dr. Klapper will plan, initiate and conduct studies of effect of mass media on social behavior (see story, page 48).

Albert L. Capstaff, vp - programs, NBC Radio, New York, resigns to devote full time to expanding radio and cable tv interests in U. S., Puerto Rico and Virgin Islands.

Mr. Capstaff is president of Virgin Islands Cable Corp., which operates cable system at St. Thomas, V. I., and of Eagle Broadcasting Co., which has bought WSBR Sanford, Fla., subject to FCC approval. He is also associated with comedian Bob Hope in Mid-Ocean Broadcasting, which plans radio station in San Juan, P. R. Mr. Capstaff joined NBC in 1935 as engineer, subsequently served as program director for major agencies for several years, and owned and operated radio stations before returning to NBC in 1955.

Anthony Pansullo and Joseph M. Tasker Jr. named station manager-general sales manager and program director, respectively, of WRYM Newington, Conn.

Paul R. Swinemal, local sales manager of KOMO-TV Seattle, elected president of Seattle Executives Assn.

Edna K. Hanna, sales promotion manager of KOMO-AM-TV, resigns.

AAW elects Hemmings

Robert Hemmings, of Smith & Hemmings, Los Angeles direct mail advertising agency, elected president of Advertising Assn. of the West for 1962-63 at AAW convention held jointly with Advertising Federation of America, June 24-27 in Denver (see story, page 28). Mr. Hemmings, past president of Advertising Club of Los Angeles, succeeds Lee Fonden, station manager of KLZ Denver, as AAW president. Other AAW officers elected: Walter E. Terry, Johnson & Lewis, San Francisco, senior vp; Robert Rohlfing, Gilham Adv., Salt Lake City, secretary, and Lex McAtee, Frederick & Nelson, Seattle, treasurer. Ariel Parker, Mountain States Banker (trade publication), Denver, elected vp at large.

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00
☐ 52 issues & Yearbook published next November $12.00
☐ Payment attached ☐ Please bill

name

title/position*

company name

city

date

Send to home address—

* Occupation Required

BROADCASTING, July 2, 1962
'Scoop' Russell, retired NBC vp, honored

High government officials including Vice President Lyndon B. Johnson (r) attended a testimonial luncheon honoring Frank M. (Scoop) Russell (l), veteran NBC representative in Washington.

Mr. Russell retired as an NBC vp three years ago but still serves as a consultant to the network and its parent company, RCA. He is also a vp of Frontier Airlines and is associated with community antenna interests.

Among the government officials attending the luncheon, held June 27 at Washington's Mayflower Hotel, were Reps. Charles Halleck (R-Ind.), minority leader, and Oren Harris (D-Ark.), chairman of the Commerce Committee, and all seven FCC commissioners. Robert Saroff, NBC chairman, and Robert E. Kintner, NBC president, headed an NBC executive contingent. The testimonial was arranged by a committee headed by Earl H. Gammons, retired CBS vp in Washington.

Toastmaster was Paul Porter, Washington lawyer and former chairman of the FCC. Principal speaker was Harry Bannister, retired NBC vp in charge of station relations.

Richard L. Branigan, former salesman with WCBS New York, and Michael M. Duffin, KCBS San Francisco, join radio division of Edward Petry & Co., New York, as account executive and assistant research manager, respectively.

Ken Flower, U. S. sales manager for Canada's CTV Network, joins ABC-TV National Station Sales, New York, as account executive. Before joining CTV, Mr. Flower was with CBS Film Sales in San Francisco and New York for four years.

Walt Brown, sports director of KJAX Santa Rosa, Calif., joins news staff of KVI Seattle, Wash.


Don Thompson appointed sales development director of KOLO-TV Reno, Nev.

Thomas Hartley joins news staff of WEBR-AM-FM Buffalo, N. Y.

Bill Wolfe and Leo Yoder appointed assistant chief engineer and technical supervisor, respectively, of WOWO Fort Wayne, Ind. Mr. Wolfe has been with station since 1951 and Mr. Yoder since 1937. Douglas D. Shull, WOWO promotion manager, assumes added duties as national sales coordinator.


Robert J. Nissen, chief engineer of KQED (TV), etv ch. 9, San Francisco, joins KETC (TV), etv ch. 9, St. Louis, in similar capacity.

Leigh Kamman, formerly with Victor Borge's "Comedy in Music" night-
Robert W. Vivian, formerly with pr department of American Oil Co. in Chicago, joins staff of WXYJ James-town, N. Y., as news reporter and an-nouncer.

William J. Brown, who joined KMPC Los Angeles two years ago as news-room assistant and was subsequently as-signed to "Sportswrite," station's phone-in sports information service, promoted to newscaster.

Alan Jay, announcer with WQAL-FM Philadelphia, assumes summer relief duties as newsman with WPEN-AM-FM, that city.


Richard Harrington, Gerald Ruben and John Hogan join news department of WGN Chicago as writers and editors. Robert E. Henley, with WGN since 1959, named production super-visor. Dr. Dan Q. Posin, scientist and educator whose programs on WTTW (TV) Chicago are in etv syndication in 60 markets, joins WGN-TV as weatherman on 10 p.m. news program. Sgt. Harrington, 10-year veteran of Ma-rine Corps, will work at WGN evenings and weekends.

Bill Johns, newscaster at KTVT (TV) Fort Worth, Tex., appointed di-rector of news of KCOG (TV) Los Angeles. Both stations are owned by Chris-Craft Industries (formerly Nafi Corp.).

Lee Shepard joins news staff of KHOU-TV Houston, Tex., replacing Marge Conner, who resigned.

PROGRAMMING

Noah Jacobs, former New York City sales manager for National Telefilm Assoc., joins Independent Television Corp., that city, as sales executive and eastern representative.


Joel Chaseman, general manager of WBC Productions, will transfer his opera-tions from New York to Los Angeles this week. Mr. Chaseman, who for past year was in overall charge of WBC's FM series, will serve as executive pro-ducer of company's The Steve Allen Show. Milton Hoffman, associate pro-ducer of The Steve Allen Show, ap-pointed acting producer, replacing Allan Sherman, who resigned.

Norman Wasser, assistant to vp in charge of sales for Pepsi-Cola Co., joins National General Corp. (formerly Na-tional Theatres & Television) as market-ing research executive on NGC's di-versification program.

Hal Hudson, former program man-ager of CBS-TV, Hollywood, creator-producer of The Zane Gray Theatre and recently partner of Ralph Edwards in Wardson Productions, joins Screen Gems on July 16 as executive producer under long term contract.

Jack Haley Jr. and Julian Ludwig, producers for Wolper Productions, and Peter C. Johnson, film editor, moved to Hawaii last week to start pre-produc-tion activity on hour-long tv docu-mentary special dealing with problems and successes of interracial society of 50th state. They will also research ma-terial for new subjects of Wolper's The Story Of . . . . . . . biographical docu-mentary series for Ziv-United Artists.

Andrew White named co-producer of Screen Gems' Empire series.

Mel Venter, veteran radio announcer now hosting Tello-Test on KGO-AM-FM San Francisco, makes his tv debut with I Want To Know on KTVU (TV) Oakland-San Francisco, Mon.-Fri., 1-1:30 p.m., starting today (July 2).

Denise James, veteran tv announcer-performer, named quizmaster of Beat the Odds on KTLO Los Angeles, Mon.-Fri., 7:30-8:00 p.m.

Charles Barton named director of 20 episodes of Dennis the Menace series for 1962-63 season. Series is produced by Screen Gems for CBS-TV.

GOVERNMENT

John M. McElroy, assistant chief counsel of Senate Commerce Commit-tee, granted four-month leave of absence beginning July 15 to work in Ohio Republican campaign. Mr. McElroy has been minority counsel on Commerce Committee since 1958.

EQUIPMENT & ENGINEERING

Dr. Wendell B. Sell, vp and general manager of Pomona Div. of Mar-quad Corp., joins Packard Bell Electronics, Los Angeles, as group vp in charge of technical products division, computer division and Physical Sciences Corp., 60% company-owned sub-sidiary. He succeeds Dr. S. Dean Wan-less, who resigned. Dan J. Cuddy, for-merly with Consolidated Freightways, joins Packard Bell as director of finan-cial planning.

Justin J. McCarthy and William T. Buschmann appointed eastern and Pa-cific regional sales managers, respective-ly, for electronic tube division of Syl-vania Electric Products, New York. Other appointments in division: Thom- as E. Blackwell as Atlantic district sales manager for distributor sales; Robert H. Wheeler as sales representative for southern district, southern region, and Lyle W. Evans as manager of electro-luminescence. Mr. Evans succeeds Max Krawitz, who was recently named man-ager of Sylvania's color tube manufac-turing.

William E. Yeager, mid-Atlantic re-gional sales manager for Altec Lancing Corp., Anaheim, Calif., promoted to newly created position of engineering information manager.


Howard L. Peters, with Collins Radio Co. since 1959, named director of central region sales. He succeeds Rob-ert M. Winston, now director of com-mercial sales.
James Sims, former engineering director of WAPA-TV San Juan, Puerto Rico, joins technical sales staff of Visual Electronics Corp., New York. He will supervise Visual's broadcast account servicing in Alabama, Florida and Georgia, and will establish regional headquarters in Miami, withoperative branch in Atlanta. Before joining WAPA, Mr. Sims was with Allen B. DuMont Labs, serving as field engineer for DuMont's transmitter division, and earlier in technical operations at KDUB-TV (now KLBK-TV) Lubbock, Tex.

Kenneth G. Bucklin, manager of new product engineering, RCA, Harrison, N. J., named manager of tubes and semiconductor liaison in RCA's electron tube division. Other appointments in division: W. Hoyt Warren, manager of product assurance engineering, appointed manager receiving tube department; Raymond A. Wissolk, administrator of special engineering assignments; and Gilbert Wolfe, manager of engineering standards, named manager of engineering methods and standards.

Charles F. Thomas, manager of marketing and planning for RCA's major systems division at Moorestown, N. J., named to newly created post of manager, staff marketing, international defense programs for RCA's defense electronics products.

Thomas E. Davis, president of Datanetic Products Co., exclusive distributor of Ampex magnetic tape recorders in southwestern U. S., named manager of sales and services for Ampex Corp., Redwood City, Calif. He succeeds John Jipp, former vp and manager of sales and service, who resigned.

C. Vernon Phillips named marketing manager of General Electric Co.'s audio products department in Decatur, Ill., replacing Marshall Bartlett, recently appointed to similar position with GE's tv receiver department at Syracuse, N. Y.

TELEVISION NETWORK SHOWSHEETS

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; coop, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10:00-9:30 Lamp Unto My Feet, sust.; 10:30-11:13 Look Up and Live, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11:12-12 Noon network service.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1:00-1:30 Accent, sust.: 1:30-concl. Baseball Game of the Week, various sponsors.
NBC-TV 1:30-2 Frontiers of Faith, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV Baseball, cont.
NBC-TV NBC Major League Baseball, various regional.

3-4 p.m.

ABC-TV 3:00-4:00 Editor's Choice, sust.
CBS-TV Baseball, cont.
NBC-TV Baseball, cont.

4-5 p.m.

ABC-TV 4:30-5:30 Issues & Answers, sust.; 4:30-5:30 No network service.
CBS-TV Baseball, cont.

5-6 p.m.

ABC-TV Wide World Of Sports, part.
CBS-TV Big Show, part.
NBC-TV 5-6:30 Wisdom, sust.; 6:30-9:30 Update, Helen Rubinstein, and Glenbrook.

6-7 p.m.

ABC-TV 6-7:30 Sports, cont.; 6:30-7:30 No network service.
CBS-TV 6:30-8:00 Tiemaster Drive, part.
NBC-TV 6-6:30 Meet The Press, Wheeling Steel and Co-op; 6:30-9:30 Jim McKay Special, Mich.

7-8 p.m.

ABC-TV 7-8:00 Follow The Sun, part.
CBS-TV 7:30-8:30 Lesie, Campbell Soup; 7:30-9 Dennis The Menace, Best Foods, Kellogg.
NBC-TV 7-7:30 Belltwinkle, Gen Mills, Beech-Nut; 7-8-8:30 Walt Disney's Wonderful World Of Color, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 Follow The Sun, cont.; 8:30-10:30 Hollywood Special, part.
CBS-TV Ed Sullivan Show, Colgate, Reyon, P. Lorillard
NBC-TV 8-8:30 Walt Disney Show, cont.; 8:30-9 Adventures Of Sir Francis Drake, P&G.

9-10 p.m.

ABC-TV 9-10:30 Follow The Sun, cont.; 9:30-11:30 Hollywood Special, part.
CBS-TV 9:30-10:00 Ed Sullivan Show, Colgate, Reyon, P. Lorillard
NBC-TV 9:30-10 Who In The World, Lever.

10-11 p.m.

ABC-TV 10-11 Hollywood Special, part.
CBS-TV 10-11:30 Candid Camera, Lever.
NBC-TV 10-11 What's My Line, Kellogg, Block Drug.

11-12 noon

ABC-TV 11-12 Noon network service.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV Today, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV Captain Kangaroo, part.
NBC-TV Today, cont.

9-10 a.m.

No network service at all.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 Calendar, part.; 10:30-11 I Love Lucy, part.
NBC-TV 10-10:30 Say When, part.; 10:30-11 Play Your Hunch, part.

11 a.m-noon

ABC-TV 11-11:30 Tennessee Ernie Ford, part.; 11:30-12 Yours For A Song, part.

TV SPECIALS FOR JULY,

MONDAY-THURSDAY

CBS-TV:
July 1: 7:30-8:30 p.m.
U. S.-Russian Truck Meet, sust.
July 1: 6:30-9:30 p.m.
U. S.-Russian Truck Meet, part.
Aug. 5: 10-conclusion All-Star Football Game, Gillette, Carling Brewers, R. J. Reynolds.
Aug. 11: 10-11 p.m.
Invitation to Paris, Pharmaceutics Labs.
Aug. 12: 10-11 p.m.
Bing Crosby Special, Pharmaceutics Labs.
Aug. 14: 10-11 p.m.
Shelley Berman Special, Pharmaceutics Labs.
Aug. 25: 10-11 p.m.
TBA Little League Baseball, sponsor TBA
Sept. 21: 10-11 p.m.
Bell & Howell Close-Up, Bell & Howell.

ABC-TV:
July 14: 10-11:30 p.m.
Miss Universe Beauty Pageant, Procter & Gamble.
July 21: 4-6 p.m.
Pga Golf Tournament, Pabst Brewing and sust.
July 22: 10-11 p.m.

BROADCASTING, July 2, 1962

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INTERNATIONAL

Don Hartford, CFAC Calgary, Alta., re-elected president of Western Assn. of Broadcasters at annual meeting at Jasper, Alberta. William Stovin, CKOM Saskatoon, Sask., elected director along with R. MacLennan, CJOB Winnipeg, Man., and Ed Rawlinson, CKBI-AM-TV Prince Albert, Sask. Ex-officio directors elected were Stu Craig, CKX Brandon, Man., and Lloyd Moffat, CKY Winnipeg.

Peter A. York, former marketing services manager of Amalgamated Electric Corp., Toronto, elected executive vp of Bureau of Broadcast Measurement, cooperative industry audience research organization, that city.


Oliver F. Babirad, unit manager of Canadian Broadcasting Corp.'s public affairs and talks programs, joins program department of CTV Television Network, Toronto, as production manager.

Shel Turcott joins news department of CHUM Toronto.

Agnes Anderson, CHML Hamilton, Ont., elected vp of Women's Advertising & Sales Club of Hamilton.

ALLIED FIELDS

Malcolm P. Murphy, director of research at Gorham Co., joins Scherwin Research Corp., New York, as associate director of newly formed evaluations-sales analysis division.


Edward C. Obrist, part-time instructor in communications at Boston U.'s School of Public Relations and Communications, named director of broadcasting. Mr. Obrist will continue as part-time instructor in communications.

G. Bennett Larson, former producer-director with NBC Radio Network and New York advertising agencies and broadcast executive with properties of Philadelphia Bulletin, New York Daily News and Time Inc., joins media brokerage firm of Blackburn & Co. as associate, with headquarters at company's west coast office in Beverly Hills. Mr. Larson's most recent station affiliation was from 1953 to 1959 as president, general manager and 20% owner of Time Inc.'s former Salt Lake City outlets, KTVT (TV) and KDYL-AM-FM, which were sold in 1959.
Wednesday evening
7:30-8 p.m.
ABC-TV Howard K. Smith—News & Comment, Nationwide Insurance.
CBS-TV 7:30-8 The Alvin Show, Welch.
NBC-TV 7:30-8 Wagon Train, Reily, Ford.

8-9 p.m.
ABC-TV 8-9 Focus On America, TBA; 8-9 Top Cat, Kellogg, Bristol-Myers.
CBS-TV 8-9 Window On Main Street, part.; 8:30-9 Checkmate, part.
NBC-TV 8-9 Wagon Train, cont.; 8:30-9 Rebel, P&G, American Tobacco.

9-10 p.m.
ABC-TV Howism Eye, part.
CBS-TV 9-10 Checkmate, cont.; 9:30-10 Dick Van Dyke Show, Patc.
NBC-TV Kraft Mystery Theatre, Kraft.

10-11 p.m.
ABC-TV Naked City, part.
CBS-TV Armstrong Circle Theatre. Armstrong, all, with U.S. Steel Hour, U.S. Steel.
NBC-TV 10-10:30 Play Your Hunch, 10:30-11 David Brinkley’s Journal, part.

Thursday evening
7:30-8 p.m.
ABC-TV Ozzie & Harriet, part.
CBS-TV Access, sus.
NBC-TV 7:30-8:30 Outlaws, part.

8-9 p.m.
ABC-TV 8-9 Donna Reed Show, Johnson & Johnson, Campbell Soup; 8-9:30 Real McCoy, P&G.
CBS-TV Frontier Circuit, part.
NBC-TV 8-9:30 Outlaws, cont.; 8:30-9:30 Dr. Kildare, part.

9-10 p.m.
ABC-TV 9-9:30 My Three Sons, Chevrolet; 9:30-10 The Law and Mr. Jones, P&G.
NBC-TV 9-9:30 Dr. Kildare, cont.; 9:30-10 Lively Ones, Ford.

10-11 p.m.
ABC-TV The Untouchables, part.
CBS-TV CBS Reports, part.
NBC-TV Sing Along With Mitch, R. J. Reynolds, Ballantine, Buick.

Friday evening
7:30-8 p.m.
ABC-TV Margie, part.
CBS-TV 7:30-8 Rain Hide, part.
NBC-TV 7:30-8:30 International Showtime, part.

8-9 p.m.
ABC-TV 8-9 The Hathaways, part.; 8-9:30 Finestones, Miles, R. J. Reynolds.
CBS-TV 8-9:30 Rawhide, cont.; 8:30-9:30 Route 66, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-9:30 International Showtime, cont.; 8:30-9:30 Robert Taylor’s Detectives, part.

9-10 p.m.
ABC-TV 7 Sunset Strip, part.
CBS-TV 9-10 Route 66, cont.; 9:30-10 Father Of The Bride, Gen. Mills, Campbell Soup.
NBC-TV 9-9:30 Detectives, cont.; 9:30-10 Purex Specials, Purex.

10-11 p.m.
ABC-TV Target: The Corruptors, part.
CBS-TV 10-11 Twilight Zone, part.
NBC-TV 10-11 Specials cont.; 10:30-11 Chef Hanley Reporting, part.

Saturday morning & afternoon
8-9 a.m.
ABC-TV No network service.
CBS-TV Captain Kangaroo, part.
NBC-TV No network service.

9-10 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV 9-9:30 No network service; 9:30-10 Pip The Piper, part.

10-11 a.m.
ABC-TV No network service.
NBC-TV 10-10:30 Movie Playhouse, part.

11 a.m.-noon
ABC-TV No network service.
CBS-TV 11-11:30 Magic Land Of Allakazam, Kellogg; 11:30-12 Roy Rogers Show, part.

Nbc-Tv 11-11:30 Fury, part.; 11:30-12 Make Room For Daddy, part.

noon-1 p.m.
ABC-TV 12-12 Bugs Bunny, Gen. Foods; 12:30-1 No network service.
NBC-TV 12-12:30 Mr. Wizard; 12:30-1 No network service.

1-2 p.m.
ABC-TV No network service.
CBS-TV Baseball Game Of The Week, various sponsors.
NBC-TV No network service.

2-5 p.m.
ABC-TV No network service.
CBS-TV Baseball Game Of The Week, cont.
NBC-TV 2-6 No network service; 6-6:15 Alvin, Bristol-Myers; 6:15-7 No network service.

Saturday evening
7:30-8 p.m.
ABC-TV Calvin & The Colonel, part.
CBS-TV 7:30-8:30 Jerry Mason, part.
NBC-TV 7:30-8:30 Tales Of Wells Fargo, part.

8-9 p.m.
ABC-TV 8-8:30 Room For One More, part.; 8:30-9 Leave It To Beaver, part.
NBC-TV 8-9:30 Wells Fargo, cont.; 8:30-9 Toll Ann, part.

9-10 p.m.
ABC-TV Lawrence Welk, J. B. Williams, Whitehall.
CBS-TV 9-9:30 Defenders, cont.; 9:30-10 John Daly, part.
NBC-TV 9-10 Saturday Night At The Movies, part.

10-11 p.m.
ABC-TV 10-10:45 Fight Of The Week, Gillette, Con. Cigar; 10:45-11 Make That Sand, part.
CBS-TV Gunsmoke, part.
NBC-TV Movies, cont.

For the record
As compiled by Broadcasting June 21 through June 27, 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, aer—amateur, vis—visual, kw—kilo-watts, me—megacycles, D-day—D-day, N—night, LS—low surge, mod—modulator, m trans—transmitter, unl—unlimited hours, kc—kilocycles, sca—secondary communications authorization SAA—secondary service authorization, STA—special temporary authorization, SSR—specified hours, CH—critical hours, *—educational. Ann—Announced.

New tv stations
Applications

Somerset, Ky.—Tv Reception Corp. Uhf ch. 29 (560-566 mc); ERP 382 kw vis., 193 kw aud. Ant. height above average terrain 405 ft., above ground 190 ft. Estimated construction cost $48,000; first year operating...
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<tr>
<th>JANSKY &amp; BAILEY</th>
<th>JAMES C. MCNARY</th>
<th>GEORGE C. DAVIS</th>
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<tr>
<td>Offices and Laboratories</td>
<td>Consulting Engineer</td>
<td>CONSULTING ENGINEERS</td>
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<tr>
<td>1339 Wisconsin Ave., N.W.</td>
<td>National Press Bldg.</td>
<td>RADIO &amp; TELEVISION</td>
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<tr>
<td>Washington 7, D.C. Federal 3-4800</td>
<td>Wash. 4, D. C.</td>
<td>517 Munsey Bldg.</td>
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<tr>
<td>Member AFCCE</td>
<td>Telephone District 7-1205</td>
<td>STERLING 3-0111</td>
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<tr>
<th>COMMERCIAL RADIO EQUIPMENT CO.</th>
<th>A. D. Ring &amp; Associates</th>
<th>Lohnes &amp; Culver</th>
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<tr>
<td>Even. 4, L. Dillard, Gen. Mgr.</td>
<td>41 Years' Experience in Radio Engineering</td>
<td>Consulting Engineers</td>
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<tr>
<td>1710 H St., N.W. Republic</td>
<td>WASHINGTON 6, D. C.</td>
<td>Munsey Building</td>
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<tr>
<td>Member AFCCE</td>
<td></td>
<td>District 7-8215</td>
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<th>RUSSELL P. MAY</th>
<th>L. H. Carr &amp; Associates</th>
<th>WALTER F. KEAN</th>
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<tr>
<td>711 14th St., N.W. Sheraton Bldg.</td>
<td>Consulting Radio &amp; Television Washington 6, D. C. Fort Evans</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<tr>
<td>Washington 5, D. C.</td>
<td>Washington 6, D. C.</td>
<td>George M. Sklom</td>
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<tr>
<td>Republic 7-3984</td>
<td>1000 Conn. Ave. Lentsburg, Va.</td>
<td>19 E. Quincy St.</td>
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<tr>
<td>Member AFCCE</td>
<td>Member AFCCE</td>
<td>Hickory 7-2401</td>
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<tr>
<th>GUY C. HUTCHESON</th>
<th>SILLIMAN, MOFFET &amp; KOWALSKI</th>
<th>CARL E. SMITH</th>
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<tbody>
<tr>
<td>P.O. Box 32</td>
<td>1405 G St., N.W. Republic</td>
<td>8200 Snowville Road</td>
</tr>
<tr>
<td>C.Restview 4-8721</td>
<td>7-6464</td>
<td>Cleveland 41, Ohio</td>
</tr>
<tr>
<td>1100 W. Abram</td>
<td>Washington 5, D. C.</td>
<td>Phone: 216-536-4386</td>
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<tr>
<td>ARLINGTON, TEXAS</td>
<td>Member AFCCE</td>
<td>Member AFCCE</td>
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<th>HAMMETT &amp; EDISON</th>
<th>JOHN B. HEFFELFINGER</th>
<th>A. E. Towne Assocs., Inc.</th>
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<tr>
<td>CONSULTING RADIO ENGINEERS</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
</tr>
<tr>
<td>Box 68, International Airport</td>
<td>KANSAS CITY 14, MISSOURI</td>
<td>420 Taylor St.</td>
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<tr>
<td>San Francisco 28, California</td>
<td>Diamond 2-5208</td>
<td>San Francisco 2, Calif.</td>
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<tr>
<th>J. G. ROUNTREE</th>
<th>VIR N. JAMES</th>
<th>ERNEST H. HARPER</th>
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<tr>
<td>CONSULTING ENGINEER</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>ENGINEERING CONSULTANT</td>
</tr>
<tr>
<td>P.O. Box 9044</td>
<td>Applications—Field Engineering</td>
<td>AM FM TV</td>
</tr>
<tr>
<td>Austin 17, Texas</td>
<td>Suite 601 Kanawa Hotel Bldg.</td>
<td>2414 Chuckanut Shore Rd.</td>
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<td>Telephone: Regent 3-4198</td>
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<th>PETE JOHNSON</th>
<th>MERL SAXON</th>
<th>BARKLEY &amp; DEXTER LABS., INC.</th>
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<tr>
<td>Consulting am-fm-tv Engineers</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>Donald P. Wise</td>
</tr>
<tr>
<td>Applications—Field Engineering</td>
<td>622 Hoskins Street</td>
<td>James M. Moran</td>
</tr>
<tr>
<td>Suite 601 Kanawa Hotel Bldg.</td>
<td>Latkin, Texas</td>
<td>Consulting, Research &amp;</td>
</tr>
<tr>
<td>Charleston, W.Va. Dickens 2-6281</td>
<td>N. Neptune 4-4242 N. Neptune 4-9558</td>
<td>Development for Broadcasting,</td>
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<td>Industry &amp; Government</td>
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<td>50 Franklin St. Diamond 3-3716</td>
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<td>Fitchburg, Massachusetts</td>
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<tr>
<th>RAYMOND E. ROHRER &amp; Associates</th>
<th>E. HAROLD MUNN, JR.</th>
<th>JOHN H. BATTISON &amp; ASSOCIATES</th>
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<tr>
<td>Consulting Radio Engineers</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>436 Wyatt Bldg.</td>
<td>Box 220</td>
<td>Specializing in AM-FM-TV</td>
</tr>
<tr>
<td>Washington 5, D. C.</td>
<td>Coldwater, Michigan</td>
<td>applications and measurements</td>
</tr>
<tr>
<td>Phone: 347-9061</td>
<td>Phone: Broadway 8-6733</td>
<td>934-5 Munsey Building</td>
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<td>Washington 5, D. C.</td>
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<td>Established 1954</td>
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<tr>
<th>JAMES C. MCNARY</th>
<th>G. J. Godley Co.</th>
<th>COLLECTIONS</th>
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<tr>
<td>Consulting Engineer</td>
<td>Upper Montclair, N. J.</td>
<td>For the Industry</td>
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<tr>
<td>National Press Bldg.</td>
<td>Pilgrim 6-3000</td>
<td>ALL OVER THE WORLD</td>
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<tr>
<td>Wash. 4, D. C.</td>
<td>Laboratories, Great Neck, N. J.</td>
<td>TV-Radio—Film and Media</td>
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<tr>
<td>Telephone District 7-1205</td>
<td>Member AFCCE</td>
<td>Accounts Receivable</td>
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<td>No Collection—No Commission</td>
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<td>220 West 42nd St., N. Y. 36, N. Y.</td>
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<tr>
<th>GAUTNEY &amp; JONES</th>
<th>KEAR &amp; KENNEDY</th>
<th>contact</th>
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<tr>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1302 18th St., N.W. Hudson 3-9000</td>
<td>BROADCASTING MAGAZINE</td>
</tr>
<tr>
<td>930 Warner Bldg. National 8-7757</td>
<td>WASHINGTON 6, D. C.</td>
<td>1735 DeSales St. N.W.</td>
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<td>Washington 4, D. C.</td>
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<td>for availabilities</td>
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<td>Phone: ME 8-1022</td>
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<tr>
<th>WALTER F. KEAN</th>
<th>JULES COHEN</th>
<th>A. EARL CULLUM, JR.</th>
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<tr>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Consulting Electronic Engineer</td>
<td>CONSULTING ENGINEERS</td>
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<tr>
<td>617 Albee Bldg. Executive</td>
<td>1426 G St., N.W.</td>
<td>INWOOD POST OFFICE</td>
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<tr>
<td>3-4616</td>
<td>Washington 5, D. C.</td>
<td>DALLAS 9, TEXAS</td>
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<td>Member AFCCE</td>
<td>MELrose 1-B560</td>
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<tr>
<th>E. HAROLD MUNN, JR.</th>
<th>JOHN H. MULLANEY</th>
<th>CARL E. SMITH</th>
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<tbody>
<tr>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>A DIVISION OF MULTRONICS, INC.</td>
<td>CONSULTING RADIO ENGINEERS</td>
</tr>
<tr>
<td>4341 South 8th Street</td>
<td>2000 P St., N.W.</td>
<td>8200 Snowville Road</td>
</tr>
<tr>
<td>Terre Haute, Indiana</td>
<td>Washington 6, D. C.</td>
<td>Cleveland 41, Ohio</td>
</tr>
<tr>
<td>Wabash 2643</td>
<td>Columbia 5-6666</td>
<td>Phone: 216-536-4386</td>
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<td>Member AFCCE</td>
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<tr>
<th>PAUL DEAN FORD</th>
<th>WILLIAM B. CARR</th>
<th>ERNEST H. HARPER</th>
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<tr>
<td>Broadcast Engineering Consultant</td>
<td>Consulting Engineer</td>
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<tr>
<td>4341 South 8th Street</td>
<td>AM—FM—TV</td>
<td>AM FM TV</td>
</tr>
<tr>
<td>Terre Haute, Indiana</td>
<td>Microwave</td>
<td>2414 Chuckanut Shore Rd.</td>
</tr>
<tr>
<td>Wabash 2643</td>
<td>P. O. Box 13287</td>
<td>Bellingham, Washington</td>
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<td></td>
<td>Fort Worth 18, Texas</td>
<td>Telephone: Regent 3-4198</td>
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WACL
WACL, owned by WACS, Inc., Dallas, Texas, a privately held corporation, has filed a $630,000 suit against J. C. Chatfield of the California Investment Co., a fictitious corporation. The suit, filed in the United States District Court for the Northern District of California, seeks $630,000 in damages caused by Chatfield's alleged fraud and deceit.

WACL claims that Chatfield, acting as an agent for the California Investment Co., induced WACL to invest money in a real estate development project in California. WACL alleges that Chatfield misrepresented the project's financial condition and failed to disclose material facts about the project. As a result, WACL suffered significant losses.

WACL is represented by the law firm of Davis, Wright & Johnson in this case. The plaintiff is seeking both actual and punitive damages.

A preliminary hearing is scheduled to determine whether there is a legal basis for the suit. If the court finds a basis for the lawsuit, the case will proceed to trial.

The defendants, Chatfield and the California Investment Co., have been served with the complaint and have 20 days to respond. If they do not respond, a default judgment may be entered against them.

This case is significant because it raises important issues about investor protection and the legal responsibilities of agents in investment transactions. It also highlights the potential for large financial losses when investors are deceived by unscrupulous individuals or companies.

The outcome of this case will depend on the evidence presented and the court's interpretation of the laws governing fraud and deceit. It is expected that the court will carefully consider the evidence and ensure that justice is served to the plaintiff.

In summary, this case represents a strong statement by WACL against unfair business practices. It is hoped that this legal action will deter similar misconduct in the future and protect investors from similar harm.

(b) differs from Bartley opinion in its earlier hearing herein.

(by Covington Bcstg. and Sept. 27. Granted petition for rehearing or reconsideration.

(b) station of WTSP-TV, Inc., and Bay Area Telecasting Corp., extended record and re-

Linc. | AM | 80 | 139 | 174 | 744
| FM | 534 | 66 | 200 | 172 | 74
| TV | 481 | 78 | 85 | 120 |

TOTAL TV

VHF | 471 | 91 | 562 |
UHF | 17 | 59 |
TOTAL 1 TV

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

ACTION ON MOTIONS

By Chairman Newton N. Minow

- Granted petition by general counsel for leave to file brief not in excess of 56 pages in support of petitions for rehearing or initial decision in Jacksonville, Fla., tv ch. 12 proceeding. Action June 22.

- Granted petition by Broadcast Bureau and extended time to June 28 to file exceptions to initial decision in proceeding on applications of S & W Enterprises inc., Woodbridge, Va., et al. Action June 20.

- Denied petition by Broadcast Bureau and extended time to June 25 to respond to petition by WEYY Inc (WEYY), Cocoa, Fla., and direction to file brief in support of applications to be granted. Action June 25.

- Granted petition by Jacksonvillr Bestg. Corp. for leave to file brief not in excess of 75 pages in support of petitions for rehearing or initial decision in Jacksonville, Fla., tv ch. 12 proceeding. Action June 19.

By Chief Hearing Examiner R. Cunningham

- Scheduled prehearing conferences and hearings in following am applications on dates: Apr. 25; May 9; and Sept. 11; 1960, for certain issues in proceeding on application of Pioneer States Bcstrs. Inc., for new fm stations in West Hartford, Conn. Action June 20.

- As result of agreement reached at June 20 prehearing conference in proceeding on applications of The Greenwich Bestg. Corp., Greenwich, Conn., et al, scheduled certain procedural dates and hearing for Oct. 1. Action June 20.

- As result of agreement reached at June 20 informal conference in proceeding on applications of Hershey Bestg. Inc., and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa., scheduled further hearing for July 11. Action June 20.

By Hearing Examiner Millard F. French

- Granted petition by Fifth Market Bestg. Inc. (WGSM), Huntington, N. Y., and continued hearing scheduled for June 20, June 27 for exchange of exhibits and June 27 hearing concerning July 1 proceeding on its am application. Action June 22.


- Denied petition by Bi-Staries Bcstrs. Annville-Cleona, Pa., and continued certain procedural dates in proceeding on its am application et al (group 1-b); hearing scheduled for July 16. Action June 22.

By Hearing Examiner Walther W. Guenther

- Denied petition by Broadcast Bureau for extension of time from June 25 to July 16 to file proposed findings and from July 10 to July 31 for replies in proceeding on applications of The Walmec Co. for renewal of licenses of KMAC and KISS (FM), San Antonio, Texas. Action June 28.

- Granted request by Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and continued June 26 hearing to July 2 in proceeding on its application. Action June 25.


- Pursuant to agreement reached at June 21 prehearing conference, scheduled certain procedural dates in proceeding on application of}
Help Wanted—(Cont’d)

**Help Wanted—Management**

$20,000 and more earnings. Sales Director, large National, Large Eastern metropolitan station, excellent ratings. Replies confidential. Box 468M, BROADCASTING.

General manager: I want a General Manager—promotion prospective single station Texas market. Successful sales background essential. Base salary plus incentive available for man who will be a community leader and build station to point where we can use full power. Send resume to Hugo Arbit, 2201 W. 36th St., Houston 1, Texas, mentioning in first letter. Box 565M, BROADCASTING.

Wanted...Northern California, manager with proven ratings, interest and run the works. Good market of the client type in the right man. Box 610M, BROADCASTING.

Station manager with first phone to act as general manager and chief engineer. Northwestern 5500 w. 5 kw. Available by July 23, Send resume and salary requirements to airman to KAPA, Box 926, Raymond, Washington.

Sales oriented General Manager—Experienced for regional 5 kw New England radio. Send resume and photo. Box 617M, BROADCASTING.

Manager—Salesman who can buy interest in stations from $75,000 to $12,000. Write Box 620M, BROADCASTING.

**Sales**

Baltimore—Good salary plus... For good manager—man with ability to grow with growing multiple chain...complete resume to Box 622M, BROADCASTING.

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, ambitious man who knows sales and make money. Box 1408M, BROADCASTING. I-F have Perspiration, Inspiration, Enthusiasm, newly rated Station for $8,500. KERO, Longview, Texas.

Experienced aggressive salesman capable of sales, Modern, fast pace, executive salary. Contact Bill Bills, General Manager, WFGN, 200 Georgia Ave., N. Augusta, South Carolina 4, 44-141.

Sales: Need salesman to work southern states for tape machines, cartridge machines and electronic equipment. Please contact General Manager, F. O. Box 607B, Atlanta Municipal Airport, Atlanta, Georgia.

Sales or sales manager. Wonderful opportunity for experienced man who gets results. Must have proven sales record. Salary open. Plus substantial commission and ownership for Norfolk and Newport News, Va., area. Call Manager Immediately. Al Lynn, Madison 5-5130 or write resume to WYTI, Norfolk, Va.

One of the midwest’s leading stations, $55-M plus, adding to sales staff. Good starting pay. Excellent future. Apply Al Lavel, Manager, KXEL, Waterloo, Iowa.

Southern Kentucky’s pioneer station desires live, young salesman, excellent future in group ownership. Contact Hugh Tyler, Manager, WLBJ, Bowling Green, Kentucky.

Salesman single station excellent market. $510 month guaranteed or commission which ever higher. Send resume and references and photo to S. A. Hassan, WROY AM-FM, Box 31, Carrollton, Kentucky.

Management and sales openings throughout U. S. accent Midwest. Write for information and application. Walter Employment, 85 S. 7th St., Minneapolis 2, Minn.

---

**Radio Announcers**

Top Chain continually on lookout for top Airmen with format experience. Believable voice, creativity. Important qualifications. To be considered send tape and resume to Box 847P, BROADCASTING.

Announcer, First Phone required, for New England Daytimer. Salary excellent. Commensurate with your ability in both fields. Experience necessary. Salary and resume. Real, ideal, opening. If you have sales ability this would also be a valuable asset. Rush reply including all details to Box 400M, BROADCASTING.

Up to $15,000 to start. Morning man, proven ratings, mature delivery. Top 40, major eastern market. Send resume. Box 405M, BROADCASTING.

Immediate opening for alert, energetic newsman. Local news, editorials, commercials. Journalism background, background experience. Ability to work with people. Position rewarding, good pay, and tape, first letter. Box 434M, BROADCASTING.

Very excellent opportunity for a top personality. Midwest market of 300,000. Pulse rates in each city. This is a prestige station. Fully paid hospitalization and life insurance equivalent to $100.00 per month. Highest salary paid commensurate with ability. This is a permanent position. Average length of employment over five years in our program department. Rush particulars—with contact by telephone. Box 366M, BROADCASTING.

Announcer-salesman. Small town east coast. Excellent commission on sales. Excellent opportunity for experienced man. Box 533M, BROADCASTING.

All around radio experience with first phone, phone and tape. Good resume send tape and history. Box 531M, BROADCASTING.

Solid Great Lakes daytimer in good market needs immediate. Position involves self starting announcer. No floats. No problems. Box 555M, BROADCASTING.

Norg & H & I disc-jockey for swinging the station. Write Box 569M, BROADCASTING.

Good music announcer: bright, mature delivery for morning time with one of most powerful stations in top ten market. Several years experience preferred. Needed immediately, salary open. Rush resume and tape to Box 375M, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt music station for dj work plus news gathering and writing. Ability in production required. Excellent starting salary, many extra benefits for mature man. Position of immediate interview required. List age, experience, education, family, references and experience. Box 598M, BROADCASTING.

Announcer with first class license for air work on midwest metropolitan good market music station. No phone. Eliminate announcing. No maintenance. Rush tape and resume. Box 599M, BROADCASTING.

Announcer dj: Family man. 3 years experience. Will relocate permanently. authoritative-sounding, Hard worker, good board. Box 600M, BROADCASTING.


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**Help Wanted—(Cont’d)**

**Announcers**

Licensed truck wanted! Immediate opening for experienced man with first phone in fast growing S.E. Metropolitan market. The man we want must be different... really different. S.E. listeners "work for a nut." Friends say you're a squirrel... C. E. Hooper says you're tops... then we want to hear from you. Send tape and resume today! Box 613M, BROADCASTING.

Michigan, staff announcer, experienced, good appearance, good voice. Write or call Bill Griffiths, General Manager, WELM, Elmira, New York. Phone Regin 5-3658.

Immediate opening for experienced 1st phone announcer. No maintenance. Salary open. Send all or call collect Hugo DiSalvo, Gladstone 7-1194, WGTU, Kokomo, Indiana.

Immediate opening! Due to illness. Need experienced morning announcer-soldman. Opportunity to share profits—managerial position. Carmen Galone, WLTH, Little Falls, N. Y.

Indiana daytimer and FM needs experienced announcer with 1st phone. Interesting position, good salary, 1st class station. Contact Frank Hass, General Manager, WMRI AM-FM, Marion, Indiana.

At once! Wide awake morning man. Versatile, dependable, and experienced! Good hours—top pay for man who can do the job! WLAS, Jacksonville, North Carolina.

Wanted all around man for around the clock—rated 500,000, WJTFR, Albany-Schenectady-Troy. Must have first phone and knowledge of what makes a good newscast tick, plus have a way with music. Salary open. Attractive round man we want immediately. Contact Don Kelly, WPTK, Albany, N. Y. 9-9271.

Announcer—morning man with personality for good music station. NBC affiliation must be experienced. Immediate opening. Send tape, photo and resume to Ed Muol, WTRC, Ekhart, Indiana.

Close to 100 jobs to fill next two months throughout country, particularly Midwest. Announcers and combo, radio and TV, write, Walter Employment, 83 S. 7th St., Minneapolis, 2, Minn. Now!

---

**Technical**

Engineer, first ticket for 1000 watt south-west. Salary good for first man. Maintenance a must. Box 235M, BROADCASTING.

Wanted—1st class engineer with directional experience who wants to be chief. Box 454M, BROADCASTING.

"Eastern Regional AM-FM needs first class Engineer, Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 41 TM, BROADCASTING.

Day timer in Georgia needs combination chief engineer-announcer. Heavy on maintenance. $150.00 per week for right man. Write Box 493M, BROADCASTING.
Help Wanted—(Cont’d)

Technical

500 W daytimer wants reliable, competent chieft. to assume key sales and/or engineering equipment. 5 year old station in medium-market—beautiful city in upper Midwest. Must know. Good pay and side benefits. Middle road music. 1st phone. Engneer. Bachelor and reply to Box 4779M, BROADCASTING.

Medium N. Y. market well established progressive station needs engineer good on merchandise. Other opportunities depend on ability. Box 554M, BROADCASTING.

Chief engineer—must have experience engineering, selling. Has experience, pay scale $550 on up. Small town upper-midwest daytimer. Send letter only! Box 568M, BROADCASTING.

First phone engineer for fulltime southeastern Michigan kilowatt. Maintenance, minimum board shift. New equipment and excellent working conditions: $450 per month starting salary. Contact Chief Engi neer, WABA, Adrian, Michigan.

Daytimer has immediate opening for chief engineer-announcer. Please submit tape answered in 1st letter. Watch—Hastings—in Michigan's water wonderland.

“WFMT, Chicago’s fine arts station seeks man with high quality stereo, audio, and FM knowledge, experience and keenness for permanent position involving duties of program installation and trouble shooting to remote tapping and board work. Salary commensurate with qualifications. Danielson, Chief Engineer, 221 North LaSalle St., Chicago.”


Engineers and combo-man in radio and TV, writer Walker Employment, 83 So. 7th St. Minneapolis 2, Minn., for application now. Many opportunities, free registration.

Production—Programming, Others

Top rated station in Illinois desires the services of a top-notch announcer. Must have sincere desire to search out news, edit and rewrite copy required. Must be willing to pay top salary with Life Insurance and Major Medical Hospitalization Programs fully paid, by company. Permanent position. List full details. Will contact via long distance phone. Box 509M, BROADCASTING.

RADIO

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed in sales management family. Box 998K, BROADCASTING.

Successful manager, solid sales, 13 years experience. Employed. Wants complete station including all broadcasting plus. Top references. Box 599M, BROADCASTING.

Proven producer. Eight years Station Manager. Competent, responsible family man seeks managerial or sales challenge in Michigan—large city. Strong on sales-programming. Will consider mixed stations. Manager.—Administrative, sales and engineering background. Medium market—top viewing station. Box 553M, BROADCASTING.

California management wanted. All around man, emphasis on sales. Experience stable. Go getter. Box 570M, BROADCASTING.

Situations Wanted—(Cont’d)

Management

Now GM large metro station, Big league sports, sales and "Excelsior." Box 581M, BROADCASTING.

Willing and able! . . . any southeastern station willingly considered by able manager with experience. 4 years sales. Box 583M, BROADCASTING.

Management desired in Southwest. Know all phases of business. Married, stable. Box 598M, BROADCASTING.

General Manager ready to push your station, build sales. Medium to large market. Has offers. Available now. Box 594M, BROADCASTING.

Commercial Manager, seek to manage station, southern market. Prefer competitive rate. Must have authority to make changes. Leave present position, only. Box 563K, BROADCASTING.

Manager. strong on revitalizing losing property. willing to relocate in metropolitan area. Sober, family, excellent references. For personal interview write Box 597M, BROADCASTING.

Experienced in all phases radio and tv. Currently in one of nations top twenty vs. outlet, seeks major market. Investor in your growing chain of stations. Top salesman, good voice, experienced in sports play, and refer to college grad., married. Would like to talk with you. Box 583M, BROADCASTING.

Late on top 40 records? Does your competition have you best? Then be first, really first in your market with all labels, all artists. 800 times weekly. Ten days’ trial—no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

Sales

National Sales Director—major market group. Available soon. Nationally known. One of the best management, sales, programming (all types) records in the industry. Outstanding success in popular music area. Interested in major markets. Box 143M, BROADCASTING.

Anouncers

Looking for a capable sports man with all around ability? Box 287M, BROADCASTING.

Seeking expansion. Experienced, single, 5 years radio experience. Draft exempt. Strong on production. Draft exempt. Bo 381M, BROADCASTING.

Socially sharp singer. Looking for move up. Production manager—experienced August. Age 42, 8M, BROADCASTING.

Play-by-play: Preferably college-plenty experience both sports and sales—BA degree Radio-Arts—youthful, married—seek permanent position with future management possibility. Box 433M, BROADCASTING.

"Ready to move up. Big smile, happy sounding Jock. Lotsa teen appeal. Currently in medium S. E. market. Four years format experience. Only major market needed. Reply Box 437M, BROADCASTING.

Astro announcer—production voices—salesman (combination), experienced, executive quality, seeking "novel" experience—college. Box 458M, BROADCASTING.

Young, married newsmann-announcer, 4 years experience. Gather, write, report local news. Prefer mid-Atlantic or northeast. No experience will be considered. Box 145M, BROADCASTING.

Announcer; mature sound; tight production; NYAS grad; want permanent job. Box 485M, BROADCASTING.

College graduate, married, two years experience. Now in market. Some newspaper experience, seeking larger market. Chances for advance in news and/or sports. Box 480M, BROADCASTING.

Announcers

College grad, experienced, board, news, sales, phone. Available two weeks. Box 506M, BROADCASTING.

Announcer seeks position in east starting September. Married. One child. Box 586M, BROADCASTING.

Personality with 8 years experience, humor, voices, wishes to meet station manager in major or minor market. With opening. Box 550M, BROADCASTING.

Bright cheery morning man. 1st phone—no maintenance. Strong news delivery. No Sunday work, will work two weeks. Box 577M, BROADCASTING.


Eight years experience. $65. Central zone or south. Single. 38. Box 572M, BROADCASTING.

"Experience all around announcer major market, looking for medium sized market to relax and enjoy work. Ten years commercial experience, top comedy director, personality disc jockey, worked all shifts, played, produced, and managed college sports for a far. Right job early PM, later remote, show and college sports director by play. Willing to make small investment. Married. Salary minimum $600. Box 577M, BROADCASTING.

Experienced first phone dj. Prefer New England-Florida others considered. Box 578M, BROADCASTING.

Top-rated morning man in medium midwest. Tight board, happy. Not screamer, fully experienced. Box 564M, BROADCASTING.

Personality dj for top 40 sound—a swinger with hip comedy. With production, sales, copy. Seeking permanency. Box 557M, BROADCASTING.

Experienced format dj seeking larger salary and market—draft exempt—willing to relocate. Box 592M, BROADCASTING.

Announcer/dj. Modern sound. New; staff; versatile. Tight production. Box 563M, BROADCASTING.


Now PD in Indiana. Formerly announcer at WICE, Providence, WONE, Dayton—willing to relocate within radius of 150 miles. Experience 5 years. Box 529M, BROADCASTING.

Young conservative announcer would like to hear about your good music station. Married, good news and sports delivery. Box 601M, BROADCASTING.


Announcer/dj. Swingin modern style. Top ideait. Tight production. Cheerful! Box 808M, BROADCASTING.

Modern Jock for modern format. Top sound for top market. Box 615M, BROADCASTING.

Swinging-Negro, fast-paced, tight board and first phone. Want to locate in metropolitan or semi metropolitan area. Now holding top position in small market. Versatile production ability. Broadcasting and technical school graduate. College no floater. Box 618M, BROADCASTING.

Beginner with potential seeking announcing position. 1st phone—will locate anywhere. Frank Allen, 2652 Grove St., Oakland, California, OL 3-715B.
Situations Wanted—(Con’d)

Announcers


Available now! Young announcer. Good sound, Fm, Am, WJZ, 48 Imperial Avenue, Pittsfield, Massachusetts.


Format dj. Young, energetic, theatrical background. Tight board, will travel. Tom Jordan, 3108 N. 8th St., Chicago, Ill. 60624.

DJ, 21, singer, song-writer, guitarist, mc, and clown, natural ability to make audience contact. Swingin hops, tight board, fast concise news. Please contact Larry Lee, 104 Omegas C.t., N. Highlands, Calif. or 341-1904 4-8 pm.

Young announcer, 1st phone, mature voice, experienced program-news director, production ideas. May be contacted on- and off-campus. Dene Shane, 4-9594, Hollywood, California.

Announcer with copy experience, also sports background and news gathering. Tape and resume upon request. Address Roger Wellman; Middleville, Michigan.

Personality disc jockey—3 years experience. Also experience in sports news and production. Want position with South Shore—Sid Young, 229-2229, Nashville, Tennessee.

School of Broadcasting and Announcine graduates. Trained... Experienced... Eager. 1897 Broadway, N.Y.C.

Technical

Technical advisor, chief engineer, all forms radio to 50 kw. Prefer west or southwest. Prefer to work with established studio. Box 497M, BROADCASTING.

First phone—Capable of announcing. Currently working. Seek permanent position—prefer northeast. Box 509M, BROADCASTING.

I control department, work hard, take pride, cover major dj block. Nine years working direction. There in eight days. All inquiries answered. Box 530M, BROADCASTING.

Eastern States first class engineer looking for a transmitter job. Age 41, married and settled, would like a permanent position. Salary open. Box 552M, BROADCASTING.

South only—first phone, 12 years chief and staff engineer. Maintenance is my interest. No announcing, please. Box 561M, BROADCASTING.

Chief engineer-announcer. Experience and maintenance construction and FCC compliance. Quality announcing, staff or personality. Excellent employment record. Write me. I’ll call you. Box 564M, BROADCASTING.

Northwest only: Married, competent, over 2½ years as lst class engineer-announcer. Permanent position wanted, not a drifter! Box 582M, BROADCASTING.

FM Stations—Now is the time to show a profit. I can help. Have first phone license, technical ideas for FM: production, sales, promotion and program guide. Write Grady Dixon, 580 Snow Hill St., Ayden, N. C. with offer or for details.

Situations Wanted—(Con’d)

Production—Programming, Others

Hockey announcer available. Prefer National or American League, will consider all offers. Top ratings, exciting play-by-play. Knows rink, television operation very well. Excel in sales and public relations. Employed. Live in States only. Box 469M, BROADCASTING.

Production—Writer—Producer Direction. Pulled rated #1 in 4 station market metro. Experience in all phases, formats, AM, FM, announce, too. Prefer East but will relocate anywhere there is a future. Box 560M, BROADCASTING.

Girl Friday. Traffic—Copy—Announcing Attractive, Excellent references. Available immediately. Box 511M, BROADCASTING.

Experienced p.d., good sales record. Confident mature announcer, former newcomer, good copy. Central, S.W. U.S. Box 527M, BROADCASTING.

Holy smoke-hurry! Plan to accept position top 30 market within a month if you don’t contact me. Being careful—want best long-range deal. Want p.d. of responsible, healthy, can help organize station. Will scientifically, conceptually program through creativity, top-production, clear thinking, essentials, ability, hard work—for results! Young, aggressive, talented, sober, serious—know business. Top-rated personality on top station, top p.d. (announcer, disc-jockey, music director, producer). Top manager. Tell me your needs. Will provide quick on-the-spot audio-visual evidence in personal presentation. It’s worth your while to talk it over! Box 574M, BROADCASTING.

Rebuilding metropolitan operation? Powerful programming produced by bigtime, imaginative professional. Box 578M, BROADCASTING.

Swinging dj—pd just what you need for constant, alert-aggressive programming of your pop sound. $160 will give a vital new personality, patience and new ideas to organization. Production experience and knowhow in getting the best. Let’s talk. Box 586M, BROADCASTING.

Want opportunity in sports field. Have 12 years background as color commentator in sports, play, coach, officiate. Willing to do anything in the field to help to sports department. Bondable family man, 40, Box 590M, BROADCASTING.

Looking for administrative help, p.d., music director, s.d., supervisor? Man Thursday will help busy executive lessen burdens. 12 years variety radio-tv. Now in electronics. Good references, bondable, good health, family man, 40. Box 591M, BROADCASTING.

Will accept smaller wage for opportunity at first p.d. or manager position, any market. Have 8 years am & tv, all sized markets. Box 597M, BROADCASTING.

Help Wanted—Announcers

TV Kiddie personality for top rated show on deep south VHF. Must double as booth announcer. Will accept top man. Send short VTR or Sof. Box 602M, BROADCASTING.

Experienced television announcer for major Ohio market. Send all particulars and photo first letter. VTR if possible. Box 553M, BROADCASTING.

Major market Rocky Mountain area station has staff opening for bright, versatile commercial announcer. Some news, special program work. We have experienced help. Please have photo and tape of performance. Box 559M, BROADCASTING.

Staff announcer for top market tv station, middle-alliance area. Send video tape, reel film or video tape if available. Immediate opening. Box 616M, BROADCASTING.

Help Wanted—Announcers

Newsmen for on-the-air presentation and full-time local news gathering. Must have TV experience in both. Prefer Texas producers. Send reel, tape, photos, biography. Lynn Penton, KJTV-WS, Post Office Box 948, Midland, Texas 79703.

"Experienced and fully qualified staff announcer for combination AM-TV operation. Send resume to Program Manager, W.A.F.R.-TV, 1836 N. 11th St., Portland, Ore. 97210.

Strong on-the-air commercial announcer who can double as sports director. Outstanding opportunity in market’s top station. Contact John Rudeck, Operations Manager. WJBF-TV, Augusta, Georgia. Phone 2-6994.

Technical


Opening available with leading midwestern tv station for experienced engineer with first class license. Send resume or for full resume to Box 659K, BROADCASTING.

Graduate electronics engineer or equivalent. Experienced, enjoys working in a top university atmosphere. University atmosphere. Submit experience and salary requirements. Box 585M, BROADCASTING.

Wanted: TV engineer—first class license. Experience not necessary but desirable. Write W. M. Greely, KHOL-TV, Holdrege, Nebraska.


Production—Programming, Others

"Operations Manager for major market, east coast television station, to coordinate studio production and daily operation. Indicate experience in directing, producing, and on-air promotion. Box 659M, BROADCASTING.

Newsmen for combined radio-television newsroom. Must be strong on-camera, experienced reporte. This man will bring our 11 p.m. TV news in highly competitive market and must be good. Send photo and either Bill Lindsay, WFMJ-TV, Youngstown, Ohio.

TELEVISION

Situations Wanted—Management

Experienced salesmanager—Desires change to smaller UHF or VHF market. Box 571M, BROADCASTING.


Sales

TV-Radio promotion and sales, film and production experience. Available. Box 562M, BROADCASTING.

Television salesman—4 years experience radio sales. 12 years broadcasting including 4 years television announcing. 31, married, good references. Box 589M, BROADCASTING.

General Sales Mgr. (TV) — Self starting creative sales producer with outstanding track record. Excellent book and agency contacts. Presently employed. Will consider challenging job. 14 years experience (local and national) plus % sales. Box 604M, BROADCASTING.

Announcers

SITUATIONS WANTED—(Cont’d)

Technical

Engineer limited tv experience. 4 years experience doing studio design. Has 1st phone ticket. Willing to relocate. Salary open. Box 609M, BROADCASTING.

PRODUCTION—Programming, Others

Director—Writer—Announcer, looking for a position with potential. Box 357M, BROADCASTING.

Nationally recognized newsman seeks challenges in medium or major market operation. Network and overseas experience will be a plus and local TV experience. Best industry references. Salary open and all expenses paid. Write Box 364M, BROADCASTING, or Phone Area 1, Union 3-4336 today.

Newsmen, 11 years. Directed legislative, special events, editorial writing your background. Family: age 34. Call 204-562-5488 collect. Box 407M, BROADCASTING.

News photographer reporter seeks employment with aggressive tv station. Five years experience. Have car, equipment, vet. Box 357M, BROADCASTING.

Director, 5½ years experience all phases of production—management, sales, technical supervision. Excellent skills in hiring, scheduling, programming and directing. Seeking a 3 year position. Journalism degree. References, Family. Box 553M, BROADCASTING.

Cost-conscious program-production manager with 11 years experience in guiding and supervising operations. Selling, scheduling, programming and directing. 9 years experience in 5 year position. Journalism degree. References. Family. Box 553M, BROADCASTING.

Sports Director, Sales Mgr. 12 years overall experience in both studio and television doing major sports events and programs. Write, tell, and produce news. Agency experience also. Network experience included. Send for complete resumes and references. Box 606M, BROADCASTING, 2415 Houghton (Edwards) WTCN Radio & Broadcasting Supply Co., 1314 13th Ave., Minneapolis 16, Minnesota. Phone 612-633-9628.

SITUATIONS WANTED

FOR SALE—Equipment

WE 511M 3 kw fm transmitter. Operating condition. Best offer over $2,000. Box 606M, BROADCASTING.

Lost lease. Have for sale Translux Traveling TV News room in perfect condition. Cost $14,000 new, will sell for $3,000 if you come and get it. 42½ ft long 40 in. high. Write WBLY, Fairmont, West Virginia.

Tape edit playback units, Model 376-7-RP using 7” reels. Has preamp. Continuous play, double track, ideal for use on location for broadcast pictures. Cost new $450.00. We are changing to FM feed. Units used one year. Will sell for less than half. Call FOB, 222 South Division, Grand Rapids, Michigan.

FOR SALE—(Cont’d)

Equipment

Bargain. 3kw FM transmitter, $300, 4 bay studio, Collins 17-2, Collins 16, coaxial line. WDIA, Memphis, Tennessee.

“For Sale” complete GE studio camera chain model 4 FC 4 with Houston Fearsless 8 lamp roipd, (18) Houghton E-15 monitors, Audio, Supra 16x8 channel amplifier. Call O. L. Turner, WSTL, Phone 593-9251.

Western Electric 10 kw-FM (506 B-2), and one (1) kw AM (454 A-1) spare tubes and parts. Make offer. WVRK, Columbus HU 6-6089.

UHF Transmission Line and Hardware: 5½” of 14” x 16” MI-1007-18 Coax, 250 of 3½” x 25” MI-1006-1 Coax, Eizbons, insulated, 200 of 3½” x 25” MI-1006-1 for both above. One 3½” RCA dipole antenna, Channel 22, one dito Channel 24. All good condition. Available mid July. Half price! Write for stock list. Scott Hagena, WSFB-TV, South Bend, Ind. 1.


Thermometer, remote electrical; enables announcer to read the correct outside temperature from distance of 150 ft. Degree F. Installed in less than an hour. Send $697 brochure. West-Emp. Co., Box 611, San Diego 8, Calif.

16m Reversal Film Processor, Algionce. Model America, automatic daylight film processor. Automatic threading solution recirculation, replenishing system, and dryer, with two magazines $2500.00 each. 16mm Film Processor, for flat, mini- reproj, 16mm negative-positive processor. Sell Unit $3500, Good! Send $600 for magazine. 1000 Kw. L. Anderson, WJW-TV, 1630 Euclid Avenue, Cleveland 18, Ohio.

Am. fm. tv equipment including transmitters, orthicons, iconoscope, audio, monitors, cameras. Electrofilm, 440 Columbus Ave., N.Y.C.

Used AM transmitters—several 5kw, 1kw, 250 watt—Price $200.00 or less. Bauer Electronics Corporation, 1635 Industrial Road, San Carlos, California.

United transmission equipment 1 308 Andrus 314 Telephone Line. $40.00 for 2 for length: 4”-ditto. 90 foot: 6 feet. Thes. with hardware $100.00 each. Also, Eilbros, Reducers, Dehitters. Famine and Hardware at surplus prices. Write for list. Black Box, S.W. Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcast Supply Co. 1214 turbridge St., Lakewood, California.

WANTED TO BUY

Equipment

Wanted 5 kw FM transmitter, not over eight years old. Box 667M, BROADCASTING.

Wanted to buy: By individual wanting semi-retirement. Small AM or FM station N.F. (preferably 106 mile NYC) Low price/down payment. See details included. Operating cost, gross/net income past six months. Box 580M, BROADCASTING.

Film scratches and dirt shaving on your tubes? A new tool can do the work. Send in your tubes, using Piclear You can also, Piclear, Inc. 903 Palmer Ave., Mamaroneck, N. Y. 8-9256.

Used broadcast audio speech input console in working or repairable condition. Box 8117, Asheville, North Carolina.

WANTED TO BUY

Stations

“Will take every active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 267M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence. Grantham Schools are located in Rolla, Missouri, and Kansas City, Missouri. Write for free 40-page brochure. Grantham School of Electronics, 3121 Gilham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory methods. Class size limited. New Fall schedule. Minimum age 18. Write to Grantham School of Electronics, 3121 Gilham Road, Kansas City 9, Missouri.

Eklins 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 1948, the original course for FCC First Class Radio License. Six weeks’ intensive study of radio license in six weeks. Reservations necessary. En- role today at Grantham School of Electronics, 3121 Gilham Road, Kansas City 9, Missouri. Call 8117. For information, references and reservations, write William W. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Eklins School of Broadcasting, 2603 Inwood Road, Dallas 33, Texas.

Free brochure with information covering our program FCC License.Grantham School of Electronics, 3121 Gilham Road, Kansas City, Missouri. Summer classes start July 11, and Sept. 18.

MISCELLANEOUS

ATC and similar cartridges reworked and conditioned. Low rates. Broadcast As- sociates, Box 1392, Atlanta 1, Georgia.

New DJ Comic-Tape ready now! Over 100 crazy bits to brighten up your show. Only $5.00. Hurry, limited number available. IRP, 1830 Greenville Ave., Dallas, Texas.


28,000 Professional Comedy Lines! Topical, service free (when available). Introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

“Days-Data-Date.” New Deejay gag service! Write for free copy of Comedy Service—Dept. BM 85 Park Row, Brooklyn 25, New York.

Business Opportunity

For Sale 1st Mortgage on Florida fulltime radio station, 20% discount. Secured by all real estate. Will accept $10,000 for $30,000 note. Interest 6%. Write Box 611M, BROADCASTING.

I need working partners to buy radio station to operate in the Midwest. I am seeking a sizable company or a group of individuals to invest. Box 970M, BROADCASTING.
Help Wanted—Sales

OPENINGS

Three Account Executives
Radio, Television and/or
Ad Agency Experience

A Necessity.

High-caliber men, free to travel, with
accustomed earnings to $25,000 yearly.
Travel and entertainment allowance, plus commissions.

Call Main Office, HA 6-9266, Boston, Mass., for appointment. Interviews will be
held in accessible area.

COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

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 engi-
nering helpful.

Travel and housing allowances given.
Submit experience and earnings to
Box 841K, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN
RADIO & TV

A new concept in obtaining jobs throughout
East Coast & Midwest. Find out how you
can list and have your resume mailed to
over 1000 stations. A sure fire way of ob-
taining jobs, for all broadcast personnel,
experienced or professionally trained. Write
immediately.

JOB CHANGEx
458 Peachtree Arcade
Atlanta, Ga.

INSTRUCTIONS

FCC First Phone License in 6 weeks. Train
on 5000 watt commercial station. Air
Conditioned classrooms. Apply now for spe-
cial summer rates. American Academy of
Electronics, 303 St. Francis Street, Mobile, Alabama.

MISCELLANEOUS

NEW COMEDY FOR DJ'S
Be the first to get this new fresh package,
tailored specifically for DJ's. All new 100% audio and send $5.00 for “Take One.”

D.J. GAG SERVICE
P. O. Box 92
Kansas City 41, Missouri

MISCELLANEOUS—(Cont'd)

AUTOMATING?

Top air personality in N. Y. City, heard
locally, professionally prepared to cur-
tom-build three hour record shows and/or
commercials for limited number of stations.

Network quality at attractive fees. Will
work for commission only.

Write Box 619M, BROADCASTING

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.

FOR SALE

Equipment

Why tie up your money in frozen as-
sets? We lease new or used broadcast-
ing equipment, office machinery and
tools.—Select your own equip-
ment supplier—we buy for cash and
lease to you over period of years.

Conservate your cash and take advan-
tage of possible tax benefits.

GENE O'FALLON & SONS LEASING
639 Grant Street
Denver 3, Colo.
AM 6-2397

Fairchild stereo cutting system with
head, 100 hours use, plus unused
spare head. List price $9,300.
Price for immediate sale $6,500.

Hamilton Audio Electronics
45 West 45th Street
New York City, Circle 5-3430

FOR SALE

Stations

WANT SECURITY

Own your business—be your own boss. $5,-
000 cash buys franchise, equipment and
store. Must know radio. Deal of a life-
time! Live in America's fastest growing
dot and most beautiful city.

Box 569M, BROADCASTING

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MENT CONSULTANTS
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CONFIDENTIAL NEGOTIATIONS

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RADIO and TV STATIONS

in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D.C.
DCEx 2-2311

Continued from page 69

ation of Bay Shore Broadcasting Co., Hayward,
Mass., and continued June 25 hearing to
Oct. 17, Action June 22.

- Granted petition by Broadcast Bureau
and extended from June 21 to July 13 time
to file reply conclusions in Wilmington,
Del., tv ch. 12 proceeding. Action June 22.

By Hearing Examiner Isadore A. Honig

- On own motion, reopened record in
proceeding on application of Don L.
Huber, Madison, and Bartell Beers, Inc.
(WORKY), Milwaukee, to extend in-
definite dates scheduled for filling of pro-
posed findings and replies pending comple-
tion of further evidentiary proceedings,
and scheduled hearing conference for July 11.

- Formalized by order actions taken at
June 6 prehearing conference proceed-
ing on an application of WEZY Inc.
(WESY), Cocoa, Fla., scheduled certain
procedural dates, and issued July 11 hearing
to July 31. Action June 19.

By Hearing Examiner H. Gifford Irion

- Granted request by New Mexico Bostg.
Inc., and continued June 26 hearing to
July 3 in Santa Fe, N. Mex., tv ch. 2 pro-
ceeding. Action June 22.

By Hearing Examiner David I. Kraushaar

- By order in Syracuse, N. Y., tv ch. 9
proceeding, granted petitions for leave to
file applications of Hy Postg. Inc., to
include letter of credit from The Chase
Manhattan Bank and Associated Tele-
vision Inc., to reflect change in main
studio location and financial changes inci-
dental thereby, resulting from condi-
tional grant of application for interim tv opera-
tion on ch. 9 in Syracuse; incorporated
by reference reasons for action in regard to
approval: petition as set out in June 28
transcript of hearing; effective date of rulings
to be date of release of order. Action June 26.

By Hearing Examiner Jay A. Kyle

- Pursuant to June 22 prehearing con-
ference, continued July 20 hearing to Sept.
20 in proceeding on applications of
Olney Bostg. Co., Olney, Texas, and James
R. Williams, Anadarko, June 22.

- Ordered that replies to proposed find-
ings may be filed on or before July 6 in
proceeding on applications of Simon Geller
for new am station in Gloucester, Mass.,

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA single station only. $10,000
down. Asking $70,000. "A GUNZEN-
DORFER Exclusive."

PAPA'S $85,000-812,850,000-$165,000. "Ex-
cclusive."

OTHER AM BUYS $78,000, $125,000.
WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers Phone 5-8800
6630 W. Olympic, Los Angeles 36, Calif.

Stations for Sale

ROCKY MOUNTAIN. Medium market. Gross
exceeds $100,000. Desirable location. Asking
$15,000. 29% down.

SOUTHWEST, Top market in the state. Full
time. Asking $42,000. 29% down.

ROCKY MOUNTAIN. Gross $42,000. Full
time. Asking $75,000. 29% down.

NORTHWEST, Exclusive, Full time. Gross
exceeds $70,000. Exceptional potential. Artists
$12,500. Terms.

JACK L. STOLL & ASSOCIATES.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. HO 4-7279

BROADCASTING, July 2, 1962
By Hearing Examiner Herbert Sherman

By memorandum of ruling after May 31 argument in consolidated am proceeding on applications of: B. W. Hart, New York, N. Y., et al., on temporary authority for a new translator, channel 49, Greenville, South Carolina, for operation in and near Rockland, South Carolina, in the western part of the state, for the purpose of broadcasting two-way radio service between Greenville and Rockland, South Carolina.

A request for a temporary extension of the date for final hearing in this case was granted.

By Hearing Examiner Elizabeth C. Smith

Scheduled hearing for June 26 in proceeding on application of Melody Music, Inc., for assignment of license to WQMA-Hollywood, Fla.

A grant of motion by Tenth District Board of Radio Engineers for further extension for June 30 to June 29, 1962, for final exchange of engineering exhibits, was granted.

Applications for interim authority were filed by Window Radio Corp., on behalf of William T. Taylor, Inc., for operation of new station, channel 27, Knoxville, Tenn., at the same location for the purpose of retransmitting programs of WNIB, New York City, and at the same time, applying for assignment of license to WNIB, New York City.

By Hearing Examiner Leroy Kilpatrick

Consideration for granting an extension of the time for filing number two applications was granted.

Applications for assignment of license were filed by Botsch, et al., for operation of new station, channel 2, Nashville, Tenn., at the same location for the purpose of retransmitting programs of WOR, New York City, and at the same time, applying for assignment of license to WOR, New York City.

By Hearing Examiner Herbert Sherman

A grant of motion was filed by The Cleveland Press, Inc., for an extension of the time for filing number two applications.

Applications for assignment of license were filed by The Cleveland Press, Inc., for operation of new station, channel 11, Cleveland, Ohio, at the same location for the purpose of retransmitting programs of WJW, Cleveland, Ohio, and at the same time, applying for assignment of license to WJW, Cleveland, Ohio.

By Hearing Examiner Robert W. Ecklund

A grant of motion by the National Broadcasting Co., for extension of time for filing number two applications was granted.

Applications for assignment of license were filed by the National Broadcasting Co., for operation of new station, channel 11, New York City, at the same location for the purpose of retransmitting programs of WCBS, New York City, and at the same time, applying for assignment of license to WCBS, New York City.

By Hearing Examiner Herbert Sherman

A grant of motion was filed by Leona B. Cooley, for an extension of the time for filing number two applications.

Applications by Leona B. Cooley were filed for operation of new station, channel 2, Dallas, Texas, at the same location for the purpose of retransmitting programs of KDFW, Dallas, Texas, and at the same time, applying for assignment of license to KDFW, Dallas, Texas.
When it comes to deciding whether your company will play its proper role in keeping America strong—and prospering—it's up to you. The success of the Payroll Savings Plan for U.S. Savings Bonds has come about only because thousands of management executives like yourself have accepted the responsibility and have installed and promoted the Plan. And in helping their employees save, they've helped countless communities build the reserve buying power the nation needs. Make the decision that's right for you and everyone—call your State Savings Bonds Director, or write Treasury Department, U.S. Savings Bonds Division, Washington 25, D.C.

*Keep Freedom in Your Future... U.S. SAVINGS BONDS*

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An evening in Paris caused changes in a lifetime career

When Erwin H. Ezzen was a youngster growing up on the sidewalks of New York, he dreamed of living in faraway places, such as Hawaii, the Philippines or Panama as a career officer in the U.S. Army.

Childhood dreams usually collide with the stern realities of life. But Mr. Ezzen trained for a military career and served in the Army more than seven years in this country and in England, France and Germany. He was a lieutenant colonel by the time he was released in 1945.

"Strangely enough," Mr. Ezzen recounts today, "it was my army career that brought me into contact with individuals in the entertainment field, and I guess I caught the bug."

Mr. Ezzen reports he made the transition from military to civilian life "rather easily." In a 17-year span, he had held top-echelon posts at such companies as Motion Pictures for Television, Guild Films Co., C&C Television Corp. and his present company, United Artists Associated. Today, Mr. Ezzen is executive vice president in charge of UAA, a subsidiary of United Artists Corp. which distributes Warner Bros., RKO and United Artists feature films and cartoon shows to television.

"And I'm happy to say that business is better than ever," Mr. Ezzen says with a smile. "I think I have at least one valid theory to advance about programming: good feature films and good cartoon shows will always find a place on the television screen, no matter how many times they have been run, because there are people who haven't seen them in their earlier runs. A new audience is always growing up, and rotation of time periods exposes the programs to different viewers."

Ezz, as his friends call him, is a compactly built, medium-sized man of 45. Though he has acquired a reputation in the industry as an ace salesman, he's not the razzle-dazzle, lots-of-charm type. In manner and conversation, he is down-to-earth, direct but casual. A colleague commented, "No matter how big the deal is, Ezz never gets excited. But this doesn't mean he doesn't work hard at getting orders from stations or trying to help them with their programming problems."

Knows Stations • His special ability, associates say, is that he has intimate knowledge of the strengths and weaknesses of stations throughout the country, gained from 17 years in the syndication business. He is skilled at suggesting ways of scheduling UAA-distributed feature films and cartoons to cope with the programming of opposition stations. And he's a whiz at computing costs for a package.

"It's a revelation to see Ezz on the phone figuring out the costs of a schedule for a prospective station client," one co-worker said. "He has two adding machines on his desk. With a telephone in one hand, he works each of these machines alternately and comes up with several suggestions for a station manager at the other end of the phone."

Of this work technique, Mr. Ezzen comments, "One thing I got out of my college major in accounting—I learned to work an adding machine."

Erwin Harry Ezzen was born in New York City on Sept. 21, 1916. When he graduated from elementary school in 1930, he applied for and won a scholarship to the New York Military Academy at Cornwall-on-Hudson, N. Y. He graduated from military school in 1934 and matriculated at the College of the City of New York. Though he studied business administration at City College with a major in accounting, young Ezz still had his sights on a military career. He received a bachelor's degree in business administration and a reserve commission in the U.S. Army in 1938.

One Times Seven • At that time, a limited number of reserve officers could apply for one-year service in the regular army. Mr. Ezzen applied and was accepted. But he couldn't foresee that international tensions would extend his military service to a total of seven years.

For five years, he served at various U.S. camps, initially as an infantry officer. One of his more unusual assignments was as commander of a WAAC battalion in Denton, Tex. He attended the adjutant general's staff school in 1943, and thereafter served as a staff officer, including the post of secretary of the general staff, European Theatre of Operations.

From 1943 until 1945, Mr. Ezzen was stationed in various parts of England, France and Germany. One evening in Paris, he made the acquaintance of several fellow officers, including Matthew J. Fox, William S. Paley, Josh Logan and Anatole Litvak. This chance meeting with Mr. Fox, who had been a top executive with Universal Pictures in peacetime, ripened into a warm friendship. Mr. Fox was impressed with Mr. Ezzen's alertness and administrative ability, and they frequently discussed the possibility of joining together in business after the war.

Rise Begins • Mr. Ezzen was released from service in the fall of 1945. In association with Mr. Fox, Ezzen served as secretary of the World Wide Development Corp., an importing-exporting and industrial development organization for a year. In 1946, he joined United World Films Inc., a subsidiary of Universal Pictures, of which Mr. Fox was executive vice president. Mr. Ezzen remained with UWF until 1951, rising to the post of vice president and general sales manager.

In 1951 Mr. Ezzen joined Motion Pictures for Television Inc., a company which sold features and tv series to stations during the medium's formative years. By the time he left in 1955, he was vice president and general sales manager. For a year he was vice president and sales manager of Guild Films, and in 1956 he joined C&C Television Corp., which was formed to market the RKO 1948 feature film library. He left C&C in 1960 as a vice president and director to assume his current post at United Artists Associated.

Mr. Ezzen married the former Thelma Dunleavy of New York, a classmate at City College, in March 1943. They have two children—Steven Leo, 15, a cadet at New York Military Academy, and James Casey, 12. The family home is in Westport, Conn. Mr. Ezzen also maintains a New York apartment, which he occupies when business requires him to stay in town.

He is a member of the International Radio & Television Society, the Sales Executives Club, International Variety and the Friars. His hobby, collecting chess sets from all over the world, combines his interest in travel, art and chess. His present collection includes pieces from Japan, Hong Kong, India, Israel, France, Africa and Mexico.
EDITORIALS

Center ring for radio

UNLESS memory fails—and we have had the good sense to check that possibility—it has been years since as important a non-broadcasting figure as the president of the American Assn. of Advertising Agencies made a full-dress speech devoted exclusively to radio as a national advertising medium, its potentials as well as its problems.

Thus the speech that John Crichton, the new president of the 4As, made to the Colorado Broadcasters Assn. 10 days ago (BROADCASTING, June 25) would be noteworthy if only because it restored radio to a place on the dais. But it is important, too, for an even better reason: simply because it makes a vast amount of sense.

Mr. Crichton obviously had done his homework. He had sampled his member agencies. He had thought about radio’s future as well as its present and past. He knew radio’s problems and showed an understanding of how they came to be. He also knew its strengths as a communications and advertising medium. He talked forthrightly about the good and the bad in what he saw. And he was not content to mention problems and let them lie there. He proposed solutions that he felt broadcasters must initiate, and he also showed AAAA’s willingness to work with radio’s own sales arm, the Radio Advertising Bureau, in areas of common concern.

It is hard to fault Mr. Crichton’s critical assessments: too many radio stations, too many negative and destructive sales practices, too much confusion in rates, too much emphasis on ratings (by both buyers and sellers), not enough attention to qualitative audience research—and thanks to injudicious selling and willy-nilly rate deals, too many commercials to make the medium as attractive as it ought to be. Unlike many speakers these days, he coupled these criticisms with equally candid acknowledgement of radio’s inherent values in reach, inexpensive cost, flexibility and power to move goods.

Broadcasters can hail Mr. Crichton’s understanding approach to radio’s problems and potentials, and they would be smart to heed it, too. We would hope that his own constituents would also heed the parts that apply to them, for agencies, too, have much to gain from a healthier radio medium. By showing an earnest and constructive interest in radio’s welfare Mr. Crichton has set an example that both agencies and broadcasters can follow with profit.

Sec. 315 opportunity

Broadcasters have been given a chance to obtain repeal of the equal-time restrictions of Sec. 315, the political broadcasting law. It will be largely up to them whether the chance is realized.

Sen. John O. Pastore, (D-R. I.) chairman of the Senate Communications Subcommittee, has called hearings to begin July 10 on several pending bills to liberalize the equal-time law. He has personally endorsed a bill, introduced by Sen. Vance Hartke (D-Ind.), that would repeal all of the law except one section that prevents broadcasters from charging premium rates for broadcasts by political candidates and another that requires broadcasters to provide reasonable opportunity for the presentation of conflicting views on controversial issues.

In the Senate there seems to be growing sentiment in favor of doing something about Sec. 315 in time for this year’s political campaigns. If broadcasters present a good case in the Pastore hearings and follow it with vigorous work among the Senate members, it is altogether possible that Senate action will ensue.

The House presents a more difficult problem. So far its members have shown little interest in doing anything about the political broadcasting law at this session. Interest in the subject will be aroused only if broadcasters do the arousing. The subject is important enough, and the chance for action good enough, to justify a crash program by all the major elements of broadcasting.

The Hartke bill is good as far as it goes. It ought to go one step farther and include the “fairness clause” with the others that it would repeal. This clause was inserted during the 1959 repair of Sec. 315 in which news programs were eliminated from the equal time requirements. It is not a clause that can be rationally enforced, and it has been indiscriminately used by the FCC to question program decisions that are none of its business.

More smoke than sense

This is open season for the anti-smoking crusaders. Medical reports against cigarette smoking alleging a cause and effect relationship between cigarette smoking and lung cancer, as well as other serious ailments, have caused genuine concern over the nation and abroad.

It was inevitable, as the crusade developed, that advertising of tobacco would be condemned. Legislation has been introduced to prohibit such advertising.

It was just as inevitable that radio and television would bear the brunt of the advertising complaint because they happen to be the most impressive and spectacular of the media.

In such circumstances there is the tendency to become reckless. Take, for example, the comments of Dr. F. W. King, of the American Cancer Society. He is quoted as having said that the mass media are reluctant to communicate knowledge to the public regarding tobacco and health because of their “purchased dependence on the advertising revenues of the tobacco industry.”

This is an astonishing statement. The anti-smoking crusade has been given great impetus by the very mass media Dr. King condemns. Radio and television along with the printed media have and are covering in detail the reports relating to tobacco and health. These reports are unbiased and authoritative.

Moreover, it ill behooves Dr. King to charge that the mass media do not tell the truth on the spurious ground that they are “kept.” The American Cancer Society has been given more free time than any of the voluntary health organizations. We venture that the $30 million-plus raised each year by the society is largely the result of the voluntary contributions of time and space by the mass media.
Providence...where television professionals practice the skills of market reach and audience penetration. A test market...a "must buy" market...most crowded television market in the country where, the follow through of WJAR-TV adds noteworthy distance to your sales message.

ARB TV Homes
HOLLYWOOD
ETO
HOM
WLF
M11
NBC
Network
sponsored
by
Dupont
6
10-11
p.m.
sp
HEEDDA
HOPPER, Chicago Tribune—New
York News Syndicate, Inc.: 
“Dupont is to be congratulated on sponsor-
ing Ken Murray's TV special 'HOLLYWOOD
MY HOME TOWN.' It should be shown
every year.

CHICAGO AMERICAN—Janet Kern:
“No previous program has come close to
KEN MURRAY'S 'HOLLYWOOD MY
HOME TOWN,' in capturing the real back
stage and off stage Hollywood atmosphere; never
before has the history of the movie colony
been so lucidly encapsulated Murray has the
touch... it should be cultivated... it's
bound to be imitated!”

WASHINGTON STAR—Bernie Harrison:
“Ken Murray's home movies of
Hollywood, we are
willing to bet,
will give
the Dupont
Show of the
Week it's
highest rating
in
months...
A
GEM!”

DETROIT FREE PRESS—
“'HOME MOVIES A HIT'
Murray
managed
to capture
the stars
in
completely
un-
posed
shots
as
they
are
seldom
photographed
'HOLLYWOOD MY
HOME TOWN'
was one
of
the most
interesting TV
programs
of the
season.'’

LOS ANGELES TIMES—Cecil Smith:
“Some of the most
stirring
moments
in
Murray's
epic are pure
history—such
as his
flight was in one
of the old tri-
motors and
Charles Lindbergh back when
he was
still
called 'Lucky
Lindy. It is
'Home Movies'
and
it is
a show
for
sentimentalists. But who
isn't
a
sentimentalist?”

VARIETY—Dak:
“That 'amateur'
photog, Ken
Murray, turned
professional Sunday night. And the result
was an hour of fascinating film of Holly-
wood's greats taken by Murray since he
first
came to Hollywood in 1927. Dupont's show
of the week footage consisted not of old
film clips, as is usually the case, but of
'fresh' film never before exposed to the
public. Accompanying was Murray's some-
times straight, sometimes witty narration,
a decided asset to the hour.

HOLLYWOOD REPORTER—Hank Grant:
'Completely fascinating and
nostalgic... a
well-edited glimpsing of over
75 Hollywood stars right out of Murray's
own personal
library.'

BOSTON ADVERTISER—Anthony
LaCamera:
'Ken Murray's 'Hollywood My Home Town,'
on The Show of the Week last night
was filled with charm, nostalgia, human interest
and movie stars—[at least 75 of them]! This
unique and refreshing approach to a
movie and documentary resulted in one
captivating scene after another. If Mur-
ray hasn't already exhausted his 'amateur'
collection, a sequel would seem to be pretty
much in order.

for 1963

Ken Murray's
"HOLLYWOOD
WITHOUT MAKE-UP"

U.S. rep./ Earl Collins / Foreign M.C.A. internat'l
public relations/Hanson & Schwam